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Vol. XLIX
No. 16

The Billboard

The World's Foremost Amusement Weekly

April 17, 1937

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"BIG ONE" OFF IN BIG WAY

F&M Planning Orient Buildup

Try for 30 weeks—would play theaters and outdoor shows—high pay

HOLLYWOOD, April 10.—Development of Japan for American vaude and circus talent and the establishment of a 30-week circuit of theaters and outdoor expositions are being sought by Fanchon & Marco. F. & M. currently has a troupe of 21 people filling an eight-week engagement at an Osaka, Japan, exposition. Ben Black accompanied the unit in the official capacity of manager, but once in Japan he was to establish a Fanchon & Marco branch office, feel out theater operators on the proposition of developing a substantial circuit and find out talent needs.

Reports sent by Black to the F. & M. indicate that it would be worth the agency's effort to put some time and money into developing the Orient. He reported a great number of theaters in the larger cities using stage shows, especially in Yokohama and Tokyo, where two white producers are using precision dancers similar to the Fanchonettes. It was further reported that some European talent, coming via Russia and Siberia, has been playing theaters and open-air celebrations for some time in the Orient, but their bookings have been more of less haphazard due to lack of organization and traffic operation.

While any possible F. & M. Oriental circuit is several months away at least,

(See F. & M. PLANNING on page 91)

South Bend Battlefield For Cole and H-W Shows

SOUTH BEND, Ind., April 12.—A circus war is on here. In February Cole Bros.-Clyde Beatty Circus contracted with the South Bend Policemen's Pension Fund Association for two benefit performances on May 4 and obtained its licenses. On April 5 Eddie Arlington, one of the lessees of the Hagenbeck-Wallace Circus, was here, took out a city license for April 26, contracted for the lot and feed and billed the town.

Jess Adkins, from Cole Bros.' winter quarters at Rochester, Ind., and backed by the police committee, filed a protest against the granting of a license to another circus nine days ahead. The city bureau then rescinded the Hagenbeck-Wallace license and county officials refused to grant one.

On April 7 Cole Bros. billed the city. Paper for both shows is up, and while H-W is threatening dire consequences, no other action has been taken to date.

Ringling - Barnum Program Sparkling; Many New Acts

Near-capacity houses for first four days at Madison Square Garden—tremendous outlay for wardrobe—opposition with Cole-Beatty Circus for a few days

BULLETIN

NEW YORK, April 12.—Near-capacity houses for first four days and the heaviest advance sale in six years give indication that the 1937 engagement of the Ringling-Barnum Show at Madison Square Garden here will be the most successful since 1929. Show played to heavy houses on Thursday evening, Friday and Saturday, a complete sellout Sunday afternoon and a better-than-average Sunday evening crowd.

NEW YORK, April 10.—Ringling Bros. and Barnum & Bailey Combined Shows opened its 54th annual tour in Madison Square Garden Thursday evening before a near-capacity house of swanky and socially elect New York circusgoers. Altho the 23-day engagement was originally scheduled to get under way in the afternoon, a last-minute hockey league playoff on Tuesday held up the show's occupation of the Garden until Wednesday and management decided, considering the lack of time, to devote Thursday matinee to final rehearsal. After months of intensive training and routining at winter quarters in Sarasota the program, from the new opening spec, *India*, thru to the usual closing cannon thriller, has been cut and trimmed to three and a quarter hours' running time.

For the first time in many years the Ringling-Barnum opening was not the first that New York has witnessed, the Cole Bros.-Clyde Beatty Circus having made its Manhattan debut April 8 at the Hippodrome across town. Both shows will be in the city at the same time for only four days, however, the Cole-Beatty show departing for Chicago tomorrow.

Two minor accidents during the course of the initial offering cast but a slight damper on the presentation. Dorothy Herbert seemed none the worse for a nasty spill early in the program and returned later per schedule. Nio Naitto, Oriental artiste of the tight wire, tumbled to the ground in the opening seconds of her routine and suffered a fractured elbow.

The Garden this year is full of new

(See RINGLING-BARNUM on page 40)

Paine's Transfer to ASCAP Leaves Pubs Facing Problem

NEW YORK, April 10.—With John G. Paine's transfer from Music Publishers' Protective Association to the American Society of Composers, Authors and Publishers practically set, the music industry is watching with some trepidation the final disposition of important problems currently in the hair of the pubs. At the meeting of the publishing industry March 16 in the Hotel Astor plans were laid to tackle the copyright situation, to support a committee to work for a code of fair trade practices, to resume negotiations with the Lucky Strike Parade sponsors and to lay hold of other pressing matters.

With much of this business unfinished, the gap to be created by Paine's resignation looms large. Last word on the music code was Paine's blast a week ago against certain indies who are alleged to have reversed their attitude. Of great import, too, is the ultimate decision of the Senate regarding the copyright law. Duffy Bill has the pubs so up in arms that they decided to oppose the measure by urging an amended version of the current law, passed in 1909.

Lucky Strike program, too, has not changed any. The problem of securing adequate royalty collections from record manufacturers and various other matters are hanging.

E. B. Marks, Elliot Shapiro and Sam Fox, pub committee designated to consider Paine's resignation and the latter's recommendation that Harry Fox succeed him, will report soon.

Setup in ASCAP now includes an administrative committee, recently named by the board of directors, comprising Gene Buck, E. C. Mills, Irving Caesar, Walter Fischer and Louis Bernstein.

(See PAINE'S TRANSFER on page 91)

N. Y. World's Fair Is To Auction Concessions; Shows, Rides To Wait

NEW YORK, April 10.—Word emanated from the Empire State Building this week that the New York World's Fair of 1939 will place its concession privileges on the auction block in the near future and knock them down to the highest bidder. It was explained that wherever practical operation of income-producing facilities at the exposition would be awarded "after competitive public bidding by pre-qualified bidders furnishing satisfactory evidence of financial responsibility, experience and reputation."

The fair does not consider shows, rides and similar amusement enterprises as strict "concessions" and has indicated that privileges for these would be arranged on a different basis. Corporation is not prepared to announce that basis at this time.

All concessioners will be required to pay a minimum space charge, computed on the same basis as that applying to exhibitors, besides, of course, a percentage of gross receipts or additional rental fees depending on individual bids. It was made clear that all concessions, however, will not be subject to competitive bidding. Exceptions will be: (1) Types of amusement and entertainment features where a satisfactory standard of competition cannot be determined. (2) Public utilities such as telephone, telegraph services, etc. (3) Samples, catalogs and the use of the insignia or name of the corporation. (4) Branches of established retail stores and stores selling patented or copyright goods. (5) Concession privileges forming an area of not more than 40 per cent of the total area of a bona fide exhibit, involving principally the operation of restaurants and the sale of exhibitors' products.

The basis of award of privileges will be the amount the prospective concessioner is willing to pay over and above

(See N. Y. WORLD'S on page 95)

Pa. Mgrs. To Vote on Pact

Agreement with performers would stabilize conditions for both agents, acts

PITTSBURGH, April 12.—Entertainment Managers' Association of Western Pennsylvania will meet tonight at the William Penn Hotel to vote on accepting trade agreement proposed by entertainers' association.

Almost identical to agreement between Philadelphia Contractors' Association and entertainers' union, this pact as proposed by committee headed by Bobby Fife would make acts responsible to agents only and by same token would make agents responsible for collection of all salaries.

Agreement provides also that "all acts must have contracts with agents before beginning any engagement" and that "no acts are allowed to accept contracts from two agents." Aimed to improve working conditions for entertainers and guarantee salaries, as well as prevent acts' two-timing agents, code asks that "all female acts shall ascertain before signing contracts whether they have

(See PA. MGRS. on page 91)

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GUILD-HOWARD FILM FIRM

Theater Guild, Leslie Howard To Produce Pix on West Coast

Actor has lined up $2,000,000 Wall Street backing—Walpole, Helburn, Murphy, Langner among those in combo—"Porgy," "Bonnie Prince" first on schedule

NEW YORK, April 10.—Theater Guild, in association with Leslie Howard and his recently organized film producing company, is entering the film field. With Howard as its production associate, it will produce one picture a year, taking its best Broadway success of the previous season. Howard, in addition, will also produce pictures, a yen he has had for some time. Guild's first production under the new setup, Association of American Artists, will be *Porgy and Bess;* Howard's first film, to go into rehearsal this summer in Hollywood, where all film activities of the group will be centered, will be *Bonnie Prince Charlie*. Howard's wanted to do this one for some time.

No New York announcement of the Guild-Howard plans has been made as yet, with Howard just having concluded his negotiations for financing a fortnight ago, getting a claimed $2,000,000 from a Wall street source, with promises of more if needed. Howard's U. S. and English box-office appeal is figured as strong enough to warrant the film venture, on the basis of his past box-office results.

Theresa Helburn, who was with Columbia Pictures for one year and spent considerable time on the Coast learning the film business, is, it is said, to be the mainstay in the film production venture for both Guild and Howard productions. Dudley Murphy will be production chieftain, as the lineup is given, with Hugh Walpole having completed the adaptation of *Charlie* for Howard's first talker.

Lawrence Langner and wife, Armina Marshall, hopped to the Coast last week for the Guild and they are still out there, presumably on Guild film activities. Guild has produced a large number of legit shows later converted into films. Producing them directly, and releasing thru United Aritsts, as is scheduled in the report, Guild will be able to further capitalize on its own theatrical properties. In addition, in the event of a bum season as the Guild has had now, profits will still be up, even if only one play clicks, by the additional coin made thru the film venture.

MPPA Melon Hits Peak of 38 Grand

NEW YORK, April 10.—Music Publishers' Protective Association will distribute $38,000, income for the month of March accruing from electrical transcription music licenses. Figure sets a new peak, with more than half of the fees coming from World Broadcasting System.

Electrical Research Products, Inc., in a recent statement filed in answer to a suit brought by MPPA, denied owing the latter $211,743. ERPI claims it has paid in full.

Honest

DES MOINES, April 10.—Harold Lyons, an exhibitor in Burlington, Ia., is fed up on such adjectives as "colossal, stupendous, magnificent," etc., in ballyhooing picture attractions. Last week he put up marquee billing as follows: "Two features—neither one is any good."

Lyons reported no decrease in attendance.

Hampden Mentioned As AEA Candidate

NEW YORK, April 10.—Word of a petition being circulated last night drafting Walter Hampden to run for the presidency of Actors' Equity in the forthcoming election came out into the open this morning. Hampden when spoken to over the telephone is reported to have said he knew nothing of the move and denied he would run.

Equity insurgent group denied it had put the petition in motion but is apparently supporting it. Wind of the affair leaked out about a week ago, at which time the petition was spoken of as having been circulated in the Players' Club, of which Hampden is president.

Gillmore indicated last week he would welcome an independent candidate in order to settle the question of whether or not he has the support of a majority of Equity's membership.

Wheeling Nite Spots Fade Out

Nicked by ordinance, with licenses being revoked, all clubs face quick brodies

WHEELING, W. Va., April 10.—Ninety-three beer licenses have been revoked by State Tax Commissioner Ernest K. James at Charleston in hearings in 101 Wheeling cases. The wholesale revocations are expected to wipe out the city's present night club setup.

Night clubs already named to be closed April 15, when the revocations become effective, include the Gypsy Village, the Ship, Club Diamond, Hollywood Grill and Seibert's Restaurant, the last three being the city's key night clubs.

Others listed to be closed in hearings yet to be held are Towne Club and Marble Inn.

Nearly all of the proprietors who have appeared before the tax commissioner have admitted selling alcoholic drinks other than beer, the violation under which the licenses are being revoked.

Wheeling beer dealers charge the State with discrimination. They charge that of beer dealers in the State, 1,200 hold federal whisky license, yet 101 in Wheeling were cited and only 12 outside Wheeling were cited.

Danny Phillips, proprietor of the Club Diamond, largest local night club, said: "It's a dirty trick from Charleston, but it looks like curtains for us all."

John B. Eastman, State Federation of Labor president, has protested to the governor against the license revocation.

"Coffee and," Plus Sunshine, In Rio for American Acts

NEW YORK, April 3.—If there is not so much gold in them thar Rio de Janeiro hills there are at least enough opportunities for showfolk to make a living while they carouse in the year-round balmy weather which should make the Californians green with envy.

Bertram Wickham, who sent this tip, is an English actor known here thru his performances in *Ben-Hur* and *Aphrodite*. By teaching English Wickham is doing right well by himself. Having been a performer, he sizes up the Rio situation from the practical standpoint of job possibilities and described business conditions in and around the Brazilian capital in a letter to *The Billboard* this week.

He stresses the cheap cost of living and reports that Rio's four large casinos exhausted the local supply of talent. The prevailing air of gayety rivals that of Monte Carlo, after which the night spots and gambling establishments have been patterned. Obviously sissies and hillbillies had better stick to their knitting at home lest their mid-Victorian standards be jolted by the reigning license.

Rio chould accommodate a dance instructor, tho no great fortune is to be made, and there is room for good teachers of music.

This Roman Catholic population is attracted to Biblical and religious presentations. Thus far only one English company makes a yearly pilgrimage to Rio, Sao Paulo, Santos and neighboring towns in Argentina and Chile, enjoying a virtual monopoly on the moneys spent for such entertainment.

Since American film stars are tops with South Americans, the name of almost any one of them at the head of a cast would return a luxurious box-office net. To round out the range of entertainment, Rio de Janeiroians seasonally patronize the sublimated programs produced by an opera company imported from Italy.

To boot, there are good prospects for small hotels or rooming houses on the American style, since a small investment could juggle almost any project.

Chorus Equity Notes

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

The complete nominating committee

(See CHORUS EQUITY on page 73)

OUT-OF-TOWN OPENINGS

"Come Across"

(Boston)

By Arnett McKennan, Gaspar Bacon Jr. and Benjamin Welles. Directed by Arthur Hurley. Dances directed by William Holbrook. Music by Cammann Newberry, Benjamin Welles and Gaspar

(See Out-of-Town Openings on page 77)

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Local 802 Still Hopes To Set Its Flesh Campaign Nationally

NEW YORK, April 10.—Musicians' Local 802 still hopes to nationalize its theater drive campaign. A resolution, passed by a meeting at large, approves a committee hitting the road to contact other locals in an effort to stir up interest in the campaign, particularly with a view to supporting 802 in advocating such a policy at the convention in June.

According to Jack Rosenberg, 802 president, no definite action has as yet been taken, however, and there is no assurance that the plan will be carried out. Rosenberg, too, does not view the committee idea as particularly significant, in that it would necessitate such long-drawn-out detail as sounding out other locals, who would then be obliged to place the matter before the various memberships before decisive stands could be made. It is certain, however, that 802 plans to make the drive a live issue at the forthcoming convention.

Attitude of the American Federation of Musicians is conservative, the officials feeling that the drive is primarily a local problem. This hands-off policy on the part of the AFM harks back to its employment campaign instituted during the early days of the talkies, a campaign on which $1,250,000 was spent without appreciable results. AFM has been wary ever since, particularly so in view of the fact that some theaters still employ musicians. Were the AFM to tackle the drive on a national scale it is possible that the situation would prove a boomerang and throw currently working musicians into the unemployment ranks, it is claimed.

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Billy and Beverly Bemis (This Week's Cover Subjects)

SOME years ago the father of Billy and Beverly Bemis completed a book of dancing instruction called "How To Dance the Charleston." Seeking illustrations for it, he asked his youngsters to pose for him. The direct result was to instill in them a desire to take up dancing seriously and they broke in professionally a short while after, while still attending high school, playing theaters week-ends in and around Hollywood. Paramount tested them for a part in "College Rhythm" and the results of the film brought them to the attention of Sid Grauman, operating what was then the Coast's leading theater, the Chinese.

Theater dates were followed by a two-week booking at the Dorchester House, London, the two weeks growing into 13. Continental dates followed for the next six months, the team returning to Hollywood to work in a Warner picture. After this they resumed theater work, playing Eastern houses, with hotels and night clubs, including the Edgewater Beach, Chicago; Biltmore Hotel, Los Angeles; Coronado Hotel, San Diego, and others. Their most recent bookings have been at the Chez Paree, Chicago; Fox Theater, Detroit, and Detroit Athletic Club.

CIO Okehs Coast Studio Employees

HOLLYWOOD, April 10.—First evidence of plans of the Committee on Industrial Organization to crack into the film studios was seen this week, with the official CIO okeh being given by William Dalrymple, West Coast representative, to Studio Employees' Protective League and the Empire Projectionists' Union. The organizations were given the "go ahead" sign by Dalrymple.

Both studio employees and the projectionists will unite efforts in securing certificates of affiliation with CIO as the United Studio and Theatrical Workers, which, they plan, will be permitted to claim the entire amusement field, with vertical organizations in the various branches. The league is headed by Jack Lloyd, president, and S. G. Larkin, secretary. Projectionist officers are W. L. Baynes, president; L. F. Stockwell, business manager.

LOS ANGELES, April 10.—United Radio and Electrical Workers, CIO organization, will establish West Coast headquarters here next week, with office space to be taken in the San Fernando Building. Campaign, it is understood, will be set in motion immediately to gather announcers, technicians and other workers into a vertical union. C. H. Jordan will head the recruiting forces.

802, Canned Music Set-To Is Expected

NEW YORK, April 10.—With Muzak's wired music service being installed in increasingly large numbers in hotels, the outcome of the efforts of musicians' Local 802 to get hotels to use union musicians for private entertainment affairs is being watched with some concern. Jack Rosenberg, president of the local, is confident the aim of the union in this matter will be ultimately accomplished. Bearing out this view, some of the parties involved, such as the caterers, already have agreements with the local. Should the hotel men, however, try to hold the wired music service as a whip over 802's head in order to forestall union demands then, according to Rosenberg, it will be necessary to beat Muzak.

The fight which seems in the offing is likely to be a tough one, tho, for the hotels point out that in private entertainment affairs the organization sponsoring the affair is the employer of the band. Rosenberg feels hotel contracts should specify the use of union men.

That the hotel keepers will battle to the last ditch to avert such a condition seems a foregone conclusion, the angle being that such a concession to the musicians' union might precipitate a strong unionization fervor on the part of other hotel employee groups, including foodworkers, service men and others.

Administration of Local 802, however, may be forced to go into the fray due to pressure from the large unemployed faction. According to observers, there is the possibility that a CIO faction advocating extreme militancy might, under present employment conditions, develop.

Hawaiian Recital April 19

NEW YORK, April 10. — Huapala (Vivienne Mader) will offer a program of Hawaiian dances and music at the Town Hall April 10. The Ilima Islanders, of WTIC, Hartford, Conn., will accompany Huapala.

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SEND IN ROUTES

The Route Department (appearing in this issue on Pages 28-31) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

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Flint Biz Drops As Strike Ends

DETROIT, April 10.—Sit-down strikes must have been good for business, according to the experience of Flint (Mich.) theater operators, as reported by James Minter, operator of the Family Theater, and confirmed by check with a film exchange manager on business done by percentage pictures.

Business was only fair during the strike at General Motors plants at Flint, but it has taken a further drop—after the strike was settled. Reason apparently is that a lot of people had time on their hands and nothing to do except go to the shows during the strike. Now they have just as little money and less time, so the shows lose out.

SAG Backs Contract Bill

HOLLYWOOD, April 10.—State Assembly Bill No. 1116, which reduces the length of personal service contracts from seven to three years and proposes changes in optional contract law, is being backed by the Screen Actors' Guild. Group of SAG committeemen, headed by Aubrey Blair, presented a lengthy brief this week in Sacramento asserting the misuse of the seven-year contract provisions. The studios, meanwhile, were exerting lobby pressure against the bill.

SAG's brief declares that under the present seven-year system many players are brought here on optional contracts, which start at small figures and rise over the annual period to important figures and are released at option time, thus creating an overcrowded player market.

"Eternal Road" Ends N. Y. Run May 15; Tour Planned

NEW YORK, April 12.—*Eternal Road*, $500,000 Biblical spectacle which opened here January 7 after three years of preparation, will close May 15. The Weisgal-Gaige management plans a 40-week tour to the Coast and possibly a London engagement with a different cast.

Road thus far is understood to have grossed $355,000 and has returned to the backers about $20,000. Road tour, together with whatever the film rights bring, is expected to cut down the loss on the original investment. *Road* opened with a $29,000 per week operating expense and a total personnel of 365. Nut was later reduced, but was still a terrific figure despite concessions by various theatrical unions.

AFM Reports on Security Tax Mess

NEW YORK, April 10.—As a result of recent efforts of executives of the American Federation of Musicians and musicians' Local 802 to contact the Washington authorities in order to straighten out the Social Security tax muddle, the local's official journal makes the following report:

"It is the local's contention that leaders and contractors are not employers and that the present responsibility for paying the employers' share of the tax should be borne by the organization or account in whose behalf the orchestra is rendering service.

"The matter is being taken up by the proper Washington authorities, who have advised us that in the meantime our contractors shall continue to deduct Social Security tax from the musicians and hold said money in escrow pending the final determination of who the employer is. In the event that the real employer is adjudged to be the people in whose behalf we render services, then the contractor will have to turn the musicians' share of tax over to those employers, who in turn shall have to add their share of the tax in accordance with the requirement of the law."

Sheet Music Sales Increase

NEW YORK, April 10.—Edward P. Hangen, president of National Association of Sheet Music Dealers, Inc., in a letter to the trade announcing the 24th annual convention of the organization, states that business is steadily improving, with each succeeding year showing an increase in sales.

Annual confab will be held at the same time and place as the annual convention of the Music Publishers' Association of the United States, June 14-16 at the Roosevelt Hotel here. The pubs and dealers will discuss matters of importance to the entire industry.

Hangen attributes co-operation between pubs and retailers to the joint trade practice committee, composed of both categories, a group constituting a tribunal for hearing grievances. Committee also formulates a schedule of suggested maximum retail discounts.

Minsky Hearing April 15

NEW YORK, April 12.—A formal hearing on the status of the license of Minsky's Gotham Theater here will be held Thursday at 3 o'clock before License Commissioner Paul Moss. Found guilty in Special Sessions Court Thursday of giving an indecent performance, the Burly Amusement Corporation, operating the theater, must present reasons then why its license should not be revoked.

WPA, Drama and Psychiatric Ward Have It All Figured Out

NEW YORK, April 10.—The WPA Federal Theater is dabbling in psychiatry, and the Bellevue Hospital is casting a wondering glance at the drama. This confounding state of affairs came to light at a press conference held at Bellevue, where Doctors Bowman and Ross explained to a bevy of dumb reporters just how the WPA's community drama unit is helping to solve the problems of maladjusted girls between the ages of 16 and 21.

The lassies, when questioned outright as to what ails them, refuse to come out in the open, but their mental twists and conflicts apparently appear in plays written around their own experiences. WPA plants a man, an understanding one, among the females and he, the legend goes, helps to stage the plays.

Idea of using the drama as a mental release for the maladjusted is not new, the technique being merely one of a dozen or so used by psychiatrists and psychoanalysts. That the system might be used not only to help the neurotic but also the dyed-in-the-wool screwballs was indicated by Dr. Ross. None of the commercial managers were present as was evidenced by the lack of repartee on this natural.

Technique of applying dramatic principals, as understood by the WPA, to therapeutics, goes back some six or eight months, the germ of the idea being the WPA puppet show presentations for children.

Most Shakespearean remark made during the interview was gotten off in all seriousness by Dr. Ross, who says, "Some mental defectives make excellent actors."

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WANTED IMMEDIATELY
For One-Night Stands under canvas, High-class Musical Show of Uncle Tom's Cabin. A-1 Comedian for Marks, clever Young Woman for Topsy. Both do Song and Dance numbers. Real Chorus Girls, Musicians for Swing Band, clever Dramatic People. Write, don't wire, full particulars, lowest salary, pay own. Rehearsals April 19. HARRY SHANNON, Manager, Spencerville, O.

Good Stock Burlesque People Wanted
In all lines. State all in first letter. Specialty Strip Women send photos. Will return.
LONG SUMMER ENGAGEMENT.
Also Chorus Girls and Parade Girls. Extra for Specialties. Wire or write
GEORGE YOUNG, Roxy Theatre, Cleveland, O.

WANTED
Join on wire, Feature Comedian doing real Specialties, produce Concerts. Prefer one doubling instrument, or Wife for Chorus. Musicians with Wives for Chorus wire. Others communicate. State lowest salary. Advance only if known. Pay your wires. ROE NERO, Boaz, Ala.

WANTED, YOUNG GENERAL BUSINESS MAN . . .
With good Specialties, preference to Musician.
TILTON & GUTHRIE PLAYERS
Lake City, Ia.

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

Dickstein Bill Licked Again

WASHINGTON, April 10.—Dickstein Bill, aiming at restriction of entrance of foreign actors to the United States, was voted down Wednesday in committee by an eight-to-five vote.

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

MORE CHAIN-BREAK TALK

Rep Broaches Regulation Plan To Networks as Policy Change

Murray Grabhorn, of Blair office, suggests stations and chains adopt floating schedule system—NBC may call meeting in New York of station reps

NEW YORK, April 10.—John Blair, station rep office has offered a plan to the Columbia Broadcasting System and the National Broadcasting Company to check chain-break announcements, establish a "floating schedule" for spot announcements and to rotate such announcements. NBC may call a meeting of station reps to see if they are in general agreement with the plan proposed by Murray Grabhorn, of the Blair office. In addition to station reps, co-operation of networks, stations and agencies would be necessary to make the plan effective. Increasing protests against chain-break announcements, headaches to time buyers and the possibility of a Federal Communications Commission order banning such announcements are the major reasons for Grabhorn's proposal. Young & Rubicam and N. W. Ayer have been particularly articulate in their condemnation of the sale of time between commercial shows. Some station reps see a possibility of an FCC order nixing such announcements. This would, of course, cut into their intake as well as that of stations which they handle. Grabhorn's plan, intended to avoid such possibilities, follows:

"A NEW STATEMENT OF GOOD POLICY

"WHEREAS: The rapid growth of the radio industry has brought about many new conditions, and

"WHEREAS: This has resulted in the necessity of putting into practice new policies to meet these conditions from time to time,

"THEREFORE: In the interest of good broadcasting and in order to better serve public interest, convenience and necessity, be it resolved

"First: That spot announcements will be sold on a general floating schedule basis and shall be offered to the sponsor on the basis of his selection either between the hours of 7 a.m. to 9 a.m., or between 9 a.m. to 12 noon, or between 12 noon to 4 p.m., or between 4 p.m. to 6 p.m., or between 6 p.m. and 10:30 p.m.

"Second: That no specific times will be offered to any sponsor on the basis of its desirable location adjacent to any one particular program, either local or network, sustaining or commercial, excepting as such offering applies to those cases related in Paragraph 3 of this resolution:

"Third: Time signals and weather reports shall, because of the definite service rendered the listeners, be offered at specific times which may be guaranteed, subject, of course, to other accepted broadcasting commitments such as preemption of time by the network, important special events and emergencies. The commercial copy of such announcements shall be limited to 25 words.

"Fourth: No announcement of whatever length, other than time signals and weather reports shall be broadcast in the station break between two commercial programs whether such programs be of network or local origin.

"Fifth: Station management may, at its own discretion, rotate announcements scheduled in the various time brackets outlined in Paragraph 1, as long as such rotation occurs within that bracket and does not pass from one bracket to another.

"Sixth: These resolutions are made purely for the purpose of furthering the cause of intelligent and entertaining program structure, and are not to be construed as affecting any other policies

(See MORE CHAIN-BREAK on page 9)

Shut-Up Strike

ROCKFORD, Ill., April 10.—A variation of the sit-down strike epidemic hit WROK, when four announcers decided to go on a "shut-up" strike. George Menard wanted free samples of all items, from hairpins to cars; William Traum wanted a free-lunch counter for announcers; Morey Owens demanded gold-braided uniforms, and Claude Kirchner insisted on strawberry ice-cream sundaes.

Boys compromised and received the sundaes at regular rates.

Paul Draper's Ma as NBC Commentator

NEW YORK, April 10.—New style of commentator, presently called a "conversationalist de luxe," was auditioned last week by NBC in Muriel Draper. Mrs. Draper, who's lived both in the U. S. A. and Europe for a number of years, will be presented by the network, if her series starts, as a step to counteract other talkers doing rehashes of the news. Chain wants something new in the news comment line.

Mrs. Draper, who is the mother of Paul Draper, dancer, will be presented as "The Woman of the World," accenting the cosmopolitan angle. For many years she maintained a salon in Europe.

Pittsburgh Stations, Musicians, Near Peace

PITTSBURGH, April 10.—Non-union radio stations WWSW and WJAS-KQV expected to sign agreements soon with Pittsburgh Musical Society, Local 60, AFM, secretary Charles Graffelder states.

Parleys between President Claire Meeder of 60, other music union officers and managers James Brennan, of Columbia outlet WJAS and Frank Smith, of local independent WWSW, seek agreement whereby only union bands would be permitted to broadcast. Bigger NBC-owned KDKA and *Sun-Telegraph*-operated WCAE, NBC Red outlet, been union-signed always.

If okehed, WWSW would need look for dozens of hours of new sustaining material, since big hunk of its time is taken up by city non-union outfits. Altho most of time is chain-programed, WJAS also would be affected some, especially in afternoon.

June NAB Meet

WASHINGTON, April 10.—National Association of Broadcasters will hold this year's convention in Chicago. The meeting will be held at a time to be announced in June.

Return date for Chicago.

MBS Gets Whiteman In Battle With NBC

CHICAGO, April 10.—Hotly contested battle which went on here this week between NBC and MBS wound up with Mutual coming out the victor. Causus belli was the broadcasts Paul Whiteman and his orchestra are scheduled to do from the Drake Hotel, at which spot Whiteman opened this week. Leader will do four or five broadcasts weekly on Mutual, including one symphonic program of an hour's length.

Whiteman has always been an NBC band, under joint NBC and Consolidated Radio Artists' management. Drake has had an exclusive with WGN, MBS Chi outlet, for a long time. WGN wouldn't consider splitting the broadcasts with NBC or any other outlet and told the Drake that they wouldn't. Drake stuck to *The Tribune* station.

Allegedly, NBC offered to augment Whiteman's Orchestra with 10 men, to be paid by NBC, if the shows would go on that network.

WMCA Mixes Vox Pop, Bees and Bank Night

NEW YORK, April 10.—WMCA will do everything but give away dishes a la film theaters in a new program now being planned. As outlined, show will combine a biz-getting come-on used by picture houses, plus a few of radio's own items.

Program proposes to combine vox pop, spelling bees and bank nights. Broadcasts will be held on the street, with passersby being quizzed on spelling. Bank night thing comes in thru the cash awards to winner, which, in the event no contestant wins by spelling a certain number of words correctly, will be held over to the following week.

CBS Books NBC Act

NEW YORK, April 10.—Al Pearce Ford show April 27 will use Swor and Lubin as guest stars. Act was developed by NBC on its recently demised *Professional Parade* series and placed under management contract.

CBS sold the act to N. W. Ayer, Ford agency.

U. S. Discs (Free) For 557 Stations

NEW YORK, April 10.—Approximately 557 stations are receiving cuffo electrical transcriptions supplied by the WPA's Federal Music Project. Platters have been made in both New York and Los Angeles, but most production is now being done in the latter city.

Project was started last May and since then about 125 master recordings have been made and pressings made from 100 of these. Musical programs include symphonies, children's orchestra, forum laboratory, dance bands, folklore, Negro choirs and concert bands. Classics and semi-classics are chiefly used, with the more popular stuff held to a minimum.

Discs are intended primarily for rural stations out of range of regular WPA live music projects. No e.t.'s are granted to stations in New York or Chicago and all stations receiving them must agree to use government music only for sustaining programs. A plug for the program and the project is included with the musical selections. After the station has used the e.t.'s they are returned to the nearest WPA district office, which then ships them to the National Archives in the capital.

Stations are protected in matters of copyright by government arrangements with the publishers. Musicians' union has okehed the scheme with the understanding that such platters are to be restricted to sustaining programs.

NAB Disc Service Ready by June 1

WASHINGTON, April 10.—Distribution of electrical transcriptions made by the National Association of Broadcasters will probably begin before July, according to present plans. The board of directors of NAB heard an hour audition last week of platters in their music library and voted the managing director and staff a commendation.

Library is based primarily on public domain music and comprises 180 selections, totaling 10 hours of music. The schedule of NAB's Bureau of Copyrights calls for 25 hours of recordings (about 500 selections) by June 1.

Last year the board approved a suggestion for the creation of a file of 100 hours of public domain music. NAB expects that the library will be hailed by American Society of Composers, Authors and Publishers, which has criticized the over-use of pop numbers by stations as responsible for the killing of sheet music sales.

Boston Tea Party Piped From New York

NEW YORK, April 10.—Lipton's Tea has signatured John Griffin, tenor soloist of St. Patrick's Cathedral, for a 26-week program from WNAC, Boston. Program will be piped from Gotham to the NBC Boston outlet and will probably be spotted on various stations in areas where Lipton's will campaign for larger sales.

Frank Presbrey office placed the account.

Jim Dudley Joins WIND

CHICAGO, April 10.—Jim Dudley, veteran sports announcer over KQV and WJAS, Pittsburgh, has signed with WIND here to work with Russ Hodges on several sports broadcasts. Started this week.

Churchon's New KYA Job

SAN FRANCISCO, April 10. — M. E. (Bob) Roberts, general manager of KYA, has announced the appointment of Leon Churchon as program manager for the station. He assumes his duties this week. Churchon has been associated with KYA's production department for six months. Before that he was a writer and producer at WCAE, Pittsburgh.

Manager Roberts also announced the promotion of Bob Stanely from the announcing staff to the production department.

Philly Stations, Dailies Now Scratch One Another's Backs

PHILADELPHIA, April 10.—With the completion of a time-space swap with *The Evening Public Ledger*, WFIL now has a trio of tieups, and figured on the top card rate of both station and newspapers takes undisputed possession of the lead among local broadcasters in this promotional activity. Similar swaps are in effect with *The Record* and *Inquirer*, morning dailies.

In announcing the new deal, Don Withycomb, WFIL general manager, revealed that *The Ledger* will use its time for a live-talent show to promote circulation. Sheet gets a quarter hour on Sundays at 9:45 p.m. and will spot a dramatization of Dorothy Dix's sob-sister stint.

That the newspapers are radio-conscious, Withycomb revealed that *The Ledger* held out on the swap until the Sabbath spot could be cleared. Program follows Walter Winchell on WFIL thru the NBC Blue, giving an opening commercial that takes care of the paper's two biggest features, Winchell and Dix. As in the past, WFIL will use *The Ledger* lineage to merchandise the program of both local and national advertisers.

Idea of newspaper-radio swaps was pioneered here by WFIL in May, 1935, at a time when the press-radio situation in Philadelphia was a continual dog and cat affair. On strength of the argument that both station and newspaper were serviced by the same news wire, INS, Withycomb made the initial tie with *The Daily News*, getting 100 lines of space daily in exchange for the tag line "for further details of today's news, read *The Philadelphia Daily News*" tacked on all WFIL newscasts.

Since then that sheet has dropped out, its place taken by *The Record* and *Inquirer* and now *The Ledger*. In its broader aspects the Philadelphia press-radio time-space swap idea has been productive of a much healthier status that is being clearly reflected in the civic progressiveness of the community as a whole, says Withycomb. Gone entirely is the feeling of suspicion and distrust. In its place, says Withycomb, is a new understanding, one that takes cognizance of the indisputable fact that two such closely allied industries as broadcasting and the Fourth Estate are far better off in the role of mutual helpmates than when engaged in a continual fight.

Wrigley Pays Benefit Bill

Musicians' fees paid by gum company sponsoring flood benefit broadcasts

NEW YORK, April 10.—Payment of musicians' fees at the monster Red Cross flood benefit given in February at Radio City Music Hall, broadcasts of which were sponsored by William Wrigley Jr. Company, has been made up by the gum manufacturer. Amount involved is $5,494.50, and a check, sent by Wrigley to CBS last week for the amount, was turned over directly to the Theater Benefit Authority. Wrigley sent the check to make up for the deduction of this amount from the benefit proceeds, deduction having been made to pay the musicians' bill.

Mixup on the benefit happened when Local 802, AFM, okehed cuffo work for its members. When the union found out that Wrigley was sponsoring the broadcasts, this decision was reversed, musicians claiming it was "an exploitation of misery" for advertising purposes.

Fred Willis, of CBS, in sending the check to the Benefit Authority, said that Wrigley didn't want the amount deducted from the Red Cross receipts, toward which Wrigley contributed $25,000 for the broadcasts. It was also said that inasmuch as the three networks bore the expenses of the three-hour broadcast, kept their stations open long after closing time, that the chains should bear no further expense, in the benefit committee's opinion.

It was also said that the committee felt it did not want any "public embarrassment" to come to the Red Cross or benefit committee or sponsor, that CBS took upon itself to guarantee the musicians' pay, so the benefit could proceed as scheduled. A benefit committee meeting after the show voted not to let CBS assume these charges.

Total receipts of the benefit are now brought up to $44,000, Wrigley contributing $30,494.50.

ACCOUNT PLANS

E. FOGGERA, Inc., of New York, spotting thrice-weekly five-minute transcriptions over KYW, Philadelphia, for its eye-lotion product, Optrex. Marks its first campaign in local territory. O'Day-Sheldon & Company, New York, handle the account, G. H. Cox Jr. account exec.

DU PONTS take a twice-weekly quarter-hour period over WCAU, Philadelphia, for a new spring series of *Paint Parade* transcriptions, featuring Ray Perkins. Account handled by B., B., D. & O., of New York.

SEEBASCO COMPANY, vaporizers, will use a radio-film revue over WCAU, Philadelphia, for a twice-weekly quarter-hour shot. Pix material is taken off the film's sound track, with station's dramatic crix, Powers Gouraud, making side comments. Account placed by Aitkin-Kynett Company.

WXYZ, Detroit, and the Michigan Radio Network have signed contracts with General Kitchens, Inc., recently organized food plant, of Detroit. A series of five weekly radio shows will begin April 20, featuring Tiger Zip and Yankee Punch, summer drinks. Two shows will tie in with the Tiger ball games on the Michigan Radio Network.

GENERAL PAINT is preparing a series of 13 transcriptions to be delivered to 25 Western stations giving pointers on how to adopt colors around the house to personalities.

BIRELEY'S ORANGE JUICE has taken a 15-minute daily period on KEHE with a transcribed juvenile program, *Detective Dalt and Zumba*. If series clicks it will be used wherever the soft drink is sold as part of a proposed national campaign.

PROGRESS BEDDING Company, of Detroit, is sponsoring Sally Woodward's program dealing with sleeping habits. On WWJ.

"Mice Time Is Your . . ."

NEW YORK, April 10.—"Raymond Roquefort," director of NBC's exterminators' department, sent out a request to radio editors to tune in on the debut of the 22 singing mice tomorrow. Difficulty of picking winner lies in the fact that 16 of the rodents are named "Minnie."

Winner will have a song, *Singing Mice*, dedicated to him.

Talk Continues on Air Actors' Union

CHICAGO, April 10.—Dramatic people in the radio field here will lead the battle for organization, current developments indicate. Script-show artists complain that they are being mistreated financially, pointing out the recent cut in show rates which they have been forced to take.

While it's mostly over-the-table talk just now, a couple of prominent dramatic artists here indicate a willingness to confer with Frank Gillmore, head of Actors' Equity, when he makes his scheduled appearance here April 20. They state that a majority of artists in their field are eager to organize and will do so the minute a capable leader points the way.

While some advertising agencies casting dramatic shows have been maintaining salary levels, others have taken advantage of the under-bidding situation that exists among the dramatic people themselves. This condition has developed thru the scarcity of shows here and overcrowding in the artists' ranks. Newcomers in the field are willing to work for coffee money for the experience and the fame they picture as following appearances on the air.

More work has been taken away from the local script actors by the recent transcription ruling made by James C. Petrillo, head of the Chicago Federation of Musicians. They have been caught in between by Petrillo's demand of stand-by orks each time a station pipes a locally recorded show. As a result canned musical shows, including those that use a combination of music and drama, have been moved elsewhere for recording, putting all concerned here out of work.

Other radio performers claim that due to the low salaries they are forced to participate in several shows a week to eke out a living. Those securing parts in five or six programs work all kinds of hours and must hang around the stations at all times.

News Companies Plan Daily Dramatized Services

NEW YORK, April 10.—Both United Press and International News Service are considering inaugurating a new service whereby subscribing stations will be supplied with a dramatized news program, running a quarter hour. Program will be delivered over the same news lines with which the services now feed their radio clientele and will be a daily service.

Decision is expected in the immediate future. Transradio News sells a somewhat similar service on a smaller schedule.

John Shafer has been upped to program director of KFOR, Lincoln, Neb. Lyle DeMoss now devotes full time to KFAB's shows.

Indie Producers Burning at Tough Agency Release Forms

Agreements to be signed before agencies look at ideas is alleged "avenue to thievery," is claim—Benton & Bowles especially tough—some mild

NEW YORK, April 10.—Independent radio producers and free-lance idea men are doing a red hot burn since the recent furor over the idea-submitting proposal caused advertising agencies to place greater accent on the release forms program, and idea submitters must sign before agencies will look at scripts. Some of the indies are charging the agencies with proffering releases that are, allegedly, the avenue to "outright idea thievery" because of the releases' wording. Whole situation started when McCann Erickson lost a suit brought by a free lancer, Dorothy Stone, who claimed her idea was swiped from her.

One of the chief offenders, allege the indies, is Benton & Bowles. Agency, using a short release form, can make use of an idea at any time after submission at any amount the agency decides upon, say the producers, who claim that if the agency feels so moved, it can use an idea five years after date of submission for $1.98. Form which this agency is said to use follows:

"I wish to present, for your consideration, the idea attached hereto, which I guarantee is entirely original and the product of my own individual labor and research.

"I submit this suggestion with the definite understanding that the use to be made of it by you, and the compensation to be paid me therefor, if any, if you use it, are matters resting entirely in your sole discretion. This understanding applies also to any use that may be made of this suggestion by or on behalf of any client of yours."

Idea men are still slightly puzzled by the last paragraph, which has led them to conclude that even if the agency offers them a sum less than they want, the release binds the submitter to acceptance. They also point that there is no time element included in the release form.

Other agencies have release forms, say the agents, but none is as tough as Benton & Bowles'. Typical form of other agencies is that which follows, as used by N. W. Ayer & Son: "I, the undersigned, submit the manuscript and synopsis, entitled (———) to N. W. Ayer & Son, Inc., for their consideration.

"In so doing, I fully realize that several manuscripts, embracing the same theme, may already have been presented to N. W. Ayer & Son, Inc. I am also aware that in such cases, N. W. Ayer & Son, Inc., must judge the manuscripts submitted to them on the basis of the creative ability of the writer, rather than on the idea itself, which cannot be protected.

"In view of the above, I, the undersigned, assume full responsibility in submitting this manuscript or synopsis to N. W. Ayer & Son, Inc., for their consideration. I will in no way hold N. W. Ayer & Son, Inc., responsible for a possible duplication of the idea embodied in my manuscript or synopsis, and will in no way present a claim against them should they make use of a similar idea in the future."

NBC Southern Deal Looks Nearly Thru

NEW ORLEANS, April 10.—Philip I. Merryman, station relations department, and Charles W. Horn, director of research and developments for NBC, spent several days together going over facilities of WDSU, local indie.

About two weeks ago *The Billboard* carried predictions that WDSU along with several other stations of the Deep South were soon to be added to an expanded NBC Southern network. Presence of these two officials, who spent much time in conference with WDSU executives, gave further impetus to reports that the added links will soon be realized. Merryman has remained in New Orleans, while Horn has left for New York. Officials of WDSU admit that the two officials of NBC went over their station and that they recently returned from conferences in New York and Washington but will not confirm what's in the air.

Rumors persist that WDSU will get the Blue net while WSMB, present NBC outlet, will retain Red. Second NBC outlets are also being considered by NBC in Fort Worth, Little Rock, Houston, San Antonio and Oklahoma City west of the Mississippi and at Atlanta, Birmingham, Memphis and Nashville, while WFLA, Clearwater, and WSUN, St. Petersburg, have asked FCC for separation of licenses in belief that Red and Blue will be split in West Florida. In addition to a second affiliate to major Southern markets, National is also said to be ready to add other communities, including Mobile and Beaumont.

Sears Foreign Shows

PHILADELPHIA, April 10. — Sears, Roebuck & Company now aims to reach the foreign-language listeners. After testing foreign spot announcements over WPEN and WDAS for the past six months mail-order house now takes a daily quarter-hour period over WDAS for Jewish news. Nathan Fleisher, former editor of *The Jewish World*, local daily, will do the commenting. Radio campaign in the foreign field planned by the Lavenson Bureau, handling the account, calls for Fleisher's news shots to be pumped to foreign-language stations in New York and Brooklyn. Also readying similar news shots over WDAS to reach the Italian, German and Polish element.

Surveys Stop Wrist-Slapping; Start Socking at the "Enemy"

NEW YORK, April 10.—Tenor of the raft of surveys due in radio this year, because of the many station alliance changes last year, is indicated in the CBS presentation on behalf of its new Boston outlet, WEEI. Trade opinion is that with radio competition growing steadily keener, the surveys and sales promotion pieces will stop slapping the competish lightly on the wrist and let go full force.

CBS answer to claims made by WNAC, which shifted to NBC with the first of this year, pulls no punches. WEEI, it is counterclaimed, commands Boston radio audiences five out of seven nights a week. CBS booklet quotes a Clark Hooper survey, citing 2,752 completed phone calls, with WEEI cited by C-H as leading in audience popularity most of the time. While many surveys simply mention percentages of leadership, this one mentions the NBC stations, WNAC and WBZ, and their ratings, after telling of the program sources of each.

Promotional efforts of the networks and stations continue to increase in amount. NBC last week produced a nifty called *Thirty-Five Hours a Day*, dealing with where, what and when the network broadcasts. Book is a graphic illustration of what radio does for programs and cites numerous NBC exclusives. CBS also delivered a brochure plugging Boake Carter, as well as a booklet on its new Chicago studios.

With CBS also getting to work on its new listener area survey, conclusion is drawn that the decision by the Committee of Fifteen set up by the NAB, Four A's and ANA to decide on the best methods of radio research will not be forthcoming for a year.

Set Staff for New Coast C&S Series

HOLLYWOOD, April 10. — Chase & Sanborn Standard Brands) thru J. Walter Thompson has completed their production lineup on their new Sunday evening NBC show starting shortly. Richard Mack, of the New York Thompson office, who had been scripting the Joe Cook show with Ed Rice, will write the program, which Dwight Cooke will produce. Shirley Warde, also from New York, is now here, working on assembling the dramatic phases of the program. Cooke and Miss Warde were formerly with CBS, while Mack is a former vaude actor and writer and a radio veteran.

Talent includes Werner Janssen Orchestra, Don Ameche, Edgar Bergen, with Ann Harding first guest star.

WOR Keeps PRB News

NEW YORK, April 10.—WOR is continuing its use on a test basis of Press Radio Bureau news. WOR started with the service to augment its coverage thru Transradio March 1, original deal supposedly having been for one month only.

Admen's Shorts

By DAVID A. MUNRO

SCOUTS, noting the case of J. Stirling Getchell particularly, report a shortage of admen, tho many jobs are available. At the Getchell agency the appropriation on the Chrysler accounts in the house has been upped to a reported $5,000,000, while Socony-Vacuum ties that figure. But the staff of the agency has decreased—by the resignation of Blees, Thomas and others—while the outfit has cast about to fill the spots.

Also out searching for talent is the Brown & Tarcher Company, since it has just swallowed but not digested the Schenley account. B. & T. has doubled space, taking the whole tenth floor of a Radio City tower, and are now even answering want-ads to find new hirelings.

Other outfits around the town are looking for talent, as previously reported here, and the indications are that newcomers will get a break, that oldtimers can command their fancy oldtime wage.

Dexter Masters, editorial founder of *Tide*, advertising's greatest book, has gone over to the opposition. Editor Masters is co-editor with Herman Southworth of the *Consumers' Union 1937 Buying Guide*, due to appear any day now. The *Guide* is put out for the 35,000 members of the Consumers' Union, and it tells what's wrong in bitter words with the country's advertised products. C. U. is a rival offshoot of Consumers' Research and is headed by Arthur Kallet, late of the latter. C. R., tho its circ is secret, is also understood to be around 35,000.

Oddity: Consumers' Research got a free plug in a half-page ad placed by the Studebaker Sales Company of Chicago last month. Ad was a challenging open letter to the governor, the mayor, auto engineers, the Woman Congress and Consumers' Research!

A Reno magistrate has just okehed the petition of Mrs. George Bijur, daughter of the late Samual (Roxy) Rothafel. George meanwhile is still unreported in the Austrian Alps. When he returns it will not be to Fletcher & Ellis, but to start his own agency.

Thornley continued: the new agency is called Thornley & Jones, Inc., it's at 70 Pine street, Manhattan—and that's downtown where no adman of the caliber of George Thornley ever stayed. It's staffed by Thornley, Jones, Anderson, Dunn, Harold J. Seymour and Glen Tucker.

Up in Radio City Montague H. Hackett has made arrangements to take more of the 12th floor of No. 9 Rockefeller Plaza when and if the business demands. Monty Hackett, head of M. H. Hackett, Inc., is the late account exec for L. & T. on American Tobacco, is son-in-law of Vincent Riggio, American Tobacco vice-president and is expecting some kind of tobacco account in the house soon.

After some five years remaining inviolate the *A. & P. Menu*, now at nearly 1,000,000 a week, just carried the first ad for a non-A. & P. grocery product. The item: Wesson Oil. The agents: Calkins & Holden—not Paris & Peart, A. & P. agency.

Copy note: For a dozen years or so Agents Lambert & Feasley have boasted Listerine as a dandruff specific, but they have just made news with a new cam-

(See ADMEN'S SHORTS on page 10)

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

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

Air Briefs

New York

WALLY WEST, of the CBS press room, received a flock of faked wires when he sailed on the Queen Mary last week. Wires, not intended as remedies for mal de mer, told of the singing of the good Queen Mary, rough weather and Europe's fear of the West invasion. . . . WNEW control men now carry electric clocks to remotes. Too many of the spots don't boast clocks, and watches aren't practical.

Marie Meighan, of the Brooke, Smith, French & Dorrance agency, planning a trip before announcing new agency affiliation. . . . Joe Connolly, of WFIL, Philly, in town last week for a fast visit. . . . Fulton Dent, of the Presbrey office, back from Chicago this week. . . . Guy Lombardo to tour Bond Bread territory.

New Kellogg show sent skillets to radio editors, as a present to their wives, we hope. . . . Peck agency placed 1,200 one-minute e. t.'s for I. J. Fox in metropolitan New York. . . . Dorothy Grey now Charlie Martin's assistant. Replaces Peggy Roos, who went with Society of American Magicians. A quick-change act. . . . William F. Holland and Frank McDonell new WHN salesmen. . . . Charles Martel, now doing a bridge sustainer Sunday mornings on WMCA. . . . Ted Webbe now has two sponsors for his WNEW quiz and bee from the Newark Paramount Theater. . . . Bill Porter new secretary to James C. Hanrahan, of Scripps-Howard radio department

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CBS planning to be plenty mum on television and not to blast telly news to the skies as it did in the old W2XAB days when it was space hungry. At least not for a while. . . . Ann Harding, of the CBS press department, now handles tickets and library as head of her own bureau.—Helen Brattrud replaces her as Don Higgins' secretary. . . . Jack Egan now p. a. for Horace Heidt. . . . Betty Glenn, gal p. a., and Johnny Fraser, NBC sports announcer, finally upped and wed last week. . . . Jack Johnstone, Buck Rogers scripter, was presented with a baby gal by his wife. Both doing nicely. . . . Richard Blaine, of WMCA, who does the recently started 1 a.m. newscasts, collided with a glass door. A dozen stitches.

Ray Knight show playing down comedy to build up "Mr. Buttons," homey, corny character. . . . J. W. Thompson's Negro show for Fleischmann Yeast may move into the Ripley spot which will be vacated in June. . . . *The O'Neills* celebrated 400 broadcasts April 15. . . . This is the "e" omitted from Johnny Johnstone's name last week.

Chicago

DAVID GOTHARD joined the cast of *Bachelor's Children*, WBBM show. . . . A new member of the *Modern Cinderella* program on same station is Emmett Lynn, stage actor. . . . Phil Friedlander, of WCFL, and Patricia Manning, of WBBM, are emseeing the weekly vaude showing nights at the Stratford Theater Wednesdays. Engagements made by Morris Silver, of the William Morris office. . . . Mabel Albertson, of Joe Rines' *Dress Rehearsal* on NBC, and Ken Englund, comedy scribbler, are New York honeymoon bound.

There is a lull on the musical transcription front which has been stirred up recently by James C. Petrillo, head of the Chicago Federation of Musicians. While stations cannot pipe canned music manufactured in this area, records made in other cities are being used here. It is understood that Petrillo must issue a permit for each transcription show emanating from local studios. . . . The local Columbia staff is taking bows for the heroic way it went to bat for the Zion Passion Players, Zion, Ill., last week when fire destroyed Station WCBS and the Shiloh Tabernacle there. The aid appeal from the church to J. L. Van Volkenberg, assistant manager of WBBM, brought a host of staff men to action, who rushed a 40-page script for 30 actors to completion. Program went on Sunday noon on WBBM as scheduled, upholding the uninterrupted schedule of the Zion Players. . . James Barton will not leave the *Tobacco Road* cast for a Chicago cafe, according to a denial issued by the Kirkland-Grisman office this week.

Olan Soule is starred in Thompson Buchanan's *The Couple Next Door*, WGN drama, which came in Monday as a five-a-week morning feature starting at 9:45. . . . Royal F. Munger, *Chicago Daily News* scribe, engaged by local bank to pipe a weekly quarter hour on banking problems. Station is WMAQ. . . . Pat Flanagan, WBBM sports announcer, back from Coast. . . . Herb Sherman, WJJD sales manager, returned from a biz trip in the East. A new salesman for that station incidentally is Leo Stone, formerly of WIRE, Indianapolis. . . . Norman Ross is announcing the new *Footlight Frolics* transcription series over WMAQ, which the W. B. Coon Company is sponsoring at 10:30 a.m. Tuesdays.

Hollywood

MARX BROTHERS will be the next movie folk to submit to the lure of sponsor dollars. Comics have a deal cooking, with contracts ready for signatures as soon as the show pattern can be agree upon. . . . Ed Holden, who does the Frank Watanabe (Jap houseboy) skit, is being peddled to agencies hereabouts, with no takers at the $1,000 asking price. . . . Milton Watson tries his voice at pictures for MGM in *The Firefly*. . . . Matt Brooks, gagster, has quit the Cantor staff. . . . A. C. Uhlhorn has joined the KEHE sales staff. . . . Bob Burns' daily column now goes to 182 newspapers thru Esquire Syndicate. . . . Helen Hancock, for many years with WOR, has joined KEHE's program department. . . . George Fisher, Mutual film gabber, has taken over a chatter column on *The Evening News* here and is slated for syndication.

Lasses White and Honey Wilds have checked out for Birmingham. . . . Carlton Coveny, KJBS, San Francisco, sales manager, has moved in at KFAC as commercial manager. . . . Walter Winchell has purchased a house here and returns in June. . . . Gaylord Carter, Don Lee organist, has gone for a yacht and a folio of sunken treasure maps. . . . Buddy Rogers back at the NBC (National Biscuit Company) baton for CBS. . . . Cecil Underwood, Jolson show producer, who was succeeded by Tiny Ruffner, is looking around for a new production. . . . Ed Dunham and Hal Fimberg, former scribes on the Jolson show, have passed up several pix offers and went east again. . . . New Lum 'n' Abner contract goes into effect May 31, expiring November, 1938, and netting the corny comics $355,000.

Carol Tornroth, formerly with Irving Berlin, has joined MCA to handle radio contacts. . . . Hal Horton is new chief announcer at KIEV, Glendale. . . . Stuart MacHarrie becomes Western field manager of Transco transcriptions. Brother Lindsay is production manager for Radio Transcriptions. . . . Francis X. Bushman, silent screen star, draws the male lead in KFWB's *Jane Eyre* serialization. . . . Bill Irvin, *Chicago Daily Times* radio editor, vacationing here. . . . Mary Martin has been sealed for 13 more weeks on the Victor Moore-Helen Broderick show. . . . Bob Swan, KFAC program director, planed to New York for a biz look-see. . . . Virginia Kami and Bob Payton are scripting *The Circus Is Here* as serial for Radio Transcriptions.

CHIN & LEE, chow mein manufacturers, planning to use radio in the fall, most likely locally in New York with the Landt Trio on NBC.

Promotion Shorts

WFIL, Philadelphia, heralded its new sportscaster with a 12-page mimeographed brochure for trade distribution. Joe Tumelty held down the 6-6:15 p.m. spot since 1931, until recently sponsored by Crew-Levick. With Tumelty leaving radio for a post with AP, Harold Simonds took over. Apart from serving as a sendoff for Simonds, booklet gives a comprehensive picture of sportscasting in Philadelphia. In its own behalf story tells the history of the program since its inception; biog and buildup for the new caretaker; mail pull of the spot; contests conducted; guesting of sporting luminaries; opposition from other stations; cross-section of program material and news sources available, and time and talent cost across the board. Jerry Moore, station sales promotion chief, responsible for the authoring and editing, also enhanced booklet's eye appeal with art work. Jack Stewart, WFIL sales manager, arranging distribution.

A radio contest with daily prizes was inaugurated April 7 by *The Wisconsin News*, Milwaukee, to boost its Station WISN. Contestants are required to answer five questions appearing on the daily's radio page, including the identification of the photo of radio stars appearing on the page, and write a few words about the new WISN programs and Peggy Patton's radio news.

Weekly printed schedule of programs of Station KLZ, Denver, took on a new look with the addition of announcers' pictures and highlights of broadcasts on the cover of the folder. Programs go to those who request them, and the mailing list is now at 5,000.

Radio editors in New York received a novel surprise in a Western Union envelope containing an invitation to a "radio breakfast" welcoming Irving Kaufman, silver-spooned entertainer, back on the air. Along with the invite was a spoon sent along by the sponsor, National Silver Company.

Crazy Fizz, Crazy Water product, offers 21 cash prizes each week for the best four-line jingle sent in to Lem Turner's program, WHO, Des Moines. Jingles are to be recited to the tune of the *Organ Grinder's Swing* and, of course, must be accompanied by the box top. Top prize is a 10-day trip to the Crazy Water Hotel, Mineral Wells, Tex.

Postal Telegraph Photo News Service, used in Postal windows and displays, will feature WNEW's (New York) Stan Shaw buying a pack of Twenty Grand smokes. The station, too, takes a mention in the picture.

Many stations receive valuable publicity from special program listings on school bulletin boards. A New Jersey high-school teacher recently wrote WHN, New York, asking for announcements of coming events. In addition to the poster display, teachers often recommend particular programs as "required listening," and exams are based on dramatic and musical selections tuned in.

Bireley's Orangeade, sponsoring transcribed *Detective Dalt and Zumba* over KEHE, made a tieup with Boy Scout officials for scouts in uniform to distribute 250,000 handbills plugging the serial. Stunt was used thru first week of broadcasts in Los Angeles.

Hook, Line and Sinker, new fishermen's broadcast on Hearst California chain, is capitalizing on theory that all fishermen are liars. Program asks for contributions of tall stories, with best and most absurd yarns sent in every week drawing merchandise prizes. Prize stories are dramatized weekly on the broadcast.

Pierce Bros.' Mortuary, sponsoring *Captains of Industry* on KNX, Hollywood, has prepared a volume of 50 famous Americans which is being distributed free to listeners.

Doubling Ban Nulled by AFM

Law passed by 802 members reversed—radio stations mainly affected

NEW YORK, April 10.—International Executive Board of the American Federation of Musicians has sustained the appeal of a group of members of Local 802 seeking to nullify the law passed by the membership of the New York local prohibiting doubling on all but co-related instruments. As a result, enforcement of the law, which Local 802 had been making for about six months, has ceased. Most keenly affected by the doubling prohibition were the Class B radio stations of New York and those few theaters in the local's jurisdiction playing orchestras.

Not since the elections of two and a half years ago, when Local 802 was given autonomy, had a measure caused such hot debate within the union. Measure was favored by a group which offered the argument that to ban doubling would mean increased work for unemployed musicians. It was argued that if a fiddle player doubled onto trombone, a trombone player was losing a job. Contractors and leaders, it was charged, used musicians whose doubling ability enabled them to use fewer musicians, altho achieving the same results. Those opposed said it placed a limitation on musicians' ability and availability, as well as saying it penalized them for study made over the course of years.

New York stations of the networks were not affected by the law since they operate under contracts with Local 802. Class B stations, however, had to pay stand-by fees whenever doubling was involved and an extra musician wasn't hired.

Ross Gorman, Rudy Adler, Sol Amato, Lyle Bowen, Isadore Bransky, Teddy Greenberg, Chester Hazlett, Joe Livolsi, Vincent Pepper, Robert Spokany, Al Stumpkoff and S. C. Thompson were the Local 802 members whose appeal to the AFM was sustained. Appeal was made some time ago, the law being in effect until the decision.

NAB Seeks Refund

WASHINGTON, April 10.—Definite action toward securing refunds of payments made by stations to Music Publishers' Holding Corporation for use of Warner-controlled catalogs, appeared imminent this week with appointment of three-man committee by directors of National Association of Broadcasters. Group has been instructed to investigate all angles of situation an.. formulate definite plan to enable the recouping. Joe Maland (WHO, Des Moines), John Elmer (WCBM, Baltimore) and John Gillin (WOW, Omaha), are the mullers.

Coveny Switches Spots; KIBS Personnel Shifts

SAN FRANCISCO, April 10.—Ralph R. Brunton, general manager of KJBS and KQW, has just returned from a Washington trip, announcing he has applied for permission to increase the power of KQW, San Jose, to 5,000 watts daytime and 1,000 night. Station at present operates on 1,000 watts.

Carleton E. Coveny, KJBS sales manager, resigned April 1 to take a position as commercial manager of KFAC, Los Angeles. His duties will be absorbed by Brunton. Added to the commercial department is Bert Van Cleve, recently with a Salt Lake City advertising agency. Dick De Angelis has been added to the KJBS announcing staff and E. P. Franklin has been made general operations director for the station.

CBS Signs New Acts

NEW YORK, April 10.—Columbia Artists, Inc., has signed Howard Barry, baritone, formerly known as Howard Phillips; Dalton Brothers trio and Nora Sterling, writer and actress. The Dalton Brothers will begin a twice-a-week series May 4 and Miss Sterling will soon start a thrice-weekly program called *Funny Things*. She will write and play in the sketch.

Plenty of Talk

NEW YORK, April 3.—With his newest series to start, Gabriel Heatter, WOR commentator, shapes up as the busiest guy in that end of radio. He'll be doing 11 shows weekly, two for Modern Investment on WOR, one for Martinson's coffee on the same station, one for Borden's on NBC, four for North American Insurance on NBC and another commercial for Univex cameras on WOR starting soon, plus two sustainings on Mutual.

Heatter did his work from a sick bed last week, as a topper-offer.

Kyser To Tour for Willys' Auto Show

NEW YORK, April 10.—A free traveling band attraction is reported as part of the campaign starting shortly on 30 Mutual stations and 27 other stations by transcription for Willys Knight autos, using Kay Kyser and his orchestra unit. Plan is said to call for Kyser traveling from city to city, putting on the show in each city, and a good-will dealer tieup.

Willys' hookup is the largest network show Mutual Broadcasting System has had to date. Starts Sunday, April 25, at 10-10:30 p.m., Eastern Daylight-Saving Time. WOR is the New York outlet.

United States Advertising placing the business.

Tessman Takes First In Coast Talk Tests

SAN FRANCISCO, April 10.—Announcers' contest arranged by the Sidney Garfinkle advertising agency designed to determine the best word-merchant among the non-feature spielers at five Frisco stations, was concluded last week. Nine bay district radio editors cast votes for their favorites and Abbott Tessman, of NBC's KGO and KPO, was declared the winner. Second place went to Wallace Gade, of KJBS, and third to Jack Murphy, of KFRC. Two gold-plated trophies were awarded by the Garfinkle house, which derived more than sufficient publicity to pay for them—one to the announcer and one to the station.

Mikemen who do double duty as announcers and special commentators, such as John B. Hughes, Hale Sparks, John Nesbitt, Bob Bence, etc., were excluded from competition. Tessman is best known for his dance band announcements from the Palace Hotel, where Paul Pendarvis' Ork is currently featured.

WCAU's Farm System for Rookie Announcers Hits Phony Schools

PHILADELPHIA, April 10.—Announcing situation in Philadelphia has always been a headache to the stations, not that there is an acute shortage of applicants, but finding good ones makes capable mike gabbing a prized ability. Smaller non-net stations resort to raiding tactics in filling their posts, but larger studios, demanding experienced men, look high and low in vain. As a result, Stan Lee Broza, WCAU program manager, is borrowing a note from the ball clubs and will farm out "radio ivory" to the bush leagues.

Broza revealed that his biggest headache was in finding announcers who are program wise. An announcer's job here at a major station is a stereotyped job in that ad libbing is frowned upon. When an announcer finds himself with 15 seconds left over after reading his lines, the inexperienced just doesn't know how to fill. Problem is not in finding voices. There are plenty of good voices, says Broza. But they are not good announcers and it's a needle-in-the-haystack task in weeding them out.

As a result, Broza has arranged with a half dozen smaller stations, all within a radius of 40 miles from Philadelphia, to farm out the would-be spielers. All replacements on the WCAU staff will be made from those farmed out. At the same time the smaller stations will have the advantage of getting better material than is generally found in the small town. In that way Broza also hopes to weed out the fly-by-nights who look for an announcing post as a filler or, as is the case with smaller stations, those who take the job for the thrill of airing their voices. In impressing the applicant that announcing is a profession, and making room only for professionals, the wage scale for announcers is bound to reach a living level.

Of far-reaching import is the fact that Broza's plan will put the skids on the racket radio schools who fatten their coffers with hopefuls who only turn out to be hopeless. Most of the schools promise jobs but neglect to warn that a station will pay a salary to only an experienced announcer. What an acceptable announcer needs is experience, says Broza, and not a course of study. In farming out the neophytes to the small towns WCAU hopes to provide that necessary experience. Broza promises no jobs at WCAU for his rookies. Station will have first preference to their services, if needed, but spielers will be able to accept any other job that might come along.

Feb. Radio Income Nets 25% Increase

WASHINGTON, April 10.—Radio advertising for February totaled $10,182,325, an increase of 25.1 per cent over February, 1936, but a drop of 1.8 per cent from January, 1937. Regional network volume rose 4.5 per cent and national non-network grosses upped 8.7 per cent, compared with January. National network volume dropped 5.7 per cent, and local advertising fell off 2.5 per cent. All branches of radio showed gains over last February, with local advertising showing the largest up, 40.8 per cent.

Radio jumped ahead of other mediums in the February comparisons. National farm papers upped 22.8 per cent, national magazines 12.8 per cent, newspapers 12.5 per cent, compared to radio's 25.1 per cent over February, 1936.

There was a gain of 3.7 per cent in non-network advertising over January and a gain of 33.9 per cent over February, 1936. Clear channel stations registered the highest increase over January, 6.5 per cent. Regional station volume rose 58.3 per cent over last February. All areas showed gains over February, and the South Atlantic-South Central district registered the greatest gain over January, according to the National Association of Broadcasters.

Transcriptions rose 9.2 per cent over January and showed the highest increase in renditions. Principal gains over last February were registered by records and announcements. Greatest ups over January in the national non-network field were made by announcements and records registered highest in the local field.

Retail broadcasting advertising declined less than 1 per cent from the January level, but showed a 34 per cent increase over last February. The total for February, 1937, was $971,830.

Coal Amateur Auditions

PITTSBURGH, April 10.—Pittsburgh Coal Company will sponsor auditions over KDKA at 7:30 April 16 for annual talent hunt sponsored by American Mining Congress. Si Steinhauser, radio editor of *The Pittsburgh Press;* Aneurin Bodycombe, musical director of KDKA, and Mike Cullen, manager of Penn Theater, judges. Winner of national contest, to be broadcast over WLW and network May 17 to 21, will get $100, second place $50, third $25, in addition to tryouts by network experts. Soloists and groups, such as quartets or instrumental ensembles, will be heard.

Fresh Gags, "Write" Off the Air, Offered by "Humor Service"

NEW YORK, April 10.—Letter received this week by radio comedians and their writers has floored the boys completely. Comics and writers don't know whether they are being given a rib or whether, as one put it, gag-stealing is now being put on a business-like basis. Letter, coming from a recently organized "Humor Service" in Brooklyn, offers the comedians and writers texts of scripts used by other funny acts on the air, as copied from their broadcasts. It might wind up, if the boys subscribe, so that they'll all be doing the same routines without any changes whatsoever.

Letter reads:

"Dear Humorist:

"You will be pleased to learn that the jokes of the 20 leading radio comedy programs are now available each week!

"We are inaugurating (sic) this important service to insure comedians and writers of knowing exactly who used what joke, how, when and where.

"The price of the weekly series of radio jokes is $10 per issue, payable to postman upon receipt.

"It is permissible (sic) for us to sell only the jokes. Kindly do not ask for copyrighted routines.

"Inasmuch as the service will start May 1, 1937, we would like to have your immediate reply if you're interested in receiving the series for the week of April 24-30. Unless you inform us otherwise we will continue to send the series of jokes each week."

Ben Gimbel Bars Again

NEW YORK, April 10.—Ben Gimbel, president of WIP, Philadelphia, objects to a recent story in *The Billboard* mentioning the handling of talent by that station and WFIL on certain women's clubs programs.

Concerned were those occasions on which local acts were asked to work on the programs, only pay coming by way of newspaper space the stations have at their disposal on time and space swaps. Since the publication of the story, it's tough getting the talent, acts realizing you can't buy chow with clippings.

Another result of the story is in Gimbel barring Morris Orodenker, *Billboard's* Philadelphia correspondent, from his station. It's the third time Gimbel has taken that step with Oro. Looks like Ben didn't like the yarn for his personal scrapbooks.

MORE CHAIN-BREAK—

(Continued from page 6)

now in effect on any of individual stations concerned.

"In Witness Hereof: We have caused the call letters of the group of stations subscribing to these resolutions to be published and affixed as signature hereto."

Station reps' feeling are mixed. If such a plan is generally adopted, there is the possibility of chiseling reps guaranteeing agencies certain spots, but strictly off the record. This possibility makes some of the reps dubious of the plan. On the other hand, advocates stress several advantages, including the convenience to time buyers and saving in wire charges to stations and their reps.

Time buyers must be furnished with detailed data as to shows on stations and opposition shows. This entails much detailed work to agencies for small accounts. Long, expensive wires are often necessary to secure this info pronto. Those in favor of the plan assert that much of this could be eliminated by adopting the suggestion.

Advantage of floating schedules and rotating within such schedules is said to allow station managers opportunity to use judgment and to use pulling power of local shows. Agency time buyers are usually in the dark on the draw of native stuff, altho such shows are often more popular than Coast-to-Coast entertainment.

Idea is to get the plan in operation during the summer, to "adjust" rates if necessary and to have the plan actually set for fall.

Program Reviews

EST Unless Otherwise Indicated

Fleischmann Yeast Program

Reviewed Friday, 9-9:30 p.m. Style—Variety program. Sponsor—Standard Brands, Inc. Station—WJZ (NBC Blue network).

Sponsored by the makers of Fleischmann's Yeast, this new series is notable in that it is the first big all-colored show bought by a national account. Basis of the broadcast is Louis Armstrong and orchestra, together with a script by Octavus Roy Cohen, foremost white writer of Negro material.

Despite the basically solid background first show did not click all thru, owing to a script which weakened occasionally and a couple of acts which did not develop enough interest. Armstrong's Ork, however, quickly takes up the slack, the trumpet work naturally being outstanding.

Opening turn by the orchestra got the presentation off to a fast start, altho many of the nonsense verses by Armstrong might very well be omitted. Amanda Randoph, singing *Half of Me,* scored best of the guest stars, her voice being given full scope by an arrangement unusual for its tricky tempo changes. Bill Bailey, tapper, current in the Cotton Club, did a swell turn full of intricate rhythms, the beats coming over with amazing clarity. Four Nuts of Rhythm, singing and instrumental combo, and Eddie Green and Gee Gee James registered just so-so.

Green, given a small buildup by the same sponsor via spottings on the Rudy Vallee show, does typically Negro comedy, drawling stuff dependent mostly on an ace script and visualization by the audience. His chatter with Gee Gee is perhaps better to watch than listen to. More suitable material might, however, put the emphasis where it belongs on an air show.

Graham McNamee comes on twice for the sales spiel, a short and punchy one announcing the exchange of one Arthur Murray dance instruction book in return for 81 Fleischmann Yeast wrappers.

Program should develop into a swell series featuring Negro talent. P. A.

"Your News Parade"

Reviewed Wednesday, 12:15-12:30 p.m. Style—Commentator. Sponsor—American Tobacco Company, Inc. Station—WABC (CBS network).

Lucky Strike, out to win the gals over to its side, has Edwin C. Hill spieling the news on its noon-time spot. Hill's verbal glamour and appeal need no rehashing, and while he may not possess the heart appeal of a crooner, his material is deftly slanted for the ladies.

That is probably the reason the program lacks stop-press freshness. Even the most careful culling of International News Service wires probably will not furnish 15 minutes of human interest and odd material for the female trade. Hence the necessity of using facts which are not strictly fresh.

Hill slides from news to commercials, which will probably not annoy too many of his femme fans. But it should be the job of the announcer, and it would do Hill no harm to be considered strictly as a commentator and not a peddler

B. H.

"It Can Be Done"

Reviewed Tuesday, 8:30-9 p.m. Style—Dramatizations and music. Sponsor—Household Finance Company. Station—WJZ (NBC network).

This loan company presents the greatest male Pollyanna of all time, Edgar Guest, plus Frankie Masters' Orchestra and a few of the boys and gals who made good on their own. It's an inspirational show, and as this country is divided into two distinct groups—those who like Eddie and those who dislike saccharine in talking form—the former will like it. Latter will probably dial in a good hillbilly band.

Show opens with an inspirational spiel and then leads to two dramatizations. One concerned a policewoman who struggled against difficulties and succeeded in bringing up her own family and then five grandchildren. Second bit told of the man who created the popular ant palaces of last season. There's good material here, entitled to better production. Minus the Guest hokum it might attract an even larger audience.

Sales chatter is heavy and stresses how easy it is to borrow money from Household. B. H.

"Warning Signals"

Reviewed Tuesday, 9-9:30. Style—Sketches. Sustaining on WMCA (Intercity network).

This epidemic of programs exposing rackets possesses showmanship possibilities as well as being a civic duty. There's mystery, glamour and excitement in focusing the spotlight on the underworld and, consequently, this program should offer more.

Program consists of several sketches explaining different kinds of thievery and is broken with speeches pertaining to the subject. A hotel racket, a con game and a fake employment swindle were exposed. A well-spoken ex-swindler, "Mr. X," was interviewed, police warnings were flashed and a spokesman for the Better Business Bureau was included on the program. BBB is co-operating on the show.

Such a melange of material requires fast, deft treatment. This it did not receive. Consequently, there was a sense of broken sequence. Probably one full-length sketch, explaining different "jobs" worked by the same gang, and fewer breaks, would mean a more telling production. B. H.

"Tom Sawyer"

Reviewed Tuesday, 6:45-7 p.m. PST. Style—Dramatic serial. Sustaining on KHJ (Los Angeles) and Don Lee network.

With the deluge of kid shows on the air, capitalizing on hairbreadth escapes, ogres and whatnots, it is indeed a pleasure to find something in the juvenile vein that strikes a human note and at the same time holds some appeal for adults who must listen to their offsprings' dial choices whether they want to or not. Such a program is this dramatization of Mark Twain's *Adventures of Tom Sawyer,* dealing with the adventures and foibles of characters virtually immortal.

Script by Carroll O'Meara adheres strictly to the pattern laid down by Twain and manages to reflect the true flavor and sympathy of the novel. All the characters are brought vividly to life, with voices and inflections admirably suited to the roles. Episode reviewed dealt with a "business conference" between Tom, Huck, Roughhouse and the sour-tempered Mr. Montgomery regarding the purchase by the boys of Old Jaspar, a runaway slave. The subtle bargaining and precocious worldliness of the youngsters was a distinct highlight.

Characterizations are handled by Dick Quine as Tom, Lawrence Honeyman as Huck, Diana Lewis as Becky Thatcher, all children, and Lucille LaPointe as Aunt Polly. Much credit to O'Meara for his script and direction. S. P.

'Kaltenmeyer's Kindergarten'

Reviewed Saturday, 5:30-6 p.m. Style—Children's program. Sponsor—Quaker Oats Company. Station—WEAF (NBC network).

This "Kindergarten" should appeal to youngsters as well as those whose school days are almost forgotten memories. It's a pleasant, enjoyable session of foolishness that's easy to take.

The production is largely juvenile comedy, sketches and lines, with occasional songs by the kids. "Professor" Kaltenmeyer employs a heavy German accent and assumes the part of a serious-minded, kindly school teacher. He is easy-going and unsuspecting and an idol of the kids. But the youngsters have their own sense of comedy and their teacher often has his hands full looking after them. Questions and answers and pranks fill most of the show.

The "scholars" are of diverse nationalities and backgrounds, which makes for variety and contrast. The lad who plays the sissy is particularly convincing. Top gag of the program heard was a gum-chewing episode. Kids loaded their mouths with the stuff and when Kaltenmeyer spotted them he feared an epidemic of mumps had struck the classroom.

Both Quaker Oats and Aunt Jemima pancake-buckwheat flour took bows. B. H.

"Cowboy Caravan"

Reviewed Tuesday, 8:15-8:30 p.m. Style—Singing and instrumental. Sponsor—Hosmer Motor Sales, Inc. Station WMEX (Boston).

To have a cowboy contingent sell automobiles is something. So much so that the sponsor boosted an eight-week thrice-weekly show to another additional contract calling for six periods per week on a 10-week basis.

Cast includes Oklahoma Buck Nation, Texanne, Slim and Smiley. Nation plucks the guitar, sings solo and duets with Texanne. Smiley plays a mean muted fiddle and Slim supports the big bass. Nation has exceptionally fine pipes and would do well on the networks—in fact, the entire show could be hopped up for bigger things. Texanne possesses a nice throaty set of pipes.

Program has a studio audience. Commercials give specials on new and used cars, with John E. Reilly, WMEX program director, as announcer, promoting telephone calls to the sponsor's Medford address, where telephone girls catch all request calls for studio relay. Nice bit of ballyhoo that's effective. S. J. P.

Harold Simonds

Reviewed Friday, 6-6:15 p.m. Style—Sport news. Sustaining over WFIL (Philadelphia).

In taking over the post left by Joe Tumelty, who after six years of daily sportscasting in this groove left radio for Associated Press, Harold Simonds promises to add a considerable share to this stanza's steady listening clientele. With a background that includes announcing and news conferenciering Simonds is no greenhorn in a studio. And stepping into this new role he gives all.

Gives a comprehensive resume of the day's activities in sportdom, both local and national. Apart from possessing an easy flowing, clear voice his pipes have that authoritative tone that adds an air of conviction to his statements and observations. Devotes about five minutes to baseball topics and then scans the field of basketball, ice hockey, boxing, track, wrestling, golf and horse racing. Gets it all in without falling all over himself. Impression when caught augurs a crack sports commentator coming to the top of the heap. Carries on sustaining but it shouldn't be for long. ORO.

Mayor S. Davis Wilson

Reviewed Thursday, 6-6:10 p.m. Style—Talks on civic problems. Sustaining over KYW (Philadelphia).

Without much fanfare the city's first citizen comes to radio to give the inside on his home-rule stuff. No ballying by the announcer, enough it is that the station has grabbed off a prize sustainer.

Mayor Wilson takes a back seat to no one when it comes to getting a share of front-page notices. From the press reaction to his initial broadcast this weekly 10-minute turn does the trick. Gets down to the substance of his spiels from scratch, leaving the "my friends" biz to others. In fact, his leading sentence was that next week he will talk about 5-cent fares and 50-cent gas. His first shot was on a plan to provide purer drinking water for the burg.

From an entertainment factor, listeners, and they'll flock to this one in droves, will envy Pittsburgh's citizens because this one can't even play the fiddle. Not even *The Bee.* Makes no attempt at showmanship or learning mike technique tricks. It's strictly the personality that makes the magnet, with story material and not voice doing the holding. His initial speech was chockfull of statistics and characterized by matter-of-factness, a natural for Robert Benchley to read. ORO.

Set Tarkington Yarn

HOLLYWOOD, April 10.—*This Boy Joe,* latest of the Tarkington stories, has been acquired by Transamerican for radio. Company has signed Leon Janney, juvenile actor, for lead. Plans are to market series on platters in 15-minute episodes. Don Becker will produce.

ADMEN'S SHORTS——

(Continued from page 8)

paign running in national magazine captioned: "The most important announcement we've ever made: Dandruff Can Be Cured With Listerine!" Copy goes on to explain that after 10 years' experimentation this has been incontrovertibly shown, points to the lowly, mangy rabbit.

WWJ, Detroit, has enlisted in the campaign to eradicate tuberculosis in Detroit. *Death Fighters,* based on Paul De Kruif's writings, is produced weekly with the co-operation of the local board of health and the Wayne County Medical Association. Several stations in other cities have requested use of the scripts.

CBS has issued a promotional brochure on Boake Carter. The cover reprints an item from *The New Yorker* about a dog who insists on listening to Carter each night, and a picture of Carter and Pierre, the hound, illustrates the short. Copy inside discusses Carter's appeal and fan mail. This thought bears repeating: "And fan mail, it is. Neither Philco nor Carter make any bid for mail; conduct any contest; offer any premium, or 'stimulate' mail in any way."

A "first edition" of a new CBS program listing contains a return postal card. But the story on the card is the reverse of the usual legend. It reads: "If you would like to receive this listing regularly, *throw the card into your wastebasket.* (Returning postcards is a nuisance!) If you do *not* want this booklet each month, the card—returned with your name and address—will remove you from the list."

A racy piece of promotion has been issued by WMCA, New York. A cover illustration shows a rocking horse with the legend, "3,383 Men on a Horse." The text tells of the weekly 40,602 cigar bands sent in by amateur handicappers who wanted to participate in selecting winning nags for Henrietta cigars.

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.

RECENTLY inaugurated series for Winkelman's shoes on WOR shapes up as a strange mixture of shrewd showmanship and bum talent selection. Taking NORMAN BROKENSHIRE in a comeback step as announcer was smart; ditto spotting the show at 11:15 p.m. after the popular news period and on a Friday, before the big Saturday shopping sessions. "Broke" clips none too effective commercials home with a wham and probably sells both men and women, altho the latter constitute the market sought, the shoe merchandise. ROBERT BRINN is the tenor. His is a quavery, thin voice that is little help to the show.

EASY ACES, even if tuned in after a long absence from following the adventures and antics of the family, is a shrewdly and deftly written sketch that obviates the necessity of listening in to every show or wondering what it's all about if a show is missed. As usual, too, the playing by GOODMAN and JANE ACE is tops.

Ford's AL PEARCE show was an enjoyable session last week. Honors again went to ARLENE HARRIS for her chatterbox work, and even Tizzie Lish managed to deliver a quota of belly laughs. NICK LUCAS delivers satisfactorily on his singing and guitar shots.

For those who aren't too citified to appreciate good, corney hillbilly stuff, Zeke Manners on WNEW and WMCA, New York, is worth dialing in. Manners and his crowd dish out enjoyable mountain songs and rube humor for the Gotham slickers with a lively delivery. It's too bad that the sales spiels drag, but that seems to be the penalty one must pay for listening to hillbilly music. The occasional use of a modern, non-orthodox hillbilly tune should be dropped. There are others on the air to do such stuff.

Female Imps and Nudes in Philly

Dominate smaller spots—big clubs no longer finding new talent in nabe cafes

PHILADELPHIA, April 10. — Center-city night clubs accustomed to looking to nabe and nickel-beer haunts for trends in nitery divertissement, are now without farming grounds. The small spots are using nances and nudes almost exclusively, but this type of talent is hardly possible in the bigger spots.

In an effort to keep the family trade the nabe spots set the pace again with gay boy revues. City fathers frowned at such entertainment some years back, but the Harlem hot haunts kept their memory alive. Female impersonators are now entrenched in four of the better known nabes. At George Levin's 31 Club, first to adopt the policy, Francis Renault heads an all-fem impersonator revue. Al Ehrlich's Bally-Hoo Club, Dee Liddell's gay boy revue is the magnet. Bobby Dean and his Scan-Dolls are becoming a permanent fixture at the Show Boat, and Verrillo's Cafe is the latest to bring 'em in.

To meet the competish and, at the same time trying to strike a new note, other nabes are turning to burly houses for strippers. Streets of Paris and Broad St. Rathskeller strut strips. Epidermis display is also a natural for the road-house gangs, Browning Lane Inn in Bellmawr, N. J., stealing the march on the others with a take-it-off specialty.

Arcadia, Philly, Band May Remain

PHILADELPHIA, April 10.—Unless the labor impasse between Arthur Padula, operator of the Arcadia International House, and the waiters, bartenders and cooks unions is arbitrated this week, American Federation of Musicians will pull out the musicians in sympathy. It was disclosed that Joseph N. Weber, AFM head, advised Happy Felton, whose orchestra is at the spot, to give Padula a two-week closing notice today.

Altho the sympathies of the local musicians' union are with the striking workers, A. Anthony Tomei, local prez of 77, made no attempt to have the band pulled because his agreement with Padula calls for Judge William M. Lewis, local jurist, to settle all labor difficulties at the spot before resorting to striking tactics. Labor unions also had the same agreement with Padula, but abrogated it by staging a sit-down strike when two waiters were fired.

Mayor's Labor Board is making another attempt to bring all parties together again to arbitrate the fuss before Felton pulls out.

NEW YORK, April 10.—Arthur Padula came here Thursday to see Bert Henderson and Tom Gamble, Joseph N. Weber's aids at the American Federation of Musicians. He came in answer to the international's ruling that Happy Felton's Ork at the club give its two-week closing notice in sympathy with the striking unions.

While Henderson revealed yesterday that the matter is not settled yet but will be in a day or so, it has been reported that the AFM will let the ork remain. This is said to be the result of Padula's evidence that the striking unions did not heed the contract with the spot, the contract reading that there was to be no strike without first going to arbitration.

Benny Fields With Master

NEW YORK, April 10.—Benny Fields has been signed by Irving Mills to record for Master records. Initial four sides, to be grooved Monday, will consist of *I'm Sorry, Dear; Melancholy Baby, There's a Lull in My Life* and *It's Sweet of You.*

Noble Sissle is slated to wax for Variety records on Wednesday.

Razing Muskegon Ballroom

MUSKEGON, Mich., April 10.—Roseland Ballroom is to be razed to make room for a new $100,000 theater to be built by the Schlossman Theaters, Inc.

He Should Have Used Blinders

PARIS, April 5. — Management of the Casino de Paris has been forced to cancel the engagement of the juvenile bike rider, Jackie Ballan, because the French authorities decreed he was too young to appear in a revue employing so many nudes.

Philly Bookers Annual Affair

PHILADELPHIA, April 10.—Fourth annual dinner-dance of the Philadelphia Entertainment Contractors' Association Thursday brought together at the Penn A. C. ballroom the leading bookers in this area.

William A. Gray, local attorney, served as toastmaster. Fest was a testimonial to the officers: Joseph S. Hughes, president; Florence Bernard, vice-president; Madeleine Wood, secretary; James S. Smith, treasurer. Clarence M. Supplee is chairman of the board of directors, which includes Roy H. Cross, Lewis Gordon, Isadore Senator, Eddie Sherman, Edward C. Zwicker and Todd Daniel, attorney to the association.

Banquet committee was chairmaned by Miss Bernard, with Miss Wood as vice-chairman and Eddie Sherman, James S. Smith and Daniel J. McGarrigan. Guests at the ECA get-together were A. Anthony Tomei, president of the local musicians' union, and M. H. Orodenker, of *The Billboard.*

Floor show was staged and directed by Sherman, who also pinch hit as emsee. Talent was headlined by Mary Small, who came in from Baltimore, and included acts from the town's theaters and night spots.

Big Band Agencies Hot After Exclusive on Summer Resorts

MCA and CRA line up more important bookings—eye beach, club and park resorts, ballrooms and hotels—Rockwell-O'Keefe, Meyer Davis also very active

NEW YORK, April 10.—With all indications pointing to a great summer season for traveling bands, the bigger agencies are fighting tooth and nail to line up summer resorts, hotels, night clubs and ballrooms. MCA and CRA have already cornered most of the important spots, altho Rockwell-O'Keefe, Meyer Davis and other large offices are not far behind. CRA has signed the Lincolnshire Country Club, Chicago, for music and talent this summer. The Lakeside Park, Barnesville, Pa., will take six to eight CRA bands, opening April 15 with Jolly Coburn's Band.

CRA will again book the Million-Dollar Pier, Atlantic City, providing it with 15 to 20 bands this summer, beginning Decoration Day. MCA is again booking the Steel Pier in A. C.

CRA also has lined up Playland Park, Rye, N. Y.; Meadowbrook Country Club, Cedar Grove, N. J., and Beverly Hills Club, Fort Thomas, Ky., all summer resorts. The Meyer Davis office is busy setting its usual raft of summer exclusive resorts, mostly in New Jersey, Long Island and Westchester.

CRA is making a strong bid for park dates, believing parks can be sold name bands despite the fact most of them have avoided name-band policies for fear that park visitors would stick to the ballroom and not circulate among the other attractions.

PITTSBURGH, April 10.—Looks like a name band summer season. On heels of Frank Blandi's announcement that he'll probably use MCA outfits at his new La Casa, formerly Sander's, scheduled to open middle of May, comes Greeta Harbaugh's info that her Pines will lift curtain Decoration Day with an MCA band.

Also a name band spot, if deal goes thru, will be Willows, for which Bernie Conroy is dickering with Oakmont bank that holds the papers.

MCA Rounding Up Floor Show Spots

NEW YORK, April 12.—Music Corporation of America has about five spots in the wind for floor-show bookings. Astor and Roosevelt hotels here may take on floor shows, which MCA will book, while the other three spots are at summer resorts.

Eddie Elkins and ork goes into the Astor this Sunday, succeeding Vincent Lopez. Rudy Vallee is booked for a six-week return May 24, and MCA has tentatively set Ted Lewis, Hal Kemp and Abe Lyman for the hotel during the summer months. Until Vallee comes in the hotel may use a floor show.

Roosevelt Hotel is planning on using a floor show when Guy Lombardo's ork finishes there.

Club Chatter

New York City:

BORDINE AND CAROLE closed an eight-week stand at the Rendezvous, March 28, to open at the Wivel Restaurant. . . . NOEL HENRY is being featured at both the Park Plaza and Granada hotels. . . . JACK WALDRON will accompany the Hollywood Restaurant vaude unit to Lancaster, Pa., April 21. Show is working thru to Chicago. . . . ROC now handles Brooklyn's Merry-Go-Round Club. . . . GEORGE KIDDON, Radio City Music Hall ballet dancer, and Irma and Martinez have been booked for the Lotus Restaurant, Washington, by Lady Tsen Mei. . . . (BABY) ROSE MARIE will make six records for Irving Mills' Master Records. Charles Weintraub is now her manager. . . . TANIA AND KIRSOFF have been signed by Teddy Royce as a feature of the NTG show opening at the Hollywood, April 17, for four weeks.

Chicago:

DONOLA AND DUANO, dance team, have changed their billing to the Duanos and open at the Bismarck Hotel here April 16. . . . COLLEGE INN opening with a new show April 16, headed by Texas Tommy and pony; Donomato, juggler; Coleman Clark, ping-pong champ, and the Karre Le Barron Trio. . . . RED NICHOLS' Ork has caught on with local sun dodgers and is staying over. All MCA placements. . . . GRACE AND CHARLIE HERBERT went to Detroit for a two-week stay at the Mayfield and will next move to San Francisco for a similar engagement at the Fairmont Hotel. . . . LORRAINE SANTSCHI and Josephine Buckley closed at the Chez Paree April 8 and moved to Los Angeles, where they opened at the Cocoanut Grove. . . . EDGEWATER BEACH Hotel's boardwalk season opens June 12. Gautier's Steeplechase will head the entertainment program. . . . DOROTHY DUVAL, accordionist and comedian, continues to click in handy fashion with the trade in the Cocktail Lounge of the Great Northern Hotel. She is in her second month there.

SANTORO AND LORRAINE left town for Cleveland, where they opened at the Hollander Hotel Monday. . . . BETTY CAMPBELL, Bob Crosby's personal press agent, has been named p. a. for the Congress Hotel here, succeeding John Shaheen. . . . JACK RICHARDS, emsee at the Subway, left Friday with the *Bottoms Up* unit, opening at Nashville, Tenn. . . . PLINER AND EARLE, piano duo, held over at the Drake Hotel for the Paul Whiteman show. Pliner is with the local Leo Feist office.

CROSS AND DUNN opened at the Chez Paree April 8. . . . FRANK HALL is emseeing at the Yacht Club since April 7. . . . RODRIGO AND FRANCINE a hold-over at the Edgewater Beach Hotel.

WILLIE SHORE, comedian and dancer, opened at Colosimo's Thursday as emsee. . . . CARL ROSINI moved into the LaSalle Hote. . . . LePAUL and Don Enrico doubling between club and theater dates this week. . . . EVELYN POE, Robinson Twins and Frank Hall are newcomers at the Yacht Club. . . . FRIENDS TOSSED a testimonial dinner for Fred Bethke, former manager of Henrici's, who moved to the Casino Parisien to take up a similar position.

Here and There:

TONI LANE replaced Bea Saxon with the Dave Apollon unit at the Fox, Detroit. . . . LOPER AND HAYES will fill a two weeks' engagement at the Boston Mayfair before sailing for London June 2. . . . GEORGE WALKER is emsee at the Savarin Cafe, Buffalo. . . . DON TRANGER, now 20 weeks at the Villa Valencia Cafe, Springfield, Ill., will stay on until June 1. . . . BILLY HAYES, female impersonator, is playing Detroit's neighborhood clubs. . . . DE CARLO AND DU BOIS, dancers, are still at the Clarintan Hotel, Daytona Beach, Fla. . . . JOHN BOOTH, magician, continues at the Commodore Club, Detroit. . . . MARINO AND DE VOLL are on a return engagement at the Bartlett Supper Club, Rochester, N. Y. . . . DORYCE AND FREDDY DREW are at the Brown Derby, Boston.

ILLIANA, screen and radio singer, heads the new floor show at Jimmy Brink's Lookout House, Cincinnati. . . . COLLETTE AND GALLE, headed for the Southwest, are appearing this week at Red Gables, Indianapolis. . . . CARLTON AND JULIETTE, ballroom team, are current at the Biltmore Hotel, Providence, after a successful stay at the St. George Hotel, Bermuda. . . . CARREN STEPHANY, stripper, has been added to the floor show at the Nine-Mile House, Cincinnati.

NEW ENGLAND HOTEL Men's Association will hold its 10th annual banquet April 23 at the Statler Hotel, Boston, with Mannie Sachs, of MCA, providing the entertainment.

AFA's First Unfair List

NEW YORK, April 10.—American Federation of Actors has issued its first "unfair" list, recording in it the names of persons and agencies who, according to AFA, "deliberately refused to adjust valid claims of members." It also plans to run the names in each issue of its house organ, *The Reporter,* until claims have been settled.

List includes Frank Sennes, Cleveland; Stanley Reed, promoter in connection with the American Legion Circus, Elizabeth, N. J.; G. H. Wands, Fulton Amusement Company, Gloversville, N. Y.; Peg Lanigan, Pittsburgh; Jayne Jarrell, Pittsburgh; J. Hunter Wallace, Amsterdam, N. Y.; Roy Bergere, National Theatrical Agency, New York; C. C. McDermond, Salt Lake City; Club Candee, Syracuse; Jule Miller, of the Northwestern Amusement Company; H. H. Cory, Minneapolis; Rex Grill, Syracuse; Izzy Cohen Theatrical Agency, Syracuse; Bolton Hotel, Harrisburg, Pa.; Nugold Productions, New York.

Iodice Adds Cincy Spot

DETROIT, April 10.—Nine Mile House, Cincinnati club, has been added to the books of the Amusement Booking Service here by Peter J. Iodice, manager. Gus Sanzere, Nine Mile manager, is now using an 18-people revue.

Agitate Against Female Imps

DETROIT, April 10.—Increase in sex crimes here has resulted in agitation aiming to exclude female impersonators from the city. Prominent in the move is Dr. Thomas K. Gruber, chief of Eloise Hospital. Those particularly incurring his wrath are traveling troupes of female imps playing night spots.

Gruber says: "No one can tell me it is safe to allow such groups to roam at liberty." He qualifies this, however, by saying he does not mean to infer that all members of such companies are dangerous.

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PRINCE OF MAGIC
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KENMORE HOTEL,
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YVETTE
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ORIGINAL MUFF DANCE
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DANCERS OF DISTINCTION,
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Record-Smashing Engagement
20 Consecutive Weeks at Casino Atlantico
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Thanks to Hal Sands
HACKER & SIDELL
"Creators of Smart Dance Travesty."
Beginning a series of Continental engagements at Europe's leading night clubs and hotels.

Night Club Reviews

Ubangi Club, New York

Harlem, in its last desperate attempt to retain some of its bizarre color and to stem the increasingly diminishing play caused by the transplanting of Harlemania to downtown Broadway, is doing it with a flash of unbridled nudity and blue stuff that surpasses even that displayed in its heyday.

The Ubangi, accordingly, is offering a show, *Brevities in Bronze,* that does not disappoint those who want the real thing in lowdown.

Revue is emseed by comic Allen Drew and is headed again by Gladys Bentley, practically a fixture here. Hefty Gladys still continues to dish the kind of spicy songs that leave no doubt as to their meaning. She knows what the patrons who have taken the trouble to come uptown want, and she certainly lays it on thick, scoring best with *Gladys Isn't Gratis Anymore* and *He Did It for Love,* the latter a takeoff on the King-Wally affair.

Torch singer Babe Mathews combines hot rhythms with brazen strutting and shaking of stuff. Shapely and with personality to spare, this young lady is easy on eyes as well as ears. Her vocal offering was *Bluer Than Blue.* Barrington Guy sings in a dramatic baritone and also lends noteworthy histrionics in several dramatic sketches, aided by the team of Moore and Dene. One of these, *The Well of Loneliness,* strikes a new note in combining blue and homo overtones. Moore and Dene also do solo numbers, but did not impress as especially effective. Mae Johnson, youthful and pretty, offers pop tunes, a bit long and over-arranged, but captivates completely in her strip-tease, *Gypsy Rose Lee in Bronze.*

Scoring perhaps heaviest personal triumph is Tondelayo, young and eye-filling nude dancer, who, assisting Barrington Guy in a sexy delineation of an artist's dream, draws gasps of sensuous delight with her interpretation of Passion. Together with Guy's bari-intoning and emoting, this scene was easily best of entire production, show stopping for an encore.

Derby Wilson clicks with nimble tapwork, pounding it out clean and fast to rate an encore. Avon Long, holdover from the last show, pleases with an eccentric routine, while Freeman and Freeman, mixed duo, do tapping and terping.

The show is heavy with production numbers but outstanding is the scrim-drop scene where a half dozen gals strip and cavort in silhouet, while the remainder of the 16 Ubangettes and showgirls frame the spectacle in semi-nude.

Production staged by Bloomfield and Greeley; music by Donald Heywood, Porter Grainger and others. Charles Dixon arranged the score and Kitty Roth designed the costumes.

Ovie Alston and his swing orchestra continue to provide show and dance music.

Minimums of $1.50 week days and $2.50 Sundays and holidays prevail, with the added and unusual stipulation that the amount must be spent on drinks, exclusive of food. *George Colson.*

Mori's, New York

This is a "hideaway" spot that is remarkable in every aspect. Hidden in drab Bleeker street on the southern outskirts of the village section proper, this large restaurant is a beauty, architecturally. An imposing white Colonial front is surprise No. 1, while the lavish but tasteful interior is surprise No. 2. The interior, incidentally, was remodeled by Raymond Hood before Hood became one of America's greatest architects.

This restaurant was founded by Placido Mori 54 years ago and is now being operated by his widow and two sons, Edmund and Albert. Luxurious, comfortable and roomy the lower floor can accommodate about 400, who are entertained by an orchestra and vocalist. Current band is Eddie Ray, who has Freddie Martin's old combo comprising a sweet triple violin section, piano, bass, drums and tenor sax. Sweetish tearoom stuff that goes well with the atmosphere. Louis Cafiero is the young operatic tenor, having come from La Scala, Milan. Has a good voice and one capable of handling familiar numbers and occasional operatic arias.

Catering to substantial uptowners, mostly from the theater and art circles, Mori's draws a solid trade, the type that orders choice wine and liquors with their food. Dinner, incidentally, is as low as $2 and is superb. Gourmets will be interested to know that Mori originated the now famous Italian delicacy, zablione.

There's also a lovely garden featuring Paul Bartlett statues and there's an unusual cocktail lounge upstairs, with a piano-and-song team entertaining in informal fashion. The lounge is a replica of a tastefully furnished private home, affording patrons a pleasing sense of being at home.

As we hinted above this is the most unusual atmospheric restaurant-night club in the village. *Paul Denis.*

Empire Room, Palmer House, Chicago

Three outstanding features make the Empire Room's new show, *Coronation Revue,* a notable contribution to the season's night club entertainment. Henry King and his orchestra, fresh from a 26-week engagement on the Burns and Allen radio show, provide the most refreshing dance and show music imaginable, King himself doing some particularly entertaining piano playing. He has a drummer who goes to town in a big way, and a vocalizer, Joe Sudy, whose voice and personality put him over solidly.

Russell Swann, direct from nine months in swank London spots, again proves himself a polished and genial emsee, as well as master magician. Interspersed his emseeing with clever feats of magic, accompanied by a clever line of patter that kept the customers highly entertained. His gramophone number in which a voice from a record tells him what to do in performing a card trick is a sock hit. Swann is becoming more and more the suave, finished showman.

Mario and Floria unmistakably proved themselves one of the finest ballroom dance teams and held the customers spellbound with a series of original routines marvelously done. They were called back again and again. A beautiful dance to Debussy's *Clair de Lune* was followed by a lively tango; a graceful routine to *Make Believe* and some lighter numbers, all of which drew prolonged applause.

Joaquin Garay, tenor, scored in a big way with his singing of *Moonlight and Shadows, Rancho Grande* and other numbers. Has a voice of fine quality. The Abbott Dancers, who have become an institution here, provided two beautiful and graceful routines. *Nat Green.*

Gold Coast Room, Drake Hotel, Chicago

This huge rectangular spot, attracting Windy City's upper crust, was jammed to capacity Friday night. Elite turned out to welcome Paul Whiteman and band, who opened a four-week stay. About 750 were accommodated by crowding in the tables and a couple of hundred others were turned away.

It all reflects the continued popularity of the rotund maestro, who proved once more that he is a great musician. Forty-minute bill, separated from the dance session music, smacked of class, both in arrangement and delivery. Band admirably carried the weight of the show. As usual floor show specialties are out, as far as the layout of the Gold Coast Room is concerned.

A chorus of Whiteman's theme song was greeted with a nice hand. Linda Lee, cute songstress, next warbled *Organ Grinder's Swing* and a Latin tune. High spot on the bill was a tuneful medley of popular waltzes, including Beethoven's *Minuet, Blue Danube, Merry Widow* and Chopin and Tschaikowsky pieces. A thunderous hand for that offering.

Three Ts (Jack and Charlie Teagarden and Frank Trumbauer), combining vocal, trumpet and sax music, scored with their inimitable song salesmanship. Charlie's trumpeting of *Basin St. Blues* had the customers cheering.

Jimmie Brierly, personable tenor, held attention with *Where Are You?* and *Too Marvelous for Words.* Al Galladaro, veteran sax soloist, had them marveling at his speedy and talented work. "Goldie," the outfit's comedian, was fun hiccoughing *Not Bad* and turning Little German Band leader.

Whiteman was a showmanly emsee all the way. His dance tunes jammed the floor. *Sam Honigberg.*

Chez Paree, Chicago

Paul Oscard's new revue at the prominent Chez Paree, emseed by Norm Ruvell, boasts of three headliners and some simple, yet nicely staged production turns featuring 16 shapely show girls. Layout of first a.m. show on Saturday ran 69 minutes and the reception was highly enthusiastic.

The clever, original work of Cross and Dunn was tops with the patrons. Boys stayed on for 25 minutes, getting solid laughs with punchy lines bathed in refreshing personality. Press Agent Ted Weber tells us the team is headed for feature work on the Coast. With proper parts the boys should go far in the flicker game. Opened with *Sing, Baby, Sing,* and successively scored with *We Are Two of Three Men on a Horse; On the Broadway Merry-Go-Round,* in which they recall the early days of their careers, and *Life Begins at 65,* a new ditty satirizing the Social Security plan. Were recalled to do their familiar takeoffs of former names, such as Caruso, Nora Bayes, Eddie Leonard, Gallagher and Shean, Van and Schenck and Bert Williams.

Wini Shaw, lovely as ever, lent glamour to the affair with her own typical rendition of pop tunes. She was well received and liked for her delivery of *Plenty of Money, Too Marvelous for Words, Lullaby of Broadway* and *Thru the Courtesy of Love,* which she introduced in Warner's *Here Comes Carter.*

Thorne and White, a couple of pajama-clad girl dancers, are featured in the opening production number. They are gingery tappers, making the turn notable with a fast, whirl finish. Mariora, European woman juggler, followed with typical tricks, good for a member of her sex. Jack Williams, a soft-shoe tap dancer, displayed some smooth foot work to tunes of *Easy on the Eyes* and *Carioca.* He could improve his act by doing away with some of his aren't-I-good gestures.

Minor and Root, graceful dance team, stayed on for three numbers, their best being a passionate version of *The Bolero.* Hope Minor, a blonde, made an attractive appearance in a silvery gown. Their work is more reserved than that of the average dance duo, giving factor to their title of *Poets of the Dance.*

Line is outfitted with fresh and colorful costumes. Show music is played in expert fashion by Henry Busse and his band. Relief dance tunes are furnished by Maurie Stein's Ork.

Spot, having a capacity of 450, was crowded opening night. Minimum is $2.50 per patron. Operators Mike Fritzel and Joe Jacobson have developed this club into one of the brightest in this area. *Sam Honigberg.*

Additional Night Club Reviews Appear on Page 28

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

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

DOLORES and ROSSINI
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Ballroom and Character Dancers.
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Indefinite Run.
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U. S. Stripper Shocks London

LONDON, April 6.—Most talked of new opening in local night spots this week is that of Diane Raye, first American strip-teaser to appear in England. Originally booked at $250 per week for the Palladium, she was not allowed to show, as George Black, director of that theater, considered the act too daring for English vaude audiences. Shoals of publicity in the dailies ensued thru the ban, and Miss Ray was immediately booked into the Victoria Palace, vaude, as headliner, and into the San Marco, prominent nitery. Her act, a mild strip with a thin garment remaining, at the San Marco gets a fair reception, and her performance, as seen thru English eyes, is nothing striking, altho it may be termed daring. She may be held over; that is, if no objection is lodged after the first few days by the watch committee.

Hazel Mangean Girls, four American kids with a dandy acro-dancing act, played at a fast tempo, hit heavily at the May Fair Hotel. Haven't been in these parts for eight months.

Wences, novelty ventriloquial entertainer, and Al and Bob Harvey, harmony team, go well at the Berkeley Hotel.

Sherkot, brilliant pantomimist, stops the floor show cold at the Piccadilly Hotel, where his original work is excruciatingly funny.

Nice lineup at the Savoy Hotel has Keene Twins and Vic and Lamar, American acro-tap dancers, repeating, plus Bob Robinson and Virginia Martin with a peach of a straight dancing act that is colorful and versatile, and Bil and Bil, acrobatic comedians.

Jean Carroll and Buddy Howe, dandy American wise-cracking team with added weight in slick tap work, are a furor at the Trocabaret, where they are playing a quick repeat.

Grosvenor House, Dorchester Hotel and London Casino shows remain unchanged, with good business reported from all three. *Bert Ross.*

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 2, thru Thursday, April 8, and also, for comparative purposes, from Friday, March 26, thru Thursday, April 1. 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 Ap. 2-8 Net.	Ap. 2-8 Ind.	Mh. 26-Ap. 1 Net.	Mh. 26-Ap. 1 Ind.
1.	Too Marvelous for Words (F)	Harms	34	26	32	22
2.	Little Old Lady (M)	Chappell	27	23	25	27
2.	Boo Hoo	Shapiro, Bernstein	27	22	28	25
3.	Where Are You? (F)	Feist	26	14	20	15
4.	Moonlight and Shadows (F)	Popular	23	24	19	29
5.	Sweet Is the Word for You (F)	Famous	22	20	20	19
6.	I've Got My Love To Keep Me Warm (F)	Berlin	21	25	31	16
6.	Slumming on Park Avenue (F)	Berlin	21	18	7	22
7.	How Could You?	Remick	20	22	19	18
8.	You're Here, You're There, You're Everywhere	Marlo	19	7	16	11
9.	Trust in Me	Ager, Yellen	18	20	32	26
9.	Love Bug Will Bite You	Santly-Joy	18	12	4	9
10.	September in the Rain (F)	Remick	17	17	19	19
10.	Was It Rain? (F)	Santly-Joy	17	11	13	14
10.	Sweet Leilani (F)	Select	17	4	7	11
11.	My Last Affair (F)	Chappell	16	19	11	22
11.	Wanted	Sherman Clay	16	4	13	10
12.	Let's Call the Whole Thing Off (F)	Chappell	15	12	12	9
12.	That Foolish Feeling (F)	Feist	15	9	9	7
12.	When Love Is Young (F)	Miller	15	8	16	7
13.	You Showed Me the Way	Robbins	14	22	9	11
13.	I Can't Lose That Longing for You	Donaldson	14	15	12	18
13.	One in a Million (F)	Hollywood	14	7	12	13
14.	Goodnight, My Love (F)	Robbins	13	15	18	16
14.	Carelessly	Berlin	13	9	6	6
14.	Never in a Million Years (F)	Robbins	13	6	13	4
15.	You're Laughing at Me (F)	Berlin	12	18	18	16
15.	This Year's Kisses (F)	Berlin	12	17	20	29
15.	Serenade in the Night	Mills	12	15	14	22
15.	The Mood That I'm In	Broadway	12	9	15	8
15.	On a Little Bamboo Bridge	Morris	12	4	19	5
16.	May I Have the Next Romance With You? (F)	Feist	11	13	14	24
16.	They All Laughed (F)	Chappell	11	13	10	13
16.	To a Sweet and Pretty Thing	Shapiro, Bernstein	11	10	6	1
16.	Jamboree (F)	Feist	11	6	11	3
16.	Twinkle, Twinkle, Little Star (F)	Popular	11	5	3	7
16.	There's a Lull in My Life (F)	Robbins	11	4	5	1
17.	He Ain't Got Rhythm (F)	Berlin	10	12	11	16
17.	Gee, But You're Swell (F)	Remick	10	10	16	10
17.	They Can't Take That Away From Me (F)	Chappell	10	10	6	5
17.	Mr. Ghost Goes to Town	Exclusive	10	9	7	9
17.	Just a Quiet Evening (F)	Harms	10	8	12	13
17.	I've Got Beginner's Luck (F)	Chappell	10	8	8	4
17.	I'm Bubbling Over (F)	Robbins	10	5	10	6
17.	Vienna Dreams (F)	Harms	10	3	8	5
17.	It's Swell of You (F)	Robbins	10	2	8	2
17.	Seventh Heaven (F)	Hollywood	10	1	3	3
18.	Big Boy Blue	Schuster	9	14	10	19
18.	You're Precious to Me	Marks	9	11	8	10
18.	Blue Hawaii (F)	Famous	9	5	8	12
18.	Choir Boy	Schuster	9	3	8	4
18.	Sentimental and Melancholy (F)	Harms	9	3	5	4
19.	Just To Remind You	Donaldson	8	10	9	5
19.	I'd Be a Fool Again	Words and Music	8	4	9	3
20.	Where Is the Sun?	Mills	7	8	0	4
20.	Our Song (F)	Chappell	7	7	10	7
20.	There's Something in the Air (F)	Robbins	7	5	8	7
20.	Swing, Swing, Mother-in-Law	Universal	7	5	3	1
20.	Smoke Dreams (F)	Robbins	7	4	8	4
21.	Dedicated to You	Crawford	6	10	8	13
21.	Love Is Good for Anything That Ails You (F)	Santly-Joy	6	10	6	5
21.	In a Little Hula Heaven (F)	Famous	6	8	8	5
21.	You Can't Take It With You (M)	Ager, Yellen	6	8	6	8
21.	I Dream of San Marino (F)	Chappell	6	7	0	0
21.	Top of the Town (F)	Feist	6	6	3	8
21.	I Can't Break the Habit of You	Davis	6	5	10	6
21.	My Little Buckaroo	Witmark	6	5	9	3
21.	Wake Up and Live (F)	Robbins	6	5	7	4
21.	Summer Night	Remick	6	5	4	8
21.	I've Got You Under My Skin (F)	Chappell	6	3	4	1

Turn to our Amusement Machines, Music Section, for listing of 10 best records (Bluebird, Brunswick, Victor and Vocalion) for the week ended April 12.

Tyrell Books Newport Spot; Belle Baker Heads Show

CHICAGO, April 10.—Phil Tyrell, of the Sligh & Tyrell Agency, is booking the Beverly Hills, new elaborate Newport, Ky., spot opening April 22.

Opening lineup lists Belle Baker, Jackie Green, Emily Von Losen, Billy Severn, the Five Jansleys, Roselean and Seville and a line of 18 girls. Sammy Rose is the producer. Glenn Schmidt is managing director.

Newberger Heads Chi Agency

CHICAGO, April 10.—William Newberger, veteran agent, has formed the Ace Attractions Agency here, booking bands exclusively. Associated with Newberger are Frank Furlett and Freddie Daw, ork leaders, now playing engagements at the Orlando, Decatur, Ill., and Essex-Sussex, Spring Lake, N. J., respectively. They will return soon for the grand opening of the new venture.

BILLY AND BEVERLY BEMIS

"Youthful Sophisticates of the Dance."

"Picture Possibilities: The handsome youngsters, Billy and Beverly Bemis, at the Paradise, whose rapid-fire footwork surpasses anything I've seen in recent months."—LOUIS SOBOL, New York Journal.

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Now STATE-LAKE THEATER Chicago.

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Music of Yesterday and Today Played in the Blue Barron Way
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Mario Braggiotti
AND HIS ORCHESTRA
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Excl. MASTER RECORDING ARTISTS

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Jack Denny
AND HIS ORCHESTRA
Now Playing
MEADOW BROOK COUNTRY CLUB, Cedar Grove, N. Y.
NBC RADIO STARS
Excl. MASTER RECORDING ARTISTS

CRA
Dick Dixon
50th Week GLORIA PALAST, New York.
The Romantic Tenor
AND HIS AMBASSADEURS
Per. Rep.—Harry Moss

CRA
WILL EDDIE
Hudson & DeLange
ORCHESTRA
"Ambassadors of Musical Youth"
Excl. MASTER RECORDING ARTISTS

CRA
Ina Ray Hutton
AND HER MELODEARS
"The Blonde Bombshell of Rhythm"
Excl. VARIETY RECORDING ARTISTS

CRA
King's Jesters
"The Biggest Little Band in America"
AND THEIR ORCHESTRA
with MARJORIE WHITNEY
Currently LA SALLE, Chicago
NBC NETWORK FAVORITES

CRA
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Clyde McCoy
And His "SUGAR BLUES" ORCHESTRA
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CRA
Mighty Maestro of Melody
Barney Rapp
AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
Currently CHASE HOTEL, St. Louis
Excl. VARIETY RECORDING ARTISTS.

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Jan Savitt
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KYW, PHILADELPHIA, AND NBC NETWORK
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CRA
Offering Sparkling, Versatile Music
Jack Sherr
"America's Most Versatile Instrumentalist"
AND HIS ORCHESTRA
15th Week at the
HOTEL ST. MORITZ, NEW YORK

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

Orchestra Notes

JOHNNY DAVIS and Band, who until two weeks played over WTMJ, Milwaukee, is now at the Showboat Ballroom, St. Louis. Floor show on Saturday nights is under the supervision of Mel Boonshaft and booked by Henry Heitman. Dudley Harder is band soloist.

PATT NAGAR and orchestra opened April 8 at Chesterfield Club, Chicago, after ending a theater tour with *Swingtime Follies*. New engagement is indefinite.

JOE SANDERS, ork leader at the Blackhawk, Chicago, has penned *Swingaroo*, which will be released in sheet-music form, and also *The Girl in the Blue Bathing Suit; Happy Birthday, Love; There's a Light in the Window* and *Always Together*.

MITCHELL AYRES Ork at the Hollywood Restaurant, New York, has just signed with Master Recordings. First waxings will be four sides.

SKEETER PALMER booked for a series of Brunswick recordings. Also doing occasional college dates for ROC.

BLANCHE CALLOWAY opened at Southland, Boston's newest night spot with colored entertainment, April 1. Band to remain there for eight weeks. Booked by ROC.

CY DELMAN and his Kentuckians, completing their third season at the Whitehall, Palm Beach, opened an indefinite engagement at the Coronado Hotel, St. Louis, April 3. Booked by Meyer Davis.

JACK JENNEY, trombonist on 17 commercials, will lead the band that will accompany his wife, Kay Thompson, radio singer, for her Victor recordings.

FLOYD RAY and band are in their fourth week at the Tip Top, San Diego, Calif.

SANDY SCHELL will start his eighth season at Steeplechase Park, Coney Island, N. Y., Memorial Day. Now engaged in week-end assignments at the same place.

LEE ELLIOTT and her all-girl band have been booked by Bert Salter indefinitely at the Four Towers, Cedar Grove, N. J. Air daily over WNEW.

BILLY KYLE, pianist, has been signed for a series of rhythm recordings for Variety.

KEN HARRIS and band now in their ninth week at the Ben Lomond Hotel, Ogden, Utah.

PEPPER KELLY has joined Dick Stabile's Band at William Penn Hotel, Pittsburgh, as vocalist, replacing Joan Cavell.

ETZI COVATO returns to Plaza Cafe, Pittsburgh, April 16, replacing Al Marsico, who moves to Show Boat, same city.

JOE THOMAS and orchestra are at the Riptide Club and Chet Brownagle and orchestra provide the music for Town Casino Club, Miami Beach.

CLYDE LUCAS and band closed at the Drake Hotel, Chicago, Thursday and will fill two dates on the road before invading New York. In New York Lucas will make two shorts for Paramount and Warner.

EARL DENNY is the newest maestro to show at Palumbo's Cabaret, Philadelphia. Other changes in the local scene bring Jerry Jay to Di Pinto's Cafe and Stella Engle's all-fem crew to De Gorgue's Cafe.

BARNEY RAPP is the first name band set for the summer at Atlantic City. Will hold forth at the Ambassador Hotel.

MILT TAGGART and band touring Southern States, playing in Mississippi and Louisiana.

BOBBY MEEKER and band opened a return engagement at the Hotel Claridge, Memphis, March 26. Jimmy Joy, who closed at this spot, goes into the Hotel Stevens, Chicago.

ANDY KIRK moves his band into Sebastian's Cotton Club, Culver City, Calif., April 27. Opening date for Jimmy Lunceford there has been postponed.

TOMMY TUCKER opens at El Patico, San Francisco, May 1. Now touring California.

NAOMI WARNER, torcher, has joined George Redman's Orchestra at Omar's Dome, Los Angeles.

RUTH ROBIN, sister to Leo Robin, songwriter, has joined Phil Harris' Band as vocalist.

GARWOOD VAN'S ORCHESTRA, which is being built up by MCA, gets it first important engagement April 2 when it moves into the Fairmont Hotel, San Francisco, following Henry King, who skips to the Palmer House, Chicago.

AL LYONS Orchestra closed at the Francis Drake, San Francisco, and went into Howard's Cafe, San Diego, April 7.

ED FITZPATRICK'S combo goes into the Cosmopolitan Hotel, Denver, April 8.

PHIL HARRIS and orchestra go into the Ambassador Hotel, Los Angeles, April 13, following Joe Reichman, who bows out with the DeMarcos dance team.

GREETA HARBAUGH, owner-manager of Pittsburgh's Pines, suburban spot, will book only name bands this summer.

LONGVIEW FARMS, Pittsburgh, will open May 30 with a new outdoor addition. Ozone dance floor, indoor ballroom will both be used by co-operators Jack McCarthy and Steve Mathews, latter also leading band, for fifth season at spot.

LESSE LAYNE and orchestra have moved into Frank Santore's cabaret-restaurant, New Brighton, S. I., N. Y., for an indefinite stay, replacing Bill Bellamy's combo. Jack Fallon, vocalist, and the swing trio, Lesse Layne, Henry Lapidus and Happy Gersh, are featured with the outfit.

LITTLE JACK LITTLE and ork are the new features in the Florentine Room of the Gibson Hotel, Cincinnati.

BUSTER LOCKE'S Band has replaced Ace Brigode's Virginians in the Gibson Hotel Rathskeller, Cincinnati. Brigode lads will one-night it for a while.

EDDIE VARZOS and orchestra open at the Bismarck Hotel, Chicago, April 19, succeeding Phil Levant's outfit.

GEORGE HAMILTON and ork closed at the Palmer House, Chicago, and headed for Midwest tour. Band opens June 1 at Beverly Wilshire Hotel, Hollywood. John Shaheen, former press agent of Congress Hotel Casino, Chicago, is now Hamilton's business manager.

WALT LAESER and band have opened at the Club Nightingale, Wausau, Wis., where they will remain until June 1, when the combo moves into a resort spot for the summer.

TRUDY RICE is back with Sid Dickler's Orchestra after a month's layoff. J. J. Kassouf is handling the outfit.

CHARLES STENROSS and ork are being held over at Webster Hall, Pittsburgh, until June 1.

Sheet-Music Leaders

(Week Ending April 10)

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 (Chappel) (2)
2. Boo-Hoo (Shapiro) (1)
3. Moonlight and Shadows (Popular) (3)
4. What Will I Tell My Heart? (Crawford) (5)
5. When My Dream Boat Comes Home (Witmark) (4)
6. When the Poppies Bloom Again (Shapiro) (7)
7. This Year's Kisses (Berlin) (6)
8. Will You Remember? (Schirmer)
9. I've Got My Love To Keep Me Warm (Berlin) (9)
10. Trust in Me (Ager) (8)
11. Serenade in the Night (Mills) (11)
12. Blue Hawaii (Famous) (15)
13. Goodnight, My Love (10)
14. Love Bug Will Get You (Santly)
15. Too Marvelous for Words (Harms)

PHONOGRAPH RECORD best sellers will be found on page 83.

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

ORLANDO **ROBERSON**
and his orchestra
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JIMMIE LUNCEFORD
AND HIS ORCHESTRA
the new King of Syncopation
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JENO BARTAL *and his Orchestra*
Daily for Luncheon, Silver Grill,
HOTEL LEXINGTON, New York.
Broadcasting WHN Monday and Friday
at 2 P. M.
Also playing daily for dinner dancing, Georgian Room, Hotel Piccadilly, New York.

Music Items

BILL WIEMANN, of E. B. Marks sales department, left for a short trip westward April 11, accompanied by his wife, Tiny. Will visit Denver, Chicago, Kansas City, Pittsburgh, Cleveland and St. Louis. Wiemann says that he does not contemplate any change in personnel.

E. H. MORRIS, general manager of the Music Publishing Holding Company, subsidiary of Warner, is on his way to California to arrange for song tieups. He was accompanied by Al Dubin and Harry Warren, who recently came to New York vacation-bound.

HERMAN KANES, business manager of Words and Music, announces execellent reports on the firm's latest catalog, which includes *A Carnival in Venice, I'd Be a Fool Again* and *Dreamy Eyes.*

ROY MUSIC COMPANY has purchased *The Music Master's Melody* from the G. McKinley Coleman Company, of Brooklyn. Also has released a new novelty number, *Ji-Ji-Boo,* by E. P. La Freniere, with special arrangement by Arthur Gutman.

It is not very often that the success of a film song inspires the change of title of the movie itself. It has happened in the case of Warner's "Cherokee Strip," changed to "My Little Buckaroo."

EXCLUSIVE PUBLICATIONS is to the fore with two latest songs, including *Tropical Moonlight,* purchased by Irving Mills during his last trip to the Coast. It is by a newcomer, Ceelle Burke.

FRED J. COOTS is again in Tin Pan Alley following a jaunt to Havana, where he emseed at the San Souci Club. Just completed a new work, *The Woods Are Full of Cuckoos,* with the subtitle, *And My Heart Is Full of Love.* Written by Charles Newman, his latest collaborator. Harms, Inc., has it.

Some writers who have had their songs copyrighted in England are complaining about the small returns they receive even after a number has become popular. It is claimed that the various taxes and other penalties eat into the profits. Several American composers have agreed to take a set sum hereafter for all foreign rights and let it go at that.

SAM FOX PUBLISHING COMPANY received a special award from the Academy of Motion Picture Arts and Sciences in appreciation of its furnishing synchronizing service for *March of Time.* The scoring has been contributed by Fox under supervision of John Rocchetti.

MILTON BERLE'S theme line, *Today I'm a Man,* has been incorporated into a song published by Jack Mills. Abner Silver and Al Sherman responsible for text and melody.

APRIL ISSUE of *Town and Country* carries a feature yarn about *Beale Street Blues* and the man that made it famous, W. C. Handy. This is by way of commemorating the 20th anniversary of the tune. It was on Beale street, Memphis, that *St. Louis Blues, Yellow Dog Blues* and *Memphis Blues* were written.

EDDIE MALLORY, leader of the Californians at the Cotton Club, New York, has placed *Desperately in Love With You* with Schuster & Miller. Roscoe McRae, saxophonist in Mallory's Ork, collaborated.

Ruth Ellington Is Loser

TUCSON, Ariz., April 10.—Gail Hummel, manager of the Blue Moon Ballroom here, has been awarded $400 judgment against Ruth Ellington and her colored orchestra in superior court. Miss Ellington and her orchestra, sued jointly, failed to answer Hummel's complaint. Hummel's suit was based on a breach of contract for the touring band to appear and perform here last January 27.

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.

Chi Music Notes

CHICAGO, April 10.—Freddy Martin's Ork at the Aragon Ballroom here introduced Milton Weil's latest, *Found,* by Terry Shans and Benny Davis.

Santly-Joy Bros. report Pinky Tomlin's latest, *Love Bug Will Bite You,* enjoying a big play on the networks.

Dick Bollter, of Shapiro & Bernstein's New York office, and Billy Hill, songwriter, are expected in Chicago this week to visit local ork leaders with George Pincus, local S.-B. manager. Hill's latest, *On a Little Dream Ranch,* was introduced last week by Guy Lombardo's Ork.

Jack Ostfeld, Cleveland rep for E. B. Marks, was transferred to Chicago office to fill vacancy left by Sid Goldstein, who joined Bob Miller, Inc., in New York.

The Carl Fisher music branch expanded the sheet section.

Music Items From Philly

PHILADELPHIA, April 10.—With Jack Harris taking over the local Harms office, his vacated Crawford post is filled by Fred Brandt.

Jack Kopf's *Oh What a Spot You've Got Me In* gets a Coast-to-Coast hearing by Arthur Hinett via KYW-NBC.

You Oughta Learn To Dance, new tune by Johnny Fortis, one of the KYW-NBC Three Naturals, is waxed by Jimmy Livingstone's band for Bluebird.

Charlie Borrelli is marketing three new tunes, *Mexican Bean, You're the One* and *Hiding a Tear.*

Moe Jaffe Wins Rating

PHILADELPHIA, April 10.—Moe Jaffe, Ben Franklin Hotel maestro, has been notified of his promotion to Class B in ASCAP. His contribution of several hit tunes in the recent *Mask and Wig* productions won the advancement in rating.

Stout Places Songs

NEW YORK, April 10.—Tunes recently placed by Clarence A. Stout are *I'm a Hillbilly Boy From the Mountains* and *Cactus Jack* with Bob Miller, Inc., and *When Old King Cole Married Mother Goose* with Exclusive Publications, Inc.

Rossiter Publishes Cobb

CHICAGO, April 10.—Will Rossiter's latest catalog listing is *Just for Tonight,* by George L. Cobb, composer of *Russian Rag.*

ATTRACTIVE 3 and 4 COLOR DANCE AND ORCHESTRA POSTERS AND CARDS

Oh! Boy! They are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, $9.00; 1,000 Paper, same, $14.00; 9¼x22-in. Cards, 200, $8.50; 1,000 Paper, same, $12.00. Cash with order. Special Bills engraved to order, $12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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

SPRING WON'T MEAN A THING UNLESS YOUV'E GOT WEBB'S SWING!
SEASON'S BOX OFFICE SENSATION!!!
SETTING NEW HIGHS EVERYWHERE
Chick WEBB
AND HIS
Savoy Swing ORCHESTRA
FEATURING
ELLA FITZGERALD
"THE MISTRESS OF MODERN SWING SINGING"
Tune in Chick Webb's "Good Time Society" Mondays on NBC Blue Network — Hear His Decca Recordings.
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30 Rockefeller Plaza, New York City.

Economy and Talent Shortage Swings Houses to Production

Key houses going over to line of girls and individual production—may keep spots running thru summer—houses in Detroit, Chicago, Cleveland, Canada accept idea

NEW YORK, April 10.—Key city theaters have found an out in their stage show dilemma, that out being individual house producing, using a line of girls and specialty acts. With units practically washed up for the season, headliners scarcer than the proverbial hen's teeth, and regulation vaude shows no go, the houses have been sold on individual production. They were sold not only as a matter of necessity for talent, but also from the standpoint of economy, figuring that this inexpensive policy will permit the houses to run thru the summer with combo policies. Some houses have already been observing this policy, but now Detroit, Chicago, Cleveland, Montreal and Toronto have swung over to the idea, the spots involving RKO and Paramount houses.

The Michigan, Detroit, awakened interest in the idea when it booked the Roxyettes, Gae Foster line of girls, from Fanchon & Marco, with set production numbers. The troupe went in April 2 on a two-week booking. Same troupe is being booked back into the house week of April 23 for a week. The following week the house gets a Chester Hale line of girls, with production numbers for a week.

RKO's Palace, Cleveland, has contracted Chester Hale, John Hickey and Clark Robinson, producing partnership, to supply production for the house, using a line of girls. They are contracted for four weeks, starting May 14, with Robinson to stay on while Hale and Hickey move on to the Greater Texas and Pan-American Exposition in Dallas. If the four weeks click, house will continue the policy.

The Palace, Chicago, has booked the Roxyettes to open April 30 for a run of the new Fred Astaire picture, the deal involving Arthur Knorr to supervise production. Rest of show will comprise Red Skelton, Buster Shaver, Stanley Twins and the Bredwins.

Loew's, Montreal, returned to a line of girls and production Friday, using 16 girls, and the idea stays for two weeks, when it will move on to the Hippodrome, Toronto, for a like period.

Metropolitan, Boston, has been doing its own productions, while the RKO theater there has been doing them also to some extent. At the RKO house, Charles Koerner has been embellishing and actually producing shows, most of the time calling on Macklin Megley and Bebe Barri to handle the producing end.

Chester Hale Set For Dallas Expo

NEW YORK, April 10.—Chester Hale will leave here shortly for Dallas, where he has been signed to produce shows at the casino feature of the Greater Texas and Pan-American Exposition. Rehearsals of the opening show will be held here, the troupe going to Dallas about June 1. Hale replaced Hassard Short, who split with the exposition officials over demands.

Opening show, set for June 12, will cost in the neighborhood of between 15 and 20 grand. Veloz and Yolanda, already signed for the show, are trying to get out of the contract, with exposition officials firm on the contract being fulfilled. Borrah Minevitch may go into the opening show. Show will include 48 girls and a male choir of 24.

Submit New Minsky Unit

NEW YORK, April 12.—Another Minsky unit is being peddled for vaude dates, the Simon Agency handling *Minsky's Oriental Nights* for H. K. and Morton Minsky, who operate the Oriental burlesque theater here. Show is planned as comprising 20 girls, 12 principals and four or five production numbers, with Julie Bryan, Della Carroll and Ralph Brown to be included in the cast.

Double Trouble

LINCOLN, Neb., April 12.—Frank Warner, father member of the Four Warners, gave a five-minute pantomime here this week on how a man can go nuts in the unit business. On a 50-50 date in a Kansas town admission was to be 40-cent top, but the top was trimmed to 25 cents. Stage wasn't big enough to hang the scenery. Take wasn't big enough to pay salaries. Show faced an overnight jump of 380 miles, and when everything was loaded the gas tank of Warner's car was found to have been loaded with sawdust. When he arrived here there was a letter from his booker threatening to take away the remainder of the route.

Planning Chicago Showing Spot for AFA Acts

CHICAGO, April 10.—Guy Magley, local representative of American Federation of Actors, is planning to set up a try-out spot here for all AFA acts. Completion of such plans will await the stronger intrenchment of the organization here.

Idea is to invite managers, agents and bookers for these showing nights to be held about twice a month. Presently a new act applying for a night spot job usually stages a free show in that club for the benefit of a single booker or club manager.

Diving Act's 1938 Booking

NEW YORK, April 12.—Scala, Berlin, is buying its acts far enough in advance, the house already setting the Lottie Mayer 12 Diving Girls for a two-month run, starting January, 1938. Booking was arranged by Dick Henry, of the Morris Agency.

Pitt's Advance Bookings

PITTSBURGH, April 10.—Encouraged by success of "name" band policy at Stanley here, Harry Kalmine has lined up important bookings. Guy Lombardo will open May 7, Shep Fields May 21 and Benny Goodman June 11 or 18. Jan Garber opened yesterday, and Ted Lewis comes in this Friday.

"Slums" Acts Work Co-Op

Bloom-Bines unit cast finds it profitable—acts coming out ahead

NEW YORK, April 10.—Acts working on a co-operative basis, accepting a percentage of the net profit instead of a fixed salary, are finding it very profitable, as seen in the case of the *Slums of Paris* unit, owned by Phil Bloom and Dave Bines. Show opened in February, has worked 12 weeks already and will probably total 20 before it folds. Not since 1932 have there been commonwealth or co-operative units, which at that time involved mostly small-time wildcat shows that found the idea unprofitable.

Only the owners and acts of the *Slums of Paris* unit are working on percentage. The acts are Sid Marion and Olive Sibley, Billy Branch and Company, Rene Villon, Monroe and Grant, Roy Williams and Dot and Dash. Those on fixed salaries are the 16 Dave Bines Girls, advance man (Billy Smythe), musical director (Victor Sachs) and carpenter (Charles Randolph).

First week of the show found everybody on salary, but thereafter the percentage arrangement was worked out, the plan entailing an involved bookkeeping arrangement. Percentages for the acts were arrived at according to their standard salary, and they start collecting their percentages, as do the producers, after all expenses are deducted.

Unit has been playing guarantee and percentage dates and has always gone over the guarantee. The acts are way ahead, this best indicated recently in Montreal when their percentages almost doubled their usual salaries. While an arrangement such as this usually involves temptation to accept any sort of date, the bookings for the unit have been standard, playing key cities for RKO and worth-while indie dates, including Toronto and Montreal. Show is also booked for the Oriental, Chicago, and already played the Fox, Detroit.

Owners of the unit had difficulty in convincing the acts to work percentage, doing so only after pointing out that in the long run the acts fare better on such an arrangement as compared to pick-up vaude dates which involve weeks of layoffs.

Performer Sues Wilmington

WILMINGTON, N. C., April 10.—Claiming $10,000 damages for injuries allegedly suffered in a fall at Thalian Hall in December, 1934, while appearing there with *Montmartre Nights*, Frank P. Peck has filed suit in New Hanover County Superior Court against the city of Wilmington. The plaintiff contends that the injury prevents him from running, dancing, stooping or taking any usual exercise, thereby interfering with his profession.

Glucksman Leaves Detroit

DETROIT, April 10.—J. M. Gross, proprietor of American Attractions, local booking office, revealed this week that he had taken over the personal management of the office, with E. Manuel Glucksman no longer connected with the office. Gross is planning to take out a booking agency license, but will confine his activities almost entirely to unit production.

Reed Joins Frank Wolf

PHILADELPHIA, April 10.—George Reed, after six years as emsee at Palumbo's Cabaret, enters the booking field. Joins the local office of Frank Wolf. Before turning to the night clubs Reed did a double in vaude with his wife, Alice Lucy.

Indianapolis Shows for May

INDIANAPOLIS, April 12.—Indiana Theater here is returning to stage shows, the first one coming in May 7, when the Count Bernivici unit opens. Policy is slated for only four weeks, the theater being leased for that period by the Monarch Theaters to a local business man.

Benson Reps Seattle Firm

CHICAGO, April 10.—Joe Daniels, manager of the Eastern Circuit Vaudeville Agency, Seattle, has appointed John Benson, booker, his local representative. Daniels has on his books four consecutive weeks, including full-week stands at the Paramount, Seattle, and the Capitol, Portland. Benson is now placing local acts into the Paramount, Seattle.

"Shower Girl" Cancels

CHICAGO, April 10.—Heloise Martin, "the shower girl" from Drake University, canceled her engagement at the Oriental Theater this week due to "sudden illness." To put an end to rumors that Miss Martin's appearance was halted by local authorities, Balaban & Katz, operators of the Oriental, made a blow-up of her wire from Buffalo, in which she informs of her illness, and posted it in front of the theater.

Jackson's Mid-Atlantic Show

PARIS, April 5.—Joe Jackson, hobo cyclist, will do his stuff somewhere over the Atlantic Ocean while making a quick jump via the Zeppelin Hindenburg from Frankfort to open in New York. Jackson, at present here, plays the Victoria Palace, London, April 19 to May 1, and in order to fulfill New York contracts is obliged to take the air route from Germany. Air-line office requested Jackson to do a show while above the Atlantic and is arranging suitable floor space. Jackson's son plays the Trocadero, London, at the same time as his dad appears at the Victoria Palace and returns to America mid-June to play 10 weeks with an Ernie Young production.

Vaudeville Notes

SMITH AND DALE (Avon Comedy Four) are bringing their *Dr. Kronkheit* act back into vaude and will probably open May 23 at Loew's State, New York. . . . Borrah Minevitch boys, without Borrah, have lined up dates, going into Kansas City this Friday and following with Milwaukee, April 23, and Memphis, May 7. . . . Phil Regan goes into the Palace, Chicago, this Friday. . . . Lime Trio will sail May 8 for dates in South America. . . . Maurice Golden intends putting on a unit soon, the cast to include the Sylvia Manon adagio act. . . . The Harry Rogers skating unit, featuring Kit Klein, goes into the RKO, Boston, April 22, probably the house's last show of the season. . . . Billy House, closing in *White Horse Inn*, has been booked by RKO with a new four-people comedy act, opening Friday at the Palace, Chicago, for two weeks and following with the Palace, Cleveland, agented by John Dugan, of Simon office.

LEO SINGER is preparing his midget troupe for a spring tour, with first booking in Los Angeles. Carlos Romero, production manager, and Mary Jane, dance director of F. & M. studios, are assisting in lining up the show. . . . Judy Canova, hillbilly warbler, arrives this month in Hollywood to go into Paramount's *Artists and Models*. Ann, Zeke and Pete Canova are taking the trip also. . . . F. & M. Fanchonettes closed in San Francisco and opened at Los Angeles Paramount April 1. . . . Ann Miller, tap dancer, has been signed for RKO pictures by Benny Rubin.

H. B. LIAZEED, owner and manager of Liazeed Arabs, returned recently on the Conte De Savioa from a vacation to his native Morocco. Act played the Frank Wirth Shrine Circus last week in Hartford, Conn., and follows with vaude dates in Washington and Philadelphia, with Barnes-Carruthers fair dates in the summer. . . . Fred Lightner joined the *Hollywood Hotel* unit. Sybil Bowan, with that show, jumped from Dublin, Ireland, to Albany to open, going to the theater the day she got off the boat. . . . Abe Lastfogel, of the Morris Agency, is due in New York this week from the Coast. . . . Louis Lipstone arrived in New York Friday from Chicago and sailed the next day on the Rex for a European vacation. . . . Gloria Gilbert has been set by the Morris office for the Walter Wanger pix, *Vogues*. . . . Jane Froman is playing theater dates again, opening this Friday at the Earle, Washington.

CHICAGO NOTES: Morris Silver, head of the William Morris Agency here, is leaving for New York April 14 on a 10-day business trip. . . . Olsen and Johnson, after two more weeks of combo house work, will head back for the Coast and pictures for Republic. . . . Another act headed for flickerdom is Bob Easton and Onde Odette. . . . Dale Theater now using six acts Saturdays. Booked by Sam Herman. . . . Essaness Theaters continue with week-end vaude at their Sheridan. Dick and Edith Barstow moved from State-Lake to headline last week's bill.

BILLY AND GRACE CARMEN, who recently quit the road to open a booking office, known as Carmen's Attractions, in San Antonio, report that they are handling work for nearly 50 conventions in that territory, thru an arrangement with Arthur Pfeil, of the San Antonio Chamber of Commerce. Billy and Grace work an occasional date themselves. . . . Madge Maitland, former vaudevillian, is now with the Federal Theater Project at the old People's Theater, Detroit.

Loew's State, New York

(Reviewed Thursday Evening, April 8)

State's stock company is back again this week, the Ed Sullivan *Dawn Patrol Revue*. It's the ninth visit here by columnist Sullivan, and this time his revue comprises Ray and Geraldine Hudson, Marjorie Gainsworth, Pops and Louie, Sheila Barrett, Frances Faye and Dave Vine. Show is overlong, doing an hour and 20 minutes, but it's a good show. Length is caused in part by Sullivan's stumbling over announcements and excess milking for the acts. Would be a lot better if he'd move the show faster, but as it is the layout packs lots of entertainment of the sock variety. Picture is *Maid of Salem*, and house was packed, this reviewer sitting on the mezz steps.

Sullivan has come a long way as a performer, but as an emsee he's still lacking. He does a Roscoe Ates quite frequently on the announcements, but his biggest fault is milking for acts. That slows up the going terribly. He's terrific, tho, as a straight, seen in his session with Dave Vine, who is planted up in the mezz. Feeds as well as the most polished of straights, and his expertness at it helped the very funny Vine to be even funnier. This session tail-ended the show and was a laugh hit all the way. Sullivan's other job is in midportion, when he gabs his "Things I'd Like To See Again" short, which is swell.

Ray and Geraldine Hudson (Hudson Wonders) are the opening act, socking with a brand of floor acrobatics that's nothing short of amazing. These lassies are without a doubt tops as gymnasts, but they'd fare even better if synchronizing their work to look like an act and not a session in a gym. Marjorie Gainsworth (great-granddaughter of Gen. Robert Lee) got a big buildup from Sullivan; she's a soprano of fair enough merit, but the buildup is beyond her reach.

Pops and Louie go well with their song-dance inning, featuring personality. The kids go to town, getting the audience with their pep in the Harlem manner. Sheila Barrett socked biggest with her classic mimicry, a relief from the run of impersonations. Hers are satirical studies, expertly done and with a lot of bite and comedy value. She had trouble getting away and could have stayed on and on.

Frances Faye, club shouter, followed Sullivan's short and was another big hit. She has a grand voice, this heavy-set lass who can outshout most and certainly can outbang any of them when thumping a piano. She beats the dickens out of a keyboard, and it doesn't sound any too good so close to a mike. Went terrific, the audience wanting her to remain a whole lot longer also. Following the Vine biz from the mezz, the show went into the finale, everybody out for the bows a la a flash act.

Ruby Zwerling and the pit boys are on stage in the usual cabaret setting, playing the show well and Ruby coming in for congrats on the occasion of this being his 17th wedding anniversary. Allen Zee's background lighting is good.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 9)

Hitting the High Spots, locally manufactured unit, is a loosely knit show that is entertaining only for part of its 63-minute way. A line of 20 girls and 14 principals on stage. Idea of revue is a tour to various parts of the world to taste the nation's typical entertainment dishes.

Tour starts in France after a bit of *Dinah* strutting by Winston and Lolette, youthful dance team. A line of 10 girls do a can-can routine, followed by Dmitri, Karel and Andre, dance satirists, in burly takeoffs of waltz and adagio routines.

The Four Dictators, musical strolling act, take a number one spot with two songs. Instruments are two guitars, clarinet and bass. Three of the boys vocalize. Selections were *Rhythm Is Our Business* and *Smoke Dreams*. Earned a nice hand.

Sully, of Sully and Thomas, comes on for a bit of emsee work before doing his regular act. Gags are worn and ensuing skit falls flat.

The 20 gals make a colorful picture in Russian costumes, doing a native dance. Frances Willer, shapely and talented acrobatic dancer, is featured in a difficult turn which she executes in excellent fashion. Netted a good hand.

Joe Arena and Company (company being a tall blond and a dog) please with some novel acrobatic work, altho routine is not as smooth as it could be. Blond rates attention because of her unusual height. Joe produces wine-filled glasses from his pockets after several acro tricks. A good bit is his rope jumping while lying flat on his back.

China is the next spot, with some of the girls on for a pleasing Oriental routine. Miss Sakura, a singer who, of all things, turns stripper, is featured. Not so forte on voice.

Don Enrico, local night spot operatic tenor, does a couple of numbers, ending with *Carioca*. Line struts out to that tune, followed by Winston and Lolette in a lively Latin tap routine.

Sully and Thomas on before closing. Team funny, despite some of the old material on hand. Boy is also a clever hoofer. Pumped many laughs from a hard-to-please audience.

All back for the finale, singing praise for Chicago. End is slow, due to the singular introduction of the acts. On screen, *Woman Wise* (20th Century-Fox). House fair second show opening day.

SAM HONIGBERG.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 8)

Stressing more than usual the production idea ahead of individual talent attraction, this showhouse subdues single efforts by overshadowing them with sumptuous, breath-taking settings and effects.

The Symphony orchestra precedes the current revue, *The Compass Points*, with Tschaikowsky's *Fourth Symphony*, andante and finale.

The presentation is divided into locales depicting the four major points of the compass; North and West set up in up-to-date periods, while South and East are set to tempos of the last century.

North is represented by a Canadian outpost with the Glee Club, garbed as Mounties, doing regimental songs. The South reveals a section of New Orleans in 1860, with the Corps de Ballet, in appropriate period dancing, lending beautiful color and atmosphere. In the same setting Rosario Orellana, in dulcet, caressing coloratura, sings flawlessly, if rather timidly, and is succeeded by the team of Hilda Eckler and David Worth in a simple dignified ballet turn.

A fishing wharf scene in the Gloucester, Mass., of 1800 is East's representative tableau. In it baritone Robert Weede, as a tottering old salt, sings a song of former glories and then begins to relate an old yarn about a mermaid who envied and finally attained the limbs of earthly women. A gradual fadeout of the wharf scene is replaced by an undersea effect screen from which emerges Norma Gallo, as the mermaid, to depict the tale of the old mariner. After a short turn with her limbs sheathed in mermaid fashion Miss Gallo sheds her marine outfit and breaks forth in new-found freedom expressed by unusual and novel acrobatic and control work.

The closing scene is on a dude ranch in Nevada, with the Glee Club and the Rockettes sprawled around as atmosphere, and Bud Carlell and Rosa performing the usual run of lariat tricks, the highlight of which is the simultaneous spinning of five ropes by the man. A demonstration with the bullwhips by Carlell and the ever-thrilling sure-fire precision stepping by the Rockettes brought the presentation to a close.

A short unfolding *A Day With the Quintuplets*, a newsreel and the pix *Quality Street* round out the current program.

GEORGE COLSON.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, April 7)

Vaude bill packs the house here, each of the acts going off to solid applause. Crowd was further increased by bank night and the Garbo-Taylor pix, *Camille*, the entire combo giving the patrons a swell run for their money.

Marvin Jenson, blond and personable, emsees the show in addition to doing his own turn. Lad is likable, presents the acts with finesse and does not cut in to reminisce and slow down the tempo.

Opener is Bento and Company, two men and a girl in hand-to-hand acro, both straight and hoke. Turn begins slowly and attains a nice climax, the understander finally doing a three-high routine with the girl perched in various poses on top. Young lad comes out for the finale, gets a load of laughs with some innocent gags and is put thru a round of acro work by one of the men.

Jenson in the deuce spot, dressed in formal attire. Sings *Top Hat*, does an imitation of an auto race, and goes into a hoofing session. A grand looker, Jenson clicks in two tapping novelties, one yclept *Smoke Gets in Your Eyes*, in which he produces lighted cigarets like a magi, and the other a tap turn done on a raised platform five inches wide by two and one-half feet long. A good variety performer.

Roy Campbell's Cavaliers, four-men harmony act, is a first-class singing turn. Renditions are thoroly masculine, arrangements aid rather than distort the melodies, and choice of numbers indicates wide versatility. Open with *Stout-Hearted Men* and *Lover Come Back to Me*, follow with *Follow the Flame*, and go on to *Goona Goo, Nice Work If You Can Get It, Alabama Barbecue, Why Do I Love You* and *Great Day*. A sock turn.

Harry Lang and Louise Squires, next-to-closing, offer a hilarious piece of hokum. Lang, as a butcher, is addressed by the girl as "Count," and soon is involved in high society conversation with

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imaginary notables. Occasionally remembers to ask for $.30 for his pork chops and drives the audience nuts. Couple are not only the tops in lunacy, but Lang also contributes an ace whistling bit, *Pennies From Heaven.* Begged off with a plug for vaude.

Kay Ravel Revue, dance flash with four girls and one man, close. Girl acro team contributes a few high kicking and stepping numbers, third girl does acro and tap work, and ballroom team appears twice. Latter click particularly in a ballroom medley including waltz, tango and other dance types, finally ending with a jazzy *St. Louis Blues* routine. Fair act.

PAUL ACKERMAN.

Chicago, Chicago

(Reviewed Friday Evening, April 9)

A great five-act bill at the Chicago this week, seasonably dressed with two airy routines by 16 Fred Evans girls. Opening line number was followed by Lucille Page, whose *Susi-Q* turn, topped with a difficult tap routine while back bended, netted her a heavy hand.

Robert Williams turned his Red Dust dog act into a natural. He truly has one of the most amazing animals performing on the stage today. Opens with a romantic song, ushering in Helen Williams, who has Red Dust wrapped around her neck. The dog is a posing marvel and an expert on muscle control. Robert is a showman, extracting all the entertainment such an act has to offer.

Harris and Shore, amiable dance satirists, were a show-stopping act. They do burly take-offs of a waltz and Latin strut that are refreshingly original, avoiding repetition thruout the turn. Could have stayed on longer.

Gertrude Niesen, exotic songstress and feature of the bill, proved to the customers that Universal hasn't done right by her in *Top of the Town.* She has a fascinating, robust voice, coupled with a reserved and admirable delivery. Did four numbers, including *Manhattan Serenade, Where Are You?, Gubay Moy Bublatchki* (a gay Russian novelty, *Buy My Pretzels*) and *Jamboree.* Swell reception.

The California Collegians closed the revue. Thirteen men, including Lou Wood, the leader. Band is a happy, youthful, musical outfit, dishing out novelties that are clean fun. Stayed on 15 minutes, doing *We Are Working Our Way Thru College, A Day at the Circus* (which they displayed in Paramount's *Champagne Waltz*) and closing with a concoction of nonsense in which each of the boys is dressed as a national figure. Such names as Santa Claus, Hitler, Mussolini and Ghandi are portrayed.

On screen, *The King and the Chorus Girl* (Warner). House good downstairs first evening show. SAM HONIGBERG.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, April 9)

Major Bowes' Ainniversary Unit is an eight-act potion (claiming 12 in the billing here) which, outside of running heavy on time, is a wealthy entertainment group. Sid Raymond, emsee, an old grad from amateur ranks, was too good-hearted, however, and let the audience have overmuch.

Marie Woods, a scale breaker of the avoirdupois type, with a Sophie Tucker style, opened. Outside of being a stage filler, not much. Deuce spot went to Lillian Nunno, who starts the show with cute delivery of a song-and-tap routine. Long on personality and lets it sparkle. Bill Boadway, fine boy soprano, does a tough rafter-high rendition of *Indian Love Call* and then goes to bat on *Italian Street Song,* a couple of hard tricks and well done.

Frances Gibby, snappy violinist, makes a string single a surprising entertainment. Her two numbers rated good hands. Five Jacks, featuring Gus (Murphy) Feldstein, break in for a midway harmonica clowning which cleans up. Feldstein capers thruout to continual snickers. Tony Russo, novelty musician, whose specialty is bicycle pumps, rubber globes and a fire extinguisher for instruments, follows. He's good, too. Julie Phelps Hall, who resembles Ann Harding, fared well with a couple of songs, *It's Delovely* and *I've Got My Love To Keep Me Warm.*

Youman Brothers, fixtures with these Bowes shows, make their third appearance here. They do a swell job of mimicking name bands' themes. For having been around so often, they stay too long, a good 10 minutes to them alone.

Company manager is Dave Brown, altho Senator Lou Goldberg was here watching show being dovetailed with some new acts. Split of program time was with *Her Husband's Secretary* (First National). Business swell as usual.

B. OWE.

Roxy, New York

(Reviewed Friday Evening, April 9)

House extends itself this week on stage and screen. A 48-minute stage show that's complete on production and entertainment, while the pix is interesting pop stuff, *The Soldier and the Lady,* pix title for Jules Verne's *Michael Strogoff.* Newsreel and shorts round out the program, while Eddie Paul and the pit boys do their usual excellent job of playing the show.

Gae Foster did a really beautiful job of production, the flash numbers oozing with color by way of outstanding lighting and smart costuming. First number, to *Let's Go Strumming,* has the very capable line of girls stepping lively. Her second is a sort of ballet affair to *You're Just Too Marvelous,* in which the lassies float around gracefully and work on toes also. Last number, the finale, is a holdover from the previous show, the unicycle item, trimmed this week and showing up better. Those Foster girls are really outstanding; they're athletic, graceful in ballet and can rhythm hoof with the best.

Marcy Brothers and Beatrice are an amusing slapstick turn, playing up knockabouts, falls, a bit of hoofing and featuring Beatrice's contortion work in which she appears to have no back. She applies it to comedy, assuming grotesque poses, etc. Act is in need of finish and smoother routining.

Gwynne, the magician, mystifies the folks very cleverly with his showmanly turn in which he's assisted by a quartet of prop handlers. He runs thru a load of tricks, mostly of the Chinese variety, and in doing them shows complete skill and smooth showmanship.

Doris Rhodes is well liked for her singing, going thru four numbers in excellent voice. She's better than a lot of singers in the higher brackets, her voice having quality and being adaptable to tricky arrangements.

Lamberti is a big laugh hit with his hoking at the xylophone. He employs a lot of hoky bits, keeps gabbing crazily and in general pounds away at the audience all the time. Can play the xylophone expertly, as seen in a brief glimpse, but he overshadows it by comedy.

SIDNEY HARRIS.

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125th Street Apollo, N. Y.

(Reviewed Friday Evening, April 9)

Show opened with a glimpse of the circus, but soon swung into more Harlemesque-type entertainment. An hour and a half stage show, with *Midnight Court* and a flock of shorts on the screen, entertained a packed house.

Bill is a well-blended melange of dance, comedy, music and plenty of swing. Opening had the 16 Clarence Robinson gals dressed as kids and was done against a circus background and effects. A funny circus sketch followed. Pigmeat and his fellow funny men, John Mason and Jimmie Baskette, didn't have much time in the 90-minute show, but when on they scored neatly. A hotel scene took plenty of laughs.

Woolford's Pets, continuing in the circus vein, stayed on nine minutes and each second was packed with grand showmanship. This act rises above many other animal acts because of the splendid comedy and hoke which is included. The dogs are well trained, proud creatures. Their planks, rolling, dancing and barrel routines went over to a nice hand.

Cook and Brown, eccentric dancers, did some slick and funny hoofing. They are good and the addition of even more comedy effects by the shorter man would have been well received. A second dance couple, Norton and Margo, mixed team, did some lovely, suave work that opened sweet and wound up on the stove. Woman makes a classy appearance and is well aided by her partner.

Several production scenes, including the circus, *Spring in Vienna* and one in which the lasses appeared as toy soldiers, were eye-arresting, well-executed numbers. Spring scene with lighting effects resembling colored water in motion took a grand hand.

Chick Webb Ork worked on stage in front of a rose and floral background and introduced several male singers and Ella Fitzgerald. The Webb Ork, full and lively, offered comedy, novelty and rhythm and is packed with punch. Miss Fitzgerald stopped the show completely and could have sent the house home with the milkman. She has the sob-in-the-throat, sultry delivery that grows on one.

More than one house manager would do well to drop in to see how this popular-priced flesh house is conducted.

BENN HALL.

Palladium, London

(Week of April 5)

New show here, *Swing Is in the Air,* is the house's weakest yet. Jack Hylton, making his first London appearance with his band in 18 months, is given chief credits for the show, and it's surprising that, with the pick of the talent of two continents at their disposal, George Black and Hylton were not able to provide a better entertainment. Besides Hylton, principal "names" are Flanagan and Allen, sole survivors of the Palladium's stock gag men, and the Three Slate Brothers, back after a three-year absence. It's left to a 14-year-old English boy, Joe Rossi, a remarkable accordion player, to register the only solid show-stop of the evening.

Wilbur Hall, American nut instrumentalist with a wealth of comedy ideas; Afrique, English impersonator, just back from America, and Jane Moore and Billy Revel, satirical dance team with excellent material, rate next in applause honors. Hylton's Band, augmented to 30-odd players, is as tuneful as ever and still leads all rival aggregations, but Hylton has only a fair choice of numbers. Flanagan and Allen are on and off in almost every scene, with most of their material a rehash of former bits.

Keene Twins and Vic Lamar, American acro and tap dancers, replace Roy Smeck, who walked out on the second evening after being cut to three minutes due to length of show. Replacement act is fast, providing corking tricks, and hits heavily. Slate boys are admittedly handicapped by being on in the deuce spot and then only appearing again in the final scene, but they have little new to offer and their timing could be improved. The adagio burlesque is their best.

Frank Libuse, with Margo Brander, has a hoke act that wins laughs, but his act would be seen to better advantage in a straight vaude bill. Creditable work in small doses is given by Babs Lavall, corking contortionist; Swing Sextet, dandy singing group; George Lyons, ace harpist, and Freddie Schweitzer, comedian. A line of 24 girls do the entire "Lover's Dance" as featured by America's Lela Moore and Renita Kramer. Show is set for 10 weeks with an option, but it will have to be doctored quite a bit to run its scheduled time. BERT ROSS.

Stratford, Chicago

(Reviewed Wednesday Evening, April 7)

First of the weekly showing nights arranged by Morris Silver, of the William Morris Agency, attracted a flock of talent buyers and as a whole an entertaining bill. Eight acts in all, emseed in a straightforward manner by Phil Friedlander, of Station WCFL, and Patricia Manners, of WBBM, who introduced the Mabel McCane turn.

Arizona Duo, rope act, opened. Two men who know their ropes, spinning and tap dancing for a five-minute session. One of them spins a 50-foot rope while lying on his back. The tap-spin number to tune of *Rhythm in My Nursery Rhymes* netted a good hand.

The Raftone Sisters, two accordion-playing charmers, were pleasing enough in an ordinary musical offering. Open with *St. Louis Blues,* then split, one doing a soft-shoe rhythm tap and the other following with a haunting tune on the squeeze box. Both return for two tunes, closing with a feverish rendition of *Hold That Tiger.* On eight minutes.

Masters and May pleased with non-

(See STRATFORD, CHICAGO page 23)

Savoy Agency on Coast Lines Up Flesh Houses

HOLLYWOOD, April 10. — Coast-to-Coast Theatrical Agency here has added the Roxy, Salt Lake City, and Center, Denver, to its books, both spots being full-week stands. Other houses in the office include the El Portal, Las Vegas, Nev., full week; Empire, Los Angeles, Sundays, and Lincoln, Los Angeles, Sundays. Also supply acts to Joe Daniels in Seattle for the Palomar, that city; Capitol, Portland, Ore.; Westminster, British Columbia, and Salem, Ore.

Paul Savoy is booking manager of the office, while William Prass is secretary-treasurer and field man. Lew M. Goldberg is with the office handling picture talent. Savoy is making a two-week tour for additional houses between Salt Lake City and Chicago.

Pennsy Licensing Bill

HARRISBURG, Pa., April 10.—A bill requiring that theatrical employment agents from other States be licensed to "attempt to hire, induce or take from this Commonwealth or supply employees for entertainment and theatrical purposes within" Pennsylvania has been introduced in the House of Representatives by Assemblymen McGee and Walsh. (House Bill No. 2066).

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Reviews of Acts and Bands

Bob Crosby and Orchestra

Reviewed at the Congress Hotel, Chicago. Style—Dance music.

Instrumentation: Jil Rodin, Eddie Miller and Noni Bernardi, saxes; Matty Matlock, sax and clarinet; Warren Smith and Ward Filloway, trombones; Bob Haggart, bass; Nappy LaMare, guitar and vocalist; Yank Lawson, trumpet; Ray Bauduc, drummer; Eddie Bergman, violin; Zeke Zarchy, trumpet, and Bob Zerke, piano. Kay Weber, vocalist.

This outfit, billed as the Dixieland Swing Band, has been making the rounds for the last 18 months and steadily building in reputation, mostly thru radio work, records and dance dates. Ork has plenty of volume and rhythm and boasts of many special arrangements that are novel. Among fixtures with the band are special versions of such tunes as *St. Louis Blues, Darktown Blues, Pagan Love Song* and *Wabash Blues.*

Bob, youthful and personable, is a good salesman in front of the band. He vocalizes frequently and capably and acts as emsee. At this stand the boys are proving favorites with collegiate crowds who find the musical strains much to their liking.

Miss Weber is a decorative asset who possesses a sweet and pleasant voice. Arrangers are Rodin, Matlock, Lawson, Haggart and Zerke. HON.

Freddy and Ginger

Reviewed at the Harlem Uproar House, New York. Setting—Floor show. Style—Dance team and specialty. Time—Eight minutes.

One of the finest looking colored mixed dancing combinations to show up in some time, this pair justly rate the billing of "the Astaire and Rogers of Harlem." Boy is slender, nice-looking and graceful, while the girl, whose full name is Edna Mae Holley, is extremely pretty and with a beautifully turned figure.

They open with a bit of slow ballroom, he in tails and she fully gowned, and work up into a peppy tap routine. At the finish of their double tap number she steps out, strips completely except for an immaterial G-string and delivers an eye-filling cooch that, considering added attractiveness of face and figure, can't help going over.

Opening numbers and costumes are often varied at the two entirely different shows given here nightly, but routine in general follows pattern outlined. G. C.

Nena Montes

Reviewed at the Casa Valencia, New York. Setting—Floorshow. Style—Spanish dancing. Time—Four minutes.

Spanish dancer, small and pert, displaying true Latin fire and vivacity in her opening castanet number and following with an Andalusian Flamenco dance, without the shells. This was highlighted by tricky, lightning stepping and accompanying expressive gestures of face and figure.

Colorfully and attractively costumed, she scored handsomely all around. G. C.

Jeanne Walker

Reviewed at Palace Theater, Chicago. Setting — Front of band. Style — Tap dancing. Time—Four minutes.

A cute tappist, graduate of the rhythm school, working in a brief, flashy costume. Does two numbers to the tunes of *Nakasachi* and *Susi-Q*, and while she displays no unusual talent her personality adds enough punch to her routines to get a nice reception. Shapely, too. Now touring with Benny Meroff's unit. HON.

Lang and Squire

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

Harry Lang and Louise Squire, comedy team, have been around a long time. Turn when caught here was a masterpiece in hoke, Lang finally begging off with a plug for the good old days of vaude.

Sketch presents Lang in the garb of a butcher, but Miss Squire insists on addressing him as "Count." Finding himself soon involved in nutty conversation with imaginary people, Lang sporadically interrupts the proceedings to insist upon a payment of 30 cents for pork chops. He gets nowhere, however, and winds up playing an imaginary piano, shooting imaginary people, whipping himself into shape for a psychopathic ward. A feast of hokum.

Lang closes with whistling *Pennies From Heaven*, a topnotch rendition that brings salvos. Turn begged off. P. A.

The Peters Sisters

Reviewed at Oriental Theater, Chicago. Setting — Special. Style — Singing and dancing. Time—Three minutes.

An unusual colored trio, two of them beef-trusters. Worked as part of the Olsen and Johnson unit in the amateur scene. Despite the physical appearance of the act, gals display very reserved and pleasing sets of pipes. Do *De-Lovely*, exiting to a bit of trucking. Then return to net a nice reception with the Susi-Q. HON.

Billy Adams

Reviewed at the Harlem Uproar House, New York. Setting—Floor show. Style—Tap dancing. Time—10 minutes.

A half pint in stature, with short, stumpy legs, this colored boy covers a lot of ground as he works and pounds out an amazing number of taps with each step. He usually works going around in a loose, ungainly gait, occasionally stopping long enough in one spot to deliver some extra difficult step and then meandering on again.

Thruout his face is a mobile mask of sly expressiveness mirroring his every effort and feeling. He thus causes his footwork to be not only interesting but sensational, whereas it otherwise might have been classed merely as good and fast. G. C.

Frazee Sisters

Reviewed at Chicago Theater, Chicago. Setting—In one. Style—Singing. Time—Six minutes.

These two attractive, soothing-voiced girls are coming right along. Worked in front of mike in becoming sun-tan makeup and Gypsy Rose Lee'ish hair dresses. Did *We Want To Be Happy, Little Old Lady* and *He Ain't Got Rhythm.* At this stand piped the finale number, featuring the house line, doing *Serenade in the Night.* Fill a singing sister team spot very nicely. HON.

John Tio

Reviewed at Chicago Theater, Chicago. Style—Bird act. Setting—In one. Time —Nine minutes.

John Tio is the name of a bird, not unlike a parrot. Worked on a birdcage stand by an Oriental. Act is brilliant, the bird speaking with amazing clarity and displaying a lot of intelligence. First responds to questions of his trainer and then does imitations of Eddie Cantor, Durante, a banjo and a police whistle. Also laughs, whistles and climbs the cage pole. Oriental, however, displays a lack of showmanly experience in selling the act for what it's really worth. HON.

McKay and LaValle

Reviewed at Chicago Theater, Chicago. Setting—In one and three. Style—Knockabout acrobatics. Time—Six minutes.

Two boys who do fancy acro stuff. Opening and finish of act, however, lacks polish. Come on to do a couple of pointless gags and then go into their acro and falls routine. Return in tails for a drunk turn, in which they display some neat tricks. HON.

Wiere Brothers

Reviewed at Chicago Theater, Chicago. Setting — Full stage. Style — Dancing. Time—Ten minutes.

Three boys from over the seas who do soft-shoe dance work flavored with Continental charm. Some knowledge of acrobatics helps them wind up their turns with neat tricks. Following a dance opening, they engage in some pantomimic comedy and violin fiddling. High spot is the finish, when they do a clever precision routine and take their bows with well-worked-out encores.

Act can easily be sliced by three or four minutes, as there are more pantomime bits injected for comedy purposes than are really needed. HON.

Kay Ravel Revue

Reviewed at Folly Theater, Brooklyn. Style—Dance flash. Setting—Full stage. Time—Twelve minutes.

Flash comprising four girls and one man, the setup being one ballroom team, one acro and tap dancer and a girl team of high kickers and steppers. Latter are spotted two or three times, working together nicely in regulation routines. Girl tap and acro hoofer is fair, presenting standard material thruout. Ballroom team gives the act some class, the couple being good-looking and talented. Offer two numbers, clicking best in the second, a medley of dance types ranging from waltz to tango and finally to a *St. Louis Blues* routine with a jazzy and then modernistic touch. P. A.

Marvin Jenson

Reviewed at Folly Theater, Brooklyn. Style—Dancing. Setting—In one. Time —Seven minutes.

Jenson, good-looking blond fellow, has built up a nice variety turn which, while featuring dancing, also includes a bit of singing and some gags. Appears in evening dress to sing *Top Hat*, does a clever comic impression of an auto race and goes into a hoofing session.

Offers two novelty dances which score okeh. One, titled *Smoke Gets in Your Eyes*, in which he produces lighted cigarets in the fashion of a magician, and the other a tap routine accomplished on a small raised platform. Jenson's personality, as evidenced not only in his act but also in his clever emseeing of the entire show, ought to keep him working. P. A.

Bento and Company

Reviewed at Folly Theater, Brooklyn. Style—Acrobatic. Setting—In two. Time —Nine minutes.

Fair opening turn comprising two men, one girl and a youngster, the latter coming out for a brief spell toward the end. Start with regulation hand-to-hand business, both hoke and straight. After a slow beginning act picks up in pace and interest, the understander finally doing a three-high balancing turn with the girl perched in various poses on top. Looks okeh. Youngster gags a bit and is put thru a few stunts, closing the turn nicely. P. A.

Six Lindy Hoppers

Reviewed at Chicago Theater, Chicago. Setting — Full stage. Style — Dancing. Time—Three minutes.

The Six Lindy Hoppers, colored rhythm strutters, were given only three minutes at this session, having been used as a climax to a scene depicting the various dance stages. They naturally portrayed the last word in stepping of the sizzling variety practiced in Harlem. Work in couples and as an ensemble. Act lacks variety, following the same type of dancing thruout their routine. Good when turn is cut short, as in this instance. HON.

Cuby and Smith

Reviewed at Folly Theater, Brooklyn. Style—Comedy and acrobatic. Setting—In one. Time—Ten minutes.

Cuby and Smith, working as a pair of drunks, take plenty of abuse. Act features knockabout acrobatics, with both men working in pantomime. Their studied awkwardness is deft and draws laughter. Probably a trimming of running time would give it more speed and punch. Intended for the general family trade rather than more sophisticated audiences. B. H.

Roy Campbell's Cavaliers

Reviewed at Folly Theater, Brooklyn. Style—Singing. Setting—In two. Time —Eleven minutes.

Four-man harmony turn, and a good one. Tunes are happily devoid of nonsense lyrics and phony arrangements because the boys really have talent. Delivery is expert, masculine and thoroly pleasing, the general effect being aided by a wide choice of good numbers. Opener is a medley of Romberg and Gershwin tunes, including *Stout-Hearted Men, Lover Come Back to Me* and *Follow the Flame.* Follow with *Goona Goo* and a novelty, *Nice Work if You Can Get It,* and close with *Alabama Barbecue, Why Do I Love You?* and *Great Day.*

Certainly a full act, with the boys giving out with all they've got, and judging by the hand received it's plenty. P. A.

Ann Suter

Reviewed at State-Lake Theater, Chicago. Style—Singing. Setting—Front of band. Time—Eight minutes.

Wild and woolly, not unlike the antics of Rae Samuels, Ann Suter is an entertaining singing comedienne. She labored under a heavy cold at this stand but stopped the show nevertheless. Has special material which she delivers with zest. During turn takes an awful body beating from her loose hands. Did *I Want a Cave Man, I Thought I'd Die* and *Ain't It a Grand and a Glorious Feeling,* which she originated several years ago. Middle ditty is a takeoff of a bashful gal in love. While some of subject matter is old, she puts it across in solid fashion. HON.

Bernardo De Pace

Reviewed at Folly Theater, Brooklyn. Setting—In one. Style—Musical novelty. Time—Nine minutes.

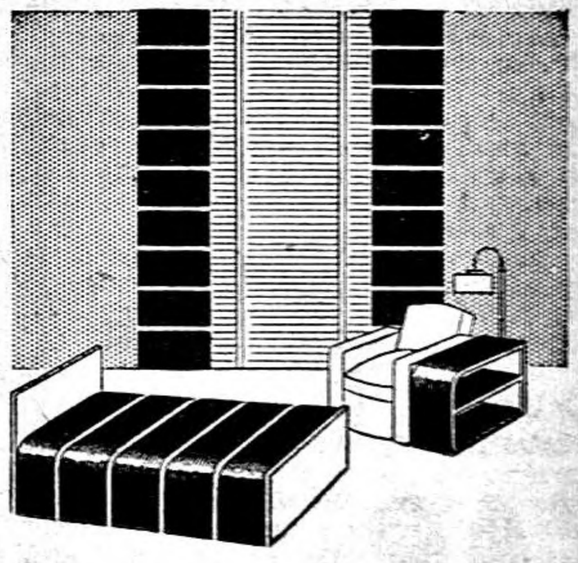
De Pace works with a girl assistant and can brighten up any kind of a bill. His clown getup and amazing skill on the mandolin make the act surefire. The business of the woman asking questions, which De Pace answers by means of his almost-talking mandolin, is deftly done.

A simple act that is a show-stopper is unusual. It's all because of De Pace's grand showmanship. He is ably supported by his unbilled assistant, who makes a fine appearance. B. H.

Stadler and Rose

Reviewed at Chicago Theater, Chicago. Setting—Special. Style—Dancing. Time —Six minutes.

A dance team of average ability, capable of switching to several types of work with equal ease. Did two numbers here, one, a novel routine in which they are dressed as Mickey and Minnie Mouse. Returned at end of bill and were featured in a gypsy camp production number. Flashily costumed, they strutted and displayed some strong-arm stuff to the music of *Serenade in the Night.* HON.



Secret Ballot Referendum Set

NEW YORK, April 10.—Council of Actors' Equity Association has ordered the referendum on the secret ballot to go out Tuesday, according to Frank Gillmore, AEA president. Question of a change in usual balloting procedure, when voted upon at the recent Equity meeting in the Hotel Astor here, was favored by a good majority, but nevertheless failed to attain the necessary two-thirds vote.

Feeling of the administration is that a more secret ballot would necessitate additional detail on the part of the Equity staff, but in view of the large majority in favor of the measure the AEA council recently made a ruling providing for a secret ballot in voting by mail. Referendum concerns all voting—by mail and in person.

Five Are Set For Chi Spots

CHICAGO, April 10.—Five legit shows, one a new show from London, will make their way into the Loop before the end of April. Three come in this week, *Red, Hot and Blue,* opening at the Grand Opera House Tuesday; *The Water Carrier,* Yiddish play, and *Idiot's Delight,* unfolding Monday at the Selwyn and Erlanger, respectively.

The Lonely Man, a new drama by Howard Koch, will be produced by the WPA Federal Theater Group at the Blackstone, starting April 21. Show is being directed by Robert Milton and will feature John Huston, son of Walter Huston. The other new tenant, *Close Quarters,* opens at the Selwyn April 26, with Philip Merivale and Gladys Cooper portraying the only characters in the play. Show is coming in from Pittsburgh, where it will have its American premiere.

AFL Turns Down Chi Project Group

CHICAGO, April 10.—An offer to back the Federal Theater Council here was turned down by John Fitzpatrick, head of the American Federation of Labor here. The council, composed of a radical group of WPA performers which organized to negotiate as a union with the theater project heads, is seeking the backing of a strong labor org for the advance of strength in its own ranks.

Fitzpatrick directed the group to the American Federation of Actors and Actors' Equity, both of which turned down any invitation to partake in the FTC activities. Guy Magley, AFA rep, stated that legit performers do not fall under his organization's jurisdiction and therefore cannot have any legal association with them. The Equity delegate here, Frank R. Dare, declared that AFA does not enlist WPA performers.

"Quarters" for Pitt

PITTSBURGH, April 12.—Nixon will return to flesh April 19, after four weeks of roadshowing *Lost Horizon* and *The Good Earth,* with a new two-character play co-starring Gladys Cooper and Philip Merivale. Entitled *Close Quarters,* the petit cast show will get its initial metropolitan viewing here, after a first night April 17 at Princeton. It's been adapted from W. O. Somin's English piece, *Attendant,* by Gilbert Lennox.

Prices will be $2.85 top, same as regular Theater Guild shows, which in this year's series of six included *Call It a Day,* with Cooper-Merivale team, in town about four months ago.

Erlanger, Philly, To Pix

PHILADELPHIA, April 10.—With *Friday at Four* still pushed back due to casting headaches, Erlanger rings down the silver sheet again for a pix showing. *Lost Horizon* moves over from the Chestnut, which returns to the legit fold with *Boy Meets Girl.* With nothing in prospect for the house, Erlanger will follow the new Locust lead and finish the season with pix showings.

"Sea Legs" Bond Posted

NEW YORK, April 10. — Actors' Equity Association has received a bond from B. B. Productions, Inc. (Albert Bannister and J. Edmond Byrne), for *Sea Legs,* a musical.

Critic Bites Back

PHILADELPHIA, April 10.—If all the critical boys take up the brainstorm of Jerry Stone, dramatic critic for WDAS, the lot that befalls a legit show's press agent will indeed be a dreary one. For this time the critic bites back at the p. a. After reviewing a current attraction on his air stanza, Stone plans to bring in the show's press agent for lambasting. Will read back to the unsuspecting soul his publicity releases and put him on the spot by asking the whys and wherefores in using the adjectives they do, Stone declaring that it was a bitter pill for him to get excited over an advance reader and then actually see the show.

First to be put on the spot will be Ted Goldsmith, bally boy for *Susan and God,* which premieres here Monday (12) at the Forrest. Week will have a second victim, Barclay V. McCarty, for *Boy Meets Girl,* meeting up with Stone the following day.

Yiddish Plays In Detroit

DETROIT, April 10.—Continuing the revival of Yiddish theater interest here, Maurice Schwartz, whose last local appearance was in *Yoshe Kalb,* returned with his Yiddish Art Theater, giving five performances at the Wilson Theater, beginning April 9 and continuing until Sunday evening, April 11, with matinee performances on Saturday and Sunday.

This is the first legitimate production in the Wilson this season and follows a week of *Yiddle With His Fiddle,* Yiddish folk film.

Jacob Ben Ami also brought his company from Chicago last week for an engagement at the Masonic Temple.

No Midgets, No Show

WASHINGTON, April 10. — Belasco, which did a dark this week, will relight tomorrow night with one performance of *The Simple Woman,* with Celia Adler. *The Old Maid,* skedded for current stanza, stayed away when no midgets could be found capable of acting kid parts convincingly — anti-child player ordinance here made that only way.

New Plays on Broadway

Reviewed by Eugene Burr

HENRY MILLER'S

Beginning Wednesday Evening, April 7, 1937

MISS QUIS

A play by Ward Morehouse, starring Peggy Wood and James Rennie, and featuring Jessie Royce Landis. Staged by Bertram Harrison. Setting designed by Donald Oenslager, built by T. B. MacDonald Construction Company, and painted by R. W. Bergman Studio. Presented by Vinton Freedley.

THE PEOPLE OF FANCY GAP (Pop. 3,000)

Ed Trett.....Tom Fadden
Alf.....Paul Porter
Liz Quis.....Peggy Wood
Buster Niles.....James Rennie
Crickett.....Peggy Converse
Tom Anning.....Calvin Thomas
Sheriff.....James Lightfoot
Esau.....Howard Smith
Christine Anning Lathrup..Jessie Royce Landis
Hector McBee.....William David
Zuella McBee.....Eda Heinemann
B. C. Calico.....Walter Baldwin
Opal Calico.....Mary Gildea
Sam Whittle.....Charles Dow Clark
Cornwallis Moon.....J. Norman Hammond
Amos Yadkin.....Edwin Cooper
Tavinia Windell.....Emily Ann Wellman
Henderson Lathrup.....John Vosburgh

ACT I—An Evening in Late February. ACT II—Sundown, Early Spring. April. ACT III—Scene 1: A Sabbath Morning, Early July. Scene 2: Afternoon of the Following Day. Scene 3: Sundown, in the Fall. The Time Is the Present. The scene Is the "Parlor" of Selby Manor, Town of Fancy Gap.

Ward Morehouse, whose *Miss Quis* was presented by Vinton Freedley Wednesday night at Henry Miller's Theater, writes a daily theatrical column for *The New York Sun* and is said to be an excellent reporter. Why people who are said to be excellent reporters insist upon venturing their reputations upon the writing of plays is a question a bit beyond me.

Miss Quis is a quaint little piece of bric-a-brac that might have gone unnoticed in the general flood of plays that were perpetrated in the era that produced *Three Wise Fools* and *Turn to the Right.* With a thorogoing lack of any sort of dramatic coherence it tells the lavender-and-old-lace tale of Liz Quis, the village drudge, who inherited all the great wealth of the crabby old gentleman for whom she worked. The village elders, a sleazy set of small-town grafters, had expected the township to inherit; they are naturally upset—and become even more so when Miss Quis announces that she intends to clean up the town, the first step being to drive them all out. This she intends doing by buying their various businesses.

Not content with this nostalgically aromatic structure, Mr. Morehouse turns in midcareer to tell how the village gambler (he had a mustache and a black hat but forgot the Windsor tie and the lace at his cuffs) knocks down a wealthy rotter who cast (tss-tss!) dreadful aspersions upon sweet Miss Quis's character. The rotter hit his head on a convenient projection and forthwith passed away. What there is of the rest of the play tells of how Miss Quis saved the gambler's life and then turned down his hand in marriage, feeling that she had to remain in town to finish her clean-up job.

It's hard to think of all this as a production presented in 1937 A.D. The synopsis, I think, offers more devastating criticism than any I can make—tho the synopsis fails to take into consideration the woefully burlesqued characters and dialog and the complete lack of dramatic unity and coherence.

And, now that that's over, we can turn to pleasanter things: in the title role is Miss Peggy Wood, the first lady of our stage. I know that there have been other claimants to that mythical title, but for my money Miss Wood holds indisputable right to it. With far more charm than other players who flash their charm far more obviously than she, she is still an actress—and a very great actress—rather than a personality player. In *Miss Quis* she gives a carefully detailed, a finely effective character performance, a performance that is sensitive, sympathetic, thoro and altogether fine—and thru it shines the glow that is peculiarly hers. It is a performance that almost manages to raise the quaintly foolish script into the realms of legitimate theater.

Mr. James Rennie seems ill at ease—as well he may—in the role of the gentlemanly gambler, tho he does manage to give illuminatingly right readings to several of the lines. Miss Jessie Rovce Landis quite inexplicably plays an unplayable bit as the daughter of the chief villain, and fine minor characterizations are contributed by Charles Dow Clark as a friendly editor and James Lightfoot as a rural sheriff.

As a means for bringing Miss Wood back to the stage *Miss Quiz* may be unreservedly recommended. As a play, however, it proves simply that Mr. Morehouse was, to put it mildly, unwise when he decided to stray away from his lists of celebrities who were spied last night at Leon and Eddie's.

48TH STREET

Beginning Thursday Evening, April 8, 1937

HITCH YOUR WAGON

A comedy by Bernard C. Schoenfeld. Directed by Garson Kanin. Settings designed by Watson Barratt. Presented by Malcolm L. Pearson and Donald E. Baruch.

Donnelly.....Mary I. Wickes
Jimmy the Orderly.....Keenan Wynn
Matt Conroy.....Joseph Sweeney
Rex Duncan.....George Curzon
Miss Schwartz.....Dennie Moore
Delivery Boy.....William Tracy
Constantin Yox.....Robert X. Williams
Mr. Wayne.....Willis Claire
Taxi Driver.....Gilmore James
Geneva.....Ethel Purnello
Mr. Schwartz.....Joseph Greenwald
Mel Kahn.....Kenneth Roberts
Mrs. Schwartz.....Dora Weissman
Miss Hunt.....Millicent Green
Dawson.....George Hunter
Master of Ceremonies.....James G. Backus
Al.....Robert Kellard
Pete.....John Galedon
Speedy McLane.....Frank Munn
Taxi Driver.....Thomas Willard

SYNOPSIS: ACT I—Scene 1: A Private Room in the Knickerbocker Sanitarium, New York City. November. Scene 2: (A)—New York. (B)—Hollywood-New York. (C)—Van Cortlandt Park. Scene 3: The Schwartz Apartment on West End Avenue, New York City. An Hour Later. ACT II—Scene 1: (A)—On the Air (B)—Hollywood-New York. (C)—A Telephone Booth. Scene 2: The Schwartz Apartment. Scene 3: (A)—New York. A Month Later. (B)—A Room at the Hotel

From Out Front

By EUGENE BURR

If it hadn't been for the pleasant lady who cleans my office there might have been some fun in the column this week. A few days ago John Mason Brown, cogitating publicity upon the performance of the chief role in *Young Madame Conti,* had this and that to say about personality players as distinct from character actors, separating the two categories quite definitely and finding a proper theatrical niche for each. That was, without doubt, a kind deed, allowing even personality players (who belong behind ribbon counters rather than on a stage) to feel that they have a real place in the theater—and Mr. Brown was surely entitled to turn his Boy Scout badge right side up that day. It is to be feared, however, that I am neither kind nor a Boy Scout; I had intended to throw a few brickbats at Mr. Brown's warm-hearted sophistries and to that end I had carefully clipped the column and placed it in a certain well-filled receptacle on my enthusiastically paper-littered desk.

But the cleaning lady evidently wanted the column too. Perhaps she, too, intended to write an answer—or, as seems quite likely, perhaps she is a personality player who has finally found her proper place in life, but who appreciated Mr. Brown's generous tribute. In any case the column has disappeared and my hands are therefore tied. For it is manifestly impossible to attack anyone's point of view when you don't remember precisely what that point of view happens to be.

As I recall (this is highly unfair, but the column has to be filled somehow) Mr. Brown claimed that there are performers who play parts only as those parts may be expressed thru their own personalities, and performers who play parts by turning their own personalities into those of the characters created by the author. This is self-evidently true. But Mr. Brown went on to say that there are places for both types of performer, since certain characters demand strong personalities in their playing and others demand players whose personalities may be submerged. In exemplifying his thesis he pointed to the Misses Katharine Cornell and Mildred Natwick in Miss Cornell's current revival of *Candida*—and at this I am overcome with an excess of amazement and joy, for by so doing Mr. Brown tacitly admits that Miss Cornell is simply a personality player, something that I have shouted for years, with no previous verification from the really astute and experienced gentlemen who write for the dailies.

It was Mr. Brown's point that Miss Cornell could by no means have managed to give so fine a character portrayal as Miss Natwick in the role of the spinster secretary (which is undoubtedly true) and that Miss Natwick could have given nowhere near so fine a performance as Miss Cornell in the role of Candida. This last I emphatically deny. It is possible that Mr. Brown is right, but I won't believe it until I see Miss Natwick flubbing the part. I don't think she would. Miss Natwick happens to be an actress—a consummate success, if you please—and it's my hunch that she would give a far tenderer, a far finer, a far more understanding and (yes, I will say it) a far more charming performance than Miss Cornell. Miss Natwick might not "look" the role as well—but "looking" the role is a minor obstacle to a really fine player. On the one occasion when I saw Miss Cornell really act—in *Romeo and Juliet*—she certainly didn't *look* like a 16-year-old girl; but her

(See FROM OUT FRONT on page 77)

Devon. Scene 4: The Schwartz Apartment. Scene 5: The New Amsterdam Theater. ACT III—The Schwartz Apartment. Later That Night.

It has long been an axiom that a fast and zany farce comedy with more than a little satire in its makeup depends perhaps 50 per cent on its script and 50 per cent on its direction. It is an axiom that has often been verified in practice, but almost always from the positive point of view; thus, George Abbott's direction has lifted many shows—you can name them as well as I—into the hit classification; the direction of George Kaufman, of Jed Harris, or numerous others, has often contributed the needed 50 per cent that makes a fine farce script into a Broadway smash. It remained for the production of *Hitch Your Wagon,* which Pearson and Baruch presented at the 48th Street Theater Thursday night, to prove the negative point of view.

Bernard C. Schoenfeld, the author, has provided a script that could have been built up into one of the funniest shows of the season. Having this and that to do with a famous film actor and his adoring schoolgirl light of love, it packs a hilarious punch in its situations, its characterizations and its dialog. Pearson and Baruch wisely gathered together a cast of excellent players glovefit to interpret its humors. And then they intrusted their potentially valuable property to the inexperienced directorial hands of young Mr. Garson Kanin, who directed a couple of road companies of Abbott hits. The result is devastating. Mr. Schoenfeld's really very funny script emerges as a flabby concoction without pace, without tempo, without point. It is stretched flat upon the stage when it should be bouncing merrily; it is dull when it should roar. What might have been a smash hit turns out to be a mildly amusing and rather pointless farce.

Since a gentleman who claims to be the representative of Mr. John Barrymore has threatened author and producers with financial vengeance because of the production, one must not, I suppose, connect the events depicted in *Hitch Your Wagon* with any set of real circumstances. As a matter of fact, the program takes pains to point out that the characters are entirely fictional and imaginary. An entirely fictional and imaginary actor, then, is in a sanitarium undergoing the cure when his room is invaded by the stage-struck daughter of a middle-class Jewish familly, bearing a votive offering of noodle soup. A little later the actor, in an alcoholic haze and a pair of blue pajamas, invades the young lady's residence, using it as a hide-away, to the huge delight of mama and the huge disgust of papa.

The young lady's ardent swain, who happens to be the halfback who scores the winning touchdown for Columbia against Stanford in the Rose Bowl, is relegated to the background. The actor, happily worshiped by pushing mother and dumb daughter, is content—until he discovers that daughter isn't as young as she appears. He then makes strictly dishonorable advances and suddenly finds himself announced as daughter's betrothed. Since these are entirely fictional and imaginary characters, there is no airplane chase across the country. Instead, the actor gets a load of his inamorata as she intones some lines from *Antony and Cleopatra* at a benefit, and he forthwith hands her over to her football hero.

A synopsis can give no idea of the sprightly humor that Mr. Schoenfeld has managed to inject into his script; nor can a synopsis give any idea of the way in which that humor is allowed to lie unhappily upon the stage floor, as flat as a series of potato pancakes. Definitely it is not the author's fault—nor is it the actors. They have done their best, offering a series of individual performances that are really excellent. The thing simply hasn't been whipped into any sort of cohesive whole.

George Curzon does an entirely hilarious job as the actor, turning in one of the most amusing performances within memory and, on occasion, causing faint suspicions that the characters may not be entirely fictional and imaginary after all. It is a job that compares favorably with that done by Adolph Menjou in *Sing, Baby, Sing* on the screen, a not entirely dissimilar work — and Mr. Menjou's work in that was top-notch performing. Dennie Moore offers an amusing burlesque as the dumb inamorata, and splendid subsidiary characterizations given by Joseph Greenwald, Kenneth Roberts, Robert X. Williams, Mary I. Wickes and various of the others. It certainly wasn't their fault.

None the less Mr. Schoenfeld has, I think, the right to be pretty sore.

GOLDEN

Beginning Monday Evening, April 5, 1937

BET YOUR LIFE

A farce comedy by Fritz Blocki and Willie Howard. Staged by A. H. Van Buren. Scenery designed and constructed by Stagecraft Studios. Presented by Ben Stein.

Luke Chance ..... John Call
Ima Chance ..... Claire Carleton
Mark Burton ..... J. Robert Haag
Ma Chance ..... Lulu McConnell
Willie Chance ..... Lew Hearn
Bruce Humberston ..... John Clarke
Wiggins ..... William Valentine
Clarice ..... Jean McCool
Marjorie ..... Blanche Haring
Telegraph Boy ..... John Foster
McCauley ..... Scott Moore
Chauffeur ..... Edgar Charles

ACT I—Scene 1: The Chance Home. Scene 2: The Same. The Next Morning. ACT II—Scene 1: One Week Later. Scene 2: Immediate Following. Scene 3: A Little Later. ACT III—Scene 1: Eleven Months Later. Scene 2: One Month Later.

Fritz Blocki and Willie Howard are to be commended for their restraint. In the entire course of the first two acts of their *Bet Your Life,* which Ben Stein, for reasons best known to himself, presented at the John Golden Theater Monday night, not a single custard pie is thrown. There may, of course, be custard pies in the third act, but I didn't wait to see. If the authors kept on restraining themselves that was their business; it seemed at the moment most emphatically none of mine.

Bet Your Life is the play that pops up around this time each spring detailing what happens to the little fellow who wins the sweepstakes prize. Last year (or was it the year before?) Ernest Truex appeared in it for a few performances. It was bad enough then—and in its numerous other incarnations, too—but this year's version takes the prize for all-round ineptitude. The way in which Messrs. Blocki and Howard manage to get inept is really a caution; they get inept in every conceivable department of playwriting (tho they're really best at it in their dialog), and the whole thing is, in a way, an achievement. You must have to try awfully hard to be as inept as all that.

This time the sweepstakes winner is little Willie Chance, head of a gambling family that includes his genially rotund wife and his monumentally annoying son and daughter. The first act, which is bad, tells all about the way the family waited to hear the broadcast of the race and then went berserk when the news came that papa's horse had won. The second act, which is much worse (customers who stayed only for the first act will find it hard to believe this, but it's true)—the second act tells of how the family spent its money and serves to introduce a series of the phoniest situations and characters that ever littered a Broadway stage, including a malignantly boring gigolo for mama and a French maid who wears skirts that end abruptly about a foot above her shapely knees.

Of what the third act tells, you'll never know from me. With memories of the lovely 10-minute first intermission, during which there was no show to watch, I left the John Golden Theater as the curtain came down on that grotesquely idiotic second act. It seemed the most merciful thing to do, and besides, just because one happens to be a dramatic reporter one doesn't have to be a masochist, too. I left the John Golden Theater, trusting that my place would be taken by the lounge buzzer that announces the rise of the curtain; it is a buzzer that sounds suspiciously like a Bronx cheer, and it is probably a critic in disguise.

A cast largely recruited from vaudeville and musicals gives the play precisely what it deserves, under the equally relentless direction of A. H. Van Buren. In the rare instances when the play fails to show itself up the cast and direction take over the task enthusiastically. There's really no use in going into individual performances except to remark that in the slapstick scenes (which practically monopolize the action) Lew Hearn manages to act like a graduate of the Keystone Kops. It is probably the wisest thing he can do under the circumstances.

The Willie Howard involved in the authorship is the same Willie Howard who is one of America's greatest revue comedians. At present every time that a thought of *Bet Your Life* flashes into my unwilling mind I think hard instead of Mr. Howard's matchless rendition of the quartet from *Rigoletto.* It's the least that I can do for him.

BROADWAY RUNS

Performances to April 10, inclusive.

Dramatic	Opened	Perf.
Amazing Dr. Clitterhouse, The (Hudson)	Mar. 2	48
Behind Red Lights (Mansfield)	Jan. 13	103
Bet Your Life (Golden)	Apr. 5	8
Boy Meets Girl (Cort)	Nov. 27	581
Brother Rat (Biltmore)	Dec. 16	138
Cornell Repertory (Empire)		
Candida	Mar. 10	17
Wingless Victory, The	Dec. 23	108
Dead End (Belasco)	Oct. 28	610
Eternal Road, The (Manhattan Opera House)	Jan. 7	105
Excursion (Vanderbilt)	Apr. 9	3
Having Wonderful Time (Lyceum	Feb. 19	60
High Tor (Beck)	Jan. 8	107
Hitch Your Wagon (48th St.)	Apr. 8	4
King Richard II (St. James)	Feb. 5	76
Marching Song (Bayes)	Feb. 17	54
Masque of Kings, The (Shubert)	Feb. 8	72
Miss Quis (Miller's)	Apr. 7	6
Red Harvest (National)	Mar. 30	15
Storm Over Patsy (Guild)	Mar. 8	40
Sun Kissed (Little)	Mar. 10	38
Tobacco Road (Forrest)	Dec. 4	1436
Tovarich (Plymouth)	Oct. 15	199
You Can't Take It With You (Booth)	Dec. 14	139
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	254
Women, The (Barrymore)	Dec. 26	124
Yes, My Darling Daughter (Playhouse)	Feb. 9	73
Young Madame Conti (Music Box)	Mar. 31	14
Musical Comedy		
Frederika (Imperial)	Feb. 4	68
Red, Hot and Blue (Alvin)	Oct. 29	181
Show Is On, The (Winter Garden)	Dec. 25	124
White Horse Inn (Center)	Oct. 1	211

MUSIC BOX

Beginning Wednesday Evening, March 31, 1937

YOUNG MADAME CONTI

A melodrama in three acts adapted by Hubert Griffith and Benn W. Levy from the play by Bruno Frank. Staged by Benn W. Levy. Scenery designed by Ernst Stern; executer uncredited. Presented by Bernard Klawans.

Nella Conti ..... Constance Cummings
Betty Wanniger ..... Betty Norton
Arnold Zimmermann ..... William Fox
Stephen Horka ..... Patrick Barr
Mrs. Ebersbacher, a Charwoman ..... Ruth Vivian
Mr. Lechner, a Janitor ..... Tom Dillon
The President of the Court ..... William Dewhurst
Dr. Reuchlin ..... Raymond Huntley
Dr. Schonberg ..... Cameron Hall
Otto Farenthold ..... Philip Leaver
Clerk of the Court ..... Robert Woods
Second Janitor ..... William Rolston
Judge Becker ..... G. Swayne Gordon
Third Judge ..... Courtlandt Davis
Wardress ..... Dorothy Dewhurst
The Governor ..... Charles Wellesley

JURYMEN, SPECTATORS, WITNESSES, ETC.—Nell Converse, Nellie Ranson, Gertrude Magill, Mary Martin, George Miller, Edward Power, Robert Joseph, Vezey Varley, Ira Lee, Herbert Kreitel, Paul Pascoe, Joseph Burton, J. H. Emerson and Hitous Gray.

The Action of the Play Takes Place in a Large Town in Austria.

Even now, the morning after having seen it, I'm still wondering why so stale, ineffective and pointless a play as *Young Madame Conti,* adapted by Hubert Griffith and Benn W. Levy from a melodrama by Bruno Frank and presented by Bernard Klawans at the Music Box last Wednesday night, should have left such a dark brown taste in my mouth. The play is so appallingly unimportant that by all rights it should leave nothing more than a vague feeling of annoyance at having been forced to sit thru it—but the dark brown taste persists.

It is hard to imagine a flatter melodrama, and at first glance it is difficult to perceive what Mr. Levy, a distinguished and extraordinarily able writer, saw in it that made him want to adapt and direct it. At second glance, however, one discovers a leading role of the old rip-all-the-emotions-to-tatters school, glove-fit for an actress with expansive histrionic power. Mr. Levy is married to Constance Cummings and Miss Cummings plays the lead in the show—plays it nicely and often effectively, giving a good, solid performance, tho one that fails to rise above what might have been offered by any really competent actress.

The play opens with the shooting of Stephen Horka by Nella Conti, an Austrian courtesan, and then goes immediately into the courtroom scene that depicts Nella's trial. Herr Frank, the original author, has a fondness for courtroom scenes—he also wrote *Storm Over Patsy,* which the Theater Guild, in the interests of embattled dogdom, thought important enough for production in a truncated season—and it must be admitted that he writes them, so far as his judges and barristers go, extraordinarily well. As in the courtroom scene in *Storm Over Patsy,* there is a wise, witty and understanding judge, and there are also a couple of intelligently amusing attorneys. But the play itself seems neither wise, witty nor intelligent.

It appears that Nella, a prostitute because of circumstances that hinge around the old, old story, had fallen madly in love with Horka and had given him a large portion of her earnings, feeling that this love was at last the noble and beautiful reason for her life. (*Hearts and Flowers,* unfortunately, is not played from behind the scenes at this point in the action.) Later she had overheard him talking to a friend, telling how he had been cheating her, and describing with dreadful coarseness certain intimate details of their so beautiful relationship—so she shot him. As the prosecuting attorney very justly remarks, she had voluntarily chosen to become a public woman, so the fact that such details were described publicly should hardly have surprised her.

Nella is condemned, and a scene that sets out to be both touching and harrowing—but which succeeds only in giving the leading actress a chance to do some highfalutin' emoting—shows her in the death house as her last appeal is denied. Then the scene switches back to her room on the night of the murder and we see that it has all been just her train of thought. But we reckon without our noble trollop; Horka comes in and, even tho she recalls the horror of her thoughts, she shoots him anyhow, gleefully pumping extra shots into his quivering carcass as the curtain falls.

It is all quite pointless; it is all quite stale. The evident intention was to make Nella appear an unusual woman in some way or other, but she emerges as the common type of prostitute, and both her story and her character, unfortunate as both may be, are hardly unusual enough or of great enough stature to furnish the meat of a melodrama that does nothing more than tell about them in order to give itself an excuse for providing an ineffectively tricky ending.

Miss Cummings, as remarked, does nice work in the leading role, but hardly exceptional work—and the latter alone might have furnished an excuse for the production of the play. As a matter of fact, her pretending is altogether overshadowed by the splendidly felicitous performances offered by three sauve English actors in the roles of the defending and prosecuting attorney and the president of the court. They are, respectively, Raymond Huntley, Cameron Hall and William Dewhurst, and they walk off, not only with the second act, but with the entire play. The cast as a whole maintains an excellent standard, with William Fox (not the film magnate, but a young English actor) proving an ingratiating juvenile and with Patrick Barr doing excellent work as the gentleman who is murdered twice.

Young Madame Conti, telling her sad tale on the witness stand, insists that it is nothing but the same old story, with nothing unusual about it. She is, unfortunately, perfectly right.

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Thru Sugar's Domino

LAST week there were discussed here, factually but incompletely, certain practices of the larger band and talent booking offices. Stress was laid on the destructive manner of booking artists into desirable spots by tying them up for future dates in the immediate territory. We feel that orchestra leaders and artists should be apprised without further delay of another wrinkle in the current situation. One that can be referred to without danger of sensationalism as the personal management racket. It is hoped that by exposing this as a racket artists will benefit to the extent of watching more carefully contracts they sign either under the influence of enthusiasm superinduced by good salesmanship or from the dulling effects of hunger.

The larger offices are following the pace set in signing up attractions by one of their number several years ago when that office enjoyed a virtual monopoly of the spot and talent wings. The trend is definitely in the direction of tying up as many bands and artists as possible and to hell with the consequences. Not that the offices have anything to worry about. Smart lawyers and even smarter business men have seen to that. In signing up attractions at a feverish pace the offices are not investing any money; they are not making any commitments and they are not in any way shaking their solid foundations. Quite to the contrary, the practice or trend is responsible for added prestige with no investment involved. More tangibly, the contract-signing spree is making it possible for the offices engaged therein to offer better inducements to spots they are seeking to tie up.

* * *

It's as old as Charlie Chaplin's pants and it works something like this. The business agent of an act or band solicits work from a large office. He is told that he can get certain dates as a starter provided he is willing to sign a personal management or exclusive authorization contract. Of course it isn't quite as cut and dried as that. Before the suggestion is made a beautiful word picture is painted of the advantages of being signed by the office—prestige, steady work and good money. All very fine, but staring the act or band in the face is the big "if" of not enjoying any of these advantages unless a personal management contract is signed.

In the real sense of the words, as they have been employed for years in the show business, a personal management contract (like any other equitable contract) places real obligations on the shoulders of both parties. The artist promises to play dates offered to him and also to pay certain commissions and other reasonable fees. The manager agrees to provide a certain minimum of work at a certain figure. Frequently he agrees to perform other tangible srvices. But these are not the kind of contracts that are generally being offered to acts and bands today by the offending offices. The new wrinkle ties down the act or band as fast as Gulliver was tied by the Lilliputians. The office, in short, promises nothing and makes the attraction promise to give everything.

* * *

One of the offices whose contracts we have seen boldly asserts via its personal management form that it agrees to nothing except collecting commission but that the act must operate thru the office exclusively. Another office adds a new wrinkle by specifying, in the contracts it issues, that when a date is obtained thru participation of another office the act is obligated to pay the extra commission out of its salary. As far back as we can recall whenever an involvement of this kind occurred the office in the status of personal manager has split its commission with the outside office.

We are confronted, it can be seen, with a rather peculiar situation. Acts and bands are much in demand. The leading offices are fighting for them tooth and nail. But instead of benefiting from the demand the artist is actually suffering more than would be expected if the situation were reversed.

Acts and bands can do something about this. Sad to relate, in most instances where they have failed to protect themselves against inequitable personal management contracts it has been due to plain, ordinary ignorance and, to a certain extent, to blind faith in the men with glib tongues and stunted consciences. What the artist and band leader can do is quite simple. In fact, so simple that they overlook it as a matter of habit. The recourse is thru common sense blended with the determination that **THEY SHOULD NOT SIGN CONTRACTS THAT FAIL TO GUARANTEE REASONABLE INCOME.**

* * *

An office that wants an attraction bad enough will consent to drawing up an equitable contract if the business agent of the attraction insists upon it. If an act is worth playing it is worth a contract that gives it at least almost as fair a break as the office. Acts and bands need prestige just like the offices need it. But the offices don't live on prestige alone and an actor or a musician can't feed himself with two slices of dry bread with prestige as a filling. An artist properly advised by an ethical lawyer will never have contract trouble. An ethical lawyer might charge larger fees than a shyster but like a good tire he is worth it in the long run.

The wise artist does not take a single step without the counsel of a man thoroly versed in the intricacies of the law; particularly the law of contracts. Theatricals are really a covering of gloss, tinsel and gingerbread over a framework of contracts. Actually, a good theatrical lawyer is a disciple of Blackstone unusually well versed in contracts. So important is the lawyer in the show business today that big names signed up to big offices (we mean legitimately; not with contracts like those discussed in the foregoing) are given lawyers as their contact men and general handymen instead of showmen as was the case in the funny old days of less complex show business when an artist was either a vaudevillian, a picture actor, a legit actor, a cafe entertainer—or, as always, a bum out of work.

The Broadway Beat

By GEORGE SPELVIN

JACK JOHNSON, former heavyweight champ, is still ensconced in Hubert's Museum on 42d street, where he is presumably raising money to open a nitery. Spieler gives the big boy a terrific buildup, never hinting to the rapt tho dubious listeners of Johnston's dive to Willard in Havana.

●

Latest and truest of the parrot gags: a prominent Broadwayite and staunch Catholic recently bought one of the birds on condition that it talk. Parrot, once settled in his new home, showed no hesitancy and now jabbers in vehement Yiddish. . . . Indications that the hounds of spring are on winter's traces: baseball paraphernalia in drug store windows and performers again wearing yellow shoes, spats and gaudy hats. Or is vaudeville coming back?

●

Douglas Leigh's new "spectacular" between the Bond and Palace buildings has set the street agog with its new method of illuminated advertising. Leigh is a soft-spoken Southerner around the middle '20s, showing on the surface at least, little of the "local boy makes good" character. . . . Cynthia White, gal who stages the annual *Greenwich Village Revels*, has lined up a bevy of strip-teasers for her 15th blowout, skedded for Webster Hall April 16. Gals are of the very best, hailing from that top-hatted emporium of nudity, Minsky's Oriental. Pulse-uppers to appear are Julie Bryan, Crystal Ames, Gladys Fox, Annette and Zonia Duval.

●

Sight-seeing bus hawkers have a new gag to entice the yokels into unsuspecting conversations. They now sport a ribbon on their caps reading "Information," a gimick which makes them look like city-paid Helpful Henrys. . . . Dick Aldrich and Robert Ross, producer and director, hop to Russia this week to study the The-ayter. Tipoff on how proletariatian-minded the lads have become is the fact that they are going third-class. . . . While on the subject of the Red Scare, Cliff Odets and Luise Rainer are due back in New York soon, he to finish his play for the Group Theater and both to spike the usual reports of a splitup. . . . Artie Arlen is now teaching at Maxie Ford's dancing studios. . . . Bill Tilden will smack autographed tennis balls into the audience at the AFA benefit at the Met April 25.

●

Local movie scouts have orders to find "another Martha Raye and another Ritz Brothers," no more, no less. . . . Recent dumping of 35 box-office men off the WPA Federal Theater is rumored to be due not only to an excess of personnel, but also because some of the men were allegedly caught with their faces in the cash register. . . . Agents are gagging again about the vaude booking offices with "cutting room." First the booker cries he can't afford to pay more dough and then the assistant takes the agent into a corner to accomplish the operation. What goes on is mostly pantomime and has some of the qualities of a strip-poker game, the booker writing his price on a slip of paper and passing it to the agent, who mugs as tho the world came to an end.

●

Father Duffy's new royal blue raiment was no April Fool gag. Souvenir hunters shredded the old one to bits, according to the Memorial Committee which made the new wrapping more secure to hold until the unveiling on May 2. Kids and country slickers must have mistaken the statue for a misplaced Egyptian mummy.

Title suggestion for a Minsky show: A Bust There Was, by Minsky Korsetoff.

Chicago Chat

By NAT GREEN

IT REMAINED for two Chicago radio scribes to author the first strip-tease movie. . . . The picture *Strip Tease*, comedy-drama concerning itself with how the first strip-tease act came to be, is by Leston Huntley and Albert Barker. . . . Huntley, aside from authoring the comic strip *Mescal Ike*, is the creator of *Modern Cinderella, The Worry Clinic* and other radio shows. . . . Barker is creator of *Thank You, Stusia*, and is now scribing the radio version of *Don Winslow*. . . . Production on *Strip Tease* is to start soon on the Republic lot. . . . This is the first attempt of these two boys at movie writing and the team already has bids for another flicker.

●

It's "Major" Gertrude Niesen now! . . . The tiny torch singer of radio, stage and films starring in the CBS *Sunday Night Party* has just received the honorary title from the 350th squadron of the Flying Corps of Missouri. . . . Since taking flying lessons last summer, Miss Niesen has become an enthusiastic aviatrix. . . . Glen Sample, of Blackett-Sample-Hummert, enjoying a vacation in the Orient. . . . Bill Irwin (Don Foster), *Daily Times* radio ed, has temporarily laid aside his duties and is vacationing in California. . . . Jack Dowling, son of Eddie, of the stage, is pinch-hitting for Irwin. . . . NBC wanted Paul Whiteman to do an hour concert on the air during his engagement at Drake Hotel, but as the Drake has a Mutual wire MBS would not agree. . . . Rod Wagner, old-time agent, back in Chi for first time in many moons and renewing acquaintances. . . . Tom Carmody, former Orpheum booker who has been out of the game for several years, back from a stay at Hot Springs. . . . Howard Herrick in ahead of Lunt and Fontanne. Jack Lavin, Paul Whiteman's manager, taking on quite a portly appearance. . . . Marion Frink, local newspaper gal, doing publicity for Benny Meroff and his band. . . . Five of the beauties in the current Casino Parisiene show are going to the Paris expo when they complete their run here. . . . Another of the girls, Patricia Dawn, has been selected to pose for the next cover ad for a well-known ciggie.

●

Ben Marshall, well-known architect and hotel man, has the last word in trailers. . . . Imagine a trailer with a fireplace! . . . Well, that's included in Marshall's palace on wheels, in which he'll soon be rolling around the country, and it is attracting much attention among trailer enthusiasts. . . . And, of course, it has a shower bath and all the other appurtenances of a modern home. . . . Employees of Filmack Trailer Company have received another pay hike, the third in 15 months. . . . Incidentally, Joe Estes, recently made promotional sales manager of Filmack, was awarded first prize by the NAAPPB last year for his *Wedding of the Waves*, adjudged the outstanding publicity stunt of the year. . . . A Monticello, Ill., movie theater has introduced a new wrinkle that should prove popular. . . . It's a glass-inclosed "cry room" equipped with loudspeakers, where crying youngsters may hear and see the show without disturbing the balance of the customers. . . . Hii, Chinese water buffalo that appeared in *Good Earth*, is being exhibited at local schools by his trainer, Capt. Volney Phifer, as a plug for the picture.

"Captains Courageous"
(MGM)

Time, 120 minutes. Release date, April 3. Directed by Victor Fleming. Based on the book by Rudyard Kipling, with screen play by John Lee Mahin, Marc Connelly and Dale Van Every. Musical score by Franz Waxman, with songs by Waxman and Gus Kahn. Cast—Freddie Bartholomew, Spencer Tracy, Lionel Barrymore, Melvyn Douglas, Charley Grapewin, Mickey Rooney, John Carradine and others.

MGM and all involved deserve nothing but cheers for *Captains Courageous,* a two-hour film packed with drama, heart-throbs and photography that will make your Adam's apple turn a few handsprings. To top it all off, the moguls in Hollywood, reversing the usual order of things, did not see fit to introduce any feminine appeal into the story—with the result that the pic contains no love angle in the usual sense, but is, nevertheless, an exhibitor's delight. Unless this reviewer is more than slightly screwy, *Captains* will prove a terrific box-office smash.

Opus opens with scenes portraying Harvey Cheyne, a child of 10, who, because of his fabulously wealthy father's easy ways, is rapidly developing a domineering, untrustworthy character. Child falls off an ocean liner, is picked up by Manuel, a dory fisherman, and brought aboard a Gloucester fishing boat. Confronted with a situation he cannot talk his way out of, Harvey settles down to the life of a fisherman and becomes the protege of Manuel. Racing for home with a full hold and every rag of canvas drawing, the rigging rips, the spars tear out of the boat, and Manuel, hopelessly crushed and tangled in the gear, drowns rather than have Harvey see him in his mutilated condition. Arriving in Gloucester, father is reunited with his changed son and persuades him to return to England by giving the child Manuel's dory.

Acting is tops, Barrymore and Tracy outstanding as Captain Disko and Manuel. Bartholomew, tho perhaps too cute, turns in an ace job. Fleming's direction is outstanding. *Ackerman.*

"Step Lively, Jeeves"
(20TH CENTURY-FOX)

Time, 69 minutes. Release date, April 23. Directed by Eugene Forde. Based on the character created by P. G. Wodehouse. Cast—Arthur Treacher, Alan Dinehart, George Givot, John Harrington, Helen Flint, Patricia Ellis, Robert Kent and others.

The press sheet for ***Step Lively, Jeeves,*** in the spot reserved for authors, says only, "based on the character 'Jeeves' created by P. G. Wodehouse." On the screen the real authors names are given in a brief flash—to brief a flash to allow this slow-poke reporter to copy them—and that's all. The conclusion is evident: the customers are supposed to think that the new picture was written by P. G. Wodehouse—which it most emphatically wasn't. It's a scheme that bears a striking family resemblance to the legendary sale of Brooklyn Bridge to Hiram Cowflop.

It might not be quite so bad if the character that bears the name of Jeeves had any faint resmblance to Mr. Wodehouse's creation. Arthur Treacher, who has played the real Jeeves, plays this one too; and that's about as close as it comes. For the buttling nincompoop created by the writers in Twentieth Century-Fox's writing factory is no more like the real Jeeves than a Twentieth Century-Fox scribbler is like a real writer.

It is the authors' quaint fancy to make this impostor the dumb decoy in a scheme concocted by a couple of conmen. The scheme is to sell him in America as the only true descendant and heir of Sir Francis Drake; and it it carried out with some success until the wife of a reformed racketeer, who wants to break into society, corrals the three of them. The racketeer himself becomes one of the suckers putting money on the phony descendant's hopes, and then, when he finds out the true state of affairs, begins to get rough. As expected, however, nothing in particular happens to anybody. There's also a conventional boy-and-girl yarn dragged in by the teeth.

Yet the pitiful potpourrf manages to be amusing enough, due almost entirely to the efforts of a really excellent cast, with Alan Dinehart and George Givot standing out as the conmen and John Harrington doing a good, solid job as the racketeer. It all might have been acceptable Class B rigmarole if it hadn't been for the attempt to pawn it off as Wodehouse. That's a trick unworthy even of the picture's own goofy conmen. *Burr.*

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"The Man Who Found Himself"
(RADIO)

Time, 65 minutes. Release date, April 2. Director, Lew Landers. Screen play by J. Robert Bren, Edmund L. Hartman, G. V. Atwater and Thomas Lennon from story by Alice F. Curtis. Cast—John Beal, Joan Fontaine, Philip Houston, Jane Walsh, George Irving, James Conlin, Frank M. Thomas and others.

As an educational exhibit decisively illustrating just how dumb pix can be, *The Man Who Found Himself* is tops. Dialog at times reaches such a low level that the script seems an unintentional burlesque on yarns glorifying the medical profession. The whole business, however, is straight stuff, deadly serious, and perhaps good fodder for the subnormal.

Plot concerns Jim Stanton, physician with a yen for airplanes. One stormy night Jim tries to fly to Philadelphia with a girl who claims she wants to see her mother. Plane cracks up, girl dies and Stanton finds himself the center of a terrific scandal. Summoned before the medical board of his hospital, Stanton, after a quarrel with his father, head physician in the place, decides to quit the profession. Bums around, gets a job as an airplane mechanic and is taken in hand by a girl who has him transferred to the ambulance plane of the airport. Naturally he winds up a medico again.

Acting is wooden, but this perhaps is largely dependent on the trite dialog. *Ackerman.*

"Elephant Boy"
(UNITED ARTISTS)

Tiime, 80 minutes. Release date, April 23. Directors, Robert Flaherty and Zoltan Korda. Based on Rudyard Kipling's "Toomai of the Elephants." Screen play by John Collier. Cast—Sabu (native), W. E. Holloway, Walter Hudd, Allen Jeayes, Bruce Gordon, D. J. Williams and Hyde White.

No women. No romantic love plot. Still *Elephant Boy* draws a full house of men, women and children. The attractions are Toomai, an Indian lad about 12 years old, and elephants. Unreeling more like a believe-it-or-not news feature than a piece of fiction, the picture traces a child's dream to become a jungle hunter to its crystallization. Maybe Toomai is unusually young to have become a master of elephant jungles, but he is as plausible as any of the tales brought back by the Johnsons and Frank Buck.

When the English hunter enlists recruits for his inland expedition to bag a herd of elephants, the gracious youngster joins the party as mascot, working and playing with his father's prize elephant in a nimble and casual manner which should make some of our much publicized animal trainers envious. Rather than pack the ensuing picture with a hodge-podge of adventures of Mr. Peterson and the natives, the directors wisely select two interdependent episodes, build them up carefully and without the usual blare of trumpets to as thrilling a climax as hunt movies have produced.

First there was the death of Toomai's father by an invading tiger. Fearful lest his only earthly companion, the elephant, would be shot for having thrown a new master assigned to it as required by jungle justice, the boy flees camp. In his wanderings thru underbrush and jungle marsh which were a bit tamed, he comes upon the wild elephant lair and enjoys their cavorting which coincides with elephant legends. The remainder of the picture is simply a parade of elephants which would certainly enhance any circus bill. The current featuring of the Ringling-Brothers-Barnum & Bailey Circus a few blocks away may account for some of this picture's popularity, but it is great diversion in itself. *Weiss.*

"Quality Street"
(RKO-RADIO)

Time, 84 minutes. Release date, March 26. From the novel of James Barrie. Directed by George Stevens and produced by Pandro S. Berman. Cast—Katherine Hepburn, Franchot Tone, Eric Blore, Fay Bainter, Cora Witherspoon and others.

Barrie's fragile story of the super-secluded yet romantically inclined sisters has turned out as a slow-starting but a quaintly entrancing whimsy as a whole, that is sure to rate beguiled chuckles of appreciation from a limited number of Barrie admirers and a general vote of adequacy from the average film fan. The reason for a not more popular appeal must be laid to the peculiarity of the dated, hyper-noble romantics of the vehicle which to us moderns would seem stretched to the point of nausea, and not to the film adaptation of the book or to the capable performances of the cast. Tho perhaps not the most aptly chosen set of players, yet they eked as much as ordinarily possible out of difficult-to-express characters.

Miss Hepburn has had stronger, more sympathetic and more charming roles, yet she combines all three here most happily in the demands of her multiple assignment as the sensitive, primly hopeful young girl, the poignant creature she became in her old-maidish interlude, and the bravely carried off coquetry of her masquerade. To be cheered is the subduing of Miss Hepburn's strikingly unique characteristics of speech and face so that in many shots she actually looks lovely.

Franchot Tone neither sparkles nor disappoints, but gives a stolid, uninspired performance which at no time could be termed thoroly convincing.

Eric Blore, Fay Bainter and Cora Witherspoon each contribute the expected capable support for the lighter sides. *Colson.*

STRATFORD, CHICAGO—
(Continued from page 18)

sense gab and soft-shoe acro routines. Work fast, executing their numbers to pop-tune music. Finish has the man walking on his hands, with the girl partner wormed around his neck.

Nada Starr and Charles Knight, ballroom dancers, did a modern routine that was well received. Would have been good for another number.

Mabel McCane, attempting a comeback in vaude, was assisted by Lynn Burno at the piano. The turn as a whole suffered by its length, clocked here at 17 minutes. She earned many laughs, doing rhyming takeoffs of a nursemaid to a dog, a good girl and a vamp. She had some nice lines and still retains spark in her delivery. Her closing number, however, was antiquated. Does a drunk talking to her picture of years ago.

Roy Cummings was the hit of the bill with his comedy work. Assisted by a cute blonde, he was a riot going nuts over the dame every time she opened her irresistible mouth. Not much blue stuff and audience went for the act in a big way.

Smiles and Smiles, tall and graceful dance team from the Coast, closed the show. Warmed up with a musical comedy tap and acrobatic routine. The man then singles with an excellent tap turn, his one-foot machine-gunning being a swell takeoff of Eleanor Powell's work. Exit with a heated and applause-getting version of *Carioca.*

House was good and customers received plenty of entertainment for their 35 cents. In addition to the flesh bill screen had three shorts and two features. SAM HONIGBERG.

Earle, Philadelphia
(Reviewed Friday Afternoon, April 9)

Less than a month back Ted Lewis was doctoring the jazz for the hoity-toity who inhabit the Arcadia, town's high-tariff spa. Now he sells his home-made sunshine to the masses, with peanuts for the giveaways. While an outstanding vet in show biz, it was a first-see for most of the kids who clutter up the house on opening day. After 45 minutes he had the well-filled house neatly tucked in his pocket.

Back with the same band of 14 caught on his earlier trip here, excepting that their jackets are now red instead of green. Boys give all for the maestro and, for the most part, too loud. Five brasses are wide open, making for an uncomfortable din to the auditors. And in spite of a good p.-a. system for the singers, blasting of trumpets and trombones made the efforts of the Radio Aces, male vocal trio, feeble. Threesome blend their pipes in top manner and should be heard.

Lewis parts the sheet with a sentimental medley rhapsodizing that *Music Is Magic.* Quickens the pace with *Tiger Rag;* warbles a bit to the tune of *You're My Thrill,* bringing on Lita Lede, a looker, for a tap session; following with Charles (Snowball) Whittier, sepia sender, who stops the show with mugging and tapping tactics. Aided and abetted on this turn by a trio of sepia steppers, the Hi-Hatters.

Marty Drake, who with the Stone freres makes up the Radio Aces, have their inning with a pash pop, Ruth Day joining Miss Lede to enhance the turn with pleasing pirouetting. Lewis is back with a memo of yesteryear, *On the Sunny Side of the Street,* and then tries his hand at mugging with the band, all serving as a build for *Dark Eyes.*

Miss Day, also in the looker class, adds some classy tap terps; Lewis licks the licorice stick for the Handy classic; and then, with Whittier, revives his own *Me and My Shadow* classic, the Hi-Hatters topping it with a soft-shoe sender.

When the Duncan Sisters showed here front pews were treated to doughnuts. Lewis figures you can satisfy more with peanuts. Earle mob almost stormed the stage for the nuts. With order resumed Lewis again takes command with *I'm the Leader of the Band,* closing with *Until the Real Thing Comes Along.*

Setup for this show is slick all around and the b. o. can't miss, in spite of the screen weakie, *Murder Goes to College* (Par). ORO.

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N. Y. Houses on Spot Thru Court Conviction of Gotham

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125th street theater corporation and manager found guilty of indecent performance—license to be revoked—police to make thoro drive against all theaters

•

NEW YORK, April 10.—Local burlesque theaters are on the spot as the result of the conviction Thursday in Special Sessions Court of the corporation and manager of Minsky's Gotham Theater for giving an indecent performance. License Department reveals that the theater's license is automatically revoked, but that a hearing will be held early next week. Encouraged by the conviction, the police are going further in their drive against the field. To make it even tougher for the field the police intend prosecuting the landlord of the Gotham Theater on the grounds that a landlord is responsible for the tenant. It is generally felt in city-hall circles that the recent widespread publicity given burlesque caused all authorities to co-operate fully for a conviction against the Gotham.

Justices Lawrence T. Gresser, Thomas F. Boyle and Nathan D. Perlman ruled the Burley Amusement Corporation and Samuel Kraus, corporation and manager, respectively, of the Gotham, guilty of giving an indecent performance, setting April 16 as the date for sentence. The case dates back to August 27 last year, when John S. Sumner, secretary of the Society for the Suppression of Vice, filed the complaint. Since that time the case has been adjourned on many occasions, but Thursday's trial went off with startling speed. The judges made no comment, first denying motions for dismissal and then pronouncing the verdict.

The witnesses for the defense included Tom Phillips, head of the Burlesque Artists' Association; patrons of the Gotham and employees of the theater, including the ork leader, electrician, booth operator, stage manager and three performers, Muriel Lord, Roxanne Sand and Jewel Sothern. Witnesses against the theater were Sumner and his assistant, Charles Bamberger.

Taking action against landlords of theaters is a serious step, for it is

(See N. Y. HOUSES on opposite page)

Meeting Held on BAA-Hirst Tiff

NEW YORK, April 10.—On the heels of a special meeting held last Sunday midnight at the Union Church here, the Burlesque Artists' Association wired Issy Hirst, head of the Independent Circuit, Wednesday that the organization's executive board will meet on the contracts soon and following that arrangements will be made for a joint meeting with Hirst. This wire was in answer to one sent by Hirst in which he asked for contracts for the new season.

The special meeting Sunday midnight, which 300 performers attended, was called primarily as a result of a controversy between Hirst and Tom Phillips, head of the BAA. The meeting was general, there being several debates, and at the windup the members tendered a vote of confidence to its officers. BAA members received handbills, printed by an unnamed source, in which six pertinent questions were listed, the performers being requested to demand satisfactory answers from Phillips.

Philly Clergymen Take Slap at Burly

PHILADELPHIA, April 10.—A preliminary report of Mayor Wilson's Crime Commission, composed of local clergymen and headed by Rabbi Louis Wolsey, hits the local burly shows in pointing out a relationship between the increase in sex crimes and "of vicious burlesque shows regularly billed in certain of our theaters." The report was a general statement which mentioned no specific names or incidents to support the allegations, but informed that "the commission has made a preliminary investigation of charges against such stands and such shows that confirm the charges."

Mayor Wilson promised an investigation of all charges made by the Crime Commission. Hardly probable that the town's liberal leader will resort to raiding tactics, but will rather call in the burly managers for a round robin, first making a friendly request that they tone down the comics and subdue the strips.

Burly in the Catskills

NEW YORK, April 10.—Sam Briskman, operator of the Casino, Brooklyn, has taken over an 800-seat theater in Swan Lake, Catskill Mountain summer resort. He will use burly there this summer. Performers will get free lodging in rooms over the theater. There will be a bar and dancing between two shows nightly. Moe Costello, now managing the Casino, will manage the summer spot.

Illo Confers With BAA

NEW YORK, April 10.—Frank Illo conferred with the Burlesque Artists' Association this week with reference to the $414.50 due performers from the Lyric, Bridgeport, Conn. No decision arose from the meeting, and it is expected that Illo will now confer with Issy Hirst, head of the Independent Circuit, which shows played the house. 'There is a difference of opinion as to who should make good the shortage.

U-Notes

By UNO

GEORGE CASTLE, night clerk at the Barlum Hotel, Detroit, and Carolyn Frieze, formerly chorus captain with *Merry Maidens,* Indie show, are not married as was reported in the March 27 issue. Denials were sent to *The Billboard* by both parties and in a letter from Miss Frieze it is explained that she left the show to produce club shows for the American Attraction Company in Detroit. She admits that there had been some "jesting" among members of the *Merry Maidens* cast about the alleged marriage, but inferred when she left that all who participated realized there is no truth to the report.

SLATS TAYLOR, at the Irving Place, New York, and Rae Parsons, Indie Circuit, are new partners in a 39-foot fishing boat, operating out of Long Beach, Calif.

JOAN CARROLL closed a lengthy stay of 42 weeks at the Gaiety, New York, to open on a 40-week contract at the Oriental, further uptown, arranged by Nat Mortan. Starts at the Oriental April 26.

RAY LEROY and Arllie Rappee, straight and stripper respectively, opened at the Park, Erie, Pa., April 5. Another opener the same day was Billy DeShon.

CORINNE and Julian Hall, eccentric dance team late of *Red Hot,* Indie show, now in Detroit, both recuperating after a seven-week illness.

MARGIE WETZEL, former Columbia Wheel feature and prim with *Hands Across the Sea* and now owner of Fargo Inn, Carthage, N. Y., visited New York and Staten Island recently.

EVE GORDON forced to lay off three days last week at the Oriental, New York, because of a severe cold.

GINGER SHERRY closed a six-month stay for Popkin & Ringer at the Burbank, Los Angeles, and opened at the Roxy, Toronto, April 1. Remains there three weeks and then goes to the National, Detroit, for another three.

LUCILLE WRAY, dancer, opens at the Gaiety, New York, April 16, booked by Dona Davis. Other recent Davis' place-

(See U-NOTES on opposite page)

Burlesque Reviews

Rialto, Chicago

(Reviewed Friday Afternoon, April 9)

An average 90-minute show here this week, headed by silent Bozo Snyder, with June St. Clair leading the strippers' parade. Biz tops downstairs and first shelf opening show Friday, altho response was rather lukewarm.

Bidding with Miss St. Clair for the disrobing honors are Peaches, Lorrie LaMont and Margie Kelly. With the exception of Miss LaMont, the gals have set a limit to their undressing, which adds to the interest of their turns. Lorrie could improve her bit by going easy on encores when there is little demand for them. An unusually impressive offering was turned in by the stately Miss Kelly, a platinum blonde who should go far in the biz. She has class and works with welcome smoothness. Peaches is a feverish type, doing a jellyish routine. June opens with a rhyming ditty about a tattooed strip-teaser and goes into a neat and brief session of disrobing.

Comedy is handled by Snyder, the veteran local team of Charles Country and Kenny Brenna and Billy Foster. Their straight men, Danny Jacobs, Joe Forte and Jack Buckley, lend excellent support. They don't miss a trick. Foster is on for one sketch, Snyder for two and Country and Brenna for two. Funniest and bluest of all is the hotel scene featuring the latter team.

While there's nothing elaborate about the production numbers, they are well dressed, the girls flashily costumed and the routines nicely staged. A line of 15 gals and six show beauties are used, and on a couple of occasions are combined for added effect. This is particularly true in the *Plenty of Money* number, in which all the girls do a flashy tambourine dance.

The specialties deserve special men-

(See Burlesque Reviews opposite page)

Burly Briefs

BILLY (BOOB) REED continues to hold down the principal comedy at the Avenue, Detroit. . . . Margie Marcus, chorine, recently removed to her home, 318 South First street, Louisville, after a week's stay in a Cincinnati hospital, took a decided turn for the better during the past week. Friends are urged to drop her a line. . . . Lefty and Anna Levine, formerly of burlesque, are now housed in their trailer in a Cincinnati tourists camp after working all winter in and around Miami. With Lefty forced to give up stage work due to ill health, they are figuring on operating a concession with a carnival this season. . . . Charles Rothstein, who with Art Clamage recently acquired the Gayety, Cincinnati, jumped in from Detroit last week to give the new stand a "gander." He expressed himself as highly satisfied with business at the house. . . . Fred Hurley, burly operator, who took a brief fling at the Drury Lane, Louisville, early in the season, has gone to his cottage on Indian Lake, near Russells Point, O., for the summer.

HELEN COLBY, June St. Clair's sister, is opening an indefinite run at the Capitol, San Francisco, April 30. Placed by Milt Schuster. The booker, by the way, was gifted last week with a leather bag by Arthur Clamage, burly operator of Detroit and Cincinnati. . . . Wilma Horner, recovered from her latest illness and is now resting in New York. . . . Rags Ragland and Maxine DeShon close in Los Angeles April 24 and open in stock at the Rialto, Chicago, May 7. . . . Phil DeShon moved to the Park, Erie,

(See BURLY BRIEFS on opposite page)

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Tab Tattles

GUS SUN, head of the Gus Sun Booking Exchange, Springfield, O., is expected to return there about April 15 from a winter's sojourn in Miami. His family will remain in Miami until the end of the school term, as his grandchildren, Billy and Sue, are attending school there. . . . Gene (Honey Gal) Cobb, now engaged in the beer distributing business in Dayton, O., writes: "It was with deepest regret that I read in *The Billboard* of the passing of my ex-partner and pal, Jack (Smoke) Gray. He was, in my estimation, the best blackface comedian in the business." The two were teamed for a number of years on the Hal Hoyt Shows. . . . Buddy Rilee, veteran tab straight, dropped in at the desk the other afternoon but caught us on our day off. He was en route to Tampa to rejoin the Royal American Shows, where he will have the front of the lion motordrome this season. . . . Billy (Boob) Reed, tab and burly comic, scribbles in to report that he's back in the batchelor ranks again, having recently been granted a divorce. Says he's still going topnotch at the Avenue, Detroit. Billy, who sports a shovel as his coat-of-arms, says he's now working on Mug No. 53. . . . Frankie Harris, diminutive blackface, and wife, Gladys, arrived in Cincy last week after working all winter in the Southland. They will work Cincinnati night spots for a few weeks before jumping out with a tent opry.

HAL CRIDER and Morris Nelson, who closed their unit March 27 in Savannah, Ga., are now with Billy Wehle's Billroy Comedians for the season. Crider's wife and daughter, Raby, and Mrs. Nelson are also with the tent show. . . . Margaret Flaharty, ex-chorine, is now employed as a receptionist at an optician's shop in Dayton, O. She is taking a nurse's course in her spare time. . . . Mary Keller, another ex-chorister, is taking a much-needed rest in Dayton, O., and her health has shown great improvement in recent weeks. . . . Eddie Walsh, manager of the Lyric Theater, Mobile, Ala., has been confined at City Hospital there for the last 13 weeks. Friends are urged to drop him a cheery note. . . . Jacqueline Mason, daughter of Jay (Tex) Mason, is working chorus and specialties with the Jack Kane burly at the Empress, Indianapolis. . . . Buddy Wilson and his new partner, Virginia Wieder, opened April 5 with the *She Ain't No Lady* unit for a tour of Western houses. . . . Dell and Rene Robinson now have the stage show at the Time Theater, Omaha. Others in the roster there are Wayne Kirk, Walt Adams, Zella Everitt and a line of girls. . . . Joe Jordan and Billy Moring will be with Raynell's *Chez Paree Revue* on the Royal American Shows this season. Jordan reports that he recently bumped into Charles (Joy) Gramlich and Hotcha Lane in the Florida country. Gramlich will be with the girl show on the Beckmann & Gerety carnival this season and Lane will have his own girly revue on the Bill Hames Shows. . . . Johnny Knott, of Knott and Bennett, is now connected with a paint company in Detroit.

DON ADAMS and his *Sunkist Revue* are in their second week of a four-week engagement at the Capitol Theater, Waterloo, Ia. Featured in the unit, besides Adams, are Eddie (Pop) Russell, Connie and Smith, Art Oxman, Shirley Raye, Marge Hartman, Gladys Evans, Irene Slaten, Arvola Oxman, Ruth Reynolds and the Six Sunkist Peaches. At the close of the engagement Adams leaves to take up his duties as side-show manager and legal adjuster with the Atterbury Bros.' Circus, opening May 1. . . . Marshall Walker is now in his sixth week with George Dewey Bartlett's merry-go-round, alternating between the Bonita, Chattanooga, and the Roxy, Knoxville. "I have met about everybody I have ever known or heard of in these last six weeks," Walker typewrites. "Harry Rollins blew in and blew out. Jumping Jack Miller and Wally Tate did likewise. Latter happened to pass our lobby, saw my picture and proceeded to lose a 50-cent bet. He had wagered that I had been dead for the last four years. He lost his bet, but maybe he's right at that." . . . Eddie Butler and wife and Gracie Degan were hosts recently to Gracie Kirk and Margaret Flaharty in Dayton, O.

Gypsy Rose Lee to Coast

NEW YORK, April 10.—Gypsy Rose Lee, closing in the *Ziegfeld Follies* in the Midwest Monday, is to join her manager, Irving Sherman, here the following day. Both expect to leave for the Coast Thursday, Miss Lee being cast for 20th Century-Fox's *Last Year's Kisses*.

Frisco Tilts Chorine Wage

SAN FRANCISCO, April 10.—Local burlesque is on the upgrade, the Kearney Theater hiring a new line of girls at a $1.50 weekly raise. The Capitol has added four girls to its line, bringing the total up to 18.

BURLESQUE REVIEWS—

(Continued from opposite page)

tion. They are a refreshing relief from stock burly routines. Jack and Polly Golding make a personable dance team, doing nice tap and soft-shoe work. Are spotted several times and acquit themselves nobly. Horn and Franks, two men doing tap and harmonica work, have a fast and entertaining act. Buster Lorenzo still continues as tenor and takes good care of that department.

A screen feature, Columbia's *Parole Racket*, is sandwiched in between stage reviews. SAM HONIGBERG.

Eltinge, New York

(Reviewed Tuesday Afternoon, April 6)

Black and White Revue, staged by George Pronath, combines colored and white burly both as to principals and chorus. Material is presented with a good splash of ingenuity and color as far as production numbers go, and the principals give the procedings a novelty and spiciness that tickles the customers. Line girls number 19 and these, with several showgirls, are background for production numbers.

Comedy is in the hands of Harry Levine and Lew Fine, with Lew Denny straighting. First mentioned socks heavily with Jewish dialect, doing a beautiful bit from one of the boxes. Fine is uniformly good, and Denny capably handles the feeding end. Sketches are laugh getters, altho interspersed with a few old gags.

Joiner and Williams, colored male comics, vary the bill with a different brand of humor, one of them teaming up with Susan Brown, colored soubret, to do a tune called *Butcher Man, I Can't Use Your Meat No More*. Audience loved it. Miss Brown, who steps a bit, also sang *Baby, It Must Be Love*. Rest of the colored contingent comprises William Brouser, pleasing straight; Zita, torrid dancer, and Aunt Hattie, hefty singer, hoofer and comic stripper.

Romaine, interpretative and symbolic dancer, got most of the play among the white women principals, appearing some three times. Has a likable modesty and charm. Diane Rowland, blonde, and Barbara Doane, brunet, complete the list of temp exciters. Techniques are expert, the girls taking care to give the peeling an arty touch.

Sandwiched in the bill are two novelties, Petey Burns, harmonica player, who also does a turn with spoons and winds up tapping, and a boxing match between two of the colored girls. Burns' stuff is regulation vaude, clicking okeh, and the gals contribute a bit of fun. Fine, in addition to his comedy work, also contributes a fair tap. By far the outstanding woman among the talkers is Markey Wood, gal who is spotted thruout the sketches. George Tuttle sings the show nicely, his renditions of *Jeannine* and *Lilac Time* coming over particularly well. PAUL ACKERMAN.

N. Y. HOUSES—

(Continued from opposite page)

certain to bring about a situation where theaters will be difficult to get for a burlesque policy. Theaters in town are falling all over themselves in attempts to tone down their shows, knowing that the police department and Sumner will strike thoroly, considering that they have the Gotham conviction for encouragement. License Commissioner Paul Moss takes a more passive interest thru necessity, awaiting convictions before he clamps down on the licenses.

U-NOTES—

(Continued from opposite page)

ments comprise Bobby Cabone and Company, Casino, Brooklyn, April 11; Three Texas Ramblers, Eltinge, New York, April 9; Charlie Raymond, dancer, Gaiety, New York, April 11, and Gangler's Circus, Casino, Brooklyn, April 18.

NADINE MARSH, featured in Billy Watson's *Beef Trust*, Indie show, was visited by her dad during her engagement in home town, Pittsburgh, recently.

JEANNE PARDUE doubling between the People's and Greenwich Village Club, New York.

JUNE MORGAN, dancer, started doubling between the Monte Carlo Club, New York, and Casino, Brooklyn, but found it too strenuous and canceled the club.

EVELYN MYERS left New York Saturday for an extra attraction tour of two weeks each in Toronto, Boston and Washington.

BURLY BRIEFS—

(Continued from opposite page)

Pa., for stock work. . . . Joan Collette, of Schultz and Collette, is recovering from an attack of the flu in Chicago. . . . Chuck Gregory is visiting his folks in San Antonio before starting his job at the Casino, Toronto. . . . Louise Kellar closed at the Palace, Buffalo. . . . Recent Milt Schuster placements: Kitty Ellis, Hamp and Beck and Johnny O'Hara, Gayety, Minneapolis; Dolly Dawson, Gayety, Milwaukee; Florine Manners, Palace, Buffalo; Thelma White, Winnie Garrett, Milt Bronson and June and April March, Roxy, Cleveland, and Darlene Luckey, Capitol, Toledo.

PEARL MYLIE replaced Babe Davis with Beef Trust Watson's show at Gayety, Washington. . . . Amy Fong, with *Oriental Girls*, while playing at the Gayety, Baltimore, received swell press tieups in connection with the pix *Good Earth*. . . . Earl Root and Billy LaMont, after closing on the Indie Circuit, are vacationing in Baltimore, visiting Billy's sister, Eva. . . . Freddie Binder left *Oriental Girls* in Pittsburgh to join stock at Avenue, Detroit.

CENTURY, Brooklyn, plays its last Indie show for the summer week of April 18, when Billy Watson's *Beef Trust* will be on hand. . . . *Oriental Girls, Teases and Wheezes* and *Monte Carlo Girls* will close their Indie season April 24 at Union City, Washington and Philadelphia, respectively. . . . Kay Andre, prim, joins the Bozo Snyder Indie show April 18 in Cincinnati, while Raymond and Stacio will leave Indie's *Ladies in Lingerie* April

(See BURLY BRIEFS on page 32)

Endurance Shows

GRACE FALK: Yes, Ted Mullins, who was killed in the recent bus accident at Salem, Ill., in which more than a score of members of a roller-skating derby troupe were killed, was the well-known walkathon emsee.

LOU BROWN pencils from New York City that he's now residing there but that he can always be reached thru the Letter List.

KEN HERREN, who has been playing endurance shows for the last four years, is now located in Jacksonville, Fla. He is anxious to read a line from the gang he has worked with in the past.

WE HAVE HAD inquiries during the past week on King Brady, Moon Mullins, Buster Westbrook, Wells Sloniger, Larry Cappo, Ginger Coleman, Bob Stewart, "Oofty-Goofty" Webb, Bob (Inky) Ingram, Ruthie Carroll, Mario Alessandro, Bill McQuade, Eddie (King Kong) Wright, Johnny Morgan, Austy Dowell, Eddie Gilmartin, Doc (Blackie) Kirby, Al Painter, Peggy White, Ducky Naccaroto, Zeke Youngblood, Dick Edwards, Jack (Dead Pan) Kelly and Earl Clark. Shoot in a line to the column and let your friends know what you're doing.

FOLLOWING a new policy, this column will no longer run the monotonous "— would like to hear from —'s." Those wishing to contact members of the profession may do so by addressing mail in care of *The Billboard* Letter List.

ATTENTION DANCERS

RAY "POP" DUNLAP ANNOUNCES THE OPENING OF HIS FIRST 1937 WALKATHON ABOUT MAY 13. $2,000.00 PRIZE MONEY. Address All Mail, Care Alexander Hamilton Hotel, Paterson, N. J.

HANK SHELBY WANTS

Refreshment Stand Help for long season in park. Whitey Boggan, Eddie Worthington, Johnnie Crowder, Pat H. Obryan and all others write. Also can use Grind Store Men.

FLINT PARK REFRESHMENT CO., Flint, Mich.

WANTED

Join on wire, Piano Player. Must read, fake, transpose. Real Drummer, Dancer that can change for week. Prefer people with cars. No money advanced unless I know you—been stung plenty. Season's work if you can cut it. Wire SEABEE HAYWORTH, Inverness Hotel, Lincolnton, N. C.

HAPPY HOUR THEATRE

1103 CONGRESS AVE., HOUSTON, TEX., WANTS Chorus Girls who can lead numbers. All summer's work. Feature Strip Girl and Singer and Piano Player, also Comedians. Stan Heel Stanley, Bozo, Run Out St. Clair wire. Pay your wires. H. B. POOLE.

ATTENTION WALKATHON CONTESTANTS AND PEOPLE IN ALL DEPARTMENTS

THE FIRST BIG SHOW OF THE SEASON OPENS AT WILMINGTON, DELA., THURSDAY, MAY 6th, 1937

Monte Hall or Duke Hall wire. Al Henderson Band get in touch with us. Rajah Bergman, where are you? Can use Judges, Trainers, Nurses, Boss Canvasman. Want an entire personnel. Those with us before communicate at once. No collect wires or phone calls.

WOLFE-KITCHENS ENTERPRISES

The Ringlings of the Walkathon.

JOSH KITCHENS, Manager, care Radio Station WDEL, Wilmington, Del.

WANTED! WANTED!

20--CHORUS GIRLS--20

For Our Three Houses. All Stock Dates—

EMPRESS, Indianapolis; GAYETY, Milwaukee; PRINCESS, Youngstown.

MUST POSSESS APPEARANCE AND EXPERIENCE. SALARY $20.00,

Write or Wire JACK KANE, GAYETY THEATER, MILWAUKEE, WIS.

WANTED

Chorus Girls and Principals for MILES ROYAL THEATER, Akron, Ohio, and PARK THEATER, Erie, Pa.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

MAGIC TOOK A BIG jump in Cleveland last week, with three performers appearing at different spots in the city. Ade and True Duval returned to the Palace for a week's engagement. Harry Hunsinger, former Clevelander, turned professional, appeared as added attraction at the Roxy, burlesque stand, and Evans Brown was at the Club Royal. Howard Brooks appeared at the Vogue Room in the Hotel Hollenden for a brief stay, closing as the others opened. Brown continues at the Club Royal.

MAGICIAN (sawing woman in half): "Now after the young lady is severed in two her brain will go to science and the rest of her thrown to the dogs.
VOICE (from the gallery): "Woof, woof." (Anon.)

VERY OFTEN engagements that look lucrative in print don't pan out so soundly at the final checkup. The fact that a magician is booked into what has all the earmarks of a swanky spot doesn't always mean that he's knee-deep in greenbacks. As one Ohio magish explains it: "I have been offered some 'good' dates at some fine hotel cocktail lounges at the 'big' fee of $100 per week less a liberal commission, which usually means 20 per cent. With travel expenses, hotel bills, etc., a fellow can't do so well on such dates. I would rather play individual dates at a fair stipend and with much less expense."

AL SAAL, Toledo sleight-of-hand artist, continues to maintain a busy schedule. Last week he played the Toledo Club, Toledo; a church show near Oak Harbor, O.; St. Paul's Lutheran Church, Toledo, and the Dorr Exchange Club, Waldorf Hotel, Toledo. Among the engagements he has slated for this week and next are the Toledo Life Underwriters; the Eagles, Tiffin, O.; Kellogg Inn, Battle Creek, Mich.; Purchasing Agents at the Waldorf Hotel, Toledo, and the Lions' Club State Convention at the Secor Hotel, Toledo.

"HAD THE PLEASURE," writes Bert Williams from Danville, Ill., under date of April 6, "of catching the Nemar Show, playing the Kiwanis Club Dental Clinic show here four nights. They have a beautiful show and in four nights showed to a little more than 3,000 people. They are here for two more nights, with probably a holdover for Monday.

CHARLES A. LEEDY, magician, whistler, humorist, speaker, ornithologist and columnist, was the subject of a lengthy and interesting human-interest story in *The Youngstown* (O.) *Daily Vindicator* April 7. Leedy is on *The Vindicator* staff. In addition to outlining Leedy's various callings and hobbies, the article tells how he broke into show business and the newspaper field.

LESTA, world-traveled magician, is reported to be enjoying a profitable tour of the Carolinas, playing schools, theaters, colleges and service clubs. He is set in South Carolina until the end of this week, then into North Carolina and Virginia, returning to New York State around the middle of May. W. F. Heaman is Lesta's manager.

GEORGE BAKER, ventriloquist and shadowgraphist, is master of ceremonies and headlining the floor show at Browning Lane Inn, Bellmawr, N. J.

LU BRENDT is the newest magician to show in a Philadelphia night spot. He has begun an indefinite engagement at the Little Rathskeller.

PRINCESS YVONNE, prominent mentalist, began a cross-country tour last week with a three-day engagement at the Ritz Theater, Oaklyn, N. J., where she was the feature stage attraction.

JOHNNY PLATT, who opened at the Hotel Texas, Fort Worth, March 31, was held up over there a second week. He worked in the floor show and later did close-up work at the tables. Drew a nice lot of publicity during his Fort Worth stay.

KARL ALZARA, mentalist, is still working windows in department stores thru South Carolina.

OTIS MANNING is doing a new effect which he has labeled *Jo-eL*. He has just finished working four swanky dinner dates in Detroit and is now headed for Cincinnati and Washington.

DOLORES DU SHANE, ventriloquist, played the indoor circus at Sturgis, Mich., last week.

JANTCZEN advises that Jack Davis, magician and side-show man, will take to the road this season with a string of Jantczen's original illusions. Show was slated to leave Chicago April 12.

MARQUIS THE MAGICIAN, now touring Ohio, infos that he has eight weeks of bookings in the East, after which he will prepare a special summer unit for Peter J. Iodice, Detroit booker, to play Michigan. Marquis had a number of magical visitors during his recent engagement at the State Theater, Fostoria, O., among them Caro (Cig) Miller, the late Marilyn Miller's dad.

GRADY S. NICHOLSON'S recent engagement at the Capitol Hill Lions' Club, Oklahoma City, brought him plentiful publicity in the three local newspapers, including a two-column action picture in *The Oklahoma City Times* showing him presenting *The Floating Sledge Hammer*. As a result of the plugs, Grady received a number of other club dates in that territory.

THE POPULATION of Marshfield, Mo., gathered in the school gym there recently to be rendered gaping and breathless at the anticipated spectacle of a magician—but they went away sadly disappointed, for the Great So-and-So was unable to perform his sensational feats of magic, due to his inebriated condition. According to reports, he was taken out of town and it is not thought likely that he will return there again. The magician's coworkers explained that they had always found him dependable, but the Marshfield Lions' Club, which had sponsored his appearance, thought otherwise. They had sponsored, advertised and glorified the magus for half the proceeds of his scheduled two-night performance. Just write your own tag line. Imagine another and legitimate magician trying to play that same town, or even the same territory, in the future! It's what magicians mean when they say that the "territory has been burned up."

HARRY HUNSINGER, who recently closed a week's engagement at the Roxy Theater, Cleveland, will shortly rejoin the Sharpstein Comedy Company, with which he toured last season.

W. C. (DORNY) DORNFIELD jumped into Oklahoma City April 7 to emsee a convention show. McDonald Birch and Company played an engagement in the same town a day before.

SAM MACKEY, young Oklahoma City magus, has invented a new-principle telephone trick, which Haenchen & Company have put on the market.

SEYMOUR DAVIS, formerly of Stillwater, Okla., is now located in Dallas. He reports that he's keeping busy with his magic and music act at $25 and $35 in a territory that's accustomed to paying 5 and 10 bucks for an act.

THE VERNONS, mental turn, have just closed a six-week engagement at the Chez Maurice, Dallas. They have been contracted for the Pan-American Exposition in Dallas this summer.

ZUDELLA AND COMPANY, mental act, after working theaters thru Indiana and Illinois, are now appearing with Jimmy Campbell's Orchestra at the Silver Cloud, Chicago night spot.

DEL BREECE, who until recently worked under the name of Cardiel, has concluded a successful season with the Crider & Nelson *Girls of Today* and

(See MAGIC on poge 77)

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The most complete I have ever issued. America's largest low-priced line. Magicians' Supplies, Apparatus, Illusion Plans, Escapes, Mental Acts, etc. Send 10c today for your copy. None free.
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Station A-9, Dallas, Tex.

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NOT OBTAINABLE ELSEWHERE. — Cigarette Thru-Coin, 75c; Television Mirror, 50c; Coin Thru Pencil, 50c; Television Tube, $1, etc. Our New Lists and Catalogue sent FREE.
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GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For VAUDE

BILLY ADAMS—colored tap dancer at the Harlem Uproar House, New York. A short, stumpy fellow who can click out an amazing number of taps smoothly and clearly. Sensational dancing ability is aided by expressive gestures and face. Looks like a real comer and certainly ought to be able to click in vaude either as head of a flash act or as a single.

❖

For LEGIT MUSICAL

ROLANDO AND VERDITTA—handsome ballroom pair caught at the Cine Roma Theater, New York. Girl in particular is a beauty. Team possesses the ultimate in polish and style, offering tricks with such smoothness that they don't even disturb the flow of dance. Rate a show spot or even a film test.

LILLIAN FITZGERALD—beautiful, stately and shapely colored girl playing the Harlem Uproar House, New York. Reveals a grand figure when stripping, is a neat dancer, can sing acceptably and can handle lines better than average. A capable all-round performer who could be an asset in any show.

❖

For FILMS

HAROLD NICHOLAS — 13-year-old dancer-singer-comedian who is half of the team of Nicholas Brothers, now stopping shows at the Cotton Club, New York. Kid is absolutely sensational, dominating the big production show with his great personality and poise. Deserves close attention from the movie people.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

THE 27TH ANNUAL minstrels under auspices of the Kain Club, South Wheeling, W. Va., will be presented at the Ritchie Public School Auditorium there April 15 and 16. Tom Bycott, who has been identified with minstrelsy in the Upper Ohio Valley for many years, along with Robert Manion, Louis Musilli and "Buch" Orloska, will be featured. Annual show is one of the most ambitious minstrel efforts in that section.

DIXIE DANDY MINSTRELS, New Orleans WPA unit, headed by Jimmy Cooper, well-known old-time endman, moved out of the Crescent City last week for the first engagement of the season. Troupe will play Arkansas, East Texas and Louisiana. New costumes, scenery and props have been provided.

F. S. WOLCOTT'S Rabbit Foot Company and Huntington's Mighty Minstrels have combined for the 1937 season, which got under way at Jackson, Miss., April 12. Aaron Gates and Sammy Green have staged the show, and Jack Slack, Frank (Dusty) Tansel, Sammy Green and Jimmy Jones are handling the comedy. John S. Evans and G. T. Copeland are in advance.

ALL FULL-FLEDGED minstrels are requested by Prof. Walter Brown Leonard, of 144 Linn street, Ithaca, N. Y., to send him the biographical data on themselves. The biographies will be printed in this column from time to time. Information should include date and place of birth, first minstrel engagement, subsequent engagements and present activities.

"HI-BROWN" BOBBY BURNS is keeping busy these spring days producing home-talent minstrels under auspices. His most recent one was at the Caneyville High School, Caneyville, Ky., April 3.

WALTER BROWN LEONARD'S *Minstrel Memoirs:*

IX

E're the crowd has ceased applauding,
Then the curtain's up again,
And you hear the birds a-singing
In a field of sugar cane.
When a Negro with a banjo
Slowly enters from the wings
And he tells some funny stories,
After which he plays and sings.
As he makes a rapid exit,
Then the scene is quickly changed
To a luscious watermelon
That is cleverly arranged.
All the seeds are Negroes' faces;
They are singing soft and low
While they harmonize together
At the old-time minstrel show.

ON PATRIOTS' DAY, April 19, the Boston Federal Theater vaudeville project, under the supervision of Thomas D. Senna Sr., State supervisor, will present—street parade and all—a revival of the Swanee Minstrels at the Majestic Theater there. The Boston project boasts a few real old-time minstrel men, among them Eddie Mumford, Herbert Potter, Charles Rozella, Al Joy and Al Stedman.

FAST, FURIOUS FUN *for Your* **Minstrel Show**

Complete selection of Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. **Send for Special Minstrel Catalog.**
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Brasfield Show Takes to Water

Company moves intact from Rome, Ga., onto Original Floating Theater

ROME, Ga., April 10.—Boob Brasfield's Comedians have just concluded a two-year engagement in Rome for the Lam Amusement Company and the company is moving intact to the Original Floating Theater for the summer.

Rehearsals begin Monday and the boat ushers in its season April 26. The Original showboat, with headquarters in Elizabeth City, N. C., has been showing the Chesapeake Bay towns for years.

With the exception of Wayne and Bessie Bartlett and Gus Schulze, the cast will remain intact for the showboat engagement. Several new faces and a line of six girls will be added, and the orchestra will be augmented to nine pieces.

Present roster includes Boob Brasfield, Thayer Roberts, Pup Shannon, Angelo Fangio, Chester Hughes, Vern Spoffard, Leslie Lyle, Johnnie Rupee, Jack Sloman, Pop Neil, Neva Brasfield, Dot Dumas, Dillie Dawn, Bonnie Brasfield, Peggy Miller, Connie Matthews, Opal Lyle and Maxine Darie. Pup Shannon's Swingcopators will furnish the music.

Concert features will include Fangio and Dawn, dancers; Miller and Matthews, sister team, and Thayer Roberts, dancer.

Opening bill will be *Why Girls Walk Home*, by Neil Schaffner.

Lambs Not in It, Davis Says

SKANEATELES, N. Y., April 10.—Walter Davis, who will produce and direct the summer theater group which opens the season here June 21, denies that the Lambs Club of New York has any official connection with the summer company, as recently reported. "Of course, most of the players will be recruited from the Lambs Club, but there the connection ends," Davis said. Virginia L. E. Franke will be manager of the summer theater.

Howdy Folks in Ft. Worth

FORT WORTH, Tex., April 10.—The Howdy Folks Show opened under canvas in Riverside here April 5 for an indefinite engagement. Bobby Ryan is producer and William LaSalle manager. Cast includes, besides Ryan and LaSalle, Doris Berkeley, Jackie Berkeley, Aileen Ryan, Peggy Patterson, Mrs. William LaSalle, O. H. Glor, Dick Moreno and Lem Davis. Cold weather hurt opening night business somewhat.

WANTED QUICK

FOR THE JACK KELLY STOCK COMPANY.
REHEARSALS APRIL 22d, OPEN MAY 5th.
GENERAL BUSINESS TEAM AND SINGLE MAN DOING FEATURE SPECIALTIES. MUST BE ABLE TO PLAY FULL LINE OF PARTS. MAN DOING DANCING SPECIALTIES THAT CAN PRODUCE FEATURE CONCERTS. BOSS CANVAS MAN AND WORKING MEN WHO CAN DRIVE TRUCKS. DANCING TEAM THAT CAN CHANGE FOR WEEK. PAY YOUR OWN WIRES.
JACK KELLY, 132 S. Larch St., Lansing, Mich.

WANTED

For Tent Rep., week stand, Young Versatile People in all lines. Double Stage, Orchestra, Novelty Specialties. Director with Short Cast Scripts. Hillbillies, Guitar Request Singer. Prefer those with housecars. No wires. No advance. Reasonable salary only.
PHILLIPS PLAYERS,
EDDIE PHILLIPS, R. R. No. 7, Sidney, O.

WANTED

YOUNG, SMALL LIGHT COMEDIAN
With Singing and Dancing Specialties. Tent Rep. Rehearsals May 1. Photo. Other Useful People, including Agent, write.
GORDON PLAYERS,
Care Billboard, Woods Bldg., Chicago.

AT LIBERTY

For Repertoire Show, PETE-PAOLI, Trumpet and Violin, B. & O. Leader or Side Man. Wife, A-1 Pianist. Read anything, fake and transpose. Betty Paoli, 8-year-old, Song and Tap Dance Specialties. Real difficult routines. Change as often as required. A strong feature act. Have car. Address 953 Main St., Baton Rouge, La.

Rep Ripples

DAN BAURAC closed recently with the Personality Players at Fritch, Tex., to join the Bailey, Rowe & Walsh Show in San Antonio. Roster of the Personality troupe included, besides Baurac, Billy Rexford, Anne Lutrell, Jo Loden, Deane Brown, Betty Jaynes and Jack Baurac.

JEAN GIBBONS, well-known rep and tab performer, now residing in Bridgeport, Conn., is mourning the passing of her father. He died recently after a few days' illness with pneumonia.

LESTER AL SMITH, former producer of stock and rep companies and at one time manager for Kara, mentalist, is now manager of the Federal Theater Project in Syracuse, N. Y., and vicinity.

W. A. GILL, veteran showman, launched a tent theater company in Mathis, Tex., April 1.

CARL ADAMSON has joined the Bryant Showboat in Charleston, W. Va.

BUDDY NORTON has returned to his home in Barry, Ill., after an 18-week engagement in stock in Fairmont, Minn. He will leave Barry for a summer engagement April 24.

DONALD TEETERS, of Toledo, O., former rep actor, is now working theaters and floor shows as a singing emsee. He is featuring two songs of his own composition, *Prairie Trail* and *Girl of the Rio Grande*.

LESTER CERVIN pencils from Cameron, Tex., under recent date: "While pulling into Cameron the other day I noticed a one-sheet of one of the oldest and most progressive shows ever to play the Lone Star State—the Harley Sadler Shows, now playing one-night stands. I stopped in at the hotel and the only conversation was, 'Are you going to the show?' That proves that they haven't forgotten the rep shows. I took in the show and Sadler is putting on a 'production' in comparison to the ordinary one-night-stand operas."

Casts Selected For Kelly Shows

KANSAS CITY, Mo., April 10.—A. Ross Robertson, director for both of the Jack Kelly shows which will tour Michigan under canvas this summer, left here recently for Laingsburg, Mich., where the two units will rehearse. He casted and signed people thru a local dramatic agency for both shows.

Roster of the No. 1 unit includes Elton Hackett, Frank Maley, Joie Gregg, Austin Rush, Marie Belmar, Billy Cornish, Cleo Madsden, Don Mathers, Gladys Adams, Earl Gregg and Lillian Maley.

No. 2 unit comprises Larry Nolan, Madlin Lambert, Bob Rowley, Al Pitcaithley, Patricia Rowley, Eloyd Connelly, Lola Radcliffe, Hazel Butler, Dick Butler and several others to be added.

Elitch Garden Plans

DENVER, April 10.—Arnold Gurtler, president of the Elitch Gardens stock theater, left Denver for New York to select players and buy plays for the 1937 season of the Elitch summer stock company. Gurtler said before he left he would make an effort to get released for production at his theater the play *Sun Kissed*, playing currently on Broadway.

Gurtler will also secure George Somnes, who directed at Elitch last summer, to return again this year, if he is available in time for the opening, which has been scheduled for June 12.

Kansas City Jottings

KANSAS CITY, Mo., April 10.—Don Mathers, former film player and for the past year with the production of *Dead End*, has signed with the Jack Kelly Players for the tent tour of Michigan.

M. R. Tilton, after a vacation in Florida, Louisiana and Texas, is now in Lake City, Ia., preparing for the opening of the tent season.

Mona Rapier recently closed with Frank Wilder's circle and was spotted on the local rialto this week-end.

Todd Watson is organizing a circle to play Iowa territory.

George Bruck, who has been in commercial lines for more than a year, will be back in the repertoire field this summer.

Terry O'Sullivan, who has been with an Eastern production all winter, has been resigned with the Original McOwen Stock Company for the season under canvas.

Clark Snodgrass and Eva Burns have closed with Frank Wilder's show and will join the Dennis circle in Colorado.

Toby Nevius, well-known Midwest comic, is now connected with a radio station in Tulsa, Okla.

David and Mary DeMille left here this week to join the Hila Morgan show in Arkansas.

Dick Miller, who took over the management of a movie house in Elgin, Kan., has resigned and will be seen with a Midwest rep opry this summer.

Edna Wilson, daughter of Al C. Wilson, former Midwest stock director, has signed for ingenue leads and singing and dancing specialties with Frank Wilder's circle in Minnesota. Miss Wilson was formerly with Paul Cholet's *Kit Kat Klub Revue*.

Crago Players, now on a circle in Wisconsin, will open the tent season in May.

Roster of Harold Porter's Comedians, who opened under canvas recently at Le Grande, Calif., includes Harold Porter, John Jennings, Alice Porter, Cliff Olson, Betty Fromen, Carl Thomas, Peggy Morrish, Sam Bright, Bunny Olson, Chuck Morrish and Red Welbon.

Tip Tyler is said to be opening the canvas season next week in Arkansas.

Harry Dunbar's Comedians opened the season in houses recently at Nassau, Minn. It is understood the show will play resort towns all summer.

Walter and Ruby Pruitt have signed for another season with Allen Bros.' Comedians, opening under canvas at an early date.

Mr. and Mrs. J. Richmond Roy have signed with Rosalie Nash Players for the season under canvas.

Frank C. Meyers, formerly with Dubinsky Bros.' Attractions and Biehl Sisters' Stock Company, has signed as director for Skippy Lamore's Comedians for the tent tour of Michigan.

Slim and Lucille Andrews are said to be closing with the Orpheum Players to join the Ben Wilkes Show in Illinois for the summer.

Earl Larue recently joined Jimmie Warren's Comedians in a Southern spot.

Frank Jones recently joined the Shankland Stock Company in Illinois.

Phillena Chappelle is making plans to join a Midwest rep show this summer.

Sid Winters was spotted on the main stem here this week. He will be seen with a Midwest show this summer.

M. W. Hollingsworth is making arrangements to open the season in May.

Princess Stock Company is playing Arkansas under canvas after being out all winter in the South. Show is headed for Missouri to play its regular summer route. Besides Manager Ed C. Ward, roster includes Lucille Ward, Mr. and Mrs. Toby Shelton, Mr. and Mrs. Billy Van Sandt, Mr. and Mrs. Jimmie Griffin, Tommy Blake; Larry Haggard, advance, and Blackie Scherer, in charge of the top, with two assistants.

Jack and Grace Bell have signed with the Aulger Bros.' Show for the summer.

Frank Smith, manager of Smith Players, has closed his Arkansas circle and is now at the show's headquarters in Mt. Vernon, Ill., preparing to open the tent season at an early date.

Orion Marr and Dorothea Holt closed a long season with Frank Wilder's circle in Minnesota and were spotted on the local rialto this week. They have been signed with Skippy Lamore's Comedians for the summer's run under canvas in Michigan.

Del Post is closing with the Hank Neal Players after a year's engagement. Post has signed with the Aulger Bros.' Show for the summer.

Norma Ginnivan Company will begin rehearsals April 22 in Ohio.

Dewey Campbell Players opened recently in Minnesota to play three-night stands for several weeks, after which the troupe will start looping-the-loop on a circle of resort towns for the summer.

Darr-Gray troupe, which opened the tent season in Texas, has invaded Arkansas.

Oscar V. Howland has closed with the Sid Kingdon circle to join the Frank Smith Players for the season under canvas.

Charles Archer and Billy Remick, formerly with the Jacobson Show, has joined the Golden Rod Showboat at Nashville, Tenn.

Emile Conley recently closed with Aulger Bros.' circle and is sojourning in Stillwater, Minn.

Goodey Godbey and Ida McColm, after spending the winter on the West Coast, are expected to arrive any day.

Mrs. Frieda McOwen, manager McOwen Stock Company, is in Topeka, Kan., making definite arrangements for the opening of the show early in May.

Walter's Comedians, which opened the tent season in Texas early this spring, have invaded Oklahoma. Company will work north to play its regular territory in Kansas.

Harry O. Brown's Comedians will begin rehearsals at an early date at St. Croix Falls, Wis.

Stock Notes

HERBERT GELLENDRE, director of the Pittsburgh Playhouse for the last two years, has changed plans that would have taken him back to the Keene (N. H.) Playhouse for the summer and will travel to Europe in mid-June.

GEORGE BIRSE will connect with a New York theatrical producing group in the fall after a summer's rest.

KILBUCK PLAYERS, Pittsburgh, in their fourth month of Harry Pedicord's *Jack and Jill* at the "world's smallest theater," as *The New York Times* describes it, have begun weekly quarter-hour broadcasts over KDKA 3:45 p.m. Sundays. It is the only little theater group in Western Pennsylvania to pay cast and staff regular weekly salaries.

Cliff Self Opens June 22

PEAPACK, N. J., April 10.—Cliff Self has taken the Auditorium Theater, Peapack, and will open the house, June 22, for a 10-week season of stock. Company will include Edythe Wood, Clyde Jackson, Spencer James, Annette Arp and Lorene Scott. Spencer James will handle the press.

Davis-Brunk Rep Starts Well

DE QUEEN, Ark., April 10.—Davis-Brunk Comedians, management Leonard P. Davis, opened the tent season here last week to satisfactory business. Show is well known in this territory and performances were lauded by press and public.

WANTED

(24th Season)
ORIGINAL FLOATING THEATER
Sax, Trombone. Double Stage, Small Parts preferred. Rehearsing now. Open April 26. Wire
BOOB BRASFIELD, Elizabeth City, N. C.
P. S.—Bruer Massengil wire.

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Cash With Order—No C. O. D. Stock Tickets, Any Assortment, $15.00 for 100,000.

Tibbett Again Head of Guild

NEW YORK, April 10.—Officers re-elected at the second annual meeting of the American Guild of Musical Artists in the Hotel Plaza Monday are Lawrence Tibbett, president; Jascha Heifetz, Richard Bonelli and Alma Gluck, vice-presidents, and Frank La Forge, treasurer. New officers are Frank Sheridan, vice-president, and Queena Mario, recording secretary. Leo Fischer was reappointed executive secretary.

Elected to serve three years on the board of governors are Ruth Breton, Richard Crooks, Eva Gauthier, Frederick Jagel and Lanny Ross; Deems Taylor and Alexander Smallens are to serve one year.

Members of the board retaining their offices from last year are Frank Chapman, Charles Hackett, James Melton, Ernest Schelling, Don Voorhees, Fred Waring, Paul Whiteman and Efrem Zimbalist.

Manny Shure Pilots Aces

CINCINNATI, April 10.—Manny Shure, manager of the RKO-Albee Theater, has resigned to go with radio team, the Easy Aces, as manager. Shure came to Cincinnati from the Mainstreet Theater, Kansas City, in 1930. His spot at the Albee is being filled by Joe Alexander, of the Palace here. Erwin Bock, of the Capitol, succeeds Alexander at the Palace, and Norman Leinz, of the Paramount, takes over the duties of manager of the Capitol.

Zaranova Set for St. Louis

NEW YORK, April 10.—Erika Zaranova, contralto, has been signed for the 12-week season of the St. Louis Opera Company which opens June 4. Miss Zaranova's last Broadway appearance was in *Jubilee*. She will appear in *The Bartered Bride, Robin Hood, Mikado, Great Waltz* and other productions.

Additional Night Club Reviews

400 Club, Wichita, Kan.

This spot, furnished in the club style but operating on the ballroom plan, is Wichita's bid to State honors as tops.

It is doing a stand-up business, open seven nights a week, drawing the better class trade. A fine balance is maintained for this blue law State. Dancing is the mainstay, with a midnight floor show using one act and the band furnishing balance of show.

Club features novelty nights, including bingo, carnival, sweepstakes, dance and amateur contests.

Bands are carefully judged before bookings, as customers are quick to fluff a mediocre outfit. The 400 Club has grown to be the largest buyer of name attractions for a night spot in the State. Club seats 750. KFH, local CBS station, is 400's outlet nightly.

Herbie Holmes' 11-piece band and two singers held the shell when reviewed. Holmes has an unusually smooth outfit, airwaving like a million dollars, with smart accent to tunes. Uses four saxes, three brass and four rhythm, with Billy Rives and Nancy Hutson on vocals. Works electro-guitar and celeste hard. This is the band's third session at the 400, breaking previous house records each time.

Show opened with Holmes and band doing humorous bits, followed by Nancy Hutson in Dixie-accent pop songs. Show closed with drummer Chuck Hurley on comic set kicking *St. Louis Blues* fast. Well received by full house.

The 400 Club is owned by Joe Landwehr and managed by Eddie McKean, ex-band leader. Operates on admission and food revenue, Kansas prohibiting liquor or gambling. *Pliny Castanien.*

Club Variety, New York

One of the few vestiges in night clubs from the pre-repeal days, this low-ceilinged dimly lighted basement spot, run by Julius Roth and Jimmy Sophie, holds on tenaciously, with or without intention, to every aspect of that nefarious period when venture into such a place was fraught with a sense of adventure and preparedness for the worst.

A 40-minute bill comprising five acts, a six-girl line and an emsee is offered twice or three times nightly, the frequency varying with the attendance. Talent is generally composed of hopeful but far from primed youngsters, making for shows that abound in earnest but usually futile efforts. Shows or individual talent are changed indiscriminately for, tho practically on Broadway, patronage is far from discriminating and repeaters are few.

Jack Laurie is in his second month here as emsee and currently his encomiums fall upon Frankie Paige, a tenoring youngster addicted to pop tunes, and also upon Mary Harris, a young lady whose lusty blues singing of *My Last Affair, Gentleman From Down South* and *La Bomba* was accomplished in a fearless, sibilant shouting fashion. Buddy Pryor got an encouraging hand for energetic tapwork but has a lot to overcome in his awkward, unpolished style. Gypsy Nina offered a semi-nude number, undulating and hiptossing till she shed a superfluous skirt and wound up the ensuing veil dance with a quickie in the altogether. Vera St. Claire attempted an Oriental interpretation with the aid of bell castanets, hip-weaving and mournful Asiatic orchestral accompaniment. Result is pretty poor dancing and a weak illusion.

Headliner Roy Gobey, making his night club debut, comes fortified with radio experience of a sort, having aired three or four times weekly over WMCA for some time. Displayed a dramatic baritone of no unusual beauty, and the best that can be said in its favor is its virility. It is apparent he depends on debatable dramatic appeal rather than quality of rendition. He also interspersed his two offerings, *Goodnight, My Love,* and *Pennies From Heaven,* with dramatic recitations.

Tubby Brave and his men dish out all of the music, an assignment that, for sheer effrontery, labels him as living up to his name. *George Colson.*

Harry's New York Cabaret, Chicago

Girly shows reign supreme at Harry's New York Cabaret, popular nitery operated by Charlie Hepp. With the exception of the emsee, all performers are young shapely girls who know a hot step and can do the bumps with the best of them.

A 30-minute revue, repeated four times nightly, with routines changed at every performance. A line of eight beauties opens the show with an Indian number, singling out Peggy Palmer in an acro turn. Charlotte VanDee, soubret, is next to tease the customers with a *Mr. Carpenter* ditty and a high-kick and bumps dance routine. Nice hand.

Phelps Twins, cute blondes, harmonize with *Let's Go Slumming,* and to strains of *Go Harlem* do a nice rhythm tap dance. Patty Palmer, "undressed" in a silvery skirt, comes on for a Hawaiian number that nets a good hand. Betty Castle, vivacious and shapely bundle of personality, scores with a fast rhythm dance. Girl is a hard worker.

Sally Osman, throaty-voiced blonde, gives a mild version of Martha Raye warbling *Mr. Paganini* and *Yeah, Man.* Trade liked her. Marion Morgan, strip-tease artist, rated attention with a brief but neat bit of unrobing. Strips in a nightgown.

Tommy Jones, "the millionaire cowboy," makes a personable emsee. Has a winning smile and a voice of quality. Made a hit offering *It's a Sin to Tell a Lit, The Last Round-Up* and *Lights Out.*

Line closes the bill with the popular *Susi-Q.* Austin Mack and his six-piece band furnish the dance and show music. Also broadcast nightly over CBS.

No cover charge here, with food prices reasonable. Table capacity is 175, with room for another 50 at the bar. Charles Mikuta is the headwaiter, pleasant and always ready to serve.

Entertainment between shows is furnished by Art Buckley, tenor; Dorothy Johnson and Eleanor Madden, singers, and Red Hoffman, pianist.

Sam Honigberg.

Route Department

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

EXPLANATION OF SYMBOLS

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

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

ACTS, UNITS AND ATTRACTIONS

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

▲

Abbott Dancers (Palmer House) Chi, h.
Abbott, Merriel, Dancers (St. Regis) NYC, h.
Ahi, Princess (Casino Da Urca) Ria de Janeiro.
Adalet (French Casino) NYC, nc.
Adams, Billy (Uproar House) NYC, nc.
Adams, Jackie (Cocoanut Grove) Bridgeport, Conn., nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Ah San Lu (Hockanum Diner) Hartford, Conn.
Alan & Anise (Cotton Club) NYC, nc.
Alcaraz, Marti & Chiquita (Paradise) NYC, re.
Alexander, Durelle (Queen Mary) NYC, re.
Ali, Abdeen (Uproar House) NYC, nc.
Allis, Francis (Casino Da Urca) Rio de Janeiro.
Almonte, Marie (Maria's) NYC, nc.
Alston, Elaine (Venezia) NYC, nc.
Ambrose, Ruth & Billy (Blackhawk) Chi, nc.
Ames & Arno (Met.) Boston, t.
Ames, Jimmy (Broad-Mont) Chi, cb.
Andre, Janis (Paradise) NYC, nc.
Anderson, Ivey (Cotton Club) NYC, nc.
Antonio & Rene (Yumuri) NYC, nc.
Arabella, Rich & Mario (Casino Parisien) Chi, nc.
Archer, Gene (Bali) NYC, nc.
Arena, Joe, & Co. (State-Lake) Chi, t.
Aristocrats, Four (Palmer House) Chi, h.
Arlene (Frolics) Miami, nc.
Armando & Maria (Broadway) Syracuse, N. Y., re.
Arms, Francis (Oriental) Chi, t.
Amsterdam, Morey (College Inn) Chi, re.
At Home Abroad (Boston) Boston, t.
Atwell, Roy (Paramount) NYC, t.
Bowes, Major, International Unit (Buffalo) Buffalo, t.
Bows, La Verne (Ballyhoo Club) Columbus, O., nc.
Boyer, Lucienne (Cafe de Paris) London, nc.
Bray, Alma (Mirador) NYC, nc.
Bredwins, The Three (Casino Parisien) Chi, nc.
Brenker, Roy (Kit Kat) NYC, nc.
Brent, Ruth (Hollywood) NYC, re.
Brice, Lanny (Villa D) Detroit, nc.
Brito, Phil (Mount Royal) Montreal, h.
Brittons, The (Met.) Boston, t.
Brown, Buddy (Park Central) NYC, h.
Brown, Danny (Frontenac) Detroit, nc.
Brown, Eddie (Ben Lomond) Ogden, Utah, h.
Brown, Evans (Club Regal) Cleveland, nc.
Brown, Mardo (Cotton Club) NYC, nc.
Browning, Clarence (Uproar House) NYC, nc.
Bruce, Betty (French Casino) NYC, nc.
Bryant, Johnny (St. Louis) St. Louis, t.
Bryson, Clay (Montclair) NYC, h.
Bunch, Tiny (Uproar House) NYC, nc.
Burgher, Fairfax Carter (Biltmore) NYC, h.
Burkhardt, Peggy (Plaza) Brooklyn, c.
Burnett, Rosa (Round Room) NYC, re.
Burns, Jimmy (Village Brewery) NYC, nc.

C

Caldos & Baline (Roosevelt) New Orleans, h.
Caleman, Hazel (Kit Kat) NYC, nc.
Calgary Bros. (Paramount) NYC, t.
California Collegians (Chicago) Chi, t.
California Varsity Eight (College Inn) Chi, re.
Callings, Tex (Hockanum Diner) Hartford, Conn.
Calloway, Cab, & Orch. (Capitol) Washington, D. C., t.
Campbell, Burns (Javo Jungle) Pittsburgh, nc.
Campo, George (Ritz-Carlton) NYC, h.
Carega, Verna (Valhalla) NYC, re.
Carewe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., nc.
Carita, La (Valencia) NYC, nc.

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

B

Bailey, Bill (Cotton Club) NYC, nc.
Baird, Bill (Jefferson) St. Louis 2-16, h.
Baker, Charlyne (Parody Club) Chi, nc.
Baldwin & Bristol (Joie) Ft. Smith, Ark., 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 (Penthouse) Baltimore, nc.
Bard, Robert (Ambassador) NYC, h.
Barrett & Smith (Chalfonte) Pinehurst, N. C., h.
Barnett & Parker (Nixon Cafe) Pittsburgh, nc.
Barrett, Sheila (State) NYC, t.
Barry, Paul (New Yorker) NYC, h.
Bartholemy, Lillian (French Casino) Miami Beach, Fla.
Barto & Mann (Paradise) NYC, re.
Beau Brummels (Oriental) Chi, t.
Beaumont, Marvel (West End Grill) NYC, re.
Beck, John (Chez Paree) Chi, nc.
Bee, Connie (Venezia) NYC, c.
Bell & Gray (Regent) Detroit, t.
Bemis, Beverly & Billy (Paradise) NYC, re.
Beno, Ben: Festival, Albany, Ga., 12-17.
Bentley, Gladys (Ubangi) NYC, nc.
Bentum, Bench (Funland Park) Miami.
Bergen, Edgar (Waldorf-Astoria) NYC, h.
Bernard, Freddy (Merry-Go-Round) Brooklyn, N. Y., nc.
Bernard & Henrie (Club Alabam') Chi, nc.
Bernier, Nelda (Edgewater) Lafayette, La., nc.
Bennett, Owen (Pantages) Birmingham, Ala., t.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bernard, Phil (Capitol) Macon, Ga., t.
Berry, Bob (Murray Hill) NYC, h.
Bertolaso, Enrico (Casino Parisien) Chi, nc.
Beryl, Billy (Oasis) Detroit, Mich., c.
Biltmore Boys, The (Wm. Penn) Pittsburgh, h.
Bink, Helen (Bismarck) Chi, h.
Blackstone (Orph.) Memphis, Tenn., t.
Blane, Barbara (Congress) Chi, h.
Blaine, Dorothy (Harry's New York Cabaret) Chi, nc.
Blanchard, Jerry (18) NYC, nc.
Blake, Charles (Ambassador) NYC, h.
Blayne, Anieta (New Penn) Pittsburgh, nc.
Blenders, Four (Embassy Club) San Francisco, nc.
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.
Boreo, Emil (Casino Parisien) Chi, nc.
Boshoer, Dora (Russian Art) NYC, re.
Bott, Burce (Lincoln Highway Inn) Mishawaka, Ind.
Bouche, Nevia (Edgewater) Lafayette, La., nc.
Bourbon & Raine (Village Barn) NYC, nc.
Bowers, Elinor (Murray Hill) NYC, h.
Carlton & Juliette (Biltmore) Providence, h.
Carlton, Lydia (Frolic) Albany, N. Y., nc.
Carney, Bob, & Co. (Colonial) Dayton, O., t.
Carol Sisters (Caliente) NYC, nc.
Carrer, Charles (Biltmore) NYC, h.
Carroll, Marie (Gaynor's Club) Milwaukee, nc.
Carroll, Winnie (Dizzy) NYC, nc.
Carvino & Yovito (Club Gigile) Peoria, Ill.
Casanova (Valencia) NYC, nc.
Case, Evelyn (St. Moritz) NYC, h.
Castle, Betty (Harry's New York Cabaret) Chi, nc.
Chapelle, Alice (Met.) Boston, t.
Chappell & Drumb: Moberly, Mo.; Columbia, Mo., 19-24.
Chappy (Casino Parisien) Chi, nc.
Chita (El Chico) NYC, nc.
Clare & Sanna Sisters (Earle) Washington,
Claire, Ted, & Rhythm Redheads (Loew) Montreal, t.
Charles & Barbara (Detroit & Mich. Expo.) Detroit.
Claudet, Marguerite (Jermyn) Scranton, Pa., h.
Clemens, Margie (Edison) NYC, h.
Clifford & Wayne (Nightcap) Phila. nc.
Coca, Imogene (Ambassador) NYC, h.
Cole, Walter (Barrel of Fun) NYC, nc.
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
Collette & Galle (Red Gables) Indianapolis, nc.
Collins, Dee (Radio City Rainbow Room) NYC, nc.
Conrad & Haydock (Flamingo) Orlando, Fla., nc.
Cook, Eilleen (Village Casino) NYC, nc.
Cook, Ted (Tower) Kansas City, Mo., t.
Cooper, Evelyn (Kit Kat) NYC, nc.
Cooper, Una (Hi-Hat) Chi, nc.
Coral Islanders (Montclair) NYC, h.
Coral, Tito (Palmer House) Chi, h.
Corella, Claudia (El Gaucho) NYC, nc.
Corliss & Palmer (Hi-Hat) Chi, nc.
Cornett, Alice (Lexington) NYC, h.
Corson, Charles (West End Grill) NYC, re.
Cortez, Gene (Frontenac) Detroit, nc.
Cossacks, Three (Paradise) NYC, re.
Cotton, Larry (Biltmore) NYC, h.
Courtney, Ann (Montclair) NYC, h.
Crane, Ford (Nixon Cafe) Pittsburgh, nc.
Craven, Fran (Bertolotti) NYC, re.
Craven, Ruth (Village Barn) NYC, nc.
Crawford, Jack (Ringside) Ft. Worth, Tex., nc.
Crawford, Mr. & Mrs. Jesse (Fox) Phila, t.
Cross & Dunn (Chez Paree) Chi, nc.
Crummit & Sanderson (Met.) Boston, t.
Cunningham, Fairy (Tanners) St. Joseph, Mo., nc.

D

Dale, Marion (Le Mirage) NYC, nc.
Daley, Joe (Streets of Paris) Phila, nc.
Dandies, Four (Larue's) NYC, re.
Dare, Dolly (Doc's Club) Baltimore, nc.
Davies, Mary (Club Regal) Cleveland, nc.
Davis, Lois (Eldorado) Detroit, nc.

Davis, Mary Louise (Gypsy Village) Wheeling, W. Va., c.
Dawn, Patricia (Casino Parisien) Chi, nc.
D'Andre, Pili (Nini's) NYC, nc.
D'Arcy Girls: Pittsburg, Kan.
DeBold Twins (Royal Palms) Miami, Fla., nc.
De Cardos, Six (Police Circus) St. Louis 9-18.
Dean, Laura (Village Casino) NYC, nc.
Deauville Boys (Famous Door) Boston, nc.
Delmont, Dolly (McGee's) Phila, c.
Del Rio, Jose (Frontenac) Detroit, nc.
De Castros, The (Leon & Eddie's) NYC, nc.
DeFlores, Felipe (Yumuri) NYC, nc.
De Jarnette, Renee (Radio City Rainbow Room) NYC, nc.
Diaz, Hazel (Small's) NYC, nc.
Dictators, Four (State-Lake) Chi, t.
Digges, May (Cotton Club) NYC, nc.
Dimas & Anita (Bal Tabarin) NYC, nc.
Dimitri & Virgil (El Gaucho) NYC, nc.
DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
Dixon, Dixie (Gambol Inn) Detroit, cb.
Doll, Vivian (Frolic) Albany, N. Y., nc.
Dolores (Ambassador) NYC, h.
Donald & Drima (Le Mirage) NYC, nc.
Dore, Dorothy (Leon & Eddie's) NYC, nc.
Dorsi, Chiquita (Hollywood) Akron, O., nc.
Dougherty, Bill (Chickamaga) Columbus, Ga., nc.
Doyce, Eddie (Olmos) San Antonio, nc.
Drake, Charlotte (Chateau Moderne) NYC, nc.
Drake, Connie (Village Brewery) NYC, nc.
Drew, Doryce & Freddy (Brown Derby) Boston, c.
Drew, Doryce & Freddie (Brown Derby) Boston, nc.
Drew, Druscilla (Kit Kat) NYC, nc.
Drysdele, Grace (LaSalle) Chi, h.
Duran, Adelina (El Chico) NYC, nc.
Dudley, Bessie (Cotton Club) NYC, nc.
Duke, Norman (Nixon) Pittsburgh, c.
Duncan, Judy (Royale-Frolics) Chi, nc.
Dunn, Vera (Famous Door) Boston, nc.
DuPont Bob (Casino Atlantico) Rio de Janeiro, nc.
Duchin, Eddy, & Band (Paramount) NYC, t.
Dunn & Clayton (Barrel of Fun) NYC, nc.

E

Earl, Fortune & Pope (Oriental) Chi, t.
Earns & Gordon (Gatineau) Ottawa, Que., Can., cc.
Edwards & Farney (Royale-Frolics) Chi, nc.
Elaine & Barry (Park Central) NYC, h.
Elliott, Baron (Showboat) Pittsburgh, nc.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enrico, Don (Colosimo's) Chi, re.
Esquires, Four (Mayfair) Cleveland, nc.
Estelle & Leroy (Victor Hugo) Hollywood, h.
Evans, James (Mayfair Casino) Cleveland, nc.
Evans, Steve (Mayfair Casino) Cleveland, nc.
Everett & Stevens (St. George) Brooklyn, h.

F

Fair, Virginia (Maria's) NYC, nc.
Fargo, Billie (Clarendon) Daytona Beach, Fla., h.
Farmer, Chic (Bali) NYC, nc.
Farrar, Jane (1523) Phila, nc.
Farries & Goodelle (Vanderbilt) NYC, h.
Faye, Frances (State) NYC, t.
Feeley, Mickey (St. George) Brooklyn, N. Y., h.
Fenton, Mildred (Roosevelt) New Orleans, h.
Ferguson, Bobby (Verillos) Phila, c.
Fern, Pearl Duo (Dutch Village) Columbus, O., nc.
Fervar, Mitty (Biltmore) Miami, h.
Fields, Benny (Mayfair) Boston, nc.
Fields, Jackie (Crisis) NYC, re.
Fink & Maxine (Chateau) Detroit, nc.
Flash, Serge (New Yorker) NYC, h.
Flowerton, Consuelo (Merry-Go-Round Bar) NYC, nc.
Fogarty, Alex (Weylin) NYC, h.
Fontaine, Evan Burrows (Adelphia) Phila, h.
Fontaine Sisters (Edgewater) Lafayette, La., nc.
Foran Sisters & Tom (Mayfair) Cleveland, nc.
Forbes, Marla (Weylin) NYC, h.
Ford, Gene (Torch Club) Baltimore.
Four Sons of Satan (French Casino) NYC, cb.
Fowler, LaMae (Dixon's Cafe) Omaha, c.
Fox & Ames (Dempsey's) Miami, re.
Foy, Boy (St. Regis) NYC, h.
Freddie & Ginger (Uproar House) NYC, nc.
Fredez & Laurenza (Lido) San Francisco, nc.
Freiber, Milton (Park Circle) NYC, re.
Fulcher, Ellen "Rome" (Forest Hills) Augusta, Ga., h.

G

Gainsworth, Marjorie (State) NYC, t.
Gale, Barbara (Butler's) NYC, c.
Gallagher, Shirley (Frolic) Albany, N. Y., nc.
Garay, Joaquin (Palmer House) Chi, h.
Garber, Jan, Orch. (Stanley) Pittsburgh, t.
Garner, Nancy (Wivel) NYC, re.
Garner, Wolfe & Hakins (St. Louis) St. Louis, t.
Garette, Jeanette (Roosevelt) New Orleans, h.
Gaston (Monte Carlo) NYC, nc.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gay, Sally (Hi-Hat) Chi, nc.
Gaynor, Marilyn (Chateau Moderne) NYC, re.
George, Eileen (Northwood Inn) Royal Oak, Mich., re.
George & Olive (Casino Parisien) Chi, nc.
Georges & Jalna (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, Bobby (Tower) Kansas City, Mo., t.
Gilbert, Ethel (Gay '90s) NYC, nc.
Girard, Adele (Hickory House) NYC, re.
Gitanilla, La (Valencia) NYC, nc.
Gobey, Roy (Variety) NYC, nc.
Golden, Les (Brown Derby) Boston, nc.
Goldsmith, Paul (Old Mill Tavern) Jackson, Mich.
Goll, Wanda (Le Mirage) NYC, nc.
Goodelle, Neila (Paramount) NYC, t.
Goodwin, Jack (One Fifth Ave.) NYC, h.
Gordon, Don (Place Elegante) NYC, nc.
Gower & Jeanne (Biltmore) NYC, h.
Gray, Alexander (Biltmore) Miami, h.
Gray Sisters (Royal Palm) Miami, nc.
Greene, Kay (Casino da Urca) Ria de Janeiro.
Green, Terry (Yacht) NYC, nc.
Guy, Barrington (Ubangi) NYC, nc.
Guy, Bernon (Parrish) Phila, c.
Gwynne, Jack, & Co. (Roxy) NYC, t.
Gypsy Irma (Crisis) NYC, c.
Gypsy Luba (Gypsy Tavern) NYC, nc.
Gypsy Nina (Variety) NYC, nc.

H

Hale, Shirley (Famous Door) Boston, nc.
Hall, Bob (Lyric) Indianapolis, t.
Hall, Kiki (La Paloma) Miami, nc.
Halladay, Ruby (Chez Brummel) Cannes, France.
Halliday, Heather (Ambassador) NYC, h.
Hall, Frank (Yacht Club) Chi, nc.
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.
Hardie & Mills (Gloria) Columbus, nc.
Harain & Houston (Bali) NYC, nc.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harrigan, Frankie (Barritz) Phila, nc.
Harris, Alice (Kit Kat) NYC, nc.
Harris, Catherine (Commodore) NYC, h.
Harris & Shore (Chicago) Chi, t.
Harris, Tom & Mickey (Vesuvio) St. Petersburg, Fla., nc.
Harrison, Spike (Gay '90s) NYC, nc.
Harston, Marion (Small's) NYC, nc.
Harts, Three (Loew) Montreal, t.
Harvey, Dave (Bagdad) Miami, nc.
Hastings, Sue (Rainbow Room) NYC, re.
Hatch, Harry (Bruno's) NYC, nc.
Haviland, Henry (Peacock) Columbus, O., nc.
Hawthorne & Whitney (Nixon Cafe) Pittsburgh, nc.
Hayes, Carol (Crisis) NYC, re.
Hayes, Georgia (Casino Parisien) Chi, nc.
Haynes, Mitzi (Hollywood) NYC, re.
Hayworth, SeaBee, Revue (Strand) Cherryville, N. C., t.
Heat Waves, Three (Colonial) Dayton, O., t.
Helaine & Donaldson (Kenmore) Albany, N. Y., h.
Heller, Jackie (Fox) Phila, t.
Henry, Noel (Granada) NYC, h.
Herbert, Joe (Caliente) NYC, nc.
Herrera, Sarita (Yumuri) NYC, nc.
Hewitt, Buster (La Paloma) Miami, nc.
Hickory Nuts (Wivel) NYC, re.
Higgins, Peter (Frolics) Miami, nc.
Hill & Hill (Leon & Eddie's) NYC, nc.
Hill, Lethia (Cedar Gardens) Cleveland, nc.
Hill, Milton (Edgewater) Lafayette, La., nc.
Hill, Ruby (Uproar House) NYC, nc.
Hilliard, Jack (Royal Frolics) Chi, nc.
Hitting the High Spots Revue (State-Lake) Chi, t.
Hoffman, Gertrude, Ballet (College Inn) Chi, re.
Hoffman, Max (Chez Maurice) Montreal, nc.
Holland & Hart (Radio City Rainbow Room) NYC, nc.
Holmes, George (Black Cat) NYC, nc.
Hollywood Hotel (Paramount) Springfield, Mass., t.
Hoppers, Lindy (College Inn) Chi, re.
Howard, Willie & Eugene (Earle) Washington, D. C., t.
Howe, Dorothy (Vanderbilt) NYC, h.
Howland, Rosine (Half Moon) Coney Island, N. Y., h.
Hudson Wonders (State) NYC, t.
Hudspeth, Dr. & Madame (Wiemann's Grille) Trenton, N. J.
Huff, Tiny (Barrel of Fun) NYC, nc.
Hughes, Lyspeth (Biltmore) NYC, h.
Hughes, Romona (Club Races) Omaha 5-19.
Hunt, Les (Casino da Urca) Rio de Janeiro.
Hyde, Victor (Mirador) NYC, nc.

I

Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, Three (Roosevelt) NYC, h.
International Trio (Town Casino) Miami Beach, Fla., nc.
Irving, Jack (Bagdad) Miami, nc.

J

Jackson & Brown (Uproar House) NYC, nc.
Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc.
James & Allen (Wagner) Bath, N. Y., h.
James, Fred (Kit Kat) NYC, nc.
Jansleys, Five (Earle) Washington, D. C., t.
Jaros Sisters (Brevoort) Chi, h.
Jarrot, Lucille (L'Escargot D'Or) NYC, re.
Javenello, Marie (Barritz) Phila, nc.
Jeanette & Kalan (Chalfonte) Pinehurst, N. C., h.
Jeanette, Sonya (Park) Madison, Wis., h.
Jennier, Walter & Buddy (Chase) St. Louis, h.
Jerry & Turk (Bali-Bali) Chi, nc.
Jill (Madeleine's) NYC, nc.
Johl Jr., Wally (Coronado) St. Louis, h.
Johnny & George (Yacht) NYC, nc.
Johnson, Mae (Ubangi) NYC, nc.
Johnston, Grace (Park Central) NYC, h.
Jonay, Roberta (Le Mirage) NYC, nc.
Jones, Alan (Radio City Rainbow Room) NYC, nc.
Jones, Dick & Dottie (Jimmy Kelly's) NYC, nc.
Jones, Ray (Queen Mary) NYC, re.
Jones, Tom (Harry's New York Cabaret) Chi, nc.
Joyce, Janet (McGee's) Phila, c.
Joyce, Jacqueline (Mirador) NYC, nc.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kane, Allen. & Boys (Monte Carlo Bar Hotel) Chi, h.
Karney, Jim (Le Mirage) NYC, re.
Karson Duo (Jermyn) Scranton, Pa., h.
Kator, Grace (Brevoort) Chi, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Royale Frolics) Chi, nc.
Kay, Katya & May (Fox) Phila, t.
Kaye, Johnny (Trottas) Baltimore, nc.
Keck, Eddie (Shrine Circus) Ft. Wayne, Ind.
Kelly & Hayes (Charles) New Orleans, t.
Kelly, Marie (Plaza) Brooklyn, c.
Keloa, Princess (Hollywood) Akron, O., nc.
Kemble, Letty (Hollywood) NYC, re.
Kemp, June (Lookout House) Covington, Ky., nc.
Kenny, Phyllis (Park Central) NYC, h.
Khadaric, Nicolas (Russian Art) NYC, re.
Kimmel, Gretchen (Harry's New York Cabaret) Chi, nc.
King, Bob (Park Central) NYC, h.
King's Scandals (Sheridan) Chi, 17-18, t.
Kingston, Marion (Nightcap) Phila, nc.
Kirk, Jean (Village Barn) NYC, nc.
Kirst, Albert (Roosevelt) New Orleans, h.
Kissinger, Dick (Lincoln) NYC, h.
Kitaros (St. Louis) St. Louis, t.
Kitchell, Iva (Village Barn) NYC, nc.
Kramer, Ida (Swanee) NYC, nc.

L

La Centra, Peg (Meadowbrook) Cedar Grove, N. J., nc.
LaVerne Quartet (Frolics) Miami, nc.
LaZellas, Aerial (Police Circus) St. Louis 9-18.
Laevin, Bene (Brevoort) Chi, h.
Lafayette & Laverne (Jefferson) St. Louis, h.
LaLita (Bismarck) Chi, h.

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Le Marr, Bobby (New Earl) Baltimore, nc.
LaMont, Peggy (Skylight Club) Cleveland, nc.
La Monte, Jean (Frontenac) Detroit, nc.
Laird, Ruthe (Adelphia) Phila, h.
Lamarr, Henry (Gay '90s) NYC, nc.
Lamberti (Roxy) NYC, t.
Lane, Lovey (Harlem Uproar House) NYC, nc.
Lane, Toni (885 Club) Chi, nc.
Lane, Tree & Edwards (Leon & Eddie's) NYC, nc.
Lang & Lee (Uptown) Sedalia, Mo., t.
Lanham's Torrid Tempos (Rainbow Inn) Tulsa, Okla., nc.
Lanigon, Joe (McGee's) Phila, c.
Lannett Sisters (Orph.) Winnipeg, Can., t.
LaRue, Eddie (Club Villa D) Detroit, nc.
LaRue, Bobbie (Ballyhoo) Columbus, O., nc.
Lathrop Bros. & Virginia Lee (Met.) Boston, t.
Law, Mildred (Paramount) NYC, t.
Lawrence, Adele (Brown Derby) Boston, nc.
Lawlor, Terry (Dempsey's) Miami, re.
Lawrence, Lucille (Valhalla) NYC, nc.
LePaul (Oriental) Chi, t.
LeRoy & Sharp (Bachelors Club) East Liberty, Pittsburgh.
Leddy & Lita (Mayfair Casino) Chi, nc.
Lee, Bonny (Trocadero) Dallas, Tex., nc.
Leslie, Mona (Town Casino) Miami, nc.
Leslie Sisters (Orph.) Winnipeg, Can., t.
Leslies, The (Mayfair Casino) Cleveland, nc.
Lester, Jerry (Yacht) NYC, nc.
Lewis, Ann (Kit Kat) NYC, nc.
Lewis, Greta (Bertolotti) NYC, re.
Lewis, Joe (Royal Palm) Miami, nc.
Lewis Sisters (18) NYC, nc.
Lewis, Ted, & Orch. (Earle) Phila, t.
Lewisse, Jeanne (Mayfair) Cleveland, nc.
Lewis, Tex, & Hillbillies (Village Barn) NYC, nc.
Liebling, Tod, & Co. (College Inn) Chi, re.
Lilly, Joe (One Fifth Ave.) NYC, h.
Linn, Ann (Zelli's) NYC, nc.
Lineback, Lucien (Colonial Club) Jackson, Miss.
Lombard Sisters (Hi-Hat) Chi, nc.
Lonas, John (Gamble Inn) Detroit, nc.
Long, Avon (Ubangi) NYC, nc.
Loper & Hayes (Chez Maurice) Montreal, nc.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lowry, Phil (Italian Gardens) Pittsburgh, nc.
Lucille (Madeleine) NYC, re.
Lucky Sisters (Small's) NYC, nc.
Lurdy, Lee (LaSalle) Chi, h.
Lurya, Dee (Vanderbilt) NYC, h.

M

McCabe, Sara Ann (Ritz-Carlton) NYC, h.
McConnel & Moore (Tabor) Denver, t.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
McKenna, Charles (Barrel of Fun) NYC, nc.
McMahon, Larry (Village Barn) NYC, nc.
Mack, Della & Billy (Casino da Urca) Rio de Janeiro.
Mack Bros. & Rita (Oriental) Chi, t.
Mack, Helen (Jefferson) St. Louis, h.
Mack, Lyle (Frontenac) Detroit, nc.
Maclovia & Candido (El Chico) NYC, nc.
Maddux, Frances (Larue's) NYC, re.
Madison, Rudy (Gay '90s) NYC, nc.
Mall, Paul (Frolics) Miami, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manners, Carol (Loew) Montreal, t.
Manners, Lorraine (Dempsey's) Miami, re.
Manning, Lee, & Mitzi (St. Louis) St. Louis, t.
Manolita (Russian Art) NYC, re.
Manors, Molly (Parody Club) Chi, nc.
Mansfield & Lamar (Ambassadeurs) Cannes, France, nc.
Mara, Vanda (Bali) NYC, nc.
Marcelle, Sugar (Klown Klub) Bronx, N. Y., nc.
Marcelli, Dolores (L'Aiglon) Chi, c.
Marco & Marsha (New Tivoli Casino) Juarez, Mex.
Marcy Bros. & Beatrice (Roxy) NYC, t.
Marino & DeVoll (Bartlett's) Rochester, N. Y., nc.
Marion & Irma (Hollywood) NYC, re.
Marita, La (Valhalla) NYC, nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Martin, Heloise (Hollywood) NYC, re.
Martin, Muriel (Venezia) NYC, nc.
Mario & Floria (Palmer House) Chi, h.
Mariora (Chez Paree) Chi, nc.
Marshall, Everett (Versailles) NYC, re.
Martyn & Margo (85 Club) Kansas City, Mo., nc.
Marvo, Magician: Cynthiana, Ky.
Mary, Erik & Co. (Savoy) London, h.
Mason, Harry (McGee's) Phila, c.
Mason, Jack (Jean's Tavern) NYC, nc.
Mason, Johnny & Andree (Casino da Urca) Rio de Janeiro.
Massey, Louise, & Westerners (Michigan) Detroit, t.
Masters & Rollins (Shea) Toronto, t.
Matthews, Babe (Ubangi) NYC, nc.
Mattison's Rhythms (Shea) Toronto, t.
Maurice & Cordova (Ritz-Carlton) NYC, h.
Mayfield, Katharine (Queen Mary) NYC, re.
McDonald, Ginger (Broad-Mont) Chi, cb.
McGivney, Owen, & Co. (Shea) Toronto, t.
McKay, Dee Lloyd (Harlem Uproar House) NYC, nc.
McNaughton, Virginia (Yacht) NYC, nc.
Meller, Joan (Old Roumanian) NYC, re.
Melsing, Melba (Merry-Go-Round Bar) NYC, nc.
Meri & Miriam (Gallant's) NYC, nc.
Meroff, Benny, & Orch. (Pal.) Chi, t.
Meyers, Timmie (Gaynor's Club) Milwaukee, nc.
Middleton, Thelma (Harlem Uproar House) NYC, nc.
Miles & Kover (Biltmore) Miami, h.
Miller, Beth (Famous Door) Boston, nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Miller, Taps (Ubangi) NYC, nc.
Ming, Li Ta (Stevens) Chi, h.
Minor & Root (Chez Paree) Chi, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Montaya, Carlos (El Chico) NYC, nc.
Montes, Nena (Casa Valencia) NYC, nc.
Montgomery, Marshall (Village Barn) NYC, nc.
Montez & Maria (Anchorage) Phila, c.
Montmartre Boys (Jimmy Kelly's) NYC, nc.
Moore & Dene (Ubangi) NYC, nc.
Morales Bros. & Little Daisy (Polish Village) Saginaw, Mich., nc.
Morgan, Grace (Biltmore) Providence, h.
Morgan, Johnny (Half Moon) NYC, nc.
Morgan, Marion (Harry's New York Cabaret) Chi, nc.
Morrell, Mack (Plaza Grill) Brooklyn, c.
Morris, Will (Indoor Circus) New Haven, Conn.
Morton, Alvira (Club Minuet) Chi, nc.
Morton, Eddy (Club Frontenac) Detroit, nc.
Muller & Janet (Wivel) NYC, re.
Muriel Dancers (College Inn) Chi, re.
Murray & Alan (Bagdad) Miami, nc.
Murray, Kitty (Parrish) Phila, c.
Murray, Eddie (Barbary Coast) NYC, nc.

N

Nary, Charles (St. Regis) NYC, h.
Nazarro Jr., Nat (Lido) Montreal, nc.
Nelidoff, George, & Gypsies (Bismarck) Chi, h.
New Yorkers, Three (Stork Club) NYC, nc
Nian & Rina (Leon & Eddie's) NYC, nc.
Niemi Sisters (Barney's) NYC, nc.
Nicholas Bros. (Cotton Club) NYC, cb.
Nichols, Howard (Met.) Boston 15-21, t.
Niesen, Gertrude (Chicago) Chi, t.
Niles, Noma (Swanee) NYC, nc.
Nils & Nadyne (Silver Lake Inn) Clemington, N. J.
Nirley, Doris (Butler's) NYC, re.
Nixon, Lois (Arcadia) Phila, re.

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Nelson's Boxing Cats (New Yorker) NYC, h.
Nolan, Marion (Adelphia) Phila, h.
Noland, Nancy (Queen Mary) NYC, re.
Noll, Eddie (Adelphia) Phila, h.
Norman & McKay (Casino da Urca) Rio de Janeiro.
Norman, Fay (Paddock Club) Louisville, nc.
Nova, Yvonne (Village Casino) NYC, nc.

O

Olds, Betty (St. Regis) NYC, h.
Olsen & Johnson Revue (Riverside) Milwaukee, t.
O'Neil, Catherine (Royal Palm) Miami, nc.
Orlins, Toddy (Nut Club) NYC, nc.
Ortega, Rosita (Yumuri) NYC, nc.
Oshins & Lessy (Caliente) NYC, nc.
Ost, Charles (Carmichael Club) Augusta, Ga., nc.
Osterman, Jack (Royal) Astoria, L. I., N. Y., nc.
Owen & Parco (885 Club) Chi, nc.

P

Pace, Elmer (Ben Lomond) Ogden, Utah, h.
Paco & Blanche (Bal Tabarin) NYC, nc.
Page, Lucille (Chicago) Chi, t.
Paige & Jewett (State) Pontiac, Mich., 15-18, t.
Paley, Nellie (Round Room) NYC, re.
Palmer & Doreen (Anchor) Hamilton, O., nc.
Palmer & Peaches (Kit Kat) NYC, nc.
Pancho & Dolores (Valhalla) NYC, re.
Park Ave. Follies (Paramount) New Haven, Conn., t.
Park & Clifford (Congress) Chi, h.
Parker, Cecile (Steuben) Boston, re.
Parker, Fay (Harry's New York Cabaret) Chi, nc.
Parlato, Joe (Brevoort) Chi, h.
Parish, Deane (Chez Maurice) Montreal, nc.
Parrish, June & Adele (Palmer House) Chi, h.
Paxton, Glen (Lincoln Highway Inn) Mishawaka, Ind., ro.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pegue, Paul (Gloria Palast) NYC, nc.
Pepino & Beatrice (New Yorker) NYC, h.
Pepito (Tower) Kansas City, Mo., t.
Peppers, Three (Hickory House) NYC, re.
Peppy & Peanuts (Royale-Frolics) Chi, nc.
Perrin, Lee (Leon & Eddie's) NYC, nc.
Perry, Ariel (Rainbow Room) NYC, re.
Perry, Frank (Tuxedo Club) Phila, nc.
Perry, Margy (Palm Garden Club) Columbus, O.
Peterson, Ivor (McAlpin) NYC, h.
Pierce, Marion (Mon Paris) NYC, nc.
Pierre & Temple (Biltmore Bowl) Los Angeles, h.
Pine Ridge Cornet Band (Lyric) Indianapolis, t.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plant, Mark (Town Casino) Miami, nc.
Pliner & Earle (Drake) Chi, h.
Poe, Evelyn (Yacht Club) Chi, nc.
Polson, Marion (St. Regis) NYC, h.
Pops & Louie (State) NYC, t.
Prosper & Maret (Tower) Kansas City, Mo., t.
Pryme, Alberta (Village Casino) NYC, nc.
Puree, Vic (Roxy) Cleveland, t.

Q

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, nc.
Quinn Sisters (Broad-Mont) Chi, cb.

R

Raborn, Beth (Caliente) NYC, nc.
Radio Ramblers (Met.) Boston, t.
Ramon & Le Moyne (Webster Hall) Detroit, h.
Ramon & Renita (Town Casino) Miami, nc.
Ramon, Sig (Bertolotti's) NYC, re.
Rancheros, Los (El Chico) NYC, nc.
Randall, Peter (Village Casino) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Raoul & Margo (American Grill) Montreal, nc.
Ray, Linda (1523) Phila, nc.
Ray, Vivian (Bali) NYC, nc.
Raye, Buddy (Edison) NYC, h.
Rayno, Joe (Cocoanut Grove) Phila, nc.
Readdinger Twins (Michigan) Detroit, t.
Rector, Roy (Le Mirage) NYC, nc.
Redman, Don, & Orch. (Pal.) Cleveland, t.
Reeves, Billy (French Casino) Detroit, nc.
Regar, Charlotte (Skylight Club) Cleveland, nc.
Reid, Alice & Billy (Romance Inn) Angola, N. Y., nc.
Reinhart, Robert (Ambassador) NYC, h.
Reis Brothers (Royale-Frolics) Chi, nc.
Reis & Dunn (Tower) Kansas City, Mo., t.
Rekkofs, The (French Casino) NYC, nc.
Renaurd, May (Royal) Long Island, N. Y., nc.
Renee & Estelle (Cotton Club) NYC, nc.
Renee (Jimmy Kelly's) NYC, nc.
Rey, Alvino (Biltmore) NYC, h.
Reyes, The (Greenbrier) White Sulphur Springs, W. Va., h.
Reynolds & White (Colonial) Dayton, O., t.
Rhodes, Dale (Northwood Inn) Detroit, nc.
Rhodes, Dorothy (Kit Kat) NYC, nc.
Rhythm Boys, Three (Caliente) NYC, nc.
Rhythm Girls, Four (Mayfair Casino) Chi, nc.
Rich, Buddy (Loew) Montreal, t.
Richards & Carson (Paradise) NYC, nc.
Richards, Jackie (Subway) Chi, nc.
Rickard, Vernon (Sapphire Room) NYC, nc.
Rios, Rosita (El Chico) NYC, nc.
Ripa, Bob (Ritz-Carlton) NYC, h.
Rivero, Rudy (Pelican) Houston, Tex., nc.
Roberts Bros. (Embassy) Phila, nc.
Roberts, Three (French Casino) NYC, nc.
Robinson Twins (Yacht Club) Chi, nc.
Rodrigo & Francine (Edgewater Beach) Chi, h.
Roe, Chuck (Wivel's) NYC, re.
Rogers, Harry (Indiana) Richmond, Ind., t; (Memorial) Mt. Vernon, O., 21-22, t.
Rogers, Roy (Loew) Montreal, t.
Rogers, Sally (Skylight Club) Cleveland, nc.
Rogues, Three Musical (Barney Gallant's) NYC, nc.
Rohmer, Billie (Frontenac) Detroit, nc.
Roland & Roberta (Stevens) Chi, h.
Rolando & Verditta (Philadelphian) Phila, h.
Rollins, Mimi (Mayfair Casino) Cleveland, nc.
Romano, Caesar (St. Regis) NYC, h.
Romero, Arturo (Buckingham) NYC, h.
Rosay, Bettina (Bismarck) Chi, h.
Rosita & Fontana (Versailles) NYC, re.
Ross Twins (Bagdad) Miami, nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross, Joe (Frolic) Albany, N. Y., nc.
Roxyettes (Michigan) Detroit, t.
Royal Duo (Leon & Eddie's) NYC, nc.
Royal Jesters, Three (Dempsey's) Miami, re.
Rue Enos Trio (Pioneer Tavern) Longview, Wash.
Russell, Johnny (Paradise) NYC, re.
Russell, Ruth (Gypsy Tavern) NYC, nc.
Ruth, Loma (Venezia) NYC, c.
Ruvell, Norm (Chez Paree) Chi, nc.
Ryan Sisters (Como's) Buffalo, N. Y., nc.

S

St. Claire & O'Day (American) NYC, mh.
St. Claire, Sylvia (St. Regis) NYC, h.
Sablon, Jean (Loew) Montreal, t.
Sakura, Miss (State-Lake) Chi, t.
Sally, Irene & Mary (Shea) Toronto, t.
Sally, Irene & Mary (Loew) Montreal, t.
Sandra & Wynters (Lookout House) Covington, Ky., nc.
Santelli, Countess Lida (El Gaucho) NYC, nc.
Sargent, Jean (Nightcap) Phila, nc.
Saunders, Alex (Terminal) Augusta, Ga., h.
Savage, Jean (Southern) Baltimore, h.
Saxe, Phil (Mirador) NYC, nc.
Schauliner, Jean (Barritz) Phila, nc.
Scott, George (Arcade Tavern) Phila, nc.
Scott, Mabel (Kit Kat) NYC, nc.
Seray & Weaver (Hi-Hat) Chi, nc.
Seton, Ann (Sapphire Room) NYC, nc.
Shannon, Dick (Rendezvous) Houston, Tex., nc.
Shaver, Buster (Casino Parisien) Chi, nc.
Shaw, Helen (Caliente) NYC, nc.
Shaw, Sondra (Oliver Twist) NYC, nc.
Shaw, Sonny (Yacht) NYC, nc.
Shaw, Wini (Chez Paree) Chi, nc.
Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
Sherrick, Arthur (31 Club) Phila, nc.
Sherr Bros. (Brown Derby) Boston, nc.
Shore, Willie (Colosimo's) Chi, nc.
Shutta, Ethel (Royal Palm) Miami, nc.
Siboney Quartet (Le Mirage) NYC, nc.
Simpson, Faith & Carl (Oriental) Chi, t.
Sinn, Elvira (La Paloma) Miami, nc.
Sissman, Dan (Fort Pitt) Pittsburgh, h.
Skelton, Red (Shea) Toronto, t.
Sloan, Grena (Astor) NYC, h.
Slums of Paris (Harmanus Bleecker Hall) Albany, N. Y., t.
Smith & Dell (Bali) NYC, nc.
Snyder, Glyde (Cocoanut Grove) Minneapolis, nc.
Snyder, Billy (Hi-Hat) Chi, nc.
Solar, Willie (Village Barn) NYC, nc.
Sophisticated Ladies, Three (Lyric) Indianapolis, t.
Southland Rhythm Girls (Jimmy Brink's) Cincinnati, nc.
Spear, Harry (Levaggi's) Boston, re.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
Stanley, Jane (Du Pierrot) NYC, re.
Starr, Billy & Betty (Crosswell) Adrian, Mich., t; (Ohio) Xenia, O., 18-19, t; (Mischler) Altoona, Pa., 21-22, t.
Stuart, Gene (Imperial) Boston, h.
Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
Stevens, Frances (18) NYC, nc.
Stone, Dick (Essex House) NYC, h.
Stone, Charles & Helen (LaSalle) Chi, h.
Strickland, Charles F. (Buckingham) NYC, h.
Strong, Benny (Mayfair Casino) Cleveland, nc.
Stroud, Claude & Clarence (Colosimo's) Chi, re.
Stuart & George (Jeane's) NYC, nc.
St. Clair, June (Colosimo's) Chi, re.
St. Onge, Joe (Police Circus Coliseum) St. Louis.
Sullivan, Ed (State) NYC, t.
Sullivan, Joe (Elysee) NYC, h.
Sullivan, Mickey (Eden Gardens) Worcester, Mass., nc.
Sully & Thomas (State-Lake) Chi, t.
Suzanne & Evelyn (Royal) Long Island, N. Y., nc.
Swann, Russel (Palmer Housé) Chicago, h.
Swifts, Three (French Casino) NYC, nc.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tanguay, Leo (Nini's) NYC, nc.
Tania & Kirsoff (Merry-Go-Round) Brooklyn, nc.
Templeton, Alec (Rainbow Room) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., nc.
Terry, Ruth (Royal Palm) Miami, nc.
Terry & Walker (Blackhawk) Chi, re.
Theodora (El Chico Club) Binghamton, N. Y.
Theodore & Denesha (Book-Cadillac) Detroit, h.
Thomas, Audrey (Kit Kat) NYC, nc.
Thorne & White (Chez Paree) Chi, nc.
Thury, Ilona de (Tokay) NYC, re.
Tic Toc Girls (Casanova) Hollywood, Calif., nc.
Titan Trio (Adelphia) Phila, h.
Tom & Charlie (Du Pierrot) NYC, nc.
Tomack, Sid (Royale-Frolics) Chi, nc.
Tondelayo (Ubangi) NYC, nc.
Tordy, George (Montclair) NYC, h.
Torres, Ralph (Edison) NYC, h.
Towne & Knott (Commodore) NYC, h.
Toy & Wing (Colonial) Dayton, O., t.
Tucker, Johnny (Venezia) NYC, nc.
Tudor Sisters & Avery (Shrine Circus) Ft. Wayne, Ind.
Trado Twins (St. George) Brooklyn, N. Y., h.
Tranger, Don (Villa Valencia) Springfield, Ill., Apr. 20.
Travers, Jean (Adelphia) Phila, h.
Travis, Mildred (Parody Club) Chi, nc.
Truce, Mildred (Bruno's) NYC, nc.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Turtle, William C.: Bush Prairie, Wash.
Tyner, Evalyn (Radio City Rainbow Room) NYC, nc.

U

Underwood & Underwood (Round Up) Boston, nc.

V

Valdez, Vern (Club Frontenac) Detroit, nc.
Valley & Lee (Getz Supper Club) Baltimore.
Van, Gus (Bal Tabarin) San Francisco, c.
Van, Jack G. (Crosswell) Adrian, Mich., t; (Ohio) Xenia, O., 18-19, t.
Van Petten & Van Petten (Parrish) Phila, c.
Variety Boys (Mayflower Casino) Chi, re.
Variety Gambols (Colonial) Dayton, O., t.
Vasco, Rudy (Valhalla) NYC, re.
Veloz & Yolanda (Plaza) NYC, h.
Vickers, Joan (Mirador) NYC, nc.
Vine, Dave (State) NYC, t.
Virre, Helen Dean (Chez Casino) Brooklyn, nc.
Vox & Walters (Roosevelt) New Orleans, h.

W

Wacker, Bob (Lexington) NYC, h.
Wages, Johnnie (Clark's Oasis) Buffalo, nc.
Wahl, Dorothy (Club Minuet) Chi, nc.
Waite, Kenneth, Troupe (Police Circus) St. Louis.
Waldron, Jack (Hollywood) NYC, re.
Walker, Buddy (Yacht) NYC, nc.
Walker, George (Savarin) Buffalo, N. Y., nc.
Wallace, Babe (Uproar House) NYC, nc.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Walton, Vera (Palm Garden Club) Columbus, O.
Ward, Mae (Lido) Tulsa, Okla., b.
Ward, Sid (Miami Club) Milwaukee, nc.
Wardell & Dale (Royale-Frolics) Chi, nc.
Ware, Dick (Yacht Club) Chi, nc.
Washington, George Dewey (Cotton Club) NYC, cb.
Waters, Ethel (Cotton Club) NYC, cb.
Wayne, Ruth (Caliente) NYC, nc.
Webb, Capt. Geo. (Celebration) Carbondale, Ill.
Weber, Kay (Congress Hotel) Chi, h.
Weire Bros. (Michigan) Detroit, t.
Welch, Harry Foster (Merry-Go-Round Bar) NYC, nc.
Wells, Wally (Barney's) NYC, nc.
Wences (Manchester) London, t.
Wenzel, Dorothy (Italian Gardens) Pittsburgh, nc.
Whalen, Jackie, Streamline Steppers (Club Stanley) Montreal, Can.
White & Cole (Club Esquire) Toronto, Can.
White, Jack (18) NYC, nc.
White, Ann (Bertolotti's) NYC, re.
White, Belva (885 Club) Chi, nc.
White, Danny (Merry-Go-Round) Brooklyn, nc.
White, Paul (Kit Kat) NYC, nc.
White, Lawrence (Mon Paris) NYC, re.
Wiles, Three (Earle) Washington, D. C., t.
Wilkens, Dorothy (New Yorker) NYC, h.
Williams, Art (Club Alabam') Chi, nc.
Williams, Bob, with Red Dust (Chicago) Chi, t.
Williams, Jack (Chez Paree) Chi, nc.
Williams, Janice (Adelphia) Phila, h.
Wills, Francis (Royal Frolics) Chi, nc.
Wilson, Jackie & Honey (Penthouse) Baltimore, nc.
Wilson, Kay (Village Brewery) NYC, nc.
Winston & Lolette (State-Lake) Chi, t.
Wiske Bros. & Armida (King's) Auckland, New Zealand, 6-May 4, t.
WLW Radio Revue (Shubert) Cincinnati, t.
Wolfe, Lorna (Trocadero) Dallas, nc.
Woods & Bray (Shoreham) Washington, D. C., h.
Worth, Grace (Dorchester) London, h.
Wright, Cobina (Ambassador) NYC, h.
Wright, Earl (Coliseum) St. Louis, nc.
Wright, Edith (Commodore) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.

Y

Young, Ben (Blackstone) Ft. Worth, Tex., h.

Z

Zaska, Karen (Casino Parisien) Chi, nc.
Zeigler, Billy (New Earl) Baltimore, nc.
Zita & Marseille (Chez Paree) New Orleans, nc.

BANDS AND ORCHESTRAS

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

A

Abbott, Dick: (Netherland Plaza) Cincinnati, h.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adcock, Jack: (Continental Room) Phila, nc.
Alberto, Don: (El Chico) NYC, nc.
Albin, Jack: (Village Casino) NYC, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Allen, Al: (Morocco) Phila, nc.
Almerico, Tony: (Shim-Sham) New Orleans, La., nc.
Andrews, Gordon: (18) NYC, nc.
Anton, Doc: (Barritz) Phila, nc.
Appolon, Al: (Chateau Moderne) NYC, re.
Arnheim, Gus: (Nicollet) Minneapolis, h.
Arthur, Zinn: (Roseland) Brooklyn, b.
Ashaman, Eddie: (Tokay) NYC, re.
Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayres, Mitchell: (Hollywood) NYC, re.

B

Babb, Julian: (Pantages) Birmingham, Ala., t.
Baer, Billy: (Deshler-Wallick) Columbus, O., h.
Bair, Ted: (The Stables) Topeka, Kan., nc.
Ballou, Dick: (Arcadia) NYC, b.
Barker Trio: (Lincoln) NYC, h.
Barris, Harry: (Uptown) Portland, Ore., b.
Barron, Blue: (Southern Tavern) Cleveland, O., nc.
Bartal, Jeno: (Piccadilly) NYC, h.
Beal, Bob: (Athens) Oakland, Calif., nc.
Beecher, Keith: (Schroeder) Milwaukee, h.
Berger, Jack: (Leon & Eddie's) NYC, nc.
Bergere, Maximillian: (Biltmore) Miami, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blackburn, John: (Pioneer) Leadville, Colo., nc.

Blaine, Jerry: (Park Central) NYC, h.
Blake, Ted: (Ritz) Pittsburgh, h.
Bonelli, Michael: (Lido) Worcester, Mass., re.
Boroff, Mischa: (Morocco) Mountainside, N. J., nc.
Borr, Mischa: (Netherland) NYC, c.
Boucher, Jimmy: (Coliseum) Paris, France, b.
Bragali, Vincent: (Ambassador) NYC, h.
Breeze, Lou: (Casino Parisienne) Chi, nc.
Brigode, Ace: (Gibson) Cincinnati, h.
Brion, Buddy: (Ray's Log Cabin) Gloucester Heights, N. J.
Brooks, Alan: (Glen Casino) Williamsville, N. Y., nc.
Brownagle, Chet: (Town Casino) Miami, nc.
Bunts, Howard: (Vendome Garden) Detroit, c.
Burkarth, Johnny: (Casa Madrid) Louisville, nc.
Burton, Ben: (Three Mile Inn) Monroe, La., nc.
Busse, Henry: (Chez Paree) Chicago, nc.

C

Caceres, Ernest: (Chez Ami) Buffalo, nc.
Caceres, Emilio: (Chez-Ami) Buffalo, nc.
Calloway, Cab: (Capitol) Washington, D. C., t.
Calloway, Blanche: (Southland) Boston, nc.
Chandler, Chan: (Rustic Inn) Corinth, Miss.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Capraro, Joe: (Cotton Club) Natchez, Miss., nc.
Carroll, Frank: (Schierenbeck's) Bronx, NYC, cb.
Carter, Jack: (Harlem Hollywood) NYC, nc.
Casson, Del: (Ark) Dayton, O., nc.
Cessenor, Charles: (Castle Terrace) Columbus, O., re.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Chester, Bob: (Lowry) St. Paul, h.
Cleff, Pat: (Times Square) Rochester, N. Y., nc.
Clemente: (Royal Palm) Miami, nc.
Codelban, Cornelius: (St. Regis) New York, h.
Coleman, Emil: (St. Regis) NYC, h.
Collins, Harry: (Happy Hollow Club) Hutchinson, Kan.
Condulo, Joel: (Seven Gables Inn) Milford, Conn.
Contreras, Manuel: (Coronado) Houston, Tex., nc.
Cooper, Jerry: (Arcade Tavern) Phila, nc.
Covato, Etzi: (Frolics) Miami, nc.
Covert, Michael: (Ten Eyck) Albany, N. Y., h.
Craig, Mel: (Bordewicke) Bronx, N. Y., nc.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Crocker, Mel: (Kit Kat) Cleveland, O., nc.
Crosby, Bob: (Congress) Chi, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cullom, Red: (Southern Club) Pampa, Tex., nc.
Curcio, Jimmy: (Chateau) Phila, nc.

D

D'Angel, Jimmy: (Frolic) Albany, N. Y., nc.
Dailey, Frank: (Merry-Go-Round) Brooklyn, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davedson, Trump: (Esquire) Toronto, nc.
Davies, Al: (Saranac Inn) Saranac, N. Y., h.
Davies, Lew: (Embassy) Jacksonville, Fla., nc.
Davis, Johnny: (Coral Gables) Lansing, Mich.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
De Babary, Joska: (Biltmore) NYC, h.
De Leon, Ted: (Dutch Mill) Natchez, Miss., nc.
DeLuca, Eddie: (Palumbo's) Phila, nc.
DePietro, Eddie: (American House) Lowell, Mass., re.
De Salvo, Emile: (L'Aiglon) Chi, c.
Dee, Don: (Pine Grove) Middletown, N. Y., c.
Delmar, Jack: (La Casa) Phila, b.
Denny, Jack: (Meadowbrook) Cedar Grove, N. J., nc.
Deutsch, Emery: (Rainbow Grill) NYC, re.
Devereaux, Sye: (Chez Florence) Paris, nc.
Di Folo, Mario: (Weylin) NYC, h.
Dibert, Sammy: (Webster Hall) Detroit, h.
Diggons, Richard: (Casino) Memphis, nc.
Dixieland Jazz Band: (Silver Grill) Buffalo, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Doggett, Bill: (Theatrical Club) Phila, nc.
Donahue, Al: (Bermudiana) Bermuda, h.
Donaljon Boys: (Lawrence) Erie, Pa., h.
Dornberger, Charles: (Royal Palm) Miami, nc.
Duchin, Eddy: (Paramount) NYC, t.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duffy, George: (Mayfair) Cleveland, O., nc.
Duffy, Ray: (Bartlett's) Rochester, N. Y., nc.
Durst, Henry: (Eastman) Hot Springs, Ark., h.
Dvorak, Francis: (Sherry-Netherland) NYC, h.

E

Eddy, Carl: (Showboat) Pittsburgh, Pa., nc.
Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Raleigh) Washington, D. C., h.
Elliott, Lee: (Four Towers) Cedar Grove, N. J., nc.
Ellis, Don: (Trible Spring) Durango, Colo., h.
Engel, Charlie: (Royale-Frolics) Chi, nc.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Estlow, Bert: (Morton) Atlantic City, N. J., h.
Evans, Gil: (Trianon) Seattle, Wash., nc.

F

Farmer, William: (Leon & Eddie's) NYC, nc.
Fejer, Joe: (DuPierrot) NYC, nc.
Felix, Don: (Pines) Newtown, Conn., h.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Ferdi, Don: (Stratford) Bridgeport, Conn., h.
Ferrick, Tom: (Roundup) Boston, nc.
Fisher, Jack: (Steuben) Boston, h.
Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
Fodor, Jerry: (Talk of the Town) Toledo, O., nc.
Follman, Joe: (Chez Michaud) Phila, nc.
Fosdick, Gene: (Mon Paris) NYC, nc.
Fox, Ray: (Smart Spot Inn) Haddonfield, N. J., nc.
Franklin, Sid: (Caliente) NYC, nc.
Frederick, Bill: (Palace Gardens) Lansing, Mich., nc.
Freeman, Jerry: (Paradise) NYC, cb.
Freyer, Kenny: (Evergreen Casino) Phila, nc.
Friml Jr., Rudolf: (French Casino) NYC, nc.
Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.
Funk, Freddy: (LeLand) Aurora, Ill., h.

G

Garber, Jan: (Stanley) Pittsburgh, t.
Gasparre, Dick: (Ambassador) NYC, h.
Genovese, Vince: (Arcadia) St. Louis, b.
Gil, Manuel: (Plaza Ensenada) Ensenada, Calif., h.
Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilberto, Don: (Casa Valencia) NYC, nc.
Goho, Billy: (Checkerbox) Buffalo, c.
Gordon, Gray: (Park Casino) Chi, b.
Gorodetsky, Teva: (Benny the Bum's) Phila, nc.
Graff, Johnny: (Anchorage Inn) Phila, nc.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Green, Garth: (Rice) Houston, Tex., h.
Grenet, Eliseo: (Yumuri) NYC, nc.
Grisha: (St. Moritz) NYC, h.

H

Hall, George: (Taft) New York, h.
Hamilton, Artie: (Klown Klub) NYC, nc.
Hamp, Johnny: (Muehlebach) Kansas City, h.
Hampton, Jack: (Showboat) St. Louis, b.
Hauck, Carlton: (Sak's) Detroit, nc.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Harmon, Frank: (Top Hat Club) Madison, Wis.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Ken.: (Ben Lomond) Ogden, Utah, h.
Harvey, Dave: (Dempsey's) Miami, re.
Haymes, Joe: (Roseland) NYC, b.
Hayton, Lennie: (New Yorker) NYC, h.
Heath, Al: (Sunset) Los Angeles, nc.
Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.
Hogan, Tweet: (Park Casino) Chi, b.
Hoff, Carl: (Biltmore) NYC, h.
Hoffman, George: (Old Heidelberg) Denver, Colo., c.
Holden, Cally: (College Inn) San Diego, nc.
Holly, Harry: (Savoy-Tavern) Phila, nc.
Holst, Ernie: (El Morocco) NYC, nc.
Horton, Harry: (Le Mirage) NYC, nc.
Hummel, Ray C.: (Hummel's) Silver City, N. M., b.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Glen: (Paradise) NYC, re.
Hyde, Victor: (Mirador) NYC, nc.

I

Imperial Trio: (Imperial) NYC, h.
Iona, Andy: (New Yorker) NYC, h.
Irwin, Don: (Trocadero) Houston, Tex., nc.

J

Jackson, Jimmy: (Melody Mill) Chi, b.
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jajoi, Alex: (Chez Maurice) Montreal, nc.
Janis, Fred: (Parody Club) Chi, nc.
Jelesnik, Eugene: (Venezia) NYC, nc.
Jensen, Gill: (Waverly) Minot, N. D., h.
Johnson, Bud: (Carmichael Club) Augusta, Ga., nc.
Joseph, Jimmy: (Queen's Terrace) Woodside, L. I., N. Y.
Joy, Jimmy: (Stevens) Chi, h.
Juele, Frank: (Bellevue-Stratford) Phila., h.

K

Kanue, Evalyn: (Canzoneri's) NYC, re.
Kavelin, Albert: (Cosmopolitan) Denver, Colo., h.
Kay, Bobby: (Kit Kat) Phila, nc.
Kay, Joe: (Browning Lane Inn) Phila, nc.
Kaye, Sammy: (Arcadia) Phila, re.
Keeler, Willard: (Murray Hill) NYC, h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kemp, Read: (Tivoli) Oak Bluffs, Mass., nc.
Kendis, Sonny: (Stork Club) NYC, nc.
Kennedy, Pat: (Grey Wolf Tavern) Sharon, Pa., nc.
Kerr, Jack: (Warwick) NYC, h.
Ketchin, Ken: (Hollywood) Madison, Wis., b.
Kettner, Bob: (Paradise Gardens) Flint, Mich., nc.
King, Henry: (Palmer House) Chi, h.
King, Oliver: (Hollywood Casino) Savannah, Ga.
King's Jesters: (LaSalle) Chi, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Hal: (George's) Camden, N. J., re.
Klein, Jules: (Statler) Detroit, h.
Knight, Harold: (Adelphi) Phila, h.
Knowles, Jesse: (DelRio) Nashville, Tenn., nc.
Kozak, Jimmie: (Brevoort) Chi, h.
Kramer, Charlie: (Chez Maurice) Montreal, nc.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kula, Paul: (Frolics) Miami, nc.
Kyser, Kay: (Trianon) Chi h.

L

La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Lido) Jackson, Mich., nc.
Lande, Jules: (St. Regis) NYC, h.
Lane, Eddie: (Vanderbilt) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat) Chi, nc.
Layne, Lesse: (Santore's Cabaret-Restaurant) New Brighton, S. I., N. Y.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
LeBrun, Duke: (Neil's Barnyard) Gary, Ind., nc.
LeRoy, Howard: (Jermyn) Scranton, Pa., h.
Lemisch, Bert: (Chateau) Phila, nc.
Leroy, Red: (Jeane's) NYC, nc.
Levant, Phil: (Bismarck) Chi, h.
Lewis, Harry: (Victor) Seattle, Wash., nc.
Lewis, Ted: (Earle) Phila, t.
Lewis, Vic: (Brightview) Rochester, N. Y., nc.
Lewis, Willie: (Chez Ray Ventura) Paris, nc.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolics) Chi, nc.
Little, Little Jack: (Gibson) Cincinnati, h.
Livingston, Jimmy: (Charlotte) Charlotte, N. C., h.
Lofner, Carol: (Washington-Youree) Shreveport, La., h.
Long, John: (John Marshall) Richmond, Va., h.
Lopez, Vincent: (Astor) NYC, h.
Lucas, Clyde: (Lowry) St. Paul, h.
Lyon, Bob: (Commodore Club) Vancouver, B. C., Can.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McGrew, Bob: (Green's Casino) Pittsburgh, Pa., nc.
McHale, Jimmy: (Brown Derby) Boston, nc.
McKenzie, Red: (Mirador) NYC, nc.
McRae, Jerry: (Playhouse) San Antonio, Tex., nc.
Maddi, Larry: (Place Elegante) NYC, nc.
Mack, Austin: (Harry's New York Bar) Chi, nc.
Mack, Ed: (Martin's Tavern) Lima, O., c.
Mack, Ted: (Childs' 59th St.) NYC, re.
Mann, Milt: (Village Barn) NYC, nc.
Manning, Piper: (Pirates Castle) Miami, nc.
Manning, Sam: (Melody Gardens) Elmira, N. Y., nc.
Manonne, Wingy: (Washington - Youree) Shreveport, La., h.
Mareno, Frank: (Sweeney) Baltimore, c.
Marsala, Joe (Hickory House) NYC, re.
Martel, Gus: (Stork Club) NYC.
Massengale, Bert: (Club Plantation) New Orleans, nc.
Masters, Frankie: (Biltmore) NYC, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Mayhew, Nye: (Glen Island Casino) Long Island, N. Y., nc.
Meadowbrook Boys: (Versailles) NYC, re.
Mells, Michael: (Top Hat) Union City, N. J., nc.
Meroff, Benny: (Pal.) Chi, t.
Messner, Dick: (Normandie) Boston, b.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Jay: (Hollywood Inn) Wheeling, W. Va., nc.
Mills, Dick: (Trocadero) Houston, Tex., nc.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Monroe, Jerry: (Tip Top Tavern) Flushing, L. I., N. Y.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.
Morris, Griff: (Wagon Wheel) Akron, O., c.
Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Moss, Joe: (Bali) NYC, nc.
Munro, Hal: (Ivanhoe Gardens) Chi, nc.
Murdock, Johnnie: (Murray's) Tuckahoe, N. Y., nc.

N

Nagel, Harold: (Pierre) NYC, h.
Nagar, Patt: (Chesterfield Club) Chi, nc.
Navarro, Al: (Belvedere) Baltimore, h.
Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.
Neibaur, Eddie: (Casino Moderne) Chi, nc.
Nelson, Happy: (Gaynor's Club) Milwaukee, nc.
Nelson, Harold: (Bungalow) Jackson, Miss., nc.
Nelson, Ozzie: (Lexington) NYC, h.
Newman, Ruby: (Radio City Rainbow Room) NYC, nc.
Nichols, Red: (College Inn) Chi, nc.
Nickles, Billie: (Waldorf) Los Angeles, nc.
Noury, Walt: (Roma) Haverhill, Mass., re.

O

O'Hare, Husk: (Grand Terrace) Wichita, Kan., nc.
Ohman, Frank V.: (Felice's) Westbury, L. I., N. Y., nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Osborne, Will: (Netherland Plaza) Cincinnati, h.
Owens, Harry: (Beverly-Wilshire) Hollywood, h.

P

Pablo, Don: (Merry-Go-Round Club) Dayton, O., nc.
Packard, Freddie: (Jonathan) Los Angeles, nc.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Panico, Louis: (Oriental Gardens) Chi, re.
Pantone, Mike: (Canton) Albany, N. Y., re.
Parker, Rol: (College Inn) Phila, nc.
Peak, Harry: (Murray's) Phila, nc.
Peary, Bob: (885 Club) Chi, nc.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Pedisini, Michael: (Savoy Tavern) Phila, nc.
Pendarvis, Paul: (St. Paul) St. Paul, h.
Perazzi, Horace: (Uptown) Portland, Ore., b.
Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
Petti, Emil: (Savoy Plaza) NYC, h.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Pollack, Ben: (Beverly) Hollywood, h.
Provost, Eddie: (Penthouse) Baltimore, nc.
Pryor, Roger: (Met.) Boston 15-21, t.

R

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Rand, Lionel: (Jimmy Kelly's) NYC, nc.
Rapp, Barney: (Chase) St. Louis, h.
Rausch, George: (Melody Mill) Chi, b.
Ravel, Art: (French Lick Springs) Indiana, h.
Ravell, Carl: (Adolphus) Dallas, Tex., h.
Ray, Floyd: (Tip Top) San Diego, Calif., nc.
Read, Kemp: (Spartan Club) New Bedford, Mass.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redman, Don: (Pal.) Cleveland, t.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reichman, Joe: (Cocoanut Grove) Los Angeles, nc.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Resh, Benny: (McCurdy) Evansville, Ind., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Richards Brothers: (Diamond) Wheeling, W. Va., nc.
Richardson, Stephen: (Hollywood) NYC, re.
Rico, Don: (Brown Derby) Boston, nc.
Rizzo, Vincent: (Adelphia) Phila, h.
Roberts, Eddie: (Red Mill) Bronx, nc.
Rodriguez, Chago: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Roland, Will: (Schenley) Pittsburgh, Pa., h.
Romer, Bill: (Union) New Philadelphia, O.; (Regent) Jackson, Mich., 18-20; (Bijou) Battle Creek, Mich., 22-24, t.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Rosenthal, Harry: (Merry - Go - Round Bar) NYC, nc.
Roy, Eddie: (Mori's) NYC, re.
Rudolph, Herbie: (Broad-Mont) Chi, cb.

S

Sabin, Paul: (Dempsey's) Miami, re.
Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., nc.
Sanders, Joe: (Blackhawk) Chi, re.
Schrieber, Carl: (Guyon's Paradise) Chi, b.
Scott, Bud: (Hollywood) Alexandria, La., nc.
Sears, Walt: (Greenbrier) White Sulphur Springs, W. Va., h.
Senter, Jack: (Bagdad) Miami, nc.
Septeto, Canto: (San Souci) Havana, nc.
Shaw, Art: (Meadowbrook) Cedar Grove, N. J., nc.
Shaw, Maurice: (Valhalla) NYC, re.
Shelley, Lee: (Brunswick Casino) Boston, nc.
Sherman, Maurie: (Casino Parisienne) Chi, nc.
Sherr, Jack: (St. Moritz) NYC, h.
Silva, Fran: (Pelican) Houston, Tex., nc.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Lloyd: (Washington-Youree) Shreveport, La., h.
Spiro, Milton: (Merry-Go-Round Bar) NYC, nc.
Spirits of Rhythm, Six: (Onyx) NYC, nc.
Stabile, Dick: (William Penn) Pittsburgh, Pa., h.
Stafford, Jess: (Lake Merritt) Oakland, Calif., h.
Stanley, Arthur: (Yacht) NYC, nc.
Stanley, Stan: (Blossom Heath) Shreveport, La., nc.
Stein, Maurie: (Chez Paree) Chi, nc.
Stenross, Charles: (Webster Hall) Pittsburgh, Pa., h.
Stuart, Nich: (Mad House) San Diego, Calif., c.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Sullivan, Mickey: (Eden Gardens) Worcester, Mass., nc.

T

Tallare, Pedro: (Larue's) NYC, re.
Tellone, Lennie: (Wright's) Plainfield, Conn.
Terry, Mack: (Tutweiler) Birmingham, Ala., h.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thoma, Wit: (Lido) Tulsa, Okla., nc.
Thomas, Eddie: (Nut Club) NYC, nc.
Thompson, Lang: (Peabody) Memphis, h.
Tinsley, Bob: (Colosimo's) Chi, re.
Tisen, Paul: (Astor) NYC, h.
Tompkins, Tommy: (Raymor) Boston, b.
Thornton, Bill: (Parakeet) Phila, nc.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Towne, Loren: (Mile-a-Way) Grand Junction, Colo., b.
Tracy, Jack: (Heidelberg) Baton Rouge, La., h.
Tucker, Orrin: (Lookout House) Covington, Ky., nc.
Twins of Harmony: (Frolics) Brooklyn, nc.
Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

V

Van, Garwood: (Madhouse) San Diego, nc.
Van Loon, Dutchy: (Famous Door) Boston, nc.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Veil, Tubby: (Bruns) Chi, re.
Ventura, Ray: (Cirque Medrano) Paris, France.
Venuti, Joe: (Roosevelt) New Orleans, h.
Verna, Charles: (Walton) Phila, h.
Via, Pedro: (El Toreador) NYC, nc.
Vierra, Al: (Congress) Chi, h.
Vouzen, Nick: (Sapphire Room) NYC, nc.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Waldman, Herman: (Francis Drake) San Francisco, h.
Wallace, Harry: (Village Brewery) NYC, nc.
Wallace, Jack: (Bali) NYC, nc.
Wanbaugh, Allan: (Marine Room) Muskegon, Mich.
Waples, Bud: (Miami) Dayton, O., h.
Webb, Joe: (Queen Mary) NYC, nc.
Webster, Llona: (Onyx) NYC, nc.
Webster, Ralph: (Lido) Tulsa, Okla., b.
Weeks, Anson: (Edgewater Beach) Chi, h.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
Whalen, Jimmy: (Bertolotti) NYC, cb.
Whiteman, Paul: (Drake) Chi, h.
Williams, Hod: (Club Edgewood) Albany, N. Y., nc.
White, Dave: (Oasis Grill) New York City, re.
Whitey, Walter: (Steamship Zee) Chi, nc.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Widmer, Bus: (West) Sioux City, Ia., h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Wilson, LeRoy: (Black Bear Inn) Reading, Pa.
Wright, Jack: (Frolics) Brooklyn, nc.
Wylie, Austin: (Commodore Perry) Toledo, O., h.

Y

Young, Ben: (400) Wichita, Kan., nc.
Young, Bob: (Bal Tabarin) San Francisco, nc.

Z

Zarin, Michael: (Waldorf-Astoria) NYC, h.
Zelman, Rubin: (Caravan) NYC, nc.
Zollo, Leo: (Benny the Bum's) Phila, nc.

DRAMATIC AND MUSICAL

Babes in Arms: (Shubert) Boston.
Boy Meets Girl: (Chestnut St.) Phila.
Brother Rat: (Plymouth) Boston.
Carte, D'Oyly, Opera Co.: (Colonial) Boston Apr. 12-May 8.
Dead End: (Strand) Ithaca, N. Y., 15; (Masonic Aud.) Rochester 16-17.
Draper, Ruth: (Plaza) El Paso, Tex., 14; (Warner) Oklahoma City, Okla., 15; (Convention Hall) Tulsa 16; (Arcadia) Wichita, Kan., 17.
First Lady: (Parkway) Madison, Wis., 14; (Davidson) Milwaukee 15-17.
Great Waltz: (Boston O. H.) Boston 12-24.
Greenwood, Charlotte: (Met.) Minneapolis 13-15; (Aud.) St. Paul 16-17.
Idiot's Delight: (Erlanger) Chi.
Metropolitan Opera Co.: (Public Aud.) Cleveland 12-17.
Penny Wise: (Shubert) New Haven, Conn., 15-17.
Red, Hot and Blue: (Grand O. H.) Chi.
Reflected Glory: (American) St. Louis 12-17.
San Carlo Opera Co.: (Music Hall) Kansas City, Mo., 15-18.
Schwartz, Maurice: (Selwyn) Chi 12-17.
Susan & God: (Forrest) Phila 12-24.
Tobacco Road: (Pabst) Milwaukee 12-17.
Tovarich: (Curran) San Francisco 12-17.
You Can't Take It With You: (Harris) Chi.
Ziegfeld Follies: (Cass) Detroit 12-17.

INDEPENDENT BURLESK

Beef Trust: (Bijou) Phila 12-17; (Century) Brooklyn 19-24.
Crazy Quilt: (Gayety) Detroit 12-17; (Capitol) Toledo, O., 19-24.

(See ROUTES on page 92)

The Forum

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

Milton, Mass.

In its issue of March 31 *The Boston Morning Post* in an editorial commented upon *The Billboard's* recent long article about salaries in regular legitimate productions, together with so-called actors of the WPA. *The Post* sums up what everybody else already knows — that most of those on the WPA theater rolls never have been experienced actors but are amateurs who by hook or crook have gotten on to this branch of government relief. Every producer, play publisher, professional actor and actress and any manager who has the theater at heart should get busy and have this blight on show business abolished. This can be done by letters to congressmen and senators, telling them of the true condition of this racket. This sort of work has no place in relief and is bringing show business to a low level. I hope *The Billboard* will keep after this matter until we have seen the last of it. Show business is in bad enough shape without introducing government activities that bring only more misery into the business.

Sees No Place In Relief for Show Business

RICHARD T. GRAHAM.

Uhrichsville, O.

In reference to a Forum letter by Mysterious Howard, from Alabama, and entertainers working schools for eggs and pennies, I fear Howard is worried unnecessarily. Any fair show with any degree of showmanship and ability will always collect a dime — and readily. I worked a lot of schools this year and many theaters; in fact, I have covered 11 States the past year, and for the past four years I have worked for kids exclusively. Cutthroat competition originates in the cities where movie managers start to cut prices, and today there are thousands of theater men kicking themselves because they have educated the kids to a 5-cent program for Saturday matinees. And when managers couldn't cut prices any lower they added a new feature, making a two-feature program besides a comedy. Last week I ran into two theaters, each in a different city, that sponsored and put in a bank-night matinee for kids. When the prize is not drawn it is doubled up for the next week. It puts me in mind of a movie I saw 30 years ago in a tank in Kansas when they operated with gas and a dime show consisted of one reel, *The Great Train Robbery*. Anyway, the film was old and torn every 15 feet, and at the finish the operator made this announcement: "Ladies and gentlemen, because of my poor showing tonight of *The Train Robbery*, if you will come back tomorrow night I'll give you three whole spools." Stick to the dime, partner.

Blames Movies For Cut-Price Trend of Today

F. D. WHETTEN.

Mount Airy, N. C.

I have been reading for some years in trade journals and newspapers of the many and unjust tactics used by theater managers or so-called managers in keeping out reputable outdoor shows. To me these managers (?) are not showmen, regardless of how big the city or how small the village. The writer numbers his friends in the outdoor show business by the hundreds. Have trouped on the road and worked in theatrical business all my life. Know nearly all the executives of the big shows, as well as the rep and tent shows. Anyone of these men can tell you that I have always been ready and willing to be of any help I could to them in the event they were playing in my town. Instead of trying to keep them out I worked with them and in every instance gained the good will of the public, and the show worked with me whole-heartedly. We both gained. Why cannot these chains and others be showmen and learn? We are all in the same business and when we all work together it means better conditions and, above all, money for us all. I could mention names in the outdoor world that I have worked with as my competitors but do not think it necessary.

Theater Man Favors Aiding Outdoor Shows

P. A. BOONE.

Cincinnati.

In the Forum of March 27 Thaddeus H. Gerig mentioned Jim Boynton as adjuster on the McMahon Show. He is wrong. Boynton was on the Wallace Show and Sells-Renfro. The only menders on the McMahon Show were Wallie Forest, John Boughclay and George Steele. I had the Side Show on the McMahon Show for six seasons and I ought to know. Clint Worrell also did a little adjusting, but not for long.

Says Boynton Wasn't Mender With McMahon

H. L. (SHEENY) BUSH.

Los Angeles.

I was very much interested in Roe Nero's letter in The Forum of March 20 regarding the license situation for tent shows and I fully agree with him that something must and can be done to assist tent-show amusements. While I am not a showman, I have always been greatly interested in tent shows and have been employed by the Sells-Floto Circus and the Al G. Barnes Circus. During the six years that I was city clerk of Tacoma, Wash., I had circus and carnival licenses reduced. I also was instrumental in getting the circus license in Seattle reduced a great deal. This was done simply by showing an interest in the situation and presenting the tent shows' side. During the past few weeks I have been busy with the Legislature of California in blocking the proposed drastic legislation providing for a $250 per day license to the State for any traveling amusement playing outside a theater. I, therefore, know that a great deal can be accomplished along this line if taken up in the proper way, and I believe this can be done better if taken up by an individual rather than by a tent-show organization and known as such. I do not know whether one person could cover the entire United States working along this line without considerable expense. I have had in mind a plan to organize the tent-show people playing the 11 Western States and contacting the legislative bodies in the States, counties and cities with a view of equalizing the license fees and making them proportionate with the theater license; but it was necessary that something be done at once regarding the proposed California license and therefore have not as yet taken up the matter with the tent-show people.

Projects Plan For Protection Of Tent Shows

HOMER H. EDWARDS.

Gowen City, Pa.

Replying to a letter from Fred R. Pursel in The Forum of March 20, I beg to advise that I am not the man who played in *Sidetracked*. The star of that attraction was Jules Walters. At the time of which Mr. Pursel writes I was playing vaudeville. I congratulate Mr. Pursel on his excellent memory regarding old-time shows. I was familiar with all of them. I knew Hardy and Von Leer in *On the Frontier*, and Porter J. White was a personal friend of mine, as is his playwright brother, Oliver White. I agree with Mr. Pursel on the real Bohemian spirit and brotherly love oldtimers had for one another. If one had it, we all had it. Performers of today will never see the theater as it was, nor are they as versatile as oldtimers. We had to learn everything from acrobatic, song and dance to Shakespeare. I am in receipt of a letter from Nat LeRoy, grand oldtimer and a brilliant writer. He supplied many headline artists with salary-raising material. Another correspondent mentions Eva Tanguay, who was a native of Holyoke, Mass. I first met her about 1896, when I was with a Healy & Bigelow Kickapoo medicine company in Worcester, Mass. It was the largest medicine show that ever organized. Two doctors, Ira E. Newball and J. Parker Campbell, are both gone. We had a band and orchestra, 15 Indians, 12 cowboys, 12 head of running stock for flat races between cowboys and Indians, eight good vaudeville performers, including Billy Wood, Eddie Reed and his bag-punching dogs; George Lirem, comic singer; Vic Richards; Tom and Lottie Waters; John Del Vecho and Madam Zoa, slide for life, who later drowned in Curtis Bay, Md., while performing. Bertram and Willard's production of *The Engineer* was playing a week's engagement at the Park Theater in Worcester during my 17 weeks there and I saw a matinee performance. Eva Tanguay was soubrette and sang the song, *Daddy's on the Engine, Do Not Be Afraid*. Vaudeville of today is a sorry thing compared to the vaudeville of her time and my time.

Walters, Not Waters, Played "Sidetracked"

TOM WATERS.

Chicago.

I have been interested in letters in The Forum concerning legal adjusters of circuses and especially enjoyed that of my friend James J. Brown in The Forum of February 27. He enumerated quite a number of adjusters, past and present, but I was very much surprised to note that he had neglected to include the name of our mutual good friend Bill Kellogg, of Indianapolis. Bill's name was always in the top brackets in his line. Of course, I realize this was an oversight.

Puts Kellogg In Top Class With Adjusters

A. B. (JUDGE) PALMER.

What Is Swing, Anyway?

MUSICIANS think they have a new fetish. They don't know what it is, but they are cashing in on it anyway. It is called "swing music," a vague commodity which has attained a definite monetary value despite its intangibility.

Various definitions have been vouchsafed, the general impression being that either musicians disagree as to what the term means or that they are trying to define musical practices and theories that always have been the common knowledge of all professional dance orchestras. These incongruities notwithstanding, the boys simply forget their definitions when they sit down to play, with the result that the music comes out according to Hoyle. This leads to one conclusion, i.e., the boys are full of hooey, haven't got much brains and are merely tangled up in the convolutions of musical metaphysics. When the saxophonist jiggles his toe, however, he manages okeh in spite of all the new-fangled swing literature.

Two of the foremost explanations of swing are (1) That it is a method of playing. (2) That it is a type of music. In either case the result is said to be the same; namely, music which freely creates and elaborates the primary melodic structure.

One illustration will suffice to knock this latest example of hoke into a cocked hat: Take a half-dozen old records of "St. Louis Blues" that were made before the myth of "swing" ever arose and, when compared with each other, they will illustrate the fact that "swing" is nothing new.

Perhaps "swing" began as a vapor issuing from a fellow whose brain worked only in three-quarter time.

43d YEAR

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PAINTERS DECORATORS TRADES UNION COUNCIL CINCINNATI 19

Vol. XLIX. APRIL 17, 1937. No. 16

Saranac Lake

By JOHN C. LOUDEN

Mary C. Louden left Saranac Lake for Puerto Rico last week. She accompanied Miss Montoya to her home in San Juan. Mrs. Louden will return shortly to resume her duties as nurse at the Gonzales cottage here.

Pauline Turnicky celebrated another birthday last week and received many lovely presents and cards from her friends in New York and at the lodge. She is making excellent progress.

Dorothy Kruse is in General Hospital, where she has undergone the third stage of the rib operation. Her condition is very satisfactory.

Dr. and Mrs. George Wilson, the former medical director of the W. R. M. H., left Saranac Lake last week for Pittsburgh on business.

The patients wish to express their sincere sympathy to Joseph Parker, who was called home to Jersey City last week because of his father's death.

Harold Rodner, W. R. M. H. executive, visited Lake Placid last week-end and paid a flying visit to the lodge to say "hello" to the patients.

Henry Wunsch is another who celebrated his birthday anniversary last week. He received some nice presents from his friends in Richmond, Va., and Saranac Lake. Henry is doing nicely.

Jennie Grande is our latest guest-patient. She hails from New York and is much impressed with her new surroundings. She was formerly a member of Warner Bros.' staff in New York.

Another pal and trouper has passed out of our midst, Gladys Palmer. For details read Final Curtain this issue.

Write to those you know in Saranac Lake.

BURLY BRIEFS——

(Continued from page 25)

24 in Newark. . . . Margie Lee took ill at Minsky's Gotham, New York, last week and was out for a couple of days, but returned, despite a fever, when the house requested her to do so to fill a shortage. . . . Nat Mortan booked a couple of banquets last week in New York, getting performers to double from theaters. . . . The Jacqueline LaRue, billed as an importation from Montreal, at the Mirador night club, New York, is really Dyna Dell from the South.

HELEINE DEAU VIRRE leaves the Casino, Brooklyn, April 17 and opens at the Howard, Boston, the day following for two weeks as extra attraction, with the Gayety, Washington, to follow.

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Allen, Prairie Lilly
Allen, Mrs. Zonia
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Rith, Mrs. Chaterine
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Roberts, Ginger
Roberts, Kiki
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Robinson, Loretta
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Sims, Mrs. Whitey
Slane, Sunny
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Smith, Dorothy M.
Smith, Mrs. Beatrice
Smith, Mrs. Ford
Smith, Mrs. C. R. (Babe)
Smith, Mrs. Jennie
Smith, Mrs. Mayme Ward
Smith, Priscilla Bebe
Snodgrass, Mrs. Nona
Snodgrass, Mrs. (Rides)
Sorg, Mrs. Dave
Spallo, Mrs. Ruth
Spare, Mrs. Al (Peggy)
Spencer, Elizabeth
Spencer, Mrs. Virginia Lee
Stacy, Miss Willie
Stanford, Rae
Stannard, Mrs. Jack
Starling, Lillian
Staton, Rubye
Stephens, Babette
Stevens, Mrs. Ray
Stewart, Ann
Stilz, Chine
Stock, Mrs. D. B.
Storm, Mrs. Emma
Strain, Margarette
Streets, Mrs. Billie
Suber, Mrs. Carrie
Sullivan, Fay
Sullivan, Mary
Sullivan, Mrs. Maxine
Sutton, Mrs. Marjorie
Sweeney, Charlotte Viola
Taris, Eslyn
Taylor, Dorothy
Taylor, Sara
Teska, Mrs. Ed
Thatcher, Mrs. Arthur
Thelia, Pinhead
Thomas, Ella
Thomas, Mary Jane
Thomas, Gussie
Thompson, Glenna Lee
Thompson, Mrs. E. V.
Thompson, Mrs. Minnie
Timmers, Mrs. S.
Tiny Mite Doll Lady
Townsend, Mrs. Clara
Turner, Gertrude
Trup, Patricia
Van, Marie H.
Vaughn, Mrs. Jerry
Venore, Madam
Vilardo, Sarah
Von Esche, Mrs. Karl
Voss, Dorothy
Voorhees, Mrs. Helen
Vulong, Beatrice
Wadsworth, Mrs. Lillian
Wallas, Mrs. Elizabeth (Mom)
Walters, Mrs. Janie Guyer
Waroer, Joan
Wasson, Grace
Watkins, Mrs. Doris
Wears, Cloris
Weaver, Mrs. Jas.
Weaver, Virginia
Wentz, Mrs. Dorothy
Wharton, Mrs. Connie
White, Clara
White, Mrs. Mary
White, Sallie
Whitehead, Mrs. Mae
Wiedeman, Mrs. F. F.
Wiener, Mrs. June
Wilson, Dianne
Wikoff, Gladys
Williams, Mrs. Alma
Williams, Peggy
Williams, Rose
Wilson, Marion
Wilson, Mrs. Joe & Jennie
Wilson, Madge
Winters, Mrs. M.
Wolfe, Janice
Woodard, Mrs. R. W.
Wright, Jerry
Yeager, Mrs. S. A.
Young, Mrs. Dolly
Young, Mrs. Mamie
Zerm, Mrs. Larry

Letter List

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

Gentlemen's List

Abbott, George
Abdella, Youseff
Able, Buck (Col.)
Aboken, George
Abrams Cuban Show, The V.
Accosta, Herbert
Adams, Hub
Adams, Hubert
Adams, Jack (The Hobo)
Adams, Mike
Ahel, Buck
Alexander, Edgar H.
Alfredo, Al
Alin, Aline
Allen, Al
Allen, Charles B.
Allen, Harry
Allen, Mert H.
Allen, Mirt
Allen, Morman (Al)
Allen, Mack Ray
Alvis, Ray C.
Alzeda, Dr. G. E.
Aman, Bill
Ambrose, Joe
American Exposition Show
Amok, Chief
Amoosk, Benny
Anderson, Ray (Shorty)
Andin, P. J.
Andrews, Edward C.
Annin, Ralph J.
Anthony, Bumpsy
Anthony, Lee
Applebaum, Samuel
Arenz, Sam
Argus the Magician
Arison, John W.
Arizona Joe
Arnondh, Evern
Arnott, Jack
Asbourne, Walker
Ash, Paul
Ashley, Theo
Atherton, Ernest
Atkin, Alfred
Atterbury, A. D.
Auskins, Speck
Austin & Kuntz
Autry, Gene
Axinn, Prof. Allah
Ayers, H. B.
B. & H. Ranch Rodeo
Babette, Prof.
Bahnsne, William
Bailey, Malcolm K.
Baker, Raymond Fay
Baker, Walter V.
Balfour, Vernon
Banister, Leonard W.
Barber & Murray Show
Barlow Big City Show
Barnard, Leon B.
Barnes, Bobbie
Barnes, G. E.
Barnes, E. Markley
Barnett, Ernest Le Roy
Barnett, H. B.
Barnett, Warren
Barney Tassell Unit
Barnhill, K. B.
Barr, Jack
Bartok, Milton
Bates, C. A.
Battisti, Sylvester J.
Bayler, Maurice
Beady, Joe
Bear, Eddie Tall
Bearden, A. E.
Beardin, Jack
Beary, Howard
Beasley, Joe
Beckett, Charles Herbert
Bee, Frankie
Behmer, Irwin
Bel Mar, Jack
Bell, Al Gray
Bell, D. H.
Bell, Harry
Bender, Boots
Benjamin, Albert
Benjamin, Harry
Bennett, Bond
Bennett, Fred
Bennett, J. A. Freddie
Bennett, Joseph A.
Bennett, Jack
Bennett, Russ
Beno, Harvard
Benson, Clemie J.
Bentley, Claude
Berck, Alfred
Berge, James G.
Bergeron, Carl
Berghege, B.
Bernard, Wm. G.
Berry, Bert
Berry, Jack
Bert, Frog Boy
Bessey, Jack
Betts, F. M.
Betts, E. E.
Bill, D. B.
Billings, Thomas
Billingsley Hopie Indians
Binder, Herman
Bingham, Bob
Biscow, Isador
Black, Roger G.
Blackburn, Guy
Blackstone, Doc
Blair, Dave
Blairs Med Show
Blake, Frank
Blakely, Benton H.
Bland, Richard
Blank, Henry
Bloddie, Marvin W.
Blodgett, Eddie
Bodner, Mike
Bohannan, S. W.
Bolding, J. C.
Bomar, F. A.
Bonner, Willie
Booner, Fred
Booth, Clinton M.
Borheit, G. A.
Borin, Richie C.
Bosco, Manuel
Boso, Guy R.
Boswell, Frank
Boudry, Valintena
Bousum, Robert
Bowen, Howard (Lefty)
Bowers, Monore
Bowman, J. D.
Bowser, Black Ace
Boyd, Calvin Robert
Boykin, J. E. Slim
Boysondel, Jack
Boyter, Ralph M.
Bozzell, William
Brachard, Paul
Bradley, A. C.
Brady, John
Brady, King
Brady, Mike
Brady, Silver Dollar
Brantley, J. F.
Bratcher, Lonnie
Bresk, F. J.
Brewer, Chas. H.
Briges, F. N.
Briggs, Harry
Briggs, Tex
Brinkley, Frank
Brodie, Steve
Brodie, Wm. N.
Bronson, Howard
Brooking, Robert
Brooks Co.
Brooks, Frank
Brooks, Thos. A.
Brossean, Frank
Brovold, Pete
Brown, Earnie
Brown, Johnnie
Brown, Norman Big Boy
Brown, Pluto
Brown, W. F. H.
Brown, Wesley
Brownell, Duke
Bryan, A. W.
Bryan, O.
Bryant, Otis
Buchanan, Claude Tree Top
Buckey, Sailor Jack
Buckland, Harry
Bufkin, Emmitt
Bufkin, Gypsy
Bumps, Bobby
Burch, Tex
Burgius, Harry
Burke, Alfred
Burke, Dan
Burke, Frank
Burke, Milton P.
Burkland, E. R.
Burley, Eddie
Burns, Curley
Burrell, Jerry
Burto, L. H.
Burton, L. Slim
Bush, H. L.
Butcher, Shorty
Butler, Clyde
Butler, R. H.
Bynum, E.
Byrd, Del
Caggan, Frank
Caiburri, Johnny
Caldwell, Ernie
Calhoun, John
Callahan, Danny
Calloway, Thos.
Campbell, Frank A.
Campbell, Olive Rinehart
Cantrell, Dallas
Cantrell, Dean
Caprice, Bobby
Cardesa, Alf (Armless Wonder)
Carey, Roy
Carl, Fred Dutch
Carle, Richard
Carless, Jack
Carlock, Edw.
Carlos, Don
Carnell, Howard
Carrell, Leo
Carrigan, Bill
Carrigan, James R.
Carroll, John
Carsey, B. T.
Carter, F.
Carter, Gene Hipo
Carver, A. Floyd
Case, Jack
Cass, W. Ray
Cassandra, Prof.
Cassidy, Ely
Castatola, Harry
Castelo, Frank (Magic)
Cates, Charles
Caughey, Russell
Caulk, Jack
Cautin, Ralph M.
Cekoba, James
Celen Hawaiian Trio
Certaro, V. L.
Cervone, Frank
Cevene, Fred
Chalmers, Chas. S.
Chaney, Lon (Alias Carlos Chaney)
Charak, Allan P.
Charmion, Alfred
Chattosh, Johnny
Chisholm, Clifford
Chopan, Earl
Cittadino, Henry
Clair, William
Clark, Art
Clark, Frank Nig
Clark, Joe
Clark, Slim
Clarke, J. Harvey
Cleaveland, Geo.
Clemens, Murray
Clement, Bob
Clements, Harry S.
Clint's Expo Show
Cloras, Pinhead
Clynes, Charles
Cobbs, Warren
Cochran, Harold
Carder, John
Cody Jr., Bill
Cody, Harry N.
Cogswell, C. H.
Cohen, Charles Butch
Cole, Donald
Cole, E. W.
Coleman, Max
Coley, Bill
Coley, C.
Colley, James A.
Collier Jr., L. N. Doc
Collins, J. C.
Collins, Thomas
Colvin, Ira
Conn, H. E.
Conners, Uncle Bill
Converse, A. J.
Cook & Cook
Cook, Richard
Cook, W. P.
Cooke, Harry
Cooper, Geo.
Cooper, George
Cooper, Hymie
Corbett, Charles
Cordell, Raymond L.
Corlett, Carl
Corneer, Bill
Couch, C. C.
Cove, Walter
Cowan, Bud
Coward, Linden
Cowen, John E.
Craig, Foil
Cramer, Don
Cramer, Ramon
Cramor & Zorsky
Crandell, Fred
Cravens, Elliott
Creasty, Geo.
Creger, Happy
Cress, Earl
Crider, Hal
Cristo, Tom
Crodit, George
Cronin, Bill
Crosby, Bob
Crosby, Doc
Cross, Frank
Crouch, Jimmie
Crouch, O. A.
Crow, C. H.
Crowder, Gene
Crowe, Bill
Crowe, E. C.
Crowley, Albert
Crumley, Earle
Cruze, Conway
Cuddy, J. Lee
Cullen, Lawrence
Cullens, Larry Scratch
Cumming, M. L.
Cunningham, Fred
Cureton, C. L.
Curtis, Ben
Curts, Billie
Cusenza, Paul
Cutter, S. R.
Daley, J. Frank
Daley, Jack
Damarine, Geo.
Daniels, Danny
Daniels, Lee
Daniels, T. E.
Darling, Dick
Darling, Harry
Darling, Philip J.
Darnell, Hank
Dault & La Marr
Davenport, Ben & Eva
Davenport, Jack W.
Davidson, A. F.
Davidson, Earl
Davidson, George
Davidson, Gravitio F.
Davidson, Morris
Davis, Ches
Davis, D. D.
Davis, E. A. Tuffie
Davis, Earl M.
Davis, Henry Hudson
Davis, James W.
Davis, J. H.
Dawkins, Geo. Speedy
Dawson, Harry A.
Dawson, Stanley K.
DeCordora, M. F.
DeRay, Phil
DeRizkin, Frank
DeRossigknob, Louis
DeVere, Bert
DeVere, K.
Dean, Tom
Debelle, Alvin
Debow, James H.
Decker, Joe
Deering, Walter
Defoe, Don
Deity, Wm.
Delaney, Pat
Delmore, Lew
Demetro, Tom
Dempsey, John
Demorest Players, Bob
Demsky, Irving
Denbow, Charles Blink
Denby, Buck
Denlinger, J. H.
Denneson, Ermil
Dennis, Chas. Whitney
Dennis, Wesley
Dent, C. R.
Derwells, Flying
Deutsch, Fred W.
Dexter, Ardyce & Sonny
Diamond N Ranch Circus
Dicks, Raymond C.
Dietrich, C. E. Dutch
Dillinger, Hardin
Dillon, Dick
Dinby, Buck
Dix, Walter
Docen, Chas.
Dodson, Eddie
Dodson Family
Doggett, Art
Donley, Whitey
Donnelly, Lee
Donohoe, Hugh A.
Dorden, Robert
Dorman, George
Dorsey, Glenn
Doto, Leonard
Dougherty, James J.
Dow, Jack
Doyle, Sam
Drayger, Mathew
Drouillon, Frank D.
DuFault, Earl L.
DuPont, Robert
Duby, F. J.
Ducci, Gregorio
Dudley, Harry G.
Dugan, Bookie
Dugan, Danny
Dugan, E. S.
Duke, The Watch Man
Duke, Iron-Skin Man
Dunbar, Buster & Peggy
Duncan, C. Ray
Duncan, Midget Jackie
Dunlap, Pop
Dunlap, Leonard
Dunn, D. S.
Dunn, Harry
Dunze, Bud
DuVell, Sunny & Dolly
Eads, Arkie
Earnhart, E. E.
Easter, Henry
Edenfield, Danny
Eberstin, M. C.
Edgefield, Geo.
Edwards, Billy
Edwards, Chas. W.
Edwards, Charlie
Edwards, Doc
Edwards, Robert
Edwards, Vern L.
Eger, Eddie
Elanes Expo.
Elder, Charles
Elder, Ted
Elerding, Robert
English, W. H.
Eli, Ben & Monroe
Ellison, Jimmie
Emerson Jr., Slim
Emswiler, S. H.
Engle, Art
Ensley, Eugene B.
Ephraim, John
Ephraim, Meto
Epic, Ed
Epple, Sam
Erb, Eugene S.
Escrown, James
Etheridge, Lloyd Whitey
Eugene, Gene
Eureka Whaling Co.
Evans, C. H.
Evans, E. C.
Evans, George H.
Evans, Geo. S.
Evans, Robt. Lee
Evans, Virgil
Everett, Red
Eyestone, Chop
Fagan, Bob
Failure, Harry
Fairfield, Lou
Fallon, Thomas
Fann, Paul W.
Fantanta, Joe J.
Farnham, Harold Doc
Farrell, E. S.
Farrington, John
Farris, Quinn
Faust, Mike
Favors, P.
Feldman, Joe
Fenner, Harry
Ferris, Jimmy
Fillmore, Chas. H.
Finnell, R. J.
Finney, John Spike
Fischer, Bud
Fish, Carl
Fisher, George
Fisher, Virgil
Flippo & Zeppo
Flynn, Robert W.
Fohlbrook, Ted
Ford, Al
Ford, Prof. C.
Ford, George
Ford, Dr. L. D.
Ford, Dr. L. B.
Forrest, Charles
Fortuna, Prof.
Foughlbrook, Ted
Fox, Alexandri
Fox, Benny
Fox, Roy E.
Fox, Sam
Francis, D. J.
Francis, John Angelo
Frank, Toney
Franks, Ralph
Frankse, Charles G. W.
Frantz, Jerry
Frazier, James Gilmore
Frechette, Ray A.
Freda-Fred
Freedman, Alex
Freeman, Don
Fremont, Dick
French, Bill
Fritz, Cecil
Fritzgold, Jack Scotty
Froomesse, H. E.
Frost, Jack, & Lester
Frye, James P.
Frying Pan, The
Furati, Frank
Furgeson, Craig
Gail, James
Gale, Al
Gardner, Jack
Gardner, Thomas
Garman, John
Garner, Bryant R.
Garner, Joe H.
Gatewood, Cliff
Gaylord, Bob
Geath, Lewis
Geck, Joe Daddy
George, Ray Frenchy
Getz, R. J.
Gibbs, Johnnie
Gibson, Bert
Gibson, Roy
Gilbert, Jack
Gillette, Jackie
Girard, Ted
Gloth, Bob
Gloth Gr. Show
Godfrey, Louie
Gold, Harry
Goldberg, Arthur
Goldberg, Murray
Golden, Guy
Golden, Happy
Golden Valley Show
Goldstone, Roy
Golin, Edward Wm.
Golin, Gene
Goodlett, Walter J. Happy
Goodman, Jack
Goodrich, Babe & Billy
Goodrich, W. H.
Goodwin, Doyle A.
Goodwin, Joe E.
Gordon, Keith E.
Gotch, George L.
Gosh, Byron
Grace, Paul
Graham, D.
Graham, Del
Grampul, Harold
Gray, Bill
Greathouse, Gordon
Green, Jos.
Green, M.
Greenlee, Jerry
Gregory, Bill
Gregory, Leveritte
Gregory, L. B.
Greve, H. A.
Griffith, Jack & Margaret
Griffin, William
Grimes, Johnnie
Grimes, M. F.
Grinheart, Jackie
Grisman & Kirkland
Groffo, Miller
Grosse, M.
Groves, Tex & Adine
Grubough, Floyd
Grugan, Shorty
Guilfoyle, Chubby
Guyer, John L.
Gwin, C. D.
Haas, Doc F.
Hackins, Bud
Hafley, C. F.
Hagan, Charles (Rubberlegs)
Haggen, Eddie
Hagness, Ernest
Halani, Al
Hale, Wayne
Halfnce, Jack
Hall, Doc & Gertrie
Hall, Ed L.
Hall, George B.
Hallen, Vic
Hallings, Ward C.
Hallock Jr., Wm. A.
Hamilton, Damon
Hamilton, James H.
Hammack, Doc Coy D.
Hammond, Capt. Earl F.
Hamoka, Frank
Hampton, Charlie
Handmaker, Ben
Haney, R. E.
Hanley, Norman
Hanna, H. L.
Hannah, Joe
Hannah, John
Hansen, Charles
Happy Attractions
Harbin, Howard
Harbough, Chas.
Harehelrode, Harold Payton
Harell, L. H.
Harrington, Thos.
Harris, Andy
Harris, Bill
Harris, Dick
Harris, Harry
Harris, Hy
Harris, Pocket Book
Harrison, Bart
Hart, C. K.
Hart, Eddie & Mona
Hartley, Eldon
Hartzberg, Amos
Harvey, Al
Hatchell, Carlyle Curley
Hathaway, Bob & Flossie
Haun, I.
Hay, Doc
Hays, Cliff E.
Hazzard, Hap
Headley, Gerald
Heath, Henry
Heberts, The
Heider, Fred
Hellard, Robert
Helmes, Harry Ace-Hi
Henderson, Billy
Henderson, Ernest (Rags)
Henderson, Lew
Hendricks, Ryst
Hendrix, Cecil
Hendrix, Pete
Henry, C. A.
Henry, Lew
Herbert, Paul
Herman, the Magician
Herman, Maxie
Herring, Frank C.
Heth, Henry
Heyworth, Joe
Hicks, Johnny
Hicks, Robert W.
Higgins, Arthur (Red)
Hilbar, Dr.
Hill, Tom H.
Hilton, Joe
Hines, Louis
Hinton, G. Wm.
Hires, Woody
Hitchison, Ginger
Hi-Way Varieties
Hobson, Jack
Hockenbery, Lewis
Hockman, Lemont
Hodge, Toots
Hodginis, Dr. R. J.
Holland, E. S.
Holman, H. S.
Holmes, Bud
Holmes, D. R.
Holmes, Pete
Hood, B. F.
Hooper, Earnest
Hopkins, Hubert R.
Horwitz, Vic
Hosmer, J. E.
Howard, Joseph
Howard, Johnnie
Howard, Phil Peanuts
Howe, Herbert H.
Howkings, Ray
Hudson, Ray
Huff, Wayne
Hughes, Chas. Sylvester
Hughett, W. V.
Hugo, Capt.
Hums, George H.
Hunter, R. H.
Hunter, Bill
Huntsinger, Reds
Hurkley, Stanley
Hurley, Joseph
Hurley's Royal Hussars
Hustrei, August A.
Hutner, Morris
Hyatt, Kay L.
Hyland, Jack Skater
Ingram, Tripp
J. E. Ranch Rodeo
Jackson, Dick & Myrtle
Jackson, Howard
Jackson, Stonewall
Jackson, Texas Slim
Jacobin, John H.
Jacobson, Meyer
Jaery, Augie
Jake, John
Jamson, E. M.
Jarvis, Buck
Jarvis, Howard
Jennings, Ted
Jerome, Paul
Jewell, Cliff
Jimmey, The Rabel
John, Donnie
John, Ephraim
Johnnis, Rough House
Johnson, Al F. (Whitey)
Johnson, Alfred
Johnson, Baldy
Johnson, Cecil
Johnson, Chas. A.
Johnson, Chas. B.
Johnson, Frank
Johnson, Jesse
Johnson, Jim H.
Johnson, Paul
Johnson, Rufus R.
Johnson, Prof. Tom
Johnston, Ennis S.

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

Johnston, Marvin Earl
Johnston, W. L. Heavy
Jones, Charles H.
Jones, Cotton
Jones, Early Decon
Jones, L. H. (Dobby)
Jones, Mark
Jones, Owen
Jones, William
Jordon, Dave
Jump, Edward
Kain, Doc E. J.
Kane, J. N.
Kane, Whitie
Kane, Wm. J.
Kanilani, Stanley
Kaplan, Ben
Karr, A.
Kearney, James E.
Kehoe, Lawrance
Keith, Charles
Kellam, Walt
Keller, L. C.
Kelley, Boob & Frosty
Kelley, E. K.
Kelly, Earnest
Kelly, Jack
Kelly, Min & Jim
Kelly, William L.
Kelly, Wm. Langton
Kelone, T.
Kelso, Frank B.
Kelvin, M.
Kennedy, Edward
Kennedy, Jerry
Kent, C. C.
Keown, J. W.
Kepply, Jess
Kerr, B. W. Fido
Kester, Norman
Kier, Harlan
Kilgore, J. D.
Kimball, Bill
Kimball, Romaine L.
Kimball, Lee
Kimmel, William
King, Allen
King, G. M.
King, John
King, Luke
King, Ray
King, Robert
King, Robert D.
King, J. Val
Kinko, Glen
Kino, Dr.
Kinter, Vance M.
Kirby, Herman M.
Kirk, H. H.
Kirschman, Bill
Kisch, Albert
Klass, Fred
Knight, George
Knight, Jack
Knight, L. R.
Knight, Richard J.
Knoch, Conrad
Knott, Bobbie
Koban, Kaichi
Koford, William
Kolb & Moeller
Koly, Frank J.
Konikoff, Bill
Koski, T.
Kosterman, Ralph
Koyl, Geo. R.
Kraemer, Will
Kraft, Perry
Kramer, A. W.
Krantzler, Dan
Kriswell, Ray
Kronau, Arthur T.
Krug, J. R.
Kurtz, Martin
LaCessee, Dan
LaFollette, Geo.
LaMont, Charlie
LaRose, Orville O.
LaRue, Al
Lackey, Jim
Lake, Arthur
Lamar, A. J.
Lamar, Ted
Lamb, Ray
Lamb, Rufus Scott
Lamb, W. E.
Lamont, Geo. A.
Lampell, Lenny
Lampinos, Three
Lamport, H.
Landes, Fritz
Landis, B. H.
Lane, Frank B. X.
Lane, Jackie
Lane, Larkey
Lane, Mike
Lani, Bill
Lanzi, Regnier
Larry, Howard
Lasher, Charles
Latham Circus Attractions
Lawrence, Walter
Lawson, W. C.
Layman, Frank E.
Lazone, Elmer
LeGlaire, Peter
LeMolnde, Frank
LeRoy, F. J.
Leach, Fred
Leavitt, Alden
Leblanc, Edward
Lee, Francis (Hometown)
Lee, L. E.
Lee, Lewis E.
Leiberman, Andy
Lemoind, Frank B.
Lenior, Frenchy
Lentini, Frank
Leo, Ossified Man
Leonard, Eddie
Leppert, Geo.
Lester, George
Lester, Noel
Levalle, Pete
Lewis, Joe German Red
Libby, Frank
Lind, Art
Lindsay, Raymond
Linement, Albert
Lipincott, Geo.
Little, Carl
Littlebeaver, Dr.
Litts, G. F.
Livingston, Harold
Loar, Bink
Loeb, Charles
Lofstrom, Wm.
Lokas, Frank
Loller, Roy E.
Long, Chester H.
Long, Harry K.
Loose, Capt. Ben
Lopez, Joe
Lopez, Loupe
Lordens, Three
Lorraine, Robert
Lorrow, Cortez
Louis, Theodore
Louise, Mr. Doc
Lovell, C.
Lowe, Cliff
Lowe, Harold
Lowery, Sammy
Lucas, Harold
Ludwig, Chas. Blount
Ludwig, Frank
Luise, Jack
Lush, Doc
Lyenn, Shorty
Lynch Jr., Bobby T.
Lynn, Emmett Pap
Lynn & Lazzeroni
Lyon, W. C. T.
MacCurio, Chief Jack
MacLamore, Blackie Lenord
McAdams, Roy
McArdell, E. J.
McArdle, Vernard
McCarthy, Emmet
McCarthy, Geo. T.
McCarty, Jack
McClanahan, D. H.
McClane, Buddy
McCluskey, T. F.
McCorkle, James
McCormick, James R.
McCoy, Col. Tim
McCoy, William
McCrary, B. W.
McCully, W. T.
McDaniels, T. G.
McGee, Jimmie
McGlockling, Slim
McGowan, Vernon F.
McGuire, F. C.
McGuire, Wm. Frank
McHendrix, R. G.
McHughs, The
McIntyre, Hal
McLachlan, A.
McLain, Bob & Elsie
McLaughlin, Ernie L.
McLemore, J.
McLeod, Jack
McLeod, William
Mack, Eddie
McMackin, F. W.
McMahan, Clyde
McMayhill, Wendell
McNamara, Thos.
McNiece, James A.
McPeak, Robt. E.
McUrdy, J. M.
Macias, Manuel
Mack, Durwood M.
Mack, Gilbert
Mack, Joe
Mack, Otto F.
Mackey, Geo. Chic
Mahdi, Dr. L. D.
Maher, Randolph Red
Mahon, William
Mahoney, Dennis
Mahra, Prince
Majestic Novelty Co.
Makea, Lee
Malcolm, Cliff
Malcolm, Ernest E.
Malbin, Ed
Malloy, Bulldog
Mallory, Roy
Mann, Geo.
Manya & Pordes
Marcan, Joe
Margo, Carlos & Steppie
Markwell, Price
Marlowe, Geo.
Marphey, V.
Mars, Walter J.
Martin, Harry
Martin, Mickey B.
Martin, Norman
Martin, Ward
Marvel, David
Marvin, Thos. E.
Mascoe, Fred
Mason, Dr. H. Ralph
Mason, Frank
Massenburg, J. Edw.
Matheny, Mahlow W.
Matthews, R. W.
Mattingly, Henry
Maurice, Ossified
Mauterstock, W. P.
Maxello, John
Maxwell, Clifford
Mayes, John
Mayfield, Dr. W.
Mech, John (Blink)
Megahan, John
Megewy, Red
Mehl, T. A.
Melody Four, The
Menke, J. W.
Mentalist Rays, The
Merkle, Jackie
Merkle, Jacques
Merle, Mysterious
Mero, John F.
Merrill, Guy
Merrill, Roy
Merson, Louis
Metello, Arthur
Mettler, Alfred
Meyers, A. E. F.
Meyers, John S.
Meyers, John Thos.
Meyers, Sailor
Miles, Charles
Miller, F. W.
Miller, George P.
Miller, Grady Floyd
Miller, Jerome
Miller, Jim
Miller, Joseph
Miller, Little Joe
Miller, Mac
Miller Products
Miller, Steve
Miller's Girl Band
Milligan Bros.' Show
Mills Jr., Robt. A.
Mitchell, Allen
Mitchell, Art
Mitchell, Bob
Mitchell, Frank C.
Mitchell, Frank J. (Tropical Slim)
Mitchell, Jimmie
Mitchell, Joe
Mitchell, John C.
Mitchell, McMillen
Mitchell, Mike S.
Mitchell, Sam
Mitchell, W. W.
Mitchell, Willie
Mite, Major
Mix, Art
Mogul
Money, Whitie
Monroe, E.
Moody, Ralph
Mooney, Thos.
Moore, Chintz
Moore, Fred D.
Moore, Hap
Moore, Louis
Moore, Tommy
Morales, Felix
Morales, Pedro
Moran, Geo., of Moran & Mack
Morency, F. Percy
Morrell, Earnie
Morris Death Dodgers
Morris, James
Morris, Joe
Morse, Joe C.
Morse, Peter K. K.
Mortenson, Mort
Mote, Johnny
Moyer, Woodrow Wilson
Mudry, Pete
Mullen, Ted
Mullins, Jack
Mullins, Larry
Mundorff, Ted
Munroe, Jack & Eddie
Murand & Girton
Murdock, Robt. K.
Murphy, A. H.
Murphy, Avery Lue
Murphy, Claude C.
Murphy, Eugene J.
Murphy, Frank D.
Murphy, Harry A.
Murphy, Pat
Murphy Shows
Murphy, V. E.
Murphy, W. A.
Murray, James A.
Murray, Robt. G.
Myers, Bill Blacky
Myers, Ralph
Nalley, Frank K.
Napoles, Louie
Nazarro Jr., Nat
Neal, G. E.
Neese, Henry Chas.
Neilson, Harry
Nelson, Earl O.
Nelson, Jack, Rodeo
Nelson, Little Red
Nelson, M. J. (Red)
Nelson, Prince
Newland, Austin
Newman, Fred
Niad, Rajah
Nicholas, Leo
Nicholas, Miller
Nichols, Gus
Nicholas, Russell
Nitt, A.
Nixon, Rube
Nolan & Kenny
North, Ted
Norton, James H.
O'Brian, Geo.
O'Brian, J. C. Circuses
O'Brien, Larry
O'Brien, Neil
O'Brien, Thos. J.
O'Brion, Jack
O'Day, Pat
O'Day, Tim
O'Dell, Jesse
O'Malley, James
O'Neil, Philip E.
O'Reilly, H. B.
Odewalt, Jack
Olegario, Anacleto G.
Olenik, John
Oleson, A. J.
Onesta, Pedro (SwordSwallower)
Orr, Jack
Orton, Norman
Osborne, Leo
Oshwa, Prince Pigmy
Otterbacher, R.
Owens, Bill
Owens, Charles
Owens, C. W.
Owens, J. J.
Oyle, Douglas
Pablo, Juan
Paddock, Buddy
Page, Harold
Page, J. W. (Sugar)
Painter, Fred
Palsa, John
Parker, Charlie
Parker, J. T. & Minnie
Parkins, C. A.
Parks, John Baldy
Parrish, Clifford
Parsons, George
Pasco, Joe
Pauli, F. W.
Paxton, Art
Pearson, V. E. (Pete)
Pelkin, Elmer
Pelley, Burnam
Peppers, A. M.
Peppers, Abe
Pepple, T. Dwight
Perkins, Capt. Rube
Perkins, F. S.
Perry, Jack
Peterson, Harry
Peterson, John
Petty, Pat
Peyton, Doc
Pfisterer, J. W.
Phelps, Jack
Phoenix, Capt. Speedy
Pifer, C. F.
Piper, Bud
Pitchman, Bills
Pleshinger, Rudy
Pockery, Jos.
Poling, Geo.
Pony Boy Show
Poplin, Jewell Rinehart
Pool, Mr. Peggy
Pope, Edw. J.
Posey, Bob
Post, Tom
Potter, Eddie
Potter, Jimmie
Potter, M. C.
Power's Elephants
Prather, Henry H.
Pressler, Johnnie W.
Price, Ben
Primrose, Al T.
Pritzer, Fred
Pughe, George
Purcy, R. J.
Quinn, Lloyd Skeeter
Quinlivan, M. D.
Race, Fred
Radcliff, Floyd
Ragland, Geo. O.
Ragsdale, Tony
Ramon & Puerto Ricans
Ramsey, Clyde
Randolph, Bingo
Raney, Doyle S.
Rao, Ned
Ray, Tommy
Raymond, Great (Slide for Life)
Rays, Buster
Raymond, Nickey
Raymond, Pat & Dee
Rea, Ted
Read, Jimmy
Rebberts, Stewart
Rebma Jr., Dr. J. U.
Redmond, Frank
Reed, Chick L.
Reed, C. S. (Mike)
Reed, Dr. Geo. M.
Reed, Napoleon
Reeves, Geo.
Reeves, Harry
Regan, E.
Reid, Leo Elliott
Reno, Edw. A.
Reno, Paul
Reynolds, Ellery
Reynolds, Capt. T. J.
Reynolds, C. B.
Reynolds, Jerry
Rhodes, Lewis
Riardan, Chas. A.
Rica, Prince
Rice, Alvi C.
Rice, Cecil C.
Rice, Ralston F.
Rice, Louis Stretch
Richards, Harry
Ricks, William
Riddick, Johnnie
Ride, William E.
Riem, Louis T.
Rigby, John
Riley, Buddy
Riley, Capt. Paul
Riley, Harry
Riley, Sam
Rinehart, Jack
Rink, Buddy
Ringo, Buddy
Rio, Joe
Ritter, Beans
Rittley, Harry
Rivet, Napoleon
Roberts, C. F.
Roberts, L.
Robinson, Ross
Robbins. Clarence
Robbins. Milt
Roberts, Jas. C.
Robinson, Jack
Roberts, Lowell
Rocco, Phil
Rocco Sr., R. W.
Rogers, Dr. A. W.
Rogers, Bill
Rogers, Frank
Rogers, H. V.
Rogers, M. S.
Rollins, Harry
Rose, Bud
Rose, T. J.
Rosen, H.
Rosen, Sheik
Rosenberg, Mickey Judge
Rosenberger, Bert
Rosler, Kid Tarson
Ross, Bill
Ross, J. King
Ross, Sammy
Rossi, Joe
Ross, Tattoo
Ross, Texas
Roundtree & Shorty Jones
Rowan, Doc W. H.
Rowan, Paul
Royal, George
Royana, John
Rudat, Alvin
Runyon, Brooks
Russell, A. J.
Russell, Francis
Russell, Jas.
Ryan, F. W.
Sager, Frank
Salisbury, Bill
Sallee, Sandy
Sanders, Levi Lindsey
Sanderson, Sandy
Sandy's Overseas Fun Show
Santag, Joe E.
Santee, Earl E.
Sartwell, Allen
Sauer, Wm.
Saunders, George
Saunders, S.
Schaffer, Ray
Scharding, John
Schilling, Capt. Geo.
Schmidt, Elmer
Schmidt, Red Hammer
Schmit, Blue Jay
Schram, Charles
Schultz, Chas.
Schwartz, Louis
Scobile, Carroll
Scott, H. H.
Scruggs, Ernest
Seerba, Frank
Seiden, Jack
Sellars, Alfred
Sells, Charles
Seltzer, Leo
Seltzer, Louie
Setlin, Joe
Setzer, W. W.
Seward, Prof.
Seymour, Joe (Dock)
Shaffer, Ray
Shandra, Prince
Sheffield, Odie
Shelton, Robt.
Shepard, E. H.
Sherman, Chester L.
Sherman, G. B.
Sherwin, Albert
Sherwood, James
Shill, Ray
Shope, Nig
Short, Dr.
Shorty, Ice Water
Sibley, Clarence
Siegrist, Billy
Silver, Hal
Silverlake, Geo. O.
Simms, Amon
Simons, Dan W.
Simons, Homer
Simpson, Jack
Simpson, J. H.
Simpson, James
Sinclair, Jack
Singleton, George
Singleton, O. H.
Sisco, R. H.
Sivel, Carl, & Co.
Skiver, Charley
Sluskey, Louie
Smith, A. E.
Smith, Ben A.
Smith, Charles G.
Smith, Clyde L.
Smith, Ford
Smith, Frank J.
Smith, Frank, Players
Smith, Frank A.
Smith, Otis L.
Smith, R. M.
Smith, R. W.
Smith, Sid
Smith, Steve Gypsy
Smith, Steve W.
Smith, Strawberry Red
Smith, Whitie
Smith's Diving Ponies
Sneathen, W. R.
Snedecker, H. Ray
Solof, Sam
Solomon, Sol
Sordelet, Henry
Sorensen, Harry
Sorrell, A. A.
South, Earl
Southern, E. E.
Spain, W. E.
Sparton Bros.
Spear, W. A.
Spence, Tom
Spencer, Travis
Spitzer, Harry
Sprague, Paul
Squires, Bob
St. Johns, Art
St. Mathews, Eddie
Staley, Lester
Stanley, Clipper
Stanley, Geo. & Lizzie
Stanley, Harry
Stanley, Jas. C.
Stanley, Paul
Stanley, Steve
Stanley, Sonney
Staples, R.
Staples, Ralph
Stapleton, Joe
Starr, Bill
Steele, Charles Midget
Steffen, C. E.
Stepanovitch, Mirko
Stephens, Coy
Stephenson, Ralph
Sterchi, E. B.
Stevens, Elmer
Stevens, Geo. & Dolly
Stevens, George W.
Stevens, Joseph
Stevens, Wm. M.
Stewart, Albert F.
Stewart, Drew L.
Stewerts, Royal
Stien, Geo. Dewey
Stoddard, Prof. P. W.
Stohlman, Joe
Stone, Enock
Stone, Geo. B.
Stone, Henri
Stone, Jos. Miracle Man
Stone, John-Organ Repair
Stone, J. M.
Storm, Frank L.
Stoy, Geo. C.
Stroub, Bill
Stull, Wm.
Sturgeon, Leslie D.
Stutz, J. M. Irish
Suares, Baldy Joe
Sullivan, Fay
Summers, J. E.
Summers, N. O.
Sunshine, Doc
Sussman, Harry
Sutherland, DeAlva
Swain, Kennedy
Swanson, Geo.
Swart, Clair
Swenson, Austyn O.
Swift, Jimmy
Swisher, W. G.
Sylvester, Bob
Sylvester, Frank
Taft, Ted & Mary
Taggart, Thos. J.
Talbot, Hugh
Taylor, Frank E.
Taylor, Milt
Taylor, R. Ferris
Taylor, W. C.
Terhune, Cleve
Termoat, Oliver
Thomas, Chas. W.
Thomas, D. T.
Thomas, Fred
Thomas, Jack Scottie
Thomas, Kid
Thomas, Loyd
Thomas, Pete
Thomas, Stephen
Thompson, Alfred James
Thompson, Buck
Thompson, Cleve
Thompson, Frank (Toronto)
Thompson, James
Thompson, Mike
Thompson, Slatho
Thompson, Steve
Thornton, Rip
Tierney Jr., Edw.
Tilson, Tommie
Tisdale, H.
Tobin, Edw.
Todd, K. W.
Tolliver, Eugene G.
Tolva, Joe
Tom, Archie
Tomaini, Al
Towns, Richard
Townsend, Toots & Tussling
Townson, Chas. Maxwell
Traugett, Dave
Travis, Jerry
Trieby, Harry
Truesdale, Boyd
Tubbs, Jimmy
Tucker, Bobbie
Tucker, Lee
Tuckersey, Joe, K.
Tullos, Tom
Tuttles, Hank
Tye, Louis
Underwood, The Sex Man
Unger, Grace, George & Harry
Usher, Geo. Whitie
Valanches, J. R.
Van Arnam, John R.
Van Campen, Harry M.
Van Dyke, Bob
Van Wert, Ray
Van Wie, F. H.
Van Freda-Fred
Vandiver, Bob
Vannais, Francis
Varnell, Chick
Vaughn, Texas Bill
Vernon, Wally
Villeponteaux, Harry
Vincent, Roy
Vogt, A. B.
Vogues & Vanities
Von Pilski, B. F.
Waddell, Peggy
Wadsworth Jr., Harold
Waite, Kenneth
Waldron, Wallie
Walker, Karl
Walker, Wallace
Wallace, Ira K.
Wallace, Richard K.
Walrath, Fred H.
Walrick, Hike
Walsh, Eddie
Walsh, Fred Polock
Walters Comedians
Walters, Frank J.
Walton, Lou
Wanapony. Chief
Ward, E. C.
Ward, Howard
Ware, Dr. Frank Ray
Ware, Grover E.
Waring, Paul
Warren, Robert G.
Warren, W. A.
Wason, Mitchel
Watkins. Ira J.
Watts, Doc T.
Waugenstein, Geo.
Wayland, Bennie
Weagle, Phil
Webb, John
Webb, Jolly Johnnie
Webber, Whitey Russell
Weeks, Gerald
Weidaman Show Boat
Weinstien, Art
Weir, Lew
Weiseman, W. L.
Weldon, M. M.
Welliver, Col. Wm. W.
Wells, Jack
Wentz, James
Wesselman, L. B.
West, Ben
West, J. M.
Westbrook, Harry Eugene
Western, George
Westfall, Bill
Westlake, C. L.
Weyne & Mack
Whalen, John E.
White, Doc G. W. J.
White, George Red
White, Jack E.
White, Patches
Whiteside, Walker
Whitney, Charles
Whitney, Roy
Wiener, Herman
Wilbur, James
Wilder, Frank
Wilkie, Wharton M.
Wilkins, Jimmie
Williams, Billie & Mae
Williams, Bub
Williams, Chas. Dome
Williams, Fred Shorty
Williams, Fred X.
Williams, Jim
Williams, J. D.
Williams, J. Roger
Williams, Les C.
Williams, Maple
Williams, S. B.
Williams, Si
Williams & Williams
Willie-West & McGinty
Willis, Billy
Wills, Thos. Haggard
Wilson, Bill
Wilson, Blackie Bob
Wilson, Doc
Wilson, Frank
Wilson, H. E.
Wilton, G.
Wingert, Billie
Winkley, Frank R.
Winters, T. J.
Wofford, Babe
Woff-Woff
Wolfe, Bennie
Wolgast, Al
Wolrich, Harold W.
Wonder, Tom & Betty
Wood, Geo.
Wood, R. L.
Wood, W. E.
Woodall, Billy
Woods, Bryan
Woods, Doc Harold
Woods, Walter
Worl, George
Wortham, Jack
Wortham, John T.
Wright, Wm. (Colored)
Wright, Willamay
Wyoming Duo
X-Bar-X Rodeo
Yaeger, Charles
Yamamoto, Jimmie
Yanyeco Dancers
Yarboro, Robt.
Yates, Witty & Gliona
Yeager, C. L.
Yennie, Harold
York, James
Yoshida Japs, The
Young, Edw. L.
Young, Green
Young, Jean
Young, Lee J.
Young, Ned
Youngblood, Zeke
Zarlington, Ray
Zell, Robert
Zenak, Sam
Zenoz, L.
Zimba, Pinhead
Zimmer, Joe
Zolleen, Irving
Zumwalt, Roy P.
Zurm, Charlie

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.

Ladies' List

Allen, Florence
Ball, Sheila Jordan
Beard, Bonnie
Beege, Mrs. Geo.
Braley, Billy
Burke, Mae
Cantin, Florence
Carson, Angela
Conrow, June
Cook, Betty
Cooke, Leota
Cross, Rene
Daily, Sally (Hanky Panky)
Davis, Edith
Day, Jean
Doria, Betty Lee
Ehrhardt, Bess
Hall, Beverly
Hall, Jackie La Marr
Harvey, Helen
Helena, Helen
Hirich, Alice
Hyatt, Helen
Johnstone, Alice
Joy, Thea
Joyce, May
Julle, Billie
Kirchoff, Mary E.
Kline, Tiny
Kozak, Mary
Latt, Myra
Lewis, Mrs. Fred
Lita, Jai
Maake, Mae
Marquette, Bobbie
Myers, Te.
Newcomb, Betty
Norlan, Marian
Oliver, Catherine
Ortmann, Ethel
Osborne, Peggy
Patt, Vera
Plant, Jean
Pugh, Irene
Richards, Nellie E.
Rogers, Jerry
Slane, Sunya
Stearns, Edith Bond
Stewart, Frances
Stuart, Gloria
Sullivan, Helen
Tutuila, Emily
Williams, Kitty
Winston, Peggy
Witherspoon, Helen

Gentlemen's List

Abrams, Joe
Adams, Richard
Albert-Alberta
Alcott, Edwin K.
Amock
Anderson, Robt. H.
Armand & Diane
Arthur, James
Bardini, Charles
Barnes, Clifford
Baxter, B.
Beattie, Fred
Behee, Bob
Biggs, Geo.
Blank, Leo Daniel
Blanchfield, Andy
Bok, H. T.
Boldrick, John (Utah Kid)
Bond, Victor
Brown, Manny
Brown, Wm. Albert
Burke, Thos.
Callahan, Wm.
Cantin, Raymond
Carter, Jimmy
Churchman, James
Clark, Billy
Clifford, Edw. A.
Collins, H. D.
Coleano, Con
Comstock, Vernon
Congo
Cooke, W. H.
Coombs, Rudy
Corrigan, Chas.
Crawford, Wm. J.
Creamer, H.
Creamer, Neal
Dagmar
Darncey, James
Davenport, Jimmy
Davies, Fred
Davis, A. W.
Dawson, Skinny
Dee, Paul
Dephil, Chas.
Devany, Orest
Eddels, Harry
Eddy Bros.' Circus Edema
Edwards, Chas. W.
Everett, Daniel
Fowler, Lloyd
Frasier, Pete
Gahagan, Wm. T.
Gosh, Byron
Grant, R. E.
Hagen, Chas. (Rubberlegs)
Hagness, Ernie
Hanf, Martin
Hannigan, Jack
Harrington, Hamlin
Hayes, Jack
Heyne, E.
Hill, King Solomon
Hoppe, Herman
Horan, Joseph
Horton, Arch
Howes, Ted
Hoy, Joe
Hughes, Allan
Hyten, Van Wm.
Karoli, J.
Knowlton, J. S.
Lane, John J.
Lane, Louie
Lapp, Milton
Lee, Frank
Le Roy, Chas.
Lester, Edah
Littlejohn, Frank P.
Lorden, Stanley
Lorning, Eddie
Lyons, Leo
McCormick, Jean C.
McCormack, Mart G.
McGowan, Mathew
McGrath, John
McNulty, W. R.
Manning, J.
Mansfield, Bobbie
Martin, Duke
Martin, Geo.
Martin, Thos. B.
Miller, Edw. D.
Miller, Wm.
Moore, Lee
Morales, Pedro
Nye, Tom E.
O'Connell, Daniel (F. A.)
Osborne, Wm.
Parsons, Earl Tom
Paul, Geo.
Pelley, Burnam
Powers, Jack D.
Pressler, James
Quinlan, Ralph
Quinn, James Shorty
Radtke, R. B.
Reverdy, Andre
Rixford, Otis
Rocco, R. W.
Romano, Fred
Rose, Ben
Ross & Hartman
Russell, Geo. L.
Savil, Billy
Seubert, John
Sheriff, Izzy
Shreiber. Samuel
Stanley, Milford
Steele, Starr
Swallwood, James
Swika, Steve
Thompson, Leonard (Custard)
Tatman, Harry
Taylor, Joseph
Tomko, Paul
Toto, Clown
Van Buren, Chas.
Veasey, Thos.
Walberg, Herbert
Walker, Jonnie
Walker Jungle Wonders
Walker, Wm. H.
Wallace, Jack
Wass, Geo. E.
Weber Bros. & Chatita
White, Bill
Wilkerson, Billy
Winneshiek, Wm. P.
Woofoo, R.
Zack, Isaac I.
Zimmer, Joseph

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Ladies' List

Allen, Bobbie E.
Arenz, Mrs. Sam
Barr, Mrs. A. E.
Breland, Mrs. Sue
Bunnell, Betty
Chap, Val
Clarke, Ernistine
Clayton, Mary Lou
Clayton, Mrs. Betty
Consuelo, Beverly
Dean, Donna
Delano, Marion
DeLoris, Doris
Dixon, Jeanne E.
Ellis, Elizabeth Patrick
Foran Sisters and Tom
Freitas, Gertrude L.
Hammond, Mrs. Earl
Harris, Mrs. Ben
Hart, Ervil
Johnson, Elinore
LaTour, Marguerette
Lanbe, Mrs. Clarence
Leigh, Mabel
Magee, Helen
Marks, Tex
Man, Mrs. M.
Rasmunson, Sylvia
Sherman, Betty J.
St. Clair, Va Neta
Stevens, Mrs. Betty
Taylor, Betty
Teeter, Jackie
Thompson, Mrs. E. V.
Vern, Dorthea
Wingert, Mrs. Irene
Woodward, Mrs. Jean

Gentlemen's List

Aboud, Salem
Allen, L. C. Kixxy
Arnheim, Edward
Baird, Geo. J. and Irene
Beames, Charles
Berloi, Russ
Berry, T.
Bonta, Benny
Burge, Loyd
Burnett, Edward Sawtell
Byron, Amby
Cannestrelli, O., & Troupe
Carter, Jimmie
Cary, Ted
Coleman, Leonard W.
Collins, William T.
Crandall, Charles (Al G.)
Decker, Mr. and Mrs. Al
Doyle, Pat
Earl, Chas. Wharton
Eatherton, Fred
Eldridge, Wm. A.
Foley, C. O.
Foley, Jack
Foran, Thomas
Frank, Arthur
Freitas, Alfred I.
Gibbons, Harry
Gibson, Henry C.
Gibson, W. J.
Gould, Joe
Graulich, Kurt
Croake, Jack
Halstead, James
Harper, R. W.
Harvey, Earl G.
Harvey, R. M.
Helvey, Neal
Henderson, Arthur
Hicks, J. C. (Dorby)
Hoffman, Jean C.
Jones, "Little" Johnny
Joyce, Donald G.
Kaeser, Lou
Kalama, Tom
Karmino, Signore
Kellar, Dick
Lamont, J.
Lamore, Jack
Lanke, Clarence
LaBurno, Jimmie
Leheman, Otto
Lester, Blackie
Lewis, Bert A.
Livermore, Norman
McKay, Halley
McAtee, K. C.
Machedon, Nick
Madison, James
Miller, Art & Ted
Miller, Larry
Miller, Russell
Moreen Troupe
Nadig, Jack
Naylor, Wm. B.
Noble, Mr. and Mrs. Ralph
O'Brien, Don
O'Neil, Tip
Oakie, A. H.
Oyle, Douglas
Page, Harold
Painter, Al
Parker, Charles M.
Pearson, Al
Randsen, Mr. & Mrs. C. C.
Redick, Johnie
Regan, George W.
Robinson, W. C.
Rukin, Al
Sanders, Levi Lindsey
Sherman, Chester
Smidth, Captain Thomas
Smith, C. Jay
Snyder, Clyde
Sonnenberg, Mr. & Mrs. C. A.
Templeton, Patrick G.
Tiffanys, The
Tippo, George
Tivis, Melvin
Van Wee, Frank
Vining, Frank
Waite, Kenneth
Walkmirs, The
Watson, Harold
Wilkins, Jimmie
Wyatt, J. W.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,

Parcel Post

Eighth and Olive Sts.

Bresnahan, T. J., 26c

Ladies' List

Block, Laura
Bryant, Mrs. Paul
Bryer, Mrs. Harry
Bryer, Mrs. Sophie B.
Chacoma, Bess
DeVere, Millicent
Exler, Mrs. Joe
Gilbert, Lorane & Billie
Gilbert, Mrs. Reba A.
Grant, Aunt Bess
Grey, Mrs. Fred
Hart, Mona, Players
Hester, Mrs. Mae
Jenkins, Mrs. Susie
Jones, Mrs. Allen
Liberty, Aldis
Mashew, Trixie
Mills, Mae
Neal, Mrs. Anna
O'Neill, Mrs. Jas.
Peggy, Panther
Ryan, Mrs. Marion
Rodecker, Mrs. Loeda
Smith, Kitty
Stanley, Dorothy
Stein, Mrs. A. E.
Student, Mrs. Wm.
Valley, Helen
Wells, Lorraine
Wilson, Mrs. Alice (Dutch)
Yates, Mrs. Delorice

Gentlemen's List

Allen, Ed & Taxie
Allen, Joe
Alton, Bob
Angel, Doc
Armerson, Ch.
Astera, Mantio
Bresnahan, S. J.
Bryer, Mrs. Mabel
Beaumont, Jack K. (Smoky)
Bresnahan, T. J.
Britton, Harry
Brown, Chink
Brown, Joseph A.
Burns, Frank
Burns, George Wm.
Burns, Jack
Burroughs, John R.
Byers, Jimmie
Carneer, William
Carrell, A. B.
Carton, Eddie
Cassteel, H. W.
Clayton, J. T.
Conners, John
Crowell, H.
Crowell, Harold W.
Daly, Fred
Daniels, Oss
Daniels, True
Davis, Carl DeV.
Davis, Charles
DeMitchell, Otto (Blinky)
Dennis, Jack
Dickerson, Ralph
Doggett, W. A.
Dolan, Wm.
Doran, James "Red"
Duggan, Eddie (Blackie)
Dunn, Jimmie
Eckhart, Harry
Ellison, Happy Jack
English, C. T.
Evans, Bob
Fagin, Pete
Faur, Carl
Flowers, Jimmie
Fox, Major
Frank, Arthur
Fye, Oren
Gassaway, Doc
Gordon, Bob
Grant, Sol
Grebs, Harry
Grubbs, Lefty
Guinn, J. C.
Hall, E. D.
Hamby, Clyde
Harris, E. P.
Harris, Fat
Harris, Jack
Harris, Wm. E.
Hase, Prof.
Hatcher, Ward
Haynes, Ed
Hendricks, Joe
Henesey, Shipwreck
Hunn, Prof. Ed
Hunter, Blackie
Hunter, Harry
Johns, Vince
Johnson, James
Jones, Sam Miles
Jorgensen, Jas. J.
Jukes, Jimmie
Keyes, Stanley
Kiley, Jack
Kingdom, Sid (Tiny)
Kingston, Leonard
Lamb, Rufus Scott
Lampson, Harold
Lemoind, Frank B.
Leroy, Geek
Lewis, R. D.
Litts, G. F.
Love, Carl
McCormick, A. L.
McDonald, Clinton
McGregor, Harold G.
McGuey, Francis
Maple, Ed
Marks, John
Mars, Walter J.
Martin, Peter
Mason, Earle R.
Masters, Thomas Herbert
Miller, Bertram E.
Miller, Floyd E.
Miller, Fred T.
Miller, Mayburn A.
Norton, Bert
O'Brien, Lou
O'Dear, Al
O'Neill Jr., Jas. B.
O'Neills, The
Ogle, Douglas
Pearson, Jack
Peyton, Wm. A.
Phillips, Phil
Pipes, Douglas
Raymond, Geo. G.
Reeves, Curtis J.
Roma, Prof.
Romig, Carl A.
Rozina, Martinez
Sanders, Levi Lindsey
Schmit, Roy
Scoville, Earl
Sewell, C. M.
Shannon, Arthur Dennis
Shinn, Fred
Spencer, C. C. (Blackie)
Springgate, John
Stanley, Clipper
Stanley, Paul
Sundstrom, John
Tate, Ralph
Taylor, Charlie
Taylor, Pee Wee
Thompson, Alfe
Thompson, Bill
Thompson, Cleve
Thompson, E. W.
Vadney, C. L.
Vail, Frank
Vivian, Jack
Warner, Harry
Wells, Albert
Wetterer, E. G.
Williams, Albert
Williams, S. J.
Willis, Bill
Wilson, Happy Jack
Wilson, Horace
Winters, C. (Red)
Wottring, Paul
Wright, Harry P.

The Final Curtain

AMAND—Gabriel, 62, general secretary of the Paris 1937 International Exposition, April 7 of cerebral congestion.

ARCARO—Flavia, 61, actress, April 8 in the House of Calvary, Bronx, New York, after a lingering illness. Her first appearance on the stage was in light opera at the old Terrace Garden, New York, 1896. Since then she has worked in musical comedies, in vaudeville and on the legitimate stage. Her last appearance was in *Roberta* four years ago. She had played in *Hop o' My Thumb*, under the management of Comstock & Gest, and with the Shuberts in *The Girl and the Kaiser*.

BAILEY — Oscar, 71, grandson of Hackaliah Bailey, who is said to have brought the first elephant to America, April 4 on his farm at Brewster, N. Y. His grandfather had brought Old Bet to this country more than 100 years ago. He leaves his wife, a son and three daughters.

BENNETT—Theron C., 57, musician, composer and one-time owner of a chain of music stores, at the county hospital, Los Angeles, April 6. He published *Memphis Blues* and composed *Around Her Neck She Wore a Yellow Ribbon, St. Louis Tickle, Fireflies on Parade* and *Satisfied*.

BROWN—Gertrude, former wife of Harry Brown, manager of Nixon Theater, Pittsburgh, and mother of Dick Brown, manager of Rowland Theater, Wilkinsburg, Pa., at Doctor's Hospital, New York, April 6. Two daughters and four other sons survive.

BURGESS—Helen, 18, who was voted by Paramount film editors as the most promising film prospect of the year, in a Beverly Hills, Calif., hospital of pneumonia April 7. She had a feature role in *The Plainsman* after being "discovered" by Cecile B. De Mille in a Hollywood cafe.

COURTNAY — Adrienne, 27, dancer, March 30 from gas asphyxiation, in Washington.

DUNFEE—Earl (Bing), 38, well known in carnival circles, at Key West, Fla., March 11 of heart attack.

EDWARDS—Mae, 55, for 50 years a lead in touring dramatic companies, including the Mae Edwards Company, recently at her home in Lindsay, Ont., after a year's illness. She toured Northern New England annually and appeared in stock in various Canadian cities. Her retirement, because of ill health, in 1936 ended the Mae Edwards Company. Surviving are her husband, Charles T. Smith, who was stage director and business manager for the Mae Edwards Company, and a son, Valmore, who played with the Mae Edwards Orchestra.

FINN—Thomas C., 59, who operated concessions several years in Glenwood Park, Erie, Pa., April 1 in Erie. Survived by his widow, a daughter and two sons. Burial in Erie April 5.

FOLEY—Frank C. (Spike), 62, at his home in Beverly Hills, Calif., March 31 after a lingering illness. He was associated for many years with major circuses and was the author of *Where Do We Go From Here?, Barnum Was the Greatest, Taking the Back Trail, Ode to a Rainy Day* and other poems of merit. Survived by his widow, Josephine, and two sisters. Funeral April 2 from Breessee Bros.' Funeral Home, Los Angeles. Interment in Showmen's Rest there.

GRENLICH—Adolph, 88, musician and bugler, recently in New Britain, Conn., after a long illness.

HENSLEY—Cecilia, formerly known to the profession as Lea Tyrnie, acrobatic dancer, at General Hospital, Los Angeles, recently. Survived by her husband, George Davis Hensley, scenic artist. Body was sent to her home in Battle Creek, Mich., for burial.

JACKSON—Mrs. Catherine, widow of Harry Jackson, vaudeville performer, suddenly April 7 in New York. She leaves a son and daughter.

KAPRAL — Samuel, musician, in Bridgeport, Conn., March 28 after a short illness.

KEPLER—Darrell S., 44, president of the Vigilant Manufacturing Company, which made and marketed a safety device invented by Kepler which was widely used in motion picture projection booths, April 1 at the wheel of his automobile in Sharon, Pa. He had been employed for several years as a projectionist in movie theaters there. Burial in that city.

KLINE—Mrs. Emma Linda, 83, mother of Abner K. Kline, of Salem, Ore., recently at the home of her daughter, Mrs. George Rotz, in Pottstown, Pa. Another son, Elmer Kline, of Phoenix, Ariz., survives.

LAEMMLE—Edward, 49, film director and nephew of Carl Laemmle, pioneer motion picture producer, of heart attack April 2 in Beverly Hills, Calif.

LAWRENCE — Dorothy, 27, dancer, March 30 from gas asphyxiation in Washington.

MARCUS—Cyrus, 32, well-known amateur magician and a member of the Magicians' Association of Pennsylvania, in his apartment in Philadelphia April 1. He was engaged in the coin-operated machine business in that city at the time of his death. Burial in Har Nebo Cemetery, Philadelphia.

MONROE—Mrs. Dwight V., 50, musical comedy actress and mother of Lucy Monroe, opera and radio singer, April 5 of gas asphyxiation in her New York apartment. As Anna Laughlin, she starred in *Top o' the World*, and played in *The Wizard of Oz* in 1904 with Fred Stone as the Scarecrow. She was also starred in such successes as *Little Lord Fauntleroy, A Man Without a Country, The Casino Boy* and others.

O'DELL—Seymour Hastings, 74, veteran actor and radio commentator, April 3 in Los Angeles. A native of Ireland, he was an actor there before coming to the United States. He toured in vaudeville before turning to radio as one of the earliest air commentators on the West Coast. In later years he dropped the last portion of his name and was known as Seymour Hastings.

PALMER—Gladys, 31, vaudeville actress, at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., April 4. She was for many years a member of the team of Tanner and Palmer. Survived by two brothers and two sisters. Burial in Chicago.

PATHE—Emile, 77, president of the board of Pathe-Marconi Company, recently in Paris. He and his brother, Charles, were early motion picture producers. Burial in the family vault at St. Mande, near Paris.

PECK—George, 88, showman, at Tampa, Fla., April 3. In the early 1870s he became associated with P. T. Barnum and later managed the world tour of Mr. and Mrs. Tom Thumb. At one time he was president of the American Burlesque Circuit and was associated with the Columbia Amusement Company. With Fursman, Peck opened an amusement palace on Grand street, New York, including in his display curios, novelties, indoor circus, side shows and dramatic theater. He later produced *Uncle Tom's Cabin* for tour in this country and managed George M. Cohan as a member of the Four Cohans.

ROBINSON—Charles M., 75, formerly employed as a circus giant, in Sturgeon, Mo., March 31 of a gunshot wound. He was seven feet six inches tall.

ROGERS—Billie, animal trainer, April 2 by gas asphyxiation in her room at Coney Island, New York.

ROSEBROOK—David, 63, band conductor and musician, in Oakland, Calif., recently. His widow, a son and daughter survive.

ROSENTHAL — David, 49, assistant manager of the Iowa Theater, Waterloo, Ia., suddenly March 29 in Chicago. Prior to his affiliation with the Iowa Theater he was a film salesman. Surviving are his widow; two brothers, Barney, a St. Louis film distributor, and Lew, operator of Rosenthal Amusement Enterprises, Waterloo, and one of the proprietors of the Iowa Theater; a daughter, Muriel; two sisters, Mrs. Sadie Rosenthal and Mrs. William Simpson. Burial in the family lot in Waltheim Cemetery, Chicago.

ROSS—Laura, suddenly in Chicago April 3. Survived by husband, James Ross, pitchman. Interment in that city.

RUBIN—Isaac, father of Morris and Gabriel Rubin, operators of Art Cinema Theater, Pittsburgh, at his home there April 6.

SANDS—Bert, 70, circus man, at Appleton, Wis., recently. He was with the old Forepaugh Show in 1889-'90 and had the wardrobe with the Sells and Ringling shows for a number of years.

SILLMAN—Archie, former operator of the Monroe Athletic Club, Detroit, March 30 from heart disease. He was prominent in the boxing world as a promoter and for many years was closely associated with many acrobatic and similar type acts who used his gymnasium for rehearsals.

SORENSON — Harold, musician, suddenly, April 7 in North Hollywood, Calif., while waiting at Republic Studios to start work on *It Might Happen to You*.

STANTON—Margot, 33, ballet dancer, suddenly April 3 when she lost her balance while sitting on the back of a chair and fell thru a window. She was formerly with the Chicago Ballet and the Chester Hale Girls.

THROM—Henry, 60, janitor at the Capitol Theater, Port Chester, N. Y., April 4 from injuries received when struck by an automobile near his home.

TIEBOR—LeRoy J., 46, former seal trainer, March 28 at his home in Tonawanda, N. Y. He was associated with his father, John Tiebor, who has trained and exhibited seals for more than 25 years. LeRoy left the seal business 12 years ago to enter the oil business. Surviving are his widow, his father, four brothers and three sisters. His father and two brothers are still in the seal business. John, a brother, exhibited seals in Europe.

WELLS—Mrs. Nadine A., 25, wife of John O. Wells, formerly with Hilderbrand's United Shows, from childbirth recently in Los Angeles. She was formerly with Zeiger United Shows and was a pianist with the Kitty Kelly Shows. Survived by her husband.

WESCHLER—Andrew P., 64, theater owner of Erie, Pa., in that city March 18 after a 10-month illness. He built the Colonial Theater in 1909 and was also manager of the Columbia Theater, both in Erie. Survived by a son, Lionel.

WILLIAMS—William L., former vaudevillian, husband of Lillie B. Williams (nee Kirkpatrick), with whom he teamed for more than 40 years as musical and novelty act, of pneumonia in Pittsburgh April 6.

WILTON—Mrs. H. E., widow of the former manager of the Strand Theater, Hamilton, Ont., as a result of a fall. Her husband died a month ago.

WRIGHT—James W., 91, Kendallville, Ind., one of the first stockholders in Noble County Fair Association and several times an official, at his home in Kendallville. For many years he was track secretary, providing one of the best half-mile tracks in the State. Burial in Kendallville.

"Little Egypt"

Mrs. Farheda Spyropoulos, original Little Egypt of the 1893 World's Columbian Exposition at Chicago, died in her home in that city April 5. She was 65.

Mrs. Spyropoulos was said to have been the originator of the muscle dance in America, which shocked midway patrons in 1893 and became one of the chief things remembered about that exposition. Her dance, as Little Egypt, to the strains of a Turkish tune symbolic of that dance today spread thru the midways and side shows of the world. In 1905 Little Egypt, known then as Fahreda Mahzar, married Andrew Spyropoulos, Chicago restaurant owner. Her last public appearance was at the Century of Progress, Chicago, as Queen of the Midway.

Several had laid claim to the Little Egypt title and many previous reports of her death had been rumored, but Mrs. Spyropoulos had the documentary proof to show she was the original. She recently had sued a motion picture company for $25,000 damage to her name in the picture *The Great Ziegfeld* when it depicted Little Egypt as a nude dancer.

Funeral services were in Chicago and burial in Elmhurst, Ill.

Marriages

ASHWORTH-WILCOX — Al Ashworth, of MGM's art department, and Betty Wilcox, nonpro, in Los Angeles April 7.

CALLOWAY - LEVI — W. E. Calloway, branch manager for Warner Bros., Los Angeles, and Gladys Levi, widow of Newt Levi, Galloway's predecessor, in Los Angeles recently.

CARSON-CHENEVAL — Eldridge Carson, dancer in *Casa Manana Revue* at the Fort Worth Frontier Centennial last season, and Mildred Cheneval, appearing in the *Centennial Revue*, now on tour, in Fort Worth April 5.

GORDON - KELLY — Jack Gordon, amusement editor of *The Fort Worth Press*, and Marie Kelly, last year a member of the *Pioneer Palace Revue* at the Fort Worth Frontier Centennial, at Marietta, Okla., March 28.

HAND-DANFORTH — Evelyn Hand, film actress, and Manly Danforth April 3 at Yuma, Ariz.

KOELKER-COURTNEY—Tony Koelker, of the NBC press department, Chicago, and Anne Courtney, formerly with NBC, in St. Louis recently.

LANG-BLACKFORD — Harry Lang, 20th Century-Fox publicist, to Marion Blackford, nonprofessional, at Las Vegas, Nev., April 3.

LIPSCOMB - TAUB — William Percy Lipscomb, British playwright and scenarist, and Florence Taub April 5 in London.

MEYERS-CUNEO—Gus Meyers, trombonist in the Lyric Theater orchestra, Bridgeport, Conn., and Adele Cuneo in that city March 27.

PFAFF-WALLACE — Angus Pfaff, announcer for Station WJBK, Detroit, and Betty Wallace, WJBK hostess, March 13.

REBNER-CARPENTER—Wolfgang Edward Rebner, concert pianist, to Meta Doherty Carpenter, former secretary to Howard Hawks, film producer, at Glendale, Calif., April 5.

SMITH-LANDIS—Rex William Daniel Smith Jr., nonprofessional, and Jessie Royce Landis, supporting actress in the play *Miss Quis*, April 4 in the Shubert Theater, New Haven, Conn.

TOPPING-JUDGE—Daniel Reed Topping, New York millionaire sportsman, and Arline Judge, film actress, at Virginia City, Nev., April 9.

UZZELL-THOMPSON—William Uzzell and Dorothea Thompson in Grace Church, Jamaica, L. I., N. Y., April 3. Groom is a son of Mr. and Mrs. R. S. Uzzell and spent last winter in Guatemala for his father's company, R. S. Uzzell Corporation, directing amusement park construction for the Guatemalan government.

Coming Marriages

John F. Westcott, Boston musician, and Dorothy R. Bergeron, Boston, nonprofessional, soon.

Walter McFarland, nonprofessional, Davenport, Ia., and Mary Spuhler, night club and radio singer, in Philadelphia soon.

Joe Quinn and Rita Coady, both of the dramatic stage, in Philadelphia early this summer.

Arch Farmer, WBBM newswriter, Chicago, and Suzette Cauuet, nonprofessional, soon.

Sam White, film director, and Claretta Ellis, screen actress, soon.

Births

A son, Denny Frank, to Mr. and Mrs. Frank De Vol March 30 at Aultman Hospital, Canton, O. Father is first saxophonist with Horace Heidt's Orchestra.

A nine-pound son to Mr. and Mrs. John Ravencroft in Chicago recently. Father is one of the original members of the King's Jesters, now at the Hotel LaSalle, that city.

A seven-pound son to Mr. and Mrs. Larry Shay in Chicago April 3. Father is a songwriter.

To Mr. and Mrs. Jack Chertok a five-pound son at Santa Monica, Calif., recently. Father is MGM short subject producer.

An 8½-pound daughter to Mr. and Mrs. Orlo H. Wach in Pittsburgh April 2. Father is former owner of Sparton Bros.' Circus.

To Mr. and Mrs. Art Signor, of Al G. Hodge Shows, an eight-pound boy April 3 at Belleville, Ill.

Divorces

Adrienne Ames, film actress, from Bruce Cabot, screen actor, in Los Angeles April 6.

Amos Atkins from Margrette Atkins, formerly of the W. E. West Motorized Shows, in Omaha recently.

Margaret Williams, screen actress, from William T. Williams, nonpro, in Los Angeles recently.

Arline Judge, film actress, from Wesley Ruggles, screen director, at Reno April 9.

Billy (Boob) Reed, tab and burlesque comedian, now at the Avenue Theater,

(See DIVORCES on page 93)

Plenty of Excellent Talent In Hagenbeck-Wallace Show

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More than 3,000 attend opening performance at Coliseum, Chicago, night of April 7—Ralph J. Clawson does fine job in building the organization

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CHICAGO, April 10.—With a surprisingly excellent show for its maiden performance, the newly organized Hagenbeck-Wallace and 4-Paw-Sells Bros. Combined Circus opened Wednesday night at the Coliseum. An audience of about 3,300 greeted the performance and registered its approval. Ralph J. Clawson, of the Ringling show, built the show from the ground up in little more than a month and he did a magnificent job of it. He brought the show in and supervised putting it in the building. He expects to return to New York tonight. Equipment presents a splendid appearance and the show itself has a world of good talent. Orrin Davenport, equestrian director, with years of experience to his credit, put the show thru at a remarkably fast clip considering the limited time available getting the equipment in place and rehearsing, and in another week he will have as smooth and fast-moving a show as one would care to see. Many experienced circus men remarked that the performance was the best for an opening show that they had ever seen in the Coliseum.

J. Frank Hatch, general manager, has been busy for several weeks arranging details of the opening engagement, and when seen after the first show he was very well pleased with the results. "We

(See EXCELLENT TALENT on page 43)

Net Proceeds To Haag Fund

MARIANNA, Fla., April 10. — The Mighty Haag Shows opened here April 6, it being the first time in two years that the show exhibited at Marianna.

The net proceeds of the two performances went to the "Ernest Haag Memorial Fund for the Unfortunate." At the evening performance Senator William H. Milton made a brief address on the fund and its achievements and Mayor B. L. Soloman bid farewell to the show on behalf of the city.

Among those with the show are Helen Haag, presenting elephant act; Myrtle McGuyre, aerialist; Raymond Duke, producing clown; Silverlake Trio; Norman Hanley, leader of band; Frank Ormier and Company, presenting the Wild West; Guy D. Smuck's Plantation Minstrels.

Acts With Seils-Sterling

SPRINGFIELD, Mo., April 10.—Some of the acts which will be with Seils-Sterling Circus, opening here April 16-17, auspices of Shrine, are Tokio Jap troupe of eight, acrobats and wire walkers; Lovina troupe of seven, teeterboard; Orville troupe of leapers, gymnasts and aerialists; Dellgado troupe of Mexicans, wire, aerial and acrobatic numbers; Flying Beckmans, four people, trapeze; Fred K. Leonard's horses; Erwin Klauder, lion act; Happy Starr, producing clown; Larry Hermann and Buddy Wedin. Arthur Mac Heller will again have the band.

W. Frank Fleming and Tiger Bill will be featured in the concert.

Christy's Experiences

OMAHA, April 10.—George W. Christy expects either flood or fire at the next town his unit plays. Here's why: The Christy show went to Hawaii last fall expecting to be back before Christmas. The shipping strike kept it there until February 23. Two days after the company did get back to San Francisco there was a minor earthquake. Last week Christy, his horses and his elephants blew into Omaha for the Shrine Circus and on their heels was the worst spring blizzard in years.

"I'll take fish and poi over this earmuff country every time," said Christy, "even tho that Hawaiian trip cost me plenty."

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

Two Booked At Akron, O.

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Hagenbeck - Wallace and Tom Mix to play there six days apart—no paper yet

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AKRON, O., April 10.—Two circuses have been granted permits to exhibit here in less than a week apart, indicating that this busy industrial section of the country will be the mecca of rail and motorized shows during the early spring.

The Tom Mix Circus will show here April 28, the earliest on record for a circus here in more than 20 years. On May 4 the Hagenbeck-Wallace Circus will appear here. Neither show has paper up as yet.

Several other Ohio stands, most of them regular H-W stops, have been contracted by the Hagenbeck show. It likely will spend considerable time in this territory next month owing to the peak operations in steel and other factories allied with the automobile industry.

The Mix show, it is said, also will pick up many of the larger industrial towns in Ohio and Western Pennsylvania.

Rain Spoils Rodeo Day at Peru, Ind.

PERU, Ind., April 10.—Rodeo Day here, April 4, brought out a crowd of 9,000, who occupied blues around three-ring arena in the open but who scattered when it rained as matinee was getting under way. Walter Reardon and Robert DeLochte were in charge of main gate wagon and were busy until storm broke at 2:30.

Concession stands in charge of Mel Hamlen; Red Ball, assistant; George Peck, checker and buyer; Tony Pulcher, eating stand; assistant, Robert (Goldie) Spriggs; Joe Thomas, No. 2 stand; John Kilpatrick, candy floss; Arky Wood, No. 3 stand; Harry Phillips, penny machine; Frank Miller, concessions; Sam DeLano and Johnny Ritchie, seat butchers.

JIM WHALEN, boss canvasman of Ringling Bros. and Barnum & Bailey Circus, and Eddie Vaughan, in the legal department of the show.

Turney Looks For Good Season

CINCINNATI, April 10.—D. E. Turney, manager of Tom Mix Circus, in commenting on conditions for this season, says:

"Judging from our first five days' business I will readily say that it appears that we should have a very good season. We had two very fine show days in Birmingham and our business was big. Have had two days of rain, but business was very satisfactory. We had our coldest day of season at Huntsville, Ala., April 6, but it turned out to be our very best day to date.

"In my opinion our greatest worry will be the prevailing strike condition, which is most apt to affect any territory for any of the shows. With two new railroad shows on the road I believe it will create more interest with the public and the reputable shows will benefit by this."

Russell Bros.' Show Readying for Opening

ROLLA, Mo., April 10.—Preparations are rapidly taking form for the opening of the season by Russell Bros.' Circus in Rolla April 15. The show's opening each spring amounts to a local holiday and indications are that this year will be no exception.

New arrivals are appearing in increasing numbers each day. While various favorites of last season will be back, there will be many new faces among those awaiting their cues at the back door when Equestrian Director Fred Ledgett blows the initial whistle.

The big top and all the other tents will be erected at the fairgrounds next Monday, the cookhouse will start functioning under canvas and rehearsals will get under way.

James Patterson, of *The Kansas City Star* staff, spent a day in quarters recently and obtained material and photos for a feature story which appeared in last Sunday's edition.

SHOWING NINE TRUCKS and one sedan recently sold by Charles T. Goss, of Standard Chevrolet Company, East St. Louis, Ill., to the Hagenbeck-Wallace Circus. These will be used on the advance in addition to the regular railroad cars for the advance department.

Advance Staff Seils-Sterling

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Arthur W. Miller general agent—two 2-ton trucks replace semi-trailer

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SPRINGFIELD, Mo., April 10.—The staff of the advance and publicity department of the Seils-Sterling Circus includes Arthur W. (Art) Miller, general agent; F. Robert Saul, general press representative; W. J. Page, manager advertising cars; J. Eddie Holmes, contracting agent; Pearl Lake, manager opposition car; Robert S. Shippy, brigade agent.

The 24-foot semi-trailer that has been in use on show seasons of 1934-'36 will not be used as the general advertising car this season. Two 2-ton trucks with special constructed bodies will be used instead. One will be 12 days ahead and one eight days ahead. A one-ton '37 Ford V-8 will be used for the opposition car. A steam paste cooker that was carried on the semi the last season proved to be impracticable for a motorized advance.

The following have been signed to work off the No. 2 car 12 days ahead: Clifton Sowash, boss billposter; Virgil Jones, boss lithographer; Johnnie Thronahn, billposter; Joe Hritz, lithographer; George Lewison, billposter; Marvin Lumberg, lithographer; Charlie Payne, billposter; Mike Burdge, lithographer.

Opposition car—Pearl Lake, manager; Curtiss Thornton, billposter; Eddie Thomas, lithographer; Bert Hall, biller.

On No. 3 car, eight days ahead: Happy Hartman, boss billposter; Freddie Page, boss lithographer; Roy Roberts, billposter; Larry Denofree, F. H. Gladney, billposters.

The Central Show Printing Company has arranged several new styles of paper.

Silver To Open April 20

PETERSBURG, Va., April 10.—Silver Bros.' Circus will take to road April 20. Show will have new seats; Side-Show top, wall, banners, etc. A lion has been bought for Side Show. Fred and Marie Guthrie have been contracted for big-show performance, also E. C. Biggerstaff. Al Kadel will again have band of seven pieces.

Charles Sinsel will be contracting agent with two men billing. A special line of very flashy paper will be used. Karl Annon will be back on show assisting Manager Sam Dock.

Antes Again With Russell

EVANSVILLE, Wis., April 10.—William B. (Bill) Antes will again be with Russell Bros.' Circus as press agent back. His wife will handle tax box at front door.

Karsh With Hagenbeck

CINCINNATI, April 10. — Leonard Karsh, who has been auditor on the Al G. Barnes Circus for a number of years, is with Hagenbeck-Wallace Circus in the same capacity.

THE LaPEARLS, after closing the building engagements with Cole Bros.' Circus, will again join Walter L. Main Circus for the season. In New York they lived in their modern, streamlined housecar at 41st street near Broadway in a parking lot. Papers took pictures of car and carried stories. Loretta LaPearl also received press notices as a woman clown being a novelty in New York. Bert Cole and other old friends visited the LaPearls.

Tattooing Saves Wright

NEW ORLEANS, April 10.—Henry Wright, 40, former trouper, now a cook, has his tattooing to thank for avoiding unreasonable jailing this week. A question mark on his forehead, stars on his ears, diamonds on his cheeks, a heart on his chin and snakes on his arms, Wright was falsely arrested on Canal street, main stem, for loitering. When the recorder in court saw his drawing Wright was immediately apologized to and set free at once.

"There is no doubt that this fellow is real oldtimer of the side shows," the recorder exclaimed. "Dismissed."

With the Circus Fans

By THE RINGMASTER

CFA,

President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill.
Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 10.—Paul McSween, Circus Fan, of San Antonio, entertained members of the Alfredo Codona Tent at his hotel, the St. Anthony, evening of April 1. The dinner was in honor of President Frank H. Hartless, of Chicago, who had just returned from the East. He witnessed a performance of the Cole Bros.' Circus in New York. Those present, Hollis L. Bridgman, C. W. Miller, Howard Pardue, Judge Frost Woodhull, William McIntosh, Pasco Scaperlanda, Tom Scaperlanda, Porter Loring, Jack Pitluck, Walter Loughridge, Louis Kayton, Harry Hertzberg, Paul McSween and Col. C. G. Sturtevant, of the Fans. Other guests were Fred Beckmann, Kent Hosmer and Teddy Webb, of the Beckmann & Gerety Shows, and Arthur Borella, clown, en route to join Hagenbeck-Wallace Circus in Chicago.

J. A. Wagner, past president of the CFA, and wife made a 2,400-mile trip to see Clyde Beatty's act with the Cole show in New York, traveling from Des Moines, Ia.

William L. Montague attended the annual Shrine Circus in Hartford, Conn., on April 5. Show opened the afternoon before for a run of 12 performances. One of hits of show was Helen Reynolds and her Wonder Girls, presenting a fast roller-skating act. Walter Buckingham and Bugs Raymond, of Norwich, Conn., were in Hartford on Sunday visiting friends who worked this date.

Karl K. Knecht was in Washington, D. C., April 10 as guest at the spring Gridiron dinner. He expected to go on to New York for a few days and see the Big Show.

The Jess Adkins Tent, CFA, of Fort Wayne, Ind., is going strong. It has seven members registered, with three new ones joining in May. Meetings are held every other week, the last one being held March 30 at the Keenan Hotel. Ralph Kistler is manager of hotel, therefore they are well taken care of. Roster of Tent: Horace S. Moses, boss canvasman; Clifford Borgmann, boss hostler; John Hoak, secretary; Fred Becker, historian; Ralph Kistler, superintendent cookhouse; Carl E. Schafer, manager kid show. The "Great Howland Circus and Side Show," of South Bend, usually shows up on meeting days as an added attraction.

Clifford Borgmann has made several trips this spring to Rochester and Peru winter quarters. Borgmann's hobby is baggage stock and he is known to almost every long-line driver in the business.

Fred Becker and Horace Moses and his son, Richard, attended the Hagenbeck-Wallace Rodeo at Peru. State there was a fine crowd present, but a driving rain started at opening of the performance, thinning the crowd down to real circus fans. Don Howland and family, of South Bend; Burt Wilson and Bill Sneed, of Chicago, were Fans seen on the lot.

Capacity Houses For Barnes Show

LOS ANGELES, April 10.—The Al G. Barnes-Sells-Floto Combined Circus, after having had a tough break in weather for a few days, is doing big. A resume of business: Glendale, April 2, two capacity houses; Long Beach, April 3 and 4, two capacity matiness, two night straw houses; opening in Hollywood at Fairfax and Sixth, April 5, capacity matinee, straw night house; April 6, capacity matinee and turnaway at night. Program now cut to two hours.

The concert is doing the best business ever, and Duke Drukenbrod, manager of Side Show, stated he was much ahead of last season. He has added an illusion, specially built for Tiny Marie Winters. Also in the Annex, Lou-Lucille is a feature. Pete Staunton, inside lecturer, is meeting many former California friends, he being a Los Angeles resident for some years.

Inadvertently omitted from notes on the opening, the Avalon-Matlock wire act, the Ross and the Papes aerial perch acts and the Cochran Duo on mobile ladders.

Many Visitors

As usual, the backyard in Hollywood was daily the working spot for studio and newsreel cameramen, also the pick-out shots of celebrities in the audience; Jane Withers noted having intimate shots with the feature acts. Others were Wallace Beery, who is a regular each year; Edw. G. Robinson and party, Zasu Pitts, Paula Stone, Jack Benny, Richard Tucker, Lewis Stone, Pat O'Brien; Bill Newberry, manager Wallace Beery; Harry Carlisle. Dr. Paul Niehans, of Berne, Switzerland, internationally known, who was taking his first look at an American circus, stated he was amazed at the difference between European circuses and the Barnes show.

Charley Murray is a daily visitor on the lot, keen as ever about his first love, the circus. Gardner Wilson has been given fine publicity break by the local dailies. *Hollywood Citizen News* sent Alex Swan, feature writer, out and gave the show a lot of pictures and stories. Harry B. Chipman joined in Hollywood to handle the press back. Bert Nelson has his mother as guest during the stay around Los Angeles. The Cristianis are daily working new numbers that will have first showing when show gets to San Francisco. Talking with Oscar Cristiani, he stated to *The Billboard* representative that the present act was the fourth generation of performers, and the entire family traveling with the show, including the very small children, numbers 17.

The arrangement in presenting the feature acts by Bob Thornton, under direction of Manager S. L. Cronin, adds greatly to each of the numbers. George Cunningham has completed a new dance ensemble number presented in both rings and on stage that adds a lot of beauty and grace to the already excellent opening spec, *Glamorous Old Mexico*. He has styled the new offering *Latin America*. Changes in presenting the closing spec, *Derby Day*, adding number of mounted girls in steeplechase, is a clever idea.

A DANDY exhibit in truck cars with Wallace Bros.' Circus is that of the band. It has complete sleeping accommodations for the men.

Act of Main Is Remembered

CINCINNATI, April 10.—The following appeared in *The Decatur Daily*, Decatur, Ala., April 1:

"The act of a kind-hearted circus owner back in 1895 has been remembered for 42 years by two local citizens, A. E. Reed and A. N. Nave, clerks at Lyons Hotel. And this week they had the pleasure of seeing the man again who befriended them when they were kids and enjoying a long chat.

"When the Walter Main Circus, here the night of April 9, played Pulaski, Tenn., in 1895 the Reed and Nave youngsters set out to see it in a buggy.

"The glamour of sawdust and spangles was in the air, and the kids were in a high state of excitement. So excited, in fact, they lost the money their parents had given them for tickets. This awesome discovery was made when they reached the circus lot. What to do? To miss the show would be tragedy indeed. Youthful heads went together in a conference and a decision was made. They appealed to a circus employee. He in turn called Walter Main, the owner. Mr. Main promptly escorted the boys into the show as his guests.

"Messrs. Reed and Nave recognized Mr. Main when he was here this week and recalled the incident to him. The circus owner remembered it and the three had a jolly chat about the episode of long ago."

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Under the Marquee

By CIRCUS SOLLY

DON MAYNARD, ventriloquist, has joined the Sells-Sterling Circus.

WHITEY ROSS is boss canvasman with the Hagenbeck-Wallace Circus.

WYATT DAVIES is dancing at Silver Slipper night club in New Orleans.

CLYDE MALLORY, agent, is with Walter L. Main Circus.

BABY LEE left Alice, Tex., to join Ringling-Barnum.

THE ROBINSON elephants have been signed for Graham's Midget Circus.

THE MOTTO of Donald M. Campbell's One-Ring Circus is "Not How Much But How Good."

KARYL DeMOTTE will work come-in and do general clowning with Lewis Bros.' Circus.

LLOYD SENTER, contortionist, and Frank and Grace Webb's Revue are playing theaters in Virginia.

FRED FRANKLIN, trap drummer, cards that he will not be with the Rice show.

ORVILLE SPEER closed last week with the Great Western Tent Show in Oklahoma and is planning to join a circus.

LOUISE BUCKINGHAM and Mr. Tong, of Elmira, N. Y., visited the Cole and Ringling-Barnum shows in New York.

CLARENCE AUSKINGS closed with Black's bears at Fort Wayne, Ind., and is now general agent of Vanderbeek's Robert's Circus.

KENNETH WAITE Troupe closed Sunday night, March 21, at Shrine Circus, San Francisco, and opened at Shrine Circus in Buffalo the following Sunday.

FRANK B. HUBIN, of Atlantic City, will take to road to stump for re-election of A. Harry Moore, U. S. senator from New Jersey.

MRS. WALTER S. GOLLMAR and son, Walter, have returned to their home at Evansville, Wis., after spending the winter in Southern California.

MAX G. HOWE will assume his new duties as superintendent of the Water and Light System, Union, S. C., April 15 and is looking forward to meeting showmen who make that city.

THE PRETTY and pleasant and picturesque part of daily life under canvas comes after the substantial meal at 5 p.m., when for two hours there is rest for all save the hard-worked Side Show establishment.

JAMES DEWEY, advance press agent with Lewis Bros.' Circus, visited the offices of *The Billboard* in Cincinnati last week en route to quarters of the show at Jackson, Mich.

EDWARD J. KELLY photographed the Cole show in New York Hippodrome at noon, displayed proofs at 4 o'clock and delivered the pictures following day. Some speed.

NICK CARTER broke all records with his concessions at the winter dates, starting with Shrine Circus at Denver, followed by Grand Rapids, Lansing, Detroit, Cleveland, Minneapolis and St. Paul.

RUBY LATHAM, aerialist and night club performer, has been confined to her home in Toledo, O., due to nervous breakdown, but will soon be able to take to the road.

JACK FITZPATRICK stopped off in Cincinnati last week en route from Santa Barbara, Calif., to Trenton, N. J., to join Eddy Bros.' Circus. He will be at front gate.

NEITA BERNHARDT, dancer, who was at the Texas Centennial last year, will be with Kay Bros.' Circus in Side Show. She was in Miami, Fla., this winter, playing at some night clubs.

SCOTT BROWNLIE'S last trouping was with Robbins Bros.' Circus in 1930. Since then he has been associated with the Miller Bros.' Live-Stock Company, of Chinook, Mont.

AMONG those who attended Peru Rodeo were Don Howland; Mr. and Mrs. Bert Backstein and sons, Warren and William; Gordon Potter, George Graf and Marion Lewis.

CLOWNS at Shrine Circus, Hartford, Conn., included Dippy Diers, Laddie Lamont, E. C. Lindquist, Frank Jerome, Charley Smith. Gil Conlinn, local Shriner, did a clown stunt.

JOE BAKER advises from Bellingham, Wash., that he is now doing a new vaude act with his girl partner. He also is handling Frankie Villa, bantam weight, formerly of Los Angeles, for matches in the Northwest.

AERIAL ORTONS are playing St. Louis Police Circus, then will join the Main show for the season. Gracie Orton, of the team, is of the fourth generation of Ortons actively connected with show business. Her father, Miles Orton, a bareback rider, retired from the road, is managing a fruit farm near Adel, Ia.

FRED T. SLATER, oldtimer of Johnson City, N. Y., states that Ringling-Barnum has been given a license to show Binghamton, N. Y., July 1 and was first license issued there this season. He adds that outlook is very favorable for circuses in that vicinity, as business conditions are very good.

CARLSON SISTERS, Dot and Flo, prominent fat girls who are with the Ringling-Barnum side show at the New York Garden engagement again, demonstrated that they have radio talent as well last week when they were interviewed over the ether by Robert L. Ripley on his Sunday evening program. Couple of weeks ago Carlson Sisters appeared on the Sunday evening "Let's Visit" program via WOR.

CIRCUS DAY to the men who have thousands and hundreds of thousands of dollars invested means the culmination of long, careful and systematic preparation. To get ready for the day has been the work of many months.

VERA BRUCE CODONA and her brother are again with Ringling-Barnum Circus. It is not generally known that these performers are not children of the late C. H. Bruce, Harmiston's Circus bandmaster for 35 years. They were adopted by him when small children. C. H. Bruce was a son of the Hon. B. K. Bruce, one-time register of the treasury, also a senator in Kansas City. Annie Bruce, their mother, lives in Long Beach, Calif.

VICTOR McLAGLEN'S motorcycle troupe, composed of 32 men, some of which are former members of Barnes and Ringling shows, will be in Portland, Ore., during the week of the Rose Festival. A special train for the troupe has been chartered by the Chamber of Commerce. Harry Ley, Les Haserot and Bob Klein, former drome and loop-the-loop riders, are members of the troupe. Troupe will be in Los Angeles April 18. Nick De Rush, ace stunt man, has been discharged from a hospital after recovering from injuries received in a fall while driving two motorcycles.

EDDIE WOECKENER, band leader of the Barnes show, chalked up another distinction in Hollywood recently when Herbert Clark, who was assistant musical director to John Philip Sousa, conducted Woeckener's band in his ring concert. Clark had just completed his 12,568th concert in Long Beach. Sousa himself once conducted Woeckener's band, which is the only circus band that he or his assistant, Clark, ever directed, says Eddie. Woeckener's wife's name is Maxine, instead of Marie, as recently mentioned.

THERE IS A POPULAR misapprehension regarding the profits of the circus business. Five months, yes, five long months of expense in winter quarters must be reckoned with.

CLEMANS DUO, impalement artists, completed an enjoyable engagement of nine days for the Islam Shrine Circus at San Francisco. Others in side show included A. Windecker, manager; Jolly Josephine, Thunderbolt, Barber's dogs, Ada Mae's reptiles, Scotch troupe. The Clemans returned to Burbank, Calif., to close their home to be ready for opening of the Yankee-Patterson Circus, with which they are booked for the summer. While in San Francisco they were visited by E. K. Fernandez. It is 10 years since they worked for Fernandez. He booked them to sail for Honolulu this fall.

HENRY KYES, bandmaster with the Hagenbeck-Wallace and 4-Paw-Sells Bros. Combined Circus, bears a striking resemblance to Paul Whiteman and is billed as "The Paul Whiteman of the White Tops." He is well known for his work on radio and Victor records. Kyes also is mail agent and handles The Billboard on the show.

KLING BROTHERS, who were with E. K. Fernandez Circus in Hawaii for two seasons, submit something on the stranding of the show at Honolulu. They said that because of the ship strike Fernandez lost money from the start, the strike preventing him from having his complete circus on the islands for the opening at the Maui Fair. Because the island is a small place word soon circulated that Fernandez did not have a single one of the acts he claimed to have, and when the show was finally completed this verbal knocking had done much to hurt business, to say nothing of bad weather and the prolonged strike. After a benefit performance hundreds of patrons said that if they had known it was such a good show they would have attended before. The Klings said that despite bad breaks Fernandez paid his employees and shipped them home. The entire show is back now.

DON'T EXPECT SUCCESS if you have fringe around the bottom of your trousers. We can't all be Adonises. But you can keep your linen clean and your suit neatly brushed and pressed.

Missouri Show Women's Club

ST. LOUIS, April 10.—A party in celebration of the club's disbandment was held here April 1. Members voted for the affair at the last meeting because many members are already open for business on the lots. The favorite game of bingo was in order. First prize went to Mary Francis, with Clela Jacobson and Arlene Smith winning second and third prizes, respectively. Consolation prize went to Millicent Navarro, and the no-game prize to Rose Fitzgerald. After several donations to the birthday box a delicious supper was served, with Clela Jacobson and Rose Fitzgerald acting as hostesses. Members present were Norma Lang, Nell Allen, Grace Goss, Mary Francis, Gertrude Lang, Irene Burke, Edna Aarons, Millicent Navarro, Rose Fitzgerald, Viola Blake, Millicent Todd, Mae White, Odean Smith, Donnie Becker, Arlene Smith, Billie McLean and Kathleen Riebe. Reported by the latter.

Trailer Legislation

HARRISBURG, Pa., April 10.—A proposal introduced in the House would require owners of trailers licensed in the State to have certificate of title as evidence of ownership of such trailers or semi-trailers. Measure, House Bill No. 1984, would also provide for a semi-annual mechanical inspection of trailers and semi-trailers. Gross weight of motor vehicles and trailers would be defined as exclusive of persons riding therein.

A bill exempting equipment regulations as applied to motor cars and trailers in Pennsylvania for nonresidents whose vehicles are licensed in other States has been introduced in the Senate. Bill provides that such cars and trailers shall comply with equipment regulations of the country or State in which they are registered.

MADISON, Wis., April 10.—Blomquist Bill (417-A), which would place a gross weight limitation of 18,000 pounds on commercial vehicles after May 1, 1942, has been withdrawn by the author, while the Bichler Bill (487-A), providing for the semi-annual payment of motor vehicle and trailer license fees, has been indefinitely postponed by the assembly.

NEW ORLEANS, La., April 10.—Southern traffic safety conference meeting in Atlanta early this week recommended adoption thruout South of a uniform system of traffic signals to avoid confusion on highways. Some form of *(See TRAILER LEGISLATION on 76)*

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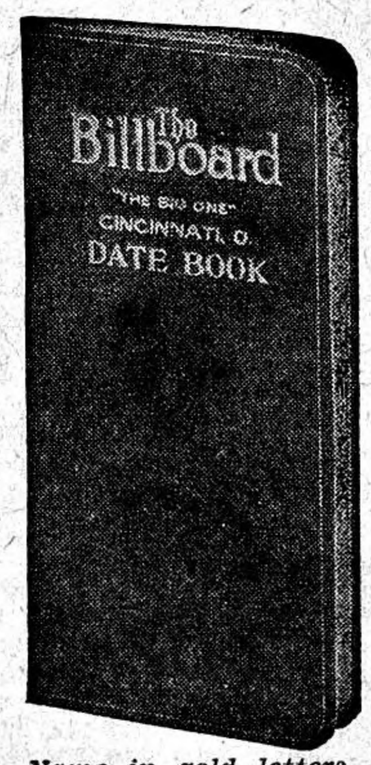

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Arena-Struck

By Clyde Beatty

Clyde Beatty recently received an unusual request, one of the most flattering in his career. Editors of The Junior Harvard Classics, also publishers of The Harvard Classics, have notified Beatty that they wish to include in the next edition of the famous books a piece by him titled Arena-Struck. It is the last chapter of the book The Big Cage, written by Edward Anthony in collaboration with Beatty. Unlike most of the other chapters in the book, this one has not had magazine publication. It is an innovation to invite a circus performer to contribute a chapter to a set of books which include some of the most celebrated names in world literature. Harvard Junior Classic editors, however, feel that, altho the chapter originally appeared in a book for adults, it will have a special appeal to children everywhere. The piece, which will be used later by the publishers, follows.

THE animal trainer's job is so definitely off the beaten track that people have a natural curiosity about how I got started. Was it by accident or design that I became a trainer? I suppose it was a combination of both.

Like most boys, I was circus-crazy. The coming of the circus to Chillicothe, O. (a few miles from Bainbridge, where I was born), was always an event in my life. A week before the show actually arrived the billboards would go up all over town, all over the countryside. Every available fence and barn for miles around was plastered with exciting news.

But all of these bright-colored posters did not thrill me equally. Everything in the circus meant entertainment to me, but the billboards showing the animal trainer in the big cage with his wild beasts excited me most of all. He seemed so calm and collected in this den of savage creatures. How brave he must be, I thought, not to be worried by these great animals that, according to the posters—one of which I still possess—could "snap his frail body in two with a single bite!"

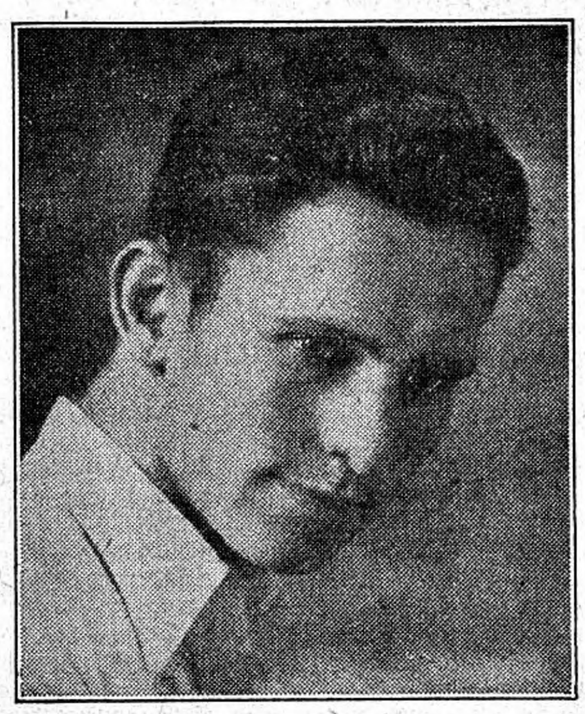
I once had a sizable collection of circus posters. I acquired one of them when I was about 12 years old by running errands for a local laundryman for a whole week. And I didn't get the poster, a somewhat soiled window "paster," until the show had left town. If you don't think I struck much of a bargain with the laundryman you can't guess what pleasure I derived from being the sole possessor of that entrancing picture of the trainer in his den of "roaring, snapping, snarling fiends of the jungle." Because of my treasure I had considerable standing among the boys with whom I went to school. When we played circus that poster added a touch of realism that always pleased our audience. With it we sometimes "drew" a dozen kids at a penny apiece; without it we might have played to an empty backyard.

Realizing as I do what those circus posters meant to me, I'm not sure they didn't play as big a part as anything else in giving me my ambition to become an animal trainer. I was always fond of animals—in fact, I once had five dogs that were the despair of my mother—so I suppose I was fertile soil.

Thrilled With Poster

I am not exaggerating when I say that there was one circus poster in particular, a masterpiece of lurid advertising that I'll never forget, which in my boyhood days gave me as big a thrill as anything that has happened to me in all the years since—and plenty has happened. This was the biggest one put on display by the coming circus and the one that had the greatest amount of detail. It was so big it could be used only on the sides of buildings in town and big barns in the outskirts. In this masterly composition the trainer was literally besieged by animals. There were so many of them—tigers, bears, elephants, lions, leopards, etc.—it was hard to understand how the trainer could turn around without running the risk of having his "frail body" bitten in two by one of these "bloodthirsty man-eaters," some of which I recall were publicized as beasts that frequently devoured their trainers.

I now know that the trainer who risked having his "frail body" snapped in twain by one of these villainous brutes weighed over 200 pounds, but at the time, as I sat open-mouthed and watched him from a 25-cent seat, anyone weighing less than 300 pounds would have seemed definitely frail beside a lion. I recall experiencing a momentary disappointment when all the animals depicted in the billboards did not turn up in the arena, but this feeling quickly passed in the excitement of watching the trainer make his charges perform. His feat seemed the most wonderful thing in the world. I began to cherish a secret ambition to become an animal trainer.



CLYDE BEATTY, noted wild animal trainer with Cole Bros.' Circus, his third season with show. For a number of years he was with the Hagenbeck-Wallace Circus.

To me every detail of the performance was marvelous. The way the trainer cracked his whip was in itself pure magic. The sound reverberated thru the tent like the sharp report of a gun. How could anyone learn to do such things? It was almost too much for me to grasp; it fairly overwhelmed me.

And when the trainer stuck his head "in the lion's mouth"! Lord! Shall I ever forget the first time I saw that trick? I later learned to evaluate it properly, but at the time it seemed to me that I was witnessing a supermiracle. The man performing it was to me the greatest man in the world.

Game of "Circus"

Not long after I witnessed the head-in-the-mouth trick I inaugurated in our neighborhood the game of "circus." I had little trouble communicating my zeal for this pastime to the children I played with. We gave several performances and then decided to stampede the kid population by putting on "the greatest show on earth."

Once or twice I let my excitement over animal training run away with me. One of my companions, a boy in my class at school, had a genuine talent for balancing himself. He could walk a longer distance on a fence without support than any other kid in the district. So it was only natural that he should want to be starred in our "greatest show" as a tight-rope walker. This caused complications, as I had previously announced that, in the role of animal trainer, I was to be the main attraction. As I had originated the game and possessed the poster that we counted upon to draw the crowd, I naturally felt I should be the star. In our make-believe circus my five dogs would be the wild animals. As a matter of fact, in these early days I had a very definite knack for teaching dogs to do tricks and I was confident that when I started making my "wild animals" jump over sticks, walk on their hind legs and do the other things I had taught them our public would quickly forget the tight-rope walker and his pretensions to stardom.

I had the advantage in that my act was a reality, while that of our tight-rope walker (his name was Joe and I wonder where he is today) was as yet nonexistent. We all know he was a skilled balancer, but he had no apparatus that could be used in our "greatest show." We had all seen him walk fences and there would be no novelty in his doing that again.

Joe's desire to be the star seemed a bit unreasonable in view of the fact that he had no equipment for performing anything that even resembled a tight-rope act, whereas I had a quintet of "savage beasts fresh from the jungle." Naturally I, with my "roaring demons," should be the featured performer.

Tight Rope in Back Yard

All the kids connected with the enterprise agreed with me. And then Joe fooled us all. He got his dad to rig up a tight rope in his backyard! Joe's father stretched a thick rope from one tree to another about five yards away. The rope, which was about three feet from the ground, was fastened to the trunks of the trees by means of heavy staples.

Joe invited his circus associates, including me, over to his backyard to witness a demonstration which went over with a bang. His rope walking was loudly applauded and automatically I took a back seat. Joe's stunt got a much more enthusiastic reception than my animal act. He was now definitely the star of the show. Even my argument that I possessed the only poster in the crowd got me nowhere.

Of course, we had to hold our opening performance in Joe's backyard. No other backyard connected with the organization had two trees so close together and so convenient for tight-rope walking. So Joe was more than ever the big shot of our circus. In addition his very own backyard was to be the scene of our introduction to the public. An able politician, Joe.

Mournfully I realized that Joe, in addition to supplanting me, had most emphatically relegated me and my ferocious beasts to the rear. Everyone wanted to talk to Joe. It was Joe this and Joe that. No one looked at my man-eating mutts any more.

Once I ventured to point out that you have to have more than a tight-rope act to put on a circus, but I was quickly squelched. I brought the subject up again and almost lost caste. One of the kids told me what I could do with my poster. "You think because you've got a circus picture you can run the show!" he exclaimed. "Well, we don't need your picture. Everyone's coming just to see Joe!"

Came the big day. And imagine my humiliation when I discovered that my associates didn't want my poster! I had to beg them to let me put it up—and only a week or two before that same poster had been enough to give me standing. In those happy days I had been begged to tell over and over again the story of how I had come to possess it.

Joe, in addition to being the star of the show, was the announcer, general manager and everything else he could think of. He announced that we would start with a parade up the road. This would wind up in his backyard and then we would start the show.

Clown Act First

The first number, if I remember rightly, was a clown act. Then Joe (as Joe in his role of announcer announced) would do a tight-rope stunt. Then I would do my animal act. Then Joe (Joe announced again) would do another tight-rope stunt.

As I recall it, Joe scheduled himself to follow every other turn with a tight-rope stunt. This was an ambitious undertaking, for Joe's whole repertoire consisted of walking across the stretch of rope and landing in the arms of a boy at the other end. Sometimes he varied the procedure by winking on the way across, but this was his only variation.

However, Joe was popular and perhaps his public would have stood for the repetition. He never had a chance to find out. The parade over, he called for the clown act. This featured two or three boys in false faces falling down repeatedly; turning somersaults, in which they bumped into each other, etc.

Then Joe, in his capacity as announcer, announced that Joe, in his role as star of the show, would do his tight-rope act. Loud applause, in which I maliciously refrained from joining, I regret to report. In fact, my one desire was to punch Joe in the nose. I found I didn't like Joe much.

Joe, aided by an assistant, got on his tight rope and started to do his stuff. He had not advanced more than two or three feet when the staple that held the rope to one of the trees came loose and Joe and his rope came toppling to the ground. It was a fall of only three feet and only Joe's pride was hurt. But I suppose after all it was humiliating to one who was the star, the announcer and the general manager of a show.

As he scrambled to his feet Joe thought of a clever "out." I was responsible! He had seen me loosen the staple!

This was too much. I might have done it if I thought of it, for I was sick of Joe. But I hadn't been near his darned staples. I wouldn't have minded so much if Joe had merely hinted that I was guilty, for I was quite capable of doing something mean to him (like partly severing the rope perhaps), but I thought it was going too far to say that he had actually seen me loosen the staple. I expressed this sentiment by hitting him plumb on the nose, thus realizing an ambition of several days' standing. Joe swung back at me but I ducked. I hit him on the nose again. And again. And again. I don't know why, but it was the only part of his face I was interested in.

Joe hit me a few times, but my recollection is that he didn't do much damage. I do recall being suddenly assaulted from behind. One of Joe's pals hit me. Soon three or four of them were hitting me. Then suddenly everyone was hitting me, including Joe's dad.

I yelled to my bloodthirsty beasts to "sic" my assailants, but these jungle demons were too busy chasing fleas. Retreat was my only salvation. I took to my heels and ran. This roused my languid quintet. Finding their legs, they came after me, yipping joyously at my heels as tho we were playing a game.

Not Much Headway

I never made much headway in this neighborhood circus of ours. After teaching one of my ferocious animals to jump over a stick on his hind legs I regained part of my old following, but fate was against me. A boy whose father could afford a pony moved into the neighborhood and again I was totally eclipsed. A kid with a pony was plainly more of a headliner than I could hope to be with my mangy man-eaters.

It is a far cry to those vanished times, altho perhaps that makes me sound older than I am. Only 15 years have elapsed since the days when I stopped playing circus in Bainbridge and Chillicothe—which is another way of saying that I am 27½ years old at this writing.

Three years after I vied with Joe for the stardom of our backyard show the lure of the circus became too much for me. I had tried to fight off the fever, but it was no use. When I was 13 I wanted to run away and join a circus, but I didn't dare apply for even the humblest job. I was too much of a shrimp and I was sure I should be laughed at.

By the next year I had tacked on some height and I secretly applied for a job when the circus came to town, but there was no opening. However, when it came the following season (I was 15 at the time and about to start my second year in the Chillicothe High School) I had better luck. I landed a job as cage boy. What an event in my life this was! A regular employee of a circus! My compensation was $5 a month and my keep, and it seemed a great deal at the time.

My main worry was that I was in bad with my family, but they were quick to forgive me, tho I had kept them for two or three days without any knowledge of my whereabouts—and, of course, they were right in objecting to that.

How can I describe my delight on finding myself an assistant, even in a humble role, to honest-to-goodness animal trainers? It was an honor to clean the cages, to fetch water for the animals, to do anything that was asked of me. When I wasn't busy around the animals I watched the show's chief trainer and his two assistants drill their charges. On the road I watched every move they made, and in winter quarters I did the same.

While I didn't dare to tell anybody about it for fear of being laughed at, by the time I was 16 I began to contemplate seriously becoming an animal trainer myself. In fact, I was growing cocky enough to believe that I could put

(See ARENA—STRUCK on page 47)

RINGLING-BARNUM——

(Continued from page 3)

acts, at least new to the Big Show, and many of the old favorites have been re-routined and dolled up with new ideas. These are described in the detailed review that follows.

Highlights of the show are plentiful, but from the audience reaction Thursday night premier honors must go to the menage-horse number. Long one of the Ringling-Barnum standouts, it surpasses anything seen in the past in the way of precision and equine talent. Under the combined direction of Rudy Rudynoff and Frank Asher the horses do just about everything there is to do and at no time does a single steed seem to be out of control of its rider. The augmented aerial ballet, produced and directed by Ed Rooney, has been developed into one of the most beautiful displays of the show. No less than 28 elaborately costumed girls work in the air at the same time. The Magyar Troupe of acrobats, Ed and Jenny Rooney's new bag of tricks on the single trap and Alf Loyal's sure-fire canine routine in the center ring to liven the trained seal stint are among the displays that definitely deserve stand-out mention. Robert Wadlow, the much-publicized Alton, Ill., giant, lives up to his advance press notices and seems to be even taller than the eight feet seven inches he is claimed to be.

Caliber of the wardrobe used thruout the show, and in the opening spec in particular, gives evidence of a tremendous amount of money spent in that direction this year. First show moved along at a remarkably fast pace considering the shortage of Garden rehearsals.

Usual number of celebs, Park avenue top hats and well-known circus folk were in attendance at the opening. Mrs. Charles Ringling divided her box with Mr. and Mrs. Melvin D. Hildreth, of Washington; Joe Cook, Tony Sarg, Robert L. Ripley and others had ringside locations. Sam W. Gumpertz, general manager of the show, took his usual stand at the 49th street arena exit in order to keep close tab on the proceedings.

Executive staff is slightly changed this year due to several deaths. S. W. Gumpertz is senior vice-president and general manager; Mrs. Charles Ringling and Mrs. Richard Ringling, vice-presidents; Mrs. Ira W. Robertson, secretary to Mr. Gumpertz; J. C. Donohue, general traffic manager; Carl Hathaway, superintendent; Ralph J. Clawson, head of the legal department, replacing the late Frank Cook; Eddie Vaughan and Robert Frazer, legal department; Arthur Hopper, general agent in charge of billing; Frank Pender, corporation treasurer; Ira W. Robertson, secretary and show treasurer; Pat Valdo, director of personnel, and Fred Bradna, equestrian director.

Complete list of personnel, including Clyde Ingalls' Side Show, Merle Evans' Band, Col. Tim McCoy's Wild West and working departments will appear in the circus department of the next issue.

Detailed Review

DISPLAY 1—INAUGURAL PAGEANT. The Big Show has given its spec a new title, *India*, and going together with the new moniker is a cavalcade that truly exceeds in colorful variety of costumed humans and beasts any of the opening specs this reviewer has seen in recent years. Fred Bradna blew his whistle at 8 p.m. sharp and as if by electrical impulse the doors of the first entrance swung open and the Big Show's safari around the hippodrome started with several of Merle Evans' trumpeters in the lead and the color-splashed train following. There are entirely new floats, banners and garland effects, new ideas in howdahs and novel spotting of beasts in trappings that would make the heart of an Oriental potentate proud. Among the entirely new features of the seemingly interminable spec are the midget donkeys that graphically highlight the uniqueness of the Big Show's theme and the universality of its appeal to the masses.

DISPLAY 2—EQUESTRIANISM. As usual in this very early display the Big Show's riding acts serve an appetizer of their interesting talents under thinly disguised doubling titles. In the center ring, tagged as the Imperial Viennese and comprising recruits from all the riding acts, are seven girls paced by a woman and using five resin-backs. Under the billing of the Bruce Brothers two men ride capably in Ring 1 with a third man snapping the whip. A duplicate routine, also by two men, is enacted in Ring 3. This display ran exceptionally short; evidently a move taken by Bradna and Pat Valdo to store up saved time in case the show ran too long at the premiere.

Preceding Display 3 the clowns filled the wait with pleasing sight stuff highlighted by a new version in the center ring of the cockfight inaugurated with last year's show.

DISPLAY 3 — WALTER GUICE TROUPES. The versatile Guice, equally effective as an aerial bar performer and comedy rider, has made several noticeable improvements in the routining and personnel of this stanza. Guice works over Stage 1 with two male assists and a girl who flies. Over Stage 2 are three men, of whom one works straight. Pleasing effect is created by the synchronized finish gymnastics by the straight males over the two stages.

DISPLAY 4—ELEPHANTS. Under the direction of Capt. Lawrence Davis, three troupes of bulls are paced by Gloria Hunt, Ericka Loyal and Bonnie Hunt in the three rings. Each of the misses has five bulls with which to gambol and Miss Loyal gets the center spot. The bulls seem to work faster this year and several new stunts have been added to their repertoire. Particularly effective was the rhythmic stomping of the pachyderms. There is the familiar finale —a pyramid built with dispatch on the hippodrome track. One of the Big Show's larger bulls is brought in for a brief display of training and tameness wherein he carries a girl in his curled trunk half the length of the track.

DISPLAY 5—AERIAL BALLET. This all-girl extravaganza of grace, color and daring was introduced here several years ago. It clicked from the start and this season (to use the circus press agent's own idiom) it is better than ever before. The dazzling centerpiece of this exhibition of smart staging and feminine accomplishment is Jennie Rooney, who works over the center ring in a cloud-swing routine. Miss Rooney is attired in a sequin costume that magnifies the effect of the spotlights playing on her as she negotiates hazardous stunts with ease and breath-taking daring. Over the two outer rings are troupes of five girls each on traps and who work with remarkable synchronization. Above the stages are four-girl groups on revolving ladders. While around the hippodrome track and evenly spotted are 13 tastefully accoutered misses on single ladders. During one interval the entire company of aerialists maintain a precise rhythm with an effect so startling as to draw applause, altho there are no climactic changes in the routine.

DISPLAY 6—ROBERT WADLOW. The Big Show's stagers demonstrated their sense of proportion and balance by omitting from this year's Garden engagement the parade of freaks so as to highlight more strongly the exhibition of Robert Wadlow, the 19-year-old giant of Alton, Ill. The Gargantuan youth is presented with great dignity by Ralph Gram, announcer. He is referred to as "the tallest human being since the dawn of creation," and here is one instance where the skeptical cannot sneer at the tendency of circuses to exaggerate size and splendor and uniqueness. Young and prodigious Wadlow was first-page news long before the Big Show landed him in its scouting net. Conservative papers all over the world have carried news stories quoting authorities as stating that he exceeds in size any giant known to history. To say the least, he is good box office for the Big Show or any outfit fortunate enough to corral him. He is terribly ungainly but there is nothing of the repulsive about any feature of the exhibition. Accompanying him in the walk to and from the center ring is his father, Harold Wadlow—a smart piece of business because it introduces the wholesome family angle and emphasizes, by comparison with an average man, the boy's height of 8 feet 7 inches and bulk of 450 pounds. Unusual for attractions of this genre, the boy was loudly applauded, the wide newspaper publicity having helped considerably to arouse public interest in him.

DISPLAY 7—COMEDY ACROBATIC ACTS. Only one noticeably new act in this classic display of clown-suited acrobats, tumblers and stilt walkers. The newcomers are the Colters, referred to as making their first American appearance. They are in the center ring with an interest-holding array of antics by a prop horse paced by a zany. On Stage 1 the three Bell Brothers and two Hart Brothers cavort in defiance of gravity on tables; the Nelson Brothers with their stilt-walking forte share Stage 1 with Harry Ritteley, who winds up the interval with his familiar six-table spill; the Renfros do table balancing on Stage 2 as the six Budanos (males) tumble in the same sector, and in Ring 3 the troupe of tumbling clowns billed as the Pierrots hold the attention of the west side of the arena.

DISPLAY 8—BALANCING ACTS. There should be a change in spotting here and there probably will before the Big Show counts off many more performances. Similarity of routines and mass sight effect between this and Display 7 makes for unnecessary monotony since both displays richly deserve a place in the show. Under the doubling title of the Spurgats, four men exhibit balancing skill in Ring 1. On Stage 2 is an act new to this country, the Masy-Brach (mixed) Duo. The pair perform agilely on an unsupported ladder and intersperse their whole routine with an amazing variety of juggling. Their finish is a two-high stunt on a unicycle. Orientals of grace and skill are the Wen Hais (in the center ring), who are also this season's addition to the artist contingent. Their work features bar gymnastics, grouped balancing and ribbon twirling. Comprise an even mixed dozen. The Cannestrellis (six girls and two men) work on unsupported ladders, juggle and present balancing formations in three-high style. Balancing and Risley stunts are presented by the trio of Mikados in Ring 3.

DISPLAY 9 — DOROTHY HERBERT AND HIGH-SCHOOL HORSE ACTS. Sam Gumpertz and his cohorts really went to town putting out a menage display this season. Miss Herbert is still the outstanding horsewoman, a valiant defender of the side-saddle school. There are 24 girls in the menage ensemble, pleasingly costumed and riding and pacing their horses with a skill reflecting careful and intensive training. William and Tamara Heyer do *haute ecole* maneuvers on Ring One during the general display; Miss Herbert performs several varieties of stunting in the center ring, and Dr. Ostermaier performs on a fine-looking animal in Ring Three. As the display proceeds Mme. Ella Bradna, who has discarded her dyed pigeon fixture, paces her handsome white horse on the hippodrome track, as do Rudy Rudynoff and Heyer. As usual Rudynoff's work was outstanding. At this show Miss Herbert's new stunt—a tandem drive of 10 horses Roman fashion —was dramatically interrupted by the breaking of the drive harness. She fell to the track and was trampled upon by the spilled horses. There was a tense silence as the attendants brought the horses to their feet. Miss Herbert was shaken but waved assurance to the crowd that she was unhurt and ran off to a side exit to one of the most enthusiastic rounds of applause of the evening.

DISPLAY 10—NAITTO TROUPE. In this display, which is starting its second season with the Big Show, a mishap affected the routine. Nio Naitto, one of the two outstanding girls of this troupe, fell from the tight wire at her first try. She was hurt but not badly, but the accident cut short her performance and she walked off after being helped to her feet. The four remaining girls of the troupe put on a highly satisfactory performance on the two wires, involving solo balancing and two-high stunts with upright and head-to-head involvements. The smash windup was a back somersault on the wire by one of the girls, evidently Ala Naitto. Good buildup given this act via the entrance made by the girls in jinrickshas drawn by supers dressed as Japs.

DISPLAY 11—DOG AND SEAL ACTS. Again Alf Loyal's canines and Captain John W. Tiebor's seals blend perfectly in a session of stunting. The Loyals (Pa and Ma) have the center stage to their hoydenish canines and themselves, and on the two stages the Tiebor seals (with Captain Tiebor on Stage One) go thru their familiar routines. Outstanding in the Loyal act is the balancing of a black poodle on a slack rope and the kaleidoscopic gamboling of the nondescript canines from a ramp to a trampoline. The flappers coaxed by Captain Tiebor and his assistant prove that all's right with a world if seals can still juggle spheres, dance the hula hula and blow *America* on a set of horns.

DISPLAY 12—PERCH AND AERIAL ACTS. Two new turns were spotted in this otherwise familiar display. These were the Erwingos (mixed team) on a hanging perch over Ring One and the Lu-Lolita Duo on two traps over Ring Three. Of special interest in the Erwingos' bag of tricks is the iron-jaw work of the girl, and claiming continued attention for the Lu-Lolita mixed combo is their daring in effective heel, toe and hand catches. Jennie Rooney shines again here, on this occasion sharing the spotlight with Ed Rooney. The Rooneys unloose their tricks on a double trap at the opening and then starts a series of breath-takers, including a two-high swing, a toe-catch swing and the break-away bit that is always good for a plentitude of applause. Doing floor perch routines are the Walkmir Trio and the Antaleks in Ring Two and on Stage Two, respectively. In the Walkmir family the man balances three girls and one of the misses balances her two co-eds. The Walkmir bye-bye stunt has the man balancing a particularly heavy perch on his head while two girls perform body revolutions on twin bars at the summit. The Antaleks are six in number, with two men involved. Their big moment is a perch balance of three girls by one of the men, the girls being spread on the contrivance at the top of the perch in pinwheel fashion.

DISPLAY 13—LIBERTY HORSES AND PONIES. As in the menage display, there is evidence here of unusual pains having been taken by the Ringling-Barnum management to exceed exhibitions of the past both in ingenuity of maneuvers and size of the animal contingent. Before reaching the climactic stage of 64 horses and ponies circling about in the center ring Adolph Delbosq, Rudy Rudynoff and Gordon Orton apply the light whip to 10 Liberty horses apiece in the three rings, with Rudynoff centering. On the stages are Rudy Rudynoff Jr., as the whip for six ponies, and Midget Paul Rorompo enjoying the proportionate assignment of directing the Liberty routines of six ponies. Senior Rudynoff does a repeat of his classic stunt of confusing the 10 center-ring horses and blindfolding No. 8, who finds his place in the line as easily as munching his oats. The gigantic display of Liberty training has Mlle. Maria Rasputin, loudly touted daughter of Imperial Russia's Mad Monk, in dead center on a pedestal posed with a Great Dane. At four points in the ring girls of the menage sit astride horses with four legs converging to pedestals. The congress of varicoated horses and ponies tread in and out of the four points and concentrically around them in most pleasing rhythm and even speed.

DISPLAY 14—AERIAL ACTS. Further stunting in defiance of gravity high above the arena marks this interesting display. The Great Floresque, high-pole exponent, works above Ring One and attracts attention with his iron-jaw descent. Back to the Big Show after an undetermined absence, Mlle. Richter synchronizes with Floresque's high-pole routine at the end of the arena. The Great Aloys performs trapeze maneuvers over Stage One and winds up with a drop while his head is encircled by a hangman's noose. A spring-like attachment makes his body rise and fall several times while he adroitly grabs the noose as he reaches the end of the rigging's length. Unbilled but working in the center ring are two girls of the Walkmir act on a pair of revolving ladders trimmed with noisy torpedo gadgets. This stunt, according to report, was originally scheduled to be included in the regular Walkmir routine as part of Display 12. Mlle. Gillette drew her well-deserved gasps and applause when she negotiated her leap from the highest pedestal of the Garden rigging to a trap of prop break-away construction, swinging finally by ropes attached to her ankles to within a few feet of the floor.

DISPLAY 15—POSING ACTS. Again Lee Spurgat is the maestro of the plastic artistry that has for time immemorial found a place in the Big Show's panorama. The posing groups—gratefully relieved of the ghostlike alabaster smearing effect—are in the three rings. They look as well with the lights full up as when the specially colored spots are thrown on them for the tableaux. The waits are filled more than satisfactorily by adagio quartets working on the two stages. The groupings are different this year, and another item to be thankful about is the absence of placards with legends describing the symbolic meaning of the poses.

DISPLAY 16—COLONEL TIM McCOY AND WILD WEST. For a second season the star of horse operas makes the Big Show's Wild West interlude an item to sell at the box office. The display takes up 20 minutes flat and the action is fast but hardly different or, for that matter, more spectacular than when Hank Linton and Cy Compton were the foremen of the corral. Colonel McCoy does a six-horse catch overhead and introduces a band of Hopi Indians who perform a snake dance with live rattlers, contributing to the realism of the performance. Boys and girls in Western

and Cossack garb ride fast and furiously while stunting around the track. Unbilled for an unaccountable reason, the Australian Waites are spotted for their familiar routine of whipcracking, which is dotted by the comicalities of Shorty Flemm.

DISPLAY 17—PARADE OF CLOWNS. Here the zanies, white-faced comics, dwarfs and eccentric funnymen of the street called Clown Alley have their little inning. This year it is really little. The productions are marked by several new and clever effects, but there is lacking a certain spontaneity and zest. Maybe it's something the reviewer ate—or maybe he was influenced too much by the tomfoolery of Otto Griebling and Emmett Kelly over at the Hipp.

DISPLAY 18—FLYING ACTS. A display the Big Show could not do without is the blending of flying skill and grace by the Concellos, working lengthwise over the center ring, and the Comets and Randolls over the outer rings. The flying folk seemed to be in fine fettle at this show. Antoinette Concello is the single announced feature, the spiel being directed in favor of her triple somersault from the bar to the hands of the catcher. Art Concello also impresses favorably. There are six men and five girls in the combined acts and all work so beautifully that it is difficult to point to one that exceeds in stunting or technique.

DISPLAY 19—EQUESTRIANISM. The bareback riding folk come into their own here with the Loyal-Repenski young bloods whooping it up in the center ring, flanked by the Reiffenachs and the Walters family. In the Loyal-Repenski act are 10 riders (four men) and a male whip. The Reiffenach girls are three in number, with a riding and tumbling clown as a strong assist. The Walters family act calls for Walter Guice to provide laughs and thrills with his clown antics on the floor and on and off the resinbacks. The synchronized features are double pyramids two-high, and the Loyal-Repenski act winds up with the entire troupe on the back of one of their horses.

Preceding this display the clowns filled a wait with a brief walkaround and with their takeoff on the Zacchini act.

DISPLAY 20 — ACROBATIC ACTS. Here are two new acts. One of them—the Magyars on Stage Two—made a most pleasing impression. This act of nine people includes two girls who bear an equal stunting burden with their male colleagues. The Magyars are colorfully dressed in Hungarian native costume. Their series of crisscross teeterboard stunts is an item that is seldom seen hereabouts. Irene Magyar gets the solo spot with a blindfold somersault four-high that she accomplishes with truly remarkable ease. Also new in this display is the troupe of tumbling and balancing Cleveres. One of the two boys is very young; the other still in his teens, too. Their mates are three girls. With precision and showmanly grace the Yacopis perform on Stage One. Their feature is a tandem somersault. The Maschinos hold interest evenly in the center ring and their big stunt is a pyramid formation four-high. In Ring One is the Uyeno Troupe of seven Orientals exhibiting their balancing, tumbling and Risley wares.

Between Displays 19 and 20 the half-pints of Clown Alley staged their firehouse party. This is one feature of the show that hasn't changed since Hector was a pup.

DISPLAY 21 — HIGH-WIRE ACTS. Perhaps the Wallendas and their companion act on the high wire, the Grotofents, are just as thrilling as they used to be when first introduced to the Big Show with a Garden opening, but the identical nature of the routines takes away from the relish. They scored nicely at this show, however, and one innovation suggests that more would be welcome. This is the clowning by an unbilled member of the Grotofent act. His work is daring, to say the least, but then again it is a matter of debate whether his ease in balancing reflects against the skill and daring of the straight performers. The familiar windup of the Wallendas with their three-high position on bikes.

DISPLAY 22 — JUMPING HORSES. This year—at the premiere anyway—instead of combining jumping horses with the hippodrome races the races are omitted altogether. Perhaps due to an effort to close in time for commuters. Dorothy Herbert is the stellar jumper. She clears several hurdles and repeats in a dash after wild horses while the logs are burning.

DISPLAY 23 — HUGO AND MARIO ZACCHINI. There's the usual careful inspection by the grounded brother, the passwords exchanged between the brothers inside the cannon and the one on terra firma—and then the loud report, the smoke and two Zacchinis flying thru space into a net across most of the arena's length. The Zacchinis have been with the Big Show long enough to be rechristened "Exit March." Show windup was at 11:15 on the dot.

Reviewer is of the opinion that this was the smoothest first performance of the season presented by the Big Show in at least 10 years. Very few waits, and these of trifling duration. Every act worked as if the entire show had been rehearsed for weeks, which was, of course, not the case.

Premiere Sidelights Of the Big Show

Showfolk were very much in evidence at the Ringling premiere—among them Mr. and Mrs. Melvin D. Hildreth, Tom Gorman, Pat Casey, Jerry Harriman, Max Cohen, of Rochester, N. Y.; Cora Wilson, Oscar Decker and Mr. and Mrs. Joe Minchin, of the Circus Fans of America; Frank V. Baldwin and Cora Geezy, Circus Saints and Sinners Club of America; Leonard Traube, Dorothy Packtman and Magnolia Hamid, of the George A. Hamid office.

Jesse Klugman, New York insurance man and lifelong associate and friend of many of the Ringling personnel, has been a constant visitor since the show moved in late Tuesday night. According to Jesse, this year's engagement is definitely lacking in a certain color—obviously meaning the absence of "Mr. John" and Frank A. (Cookie) Cook.

Art work in this year's program, on the billboards around town and in the advertisements in the dailies clearly indicates that Roland Butler is still a master in the art of circus decorations.

Ralph J. Clawson, who has been helping J. Frank Hatch and associates assemble the rejuvenated Hagenbeck-Wallace show in Peru, Ind., tried his best to arrive in town for the Garden opening. Didn't quite make it, however, but evidently feels that there is plenty of time to ogle the new offering. Clawson will head this year's legal department.

No end of squeals and screams emanated from the 49th street side corridor Thursday afternoon—Colonel McCoy's Hopi Indians unfortunately took the opportunity to uncrate their rattlesnakes in the presence of a group of feminine menage riders.

Grotofent Troupe introduced a new wrinkle in high-wire routines when one of their members chilled the spectators with bits of clowning high above the No. 1 ring.

Charles (Chick) Bell, superintendent of reserve seats, is back again and as usual is all smiles. The reason this year—a big Florida citrus crop. Chick has a 43-acre orange and grapefruit grove on the West Coast of the Southern State.

One of the most solid hits of the Thursday evening show was scored by the newly imported Maysy-Brach Duo with their clever unicycle and ladder work.

Clown numbers come and clown numbers go but it looks like the burning house routine will remain forever. Speaking of clown work, it's probably just a matter of time until Felix Adler and company are presenting some sort of a sit-down takeoff.

Press department, consisting of Roland Butler, Frank Braden, Dexter Fellows, Sam R. Stratton and Edward Johnson, have landed the usual reams of publicity in the dailies. From the appearance of their Piccadilly Hotel "workshop" it's a hectic and trying job to "make" the big town.

According to the ticket department the big show is in for one of its most profitable Garden engagements. Advance sale is the best in six years and "they're buying the reserves."

A Tuesday night hockey league playoff postponed the show's move into the Garden until early Wednesday morn. By sunup, however, the dirt flooring, the rings and stages were in position and rigging was rapidly nearing completion under the eye of Mickey Graves. Preparing the big Eighth avenue arena is old stuff to Mickey and by the time the first performer arrived for warm ups everything was in readiness.

That familiar cry, "Where's Curley?," is popular once again. Curley, general handy man around the Garden as well as the lot, carries the unique distinction of being the hardest man on the show to find.

Theol Nelson's flip-flap jaunt around the Hippodrome track is missing this year. She's working in the aerial ballet instead.

Old-Time Showmen

By CHARLES BERNARD

The Zoological Institute, organized by Rufus Welch and his associates during 1829, was the earliest large collection of wild animals from Africa and other European countries given prominence as an educational exhibit under control and management of experienced showmen, and backed by ample finances to assure success. Following establishment of the Zoological Institute in New York City as one of the prominent institutions for entertainment of the public, Messrs. June, Titus, Angevine and Company developed it into a highly profitable exhibition that continued for a lengthy period to interest and entertain both the local and the visiting amusement seekers of the metropolis.

After its marked success as a New York institution, and receiving much valuable publicity, it was decided to present it as a traveling exhibition thru the New England States, as a menagerie and aviary exhibit, it was transported in 1835 on 49 spacious carriages, wagons and cages; these vehicles were drawn by 120 specially selected gray horses; 60 men, including 14 musicians, were employed in the operation and exhibition of the Zoological Institute. On the New England itinerary for the 1835 tour, Winthrop, Me., had the exhibition on June 20 on grounds near Coolidge's Hotel; the entire back page of *The Maine Farmer*, a weekly farm publication of Winthrop, was used for an exceptionally well prepared display advertisement, which included 24 fine wood-cuts of animals and rare birds featured in the exhibit; the admission price was 25 cents, and the hours of exhibition, 1 to 5 o'clock p.m. The advertising also stated that on entering the town the caravan headed by the war elephant, Romeo, would have the Zoological band of 14 musicians in its special carriage, discourse favorite and popular airs while passing thru the streets, and also during the exhibition.

The outstanding cut of the page advertisement was of the unicorn, or one-horned rhinocerous; it was given specific description as the animal next in size to the elephant, and positively the first rhinoceros brought to America.

"Unicorn" a Feature

The description gave the weight of the "unicorn" at 4,200 pounds, length 12 feet, and about eight feet in height. Announced in the advertising as a feature, it was promised that at 3 p.m. a keeper would enter a cage containing a lion, lioness and a royal tigress, and put them thru a routine, demonstrating his control over the group known to be wild and vicious. It was also stated that one of the elephants was provided with a splendid saddle, trimmed and decorated after the Eastern style, with a capacity for seating six persons; that patrons of the exhibition would be permitted to ride the elephant.

Descriptive matter with each of the wood cuts of featured exhibits was a part of the large newspaper display; there was a mammoth shaggy-maned Asiatic lion, a black panther, a royal tiger and tigress, pair of spotted leopards, a gnu or horned horse, a pair of fine plumaged ostriches, a pelican, a cassowary and a vulture, a striped and a spotted hyena, a male leopard and male spotted panther in adjoining compartments of a cage, a male dromedary, a Bactrain camel, a zebra, a polar bear and a pair of kangaroos. The advertisement stated in a special paragraph that a separate exhibit, known as the "Museum," on same day and place would exhibit a terrific "Serpent of Java," known as the Anaconda, nearly 18 feet long; also a boa-constrictor or strangling serpent, nearly 14 feet long. The admission price to the museum was 12½ cents.

Attention was called to large bills, posted at the principal hotels, which gave further particulars. Confirming the use of pictorial posters by the Zoological Institute on its New England tour in 1835, there is now exhibited one of those original pictorial posters in the museum of the American Antiquarium Society at Worcester, Mass. On that poster are many cuts exactly like those used in the page advertisement of *The Maine Farmer*, for the exhibition at Winthrop, Me. In the poster on exhibition at Worcester, Mass., the "Unicorn" is shown in a large open cage drawn by eight horses. In 1832 a traveling exhibit of animals toured the New England States under title of "American National Caravan," it used a similar pictorial poster on which was featured the "Unicorn" or one-horned rhinoceros, an original poster of that season is also in the museum at Worcester.

HARRY MANN, veteran circus general agent, celebrated his 82d birthday anniversary recently and enjoyed the presence of many prominent relatives, among whom were Newel E. Bebout, LL.D., University of Kansas, grandson; W. E. McConico, B.A., Stanford University, son-in-law; William A. Cairns, Ph.D., Oberlin College, nephew-in-law; Mrs. Bertha N. Pope, dean of girls, Oberlin College, niece; his daughter, Pauline, graduate of the New York State University and of the Boston Academy of Fine Arts, and Effie and Corinne, both graduates of Oberlin College.

Fem Dress Slants

Dorothy Herbert deviated from the customary close-fitting costumes for horsewomen by wearing with distinction flowing chiffon veils in pastel colors, secured at the wrists and shoulders.

Most of the glittering effects in dress were achieved by sequins with their most extravagant display featured by Jennie Rooney when the silver decoration was molded from her shoulders to the tips of her toes in the manner of an Annette Kellerman.

As a change from the conservative bandeau and tights the Cannestrellis girls used the sequins in a vest pattern with sleeves of white satin.

Satin was the second most popular dress material among all but the trapeze performers, who would probably find this fabric too smooth on the rods.

The Magyar girls made a serious attempt to wear ruffled skirts, but had to detract from their full glory while stunting by lowering an elastic belting over the billows.

Miss Wallenda's white satin, fingertip length fitted jacket, flared at the hips and trimmed with royal blue in its imitation of a sailor's uniform, and the American Beauty shorts and white blouse combination adopted by the Cannestrellis girls were but two examples of attraction in the simple use of white and a full color.

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE VARIETY STRIPES

Mickey and his Gang in an amusing "6-act bill" around each balloon.

Striking multi-color print.

Exceptionally strong sales appeal. In 9 and 11 inch sizes.

Sold by the Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

WANTED

Two experienced BILLPOSTERS that can drive car and do lithographing. Wire A. CLARK, Agent, Mighty Haag Show, Decatur, Tenn.

The Corral

By ROWDY WADDY

CHIEF CARZON, veteran trouper, letters from his home, 118 Mulberry street, Troy, Ala., that he is almost totally blind. He is anxious to hear from his showfolk friends.

DIXIE WILLIAMS writes from Enterprise, Ala., that the Collins Rodeo played there recently to good business despite inclement weather. Mary and Bill Parks, Cherokee Hammon, Mr. and Mrs. Fred Clancy, Rose Hurlin, Pauline Lorenz, Jack Rhinehart and family and Ike Waldon appeared at the event.

SILVER TIP BAKER, former arena director for the 101 Ranch Show, after spending several years appearing in motion pictures, will return to the road this year as arena director for the Wixom Wild West Show. Mabel Baker will also join the organization as a trick rider and assist Silver Tip in other acts. They plan to leave Hollywood shortly after they have completed their work in Paramount's *High, Wide and Handsome.*

STANLEY (PETE) RUTH and Earle F. Sherman, operating under the title of Frank Earle and Company, report a successful winter season playing neighborhood movie houses and indoor circuses thruout Central New York. Unit is working out of Utica and comprises Earle and Beatrice Sherman, rope spinning, whipcracking and card manipulation; Pete Ruth, tramp monolog and routine with his trick dog, Bubbles, comedy juggling and chair balancing, and Helen Wade, contortion and acrobatic dancing. Organization has been contracted by Doc Terry, of Utica Post 229, American Legion, for a tour of the CCC camps thru the Central Adirondacks. Act is featuring a new routine, new props, and Rodeo Ben is now working on additional wardrobe.

OGDEN PIONEER DAYS, Inc., thru its president, Mayor Harman W. Perry, announced recently that an option had been obtained on the property of the Smith Bedding Company, located on Canyon road near the Pioneer power plant of the Utah Power and Light Company. "Pendleton has its 'Happy Canyon' and we don't want to steal that name," declared Perry. "But we intend to develop an attraction similar to that and retain the name of the 'Old Mill.'" Option was obtained under an agreement with Mrs. Grace Miles, who held an $18,000 mortgage against the property thru the Ogden State Bank. She took over the mortgage from the bank and turned over her interest to the city for $6,000.

WORD FROM Guy Weadick, who is handling "The Stampede" in connection with the North Dakota State Fair, which will be held this summer at Minot, N. D., indicates that even at this early date results are being obtained from announcements made thus far. In reply to a query regarding the program, Weadick announced that there will be several new novelties. "At times in the past," Weadick continued, "Western attractions have advertised they would have buffalo at their show. Some did, a couple and maybe a half dozen, but this year at Minot we'll have 100 head of real Simon-pure American bison—buffalo to you—right on the fairgrounds. They are being brought in from the Bar C Ranch, the property of Clarence Parker, one of North Dakota's old-timers and vice-president of the North Dakota State Fair. Keen interest in the celebration is being displayed by everyone from Governor William Langer down to the newsboys on the streets of Minot." Five-day rodeo will be an RAA show and, according to Weadick, every effort will be made to present a fast, thrilling performance to satisfy the public, contestants and all concerned. Top live stock, fair judges and a diversified program will be the order of the week. C. A. Tyler will announce the event.

DAY MONEY and final winners at the Oklahoma City (Okla.) Rodeo, March 23 to 28, inclusive: Calf Roping—First day, E. Pardee, Curtis Lamar, Jonas DeArman. Second day, Jess Goodspeed; Homer Pettigrew and Buck Goodspeed split second and third. Third day, Herb Meyers, Buck Goodspeed, Dick Truitt. Fourth day, Buck Goodspeed and Herb Meyers split first and second; Dick Truitt. Finals, Buck Goodspeed, Dick Truitt, Herb Meyers. Steer Wrestling—First day, Howard McCrorey, Gene Ross, Dave Campbell. Second day, Shorty Ricker, Dick Truitt, Andy Curtis. Third day, Steve Heacock, Dick Truitt, Bill McMachin. Fourth day, Andy Curtis, Joe Thompson, Steve Heacock. Finals, Dick Truitt, Andy Curtis, Steve Heacock. Wild Cow Milking — First day, Dick Truitt, Everett Shaw, Eddie Smith. Second day, Dick Truitt, Clyde Burks, Eddie Smith. Third day, Gene Rossa, Clyde Burks, Everett Shaw. Fourth day, Everett Shaw, Homer Pettigrew, Buddie Ellison. Cowgirls' Bronk Riding—First day, Margie Greenough, Violet Clements, Peggy Long. Second day, Vaughn Kreig, Vivian White, Violet Clements. Third day, Vaughn Kreig, Ruth Wood, Margie Greenough. Fourth day, Vaughn Kreig, Peggy Long, Ruth Woods. Cowboys' Bronk Riding—First day, Vic Swartz, Nick Knight, Cliff Helms. Second day, Ward Watkins; Milt Moe, Stub Bartlemay and Pete Grubbs split second and third. Third day, Eddie Curtis, Milt Moe, Herman Linder. Fourth day, Eddie Curtis; Turk Greenough and Bill McMachin split second and third. Finals, Eddie Curtis, Vic Swartz, Cliff Helms. Steer Riding—First day, Jonas DeArman and Herman Linder split first and second; Frank Finley. Second day, Durward Ryan; Jimmie Olson and Jim Whiteman split second and third. Third day, Frank Finley; Andy Gibson and Vic Swartz split second and third. Fred Alvord was arena secretary and Binns and Kelley furnished the stock.

Indianapolis Rodeo Proving Successful

INDIANAPOLIS, April 10.—Milt Hinkle's Texas Rangers Rodeo being presented here is proving a huge success, according to Gerald Bowman, secretary of the Indianapolis Press Club, sponsors. Rodeo played to more than 25,000 people the first five days, despite cold and rainy weather, and a heavy advance sale for the remaining four days indicates sellouts for each performance.

Sponsors are of the opinion that a contracted show is faster and more pleasing to the public than previous contests held here and have signed a five-year contract with Hinkle to produce a show each year at the Coliseum.

Entries for Pittsburgh Rodeo Exceed 100 Mark

PITTSBURGH, April 10.—Entries for 10-day rodeo in Duquesne Garden here passed the 100 mark today. Top hands already entered to contest for the $2,000 cash prizes include Rube Roberts, E. Pardee, Mildred Mix, Ruth Woods, Mary Parks and Margaret Greenough. Among exhibitionists will be Tin Horn Hank, his 25-year-old bucking horse, Steamboat, and Pancho Villa Jr.

Prize purse will be split four ways, with $500 each to winners in bronk riding, bulldogging, calf roping and steer riding. Colonel Jim Eskew will furnish all stock except the calf-roping and bulldogging horses.

With 68 cents to $1.71 price range, first night is nearly sold out to West Penn Hospital Auxiliary, sponsors, who are taking a cut from gate on opening night.

Pickups From Europe

PARIS, March 29.—Viola and Irene, double trapeze; Joe Crockett, juggler, and the Two Wikings, aerial, are at the Casino Municipal in Nice. Gaby Marces, trapeze, and the Sidell Sisters, American acro dancers, are at the Nouveau Casino in Nice. The Four Elysees, tumblers, and Banza, equilibrist, are at the Casino Municipal in Cannes. The Hazel Mangean Girls, tumblers, are at the Casino in Juan les Pins.

The Two Uruttys, springboard leapers; Nello and Partner, bike, and Mady and Cord, comedy acrobats, are at the Odeon in Marseille. The Dalcy Trio, jugglers, are at the Capitole in Avignon.

O'Donnell, Blair and Company, slapstick comics; Five Readying, cyclists, and the Dorvils Trio, fem tumblers, are at the Empire in Brussels. Mario Medini and Company, unsupported ladders, are at the Palace in Liege. The Cristescos, bar act, are at the Thalia Theater in Elberfeld.

The Circus Knie, Swiss tent circus, opened at Rapperswil, Switzerland, recently. The Circus Carl Strassburger is touring Holland.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, April 10.—I have yet to find a more enthusiastic booster for the circus than that Wisconsin Whirlwind, Sverre Braathen. The show people "Sverre" by him and we would advise that those of the sawdust and spangles who do not know him get acquainted right away. Here is a stunt he pulls that might well be copied by organizations in other cities. Listen:

"This summer I plan something new when Seils-Sterling comes to Madison. I have arranged with them for a Lions' Club luncheon in their cookhouse. We will unloosen the purse and pay for these meals so that the circus does not lose any money. Then I am going to take about 300 kids from our city settlement house to the circus in the afternoon. I plan to load all of the kids in show trucks and parade them around the streets at noon on circus day behind the circus band. This will be great publicity for the show as well as for our club. Will also send invitations to many of the near-by clubs to visit the circus that night. This will benefit everyone concerned and give the show a splendid day's business. But above all it will make a bunch of lonesome kids happy. And, after all, that is what counts."

What joyous dynamite is packed in the above quoted paragraph.

Clyde Beatty Luncheon

The Clyde Beatty luncheon is still being talked about. Bim Pond, as the only lion that tamed Clyde, was a wow. Altho Bim was perspiring like a rhinoceros after being locked in the natural skin for 20 minutes, he was sport enough to don it again and go back into the home-made cage and pose for a colored photo which is to appear in *The Sunday Mirror.* . . . Beatty's eyes glistened a bit when he was shown a large photo of himself taken when he was about 9 years of age trying to make some kittens do stunts. This picture was obtained by Tex O'Rourke from a relative of the young animal trainer. He had forgotten all about the picture and when he saw it many of his home-town memories were revived. . . . While the Fall Guy was being entertained in the East Ballroom, Mrs. Orson Kilborn was acting as hostess to Mrs. Beatty at another dining table. And what a gracious and charming hostess Mrs. K. can be. . . . Mel Pitzer, who auto'd Clyde Beatty and Ed Anthony from the Hippodrome to the Commodore, says that Clyde was very much frightened at the congested traffic and he feels sure that the young trainer would have grabbed for a chair, whip and pistol if those things had been within reach. . . . One table at the luncheon was made up of presidents and vice-presidents of some of the largest companies in the country. . . . The new members taken up were Percy Magnus, Joe Doble, Larry Prentice, E. Murphy and Henry C. Olmstead.

Bert Cobb, who donates a pair of Pediforme shoes at each luncheon as a special prize, won a quart bottle of Scotch, as did Paul Meyer and Al Sielke. . . . Tony Sarg wowed 'em with his burlesque biography of the young trainer, while Jolly Bill, suffering from a cold and a few benefits, added to the hilarity with his ready quips and ad lib talk. . . . Rubber Face somebody or other entertained with songs and did a swell job. . . . Prexy Orson Kilborn, in his suave dignified manner, tried hard to keep the luncheon going within time bounds, but failed by about 20 minutes. Every one of the 225 men present stuck to the very last drop of the gavel. . . . Carlton Hub, Ray Schindler, Henry Havemeyer and a few others, not forgetting Rad Haffenden, were greatly missed. . . . Freddie Benham, with his host of guests, enjoyed every minute of the luncheon, winding up with "it was a great show, wasn't it?" This coming from F. Darius means that it was a great show. . . . The new badges were introduced and looked swell. Hereafter whenever a member fails to wear his badge he will be jailed by Leslie Kramer, the luncheon's cop, and will remain incarcerated (Aye! there's a word!) until he or a friend of his pays $1 for his release. This money will go into the building fund. . . . The next luncheon, to be held on the last Wednesday of April, will be Ringling Brothers day. Sam Gumpertz will be the Fall Guy. Poor Sam! The initiating committee is already working on Gumpertz Grimcracks.

Letter From Lofgren

Hen Lofgren, the Blue Island hobbyist, writes:

"It all happened when I was a kid in Peoria, Ill. Shipp's Midwinter Circus came up from Petersburg, Ill., where it had a training barn. It showed a good part of the winter in the Tabernacle at Main and Globe street, Peoria, in 1893. Worked on a co-operative basis with the local band, Spencer's Band. Did this to keep in shape for the summer circus season when the entire unit went out with the Barnum & Bailey show. Edwin Shipp, equestrian director. Julia Lowanda, rider. She was the first to use evening dress. Ty Belle Sisters, perch act. Art and Ed Adair or maybe it was Wertz and Adair, head-and-hand balancers. Lowanda Brothers, riders, bounding rope, etc. When Shipp tied up with Feltus and toured South America they met with great success. But later Shipp going out with Sig Sautelle and touring South America with their circus proved a bloomer. Shipp lost everything. J. H. La Pearl Circus, out of Danville, Ill., showed a week in Peoria in 1891. Carried a mighty good band with an expert snare drummer. Bert Cole, you know, was a trick drummer with La Pearl's Circus. Harry and Roy La Pearl were only kid performers in the show then. I used to wrap wet towels on the horizontal bars for the three bar performers in this show. I never knew why. I suppose so they could get a better grip."

Mighty interesting, Hen. Write again.

Peru Pickups

PERU, Ind., April 10.—Keith Elliott and Elwood Bancroft, representing Educational Film Service Corporation, Battle Creek, Mich., were here past week and made motion pictures and stills of every troupe, wild animal acts and all activities at quarters. Flickers will be released to public schools in United States, Canada and Mexico. Were guided over farm by John Coyle, circus fan.

Harry Minnear, veteran eight-up driver of Ringling-Barnum, who suffered a paralytic stroke to left arm and leg at the farm, will remain here under care of circus specialists until fully recovered.

Paul Isenbarger, circus fan, was showing troupers the specially built concession truck being delivered to Roxy Riber for use on Cole Bros.' Circus as candy floss machine.

Stated that John Davis and Robert Forsythe will be with Hagenbeck show.

J. A. Jones is seen daily at winter-quarters office.

John Moriarity, J. McCarren, Pat Rogers and Emil Swor, of R-B, have arrived and are awaiting call.

Charles Brown, seal trainer, assisted by Ty Cohen, moved to New York to join Big One.

Bob DeLochte, former Sells-Floto treasurer, with assistant, seen carrying timekepers' list and leather bag at farm.

WPA Show Closes Run At Bronx Coliseum

NEW YORK, April 10.—WPA Federal Theater Project's Three-Ring Circus closed its series of week-end runs at the Bronx Coliseum April 2. Biz has been amazing considering fact that show played here last January. Wednesday matinee, a packed house with more than 5,000 paid admissions. Night biz was only fair, but matinees for remainder of week were winners and night houses were good.

Visitors at the Coliseum were Brazil's leading stars of the stage, Dona Dulcina de Moraos and Sonhor Odilon do Ozovedo, here on a semi-official good-will tour of the country, and at present guests of the WPA Federal Theater Project. The Brazilians were accompanied to the circus by Ethel Fagin, of the Educational section of the Federal Theater. Other visitors were Rose Stein, poet and magazine article writer, and two women from a chain of Russian newspapers.

On April 1 the show, in association with the police department, were hosts to 350 orphans from the New York Catholic Protectory. Many of the clowns mingled with the kiddies and the cops took up a collection and saw to it that each child had a bag of peanuts and a balloon. Ed Sullivan has been appointed business manager to succeed F. Smythe, who resigned to accept a position with the Tom Mix Circus, reports Wendell J. Goodwin.

15 Years Ago

(From The Billboard Dated April 15, 1922)

Sells-Floto Circus, featuring a performance of snap and brilliance, opened in the Coliseum, Chicago, to capacity business. . . . City commissioners of Omaha had just passed an ordinance making the license for a circus of three rings $750 per day, a circus of two rings $500 and all carnivals $250 a day. Result was that all circuses and carnivals began fighting shy of paying that kind of money and scratched the city from their itineraries. . . . Geneva (N. Y.) Common Council had just booked Ringling-Barnum to show there in the summer. It was the first time in several years that a "big time" circus had been booked into that spot.

Coming out of its winter quarters at Spartanburg, S. C., with cars and equipment in the best of condition, Cole Bros.' Shows played its initial stand of the season at Clover, S. C., April 1, to capacity business at both performances. . . . Contracts had just been received by Andrew Downie assuring the appearance for the season with the Walter L. Main Circus of the famous Power Elephants direct from the New York Hippodrome. . . . Santos & Artigas, circus and general amusement magnates of Cuba, arrived in New York. Their American representative, Charles L. Sasse, greeted them upon arrival.

Charles Sparks, owner and manager of the Sparks Circus, was highly commended for his civic pride and patriotism in rallying to the aid of the Washington Memorial Library, in the April 4 issue of *The Macon* (Ga.) *Telegraph*. Howe's Great London Circus received a beautiful floral horseshoe, standing eight feet high, from the Palo Alto, Calif., Chamber of Commerce. Presentation was made in recognition of the excellent deportment displayed by the show's employees while the organization was in winter quarters at Palo Alto. . . . Winter quarters of the Hagenbeck-Wallace Circus in West Baden, Ind., was a hotbed of activity with rehearsals.

World Wonder Car Back in N.C.

GREENSBORO, N. C., April 10.—World Wonder Car is back in North Carolina on its way north to the New England States. A three-day engagement in Asheville was a bloomer, due to lack of co-operation from auspices. Hendersonville, Canton, Morganton, Lenoir, Hickory, Mooresville and Thomasville all one-day stands under American Legion auspices, resulted in good business. Car will make a number of towns in Eastern North Carolina and will go north via the eastern shore of Maryland into Delaware and Pennsylvania.

In a recent issue of *The Billboard* it was stated that Roy O. Coleman, driver of the big car, had driven it 45,000 miles. The distance should have read 450,000 miles.

Rex M. Ingham is still general agent. While car was in Tennessee, Ingham was the guest of Jack X. Van Buren at Athens, Tenn. At Canton, C. M. Beall (Bell, the magician), State officer of the Legion, was of great help in making the town and entertained Mr. and Mrs. Coleman on day car was in Canton. Bell is playing schools now and then and intends taking out a magic show in the near future.

EXCELLENT TALENT——

(Continued from page 36)

are really in the circus business now," he remarked.

Show has an unusually large number of aerial acts. There probably is more rigging in the air than has ever before been seen in the Coliseum. Most of the acts will continue with the show under canvas.

Show moved from Peru Sunday night on 20 cars, a beautiful train. As there was a dog show on at the Coliseum, it was Sunday midnight before a start could be made on putting in the dirt. First rehearsal was called Tuesday afternoon. In spite of this the Wednesday night performance made a wonderful showing.

Menagerie is spotted in the Coliseum's north hall. There are some 20 cages, newly decorated and making a great flash. There is also a gorgeously carved and gold-leafed band wagon which will be used for parade purposes on the road. No parade during the Chicago engagement.

A new and novel touch was given the opening by the presentation of a red rose to every patron entering the show.

Henry Kyes, band leader, made an excellent impression on opening night. He has gathered about him a group of very good musicians and the show's musical accompaniment was very pleasing. Kyes has with his band a pleasing and personable vocalist in Conchita Madri. The announcing over the loudspeaker is done by Doc Murphy, whose clear voice can be heard distinctly in all parts of the building.

The Staff

Staff handling the show includes J. Frank Hatch, general manager; Edward Arlington, general agent; Orrin Davenport, equestrian director; R. M. Harvey, advertising agent; Fred Wagner, contracting agent; R. E. (Bob) Hickey, general press representative; George Degnon, contracting press; William B. Naylor and Ralph Williams, story men; Leonard Karsh, auditor; Robert De Lochte, treasurer; Walter Reardon, assistant treasurer; John A. Jones, white ticket wagon; William McGuff, inside tickets; Harry Seymour, legal adjuster; Frank Kerns, car manager; Henry Kyes, band leader; Doc Murphy, announcer; Ted Metz, Side Show manager; Frank Segar, trainmaster; Col. Carl Preston, in charge of cowboys; Charles Brady, general superintendent; Whitey Ross, boss canvasman; Joe Holland, Side Show canvas; Spot Griffin, baggage stock; Frank Bendue, cookhouse; Jonesy, props; Joe Coyle, in charge of clowns; Paul and Frank Miller, concessions; Mel Hamlin, in charge of stands for the Millers; Arthur Leonard, head usher; Harry Stevens, ring stock; Benny Sturgis, in charge of tractors; Dan Fast, electrician; Fred Torrence, head porter.

Review

DISPLAY 1.—Grand processional tournament and presentation of *Pharaoh's Caravan*, spectacular pageant produced by Ralph J. Clawson. A colorful and entertaining spectacle replete with gayly caparisoned elephants, camels and horses, Egyptian courtiers in bejeweled raiment and scores of attractive girls in costumes appropriate to the theme. The Dorothy Martin troupe of dancing girls was featured, with a sensational adagio act—three men and a girl—spotted in center ring. Spec closes with spectacular ground fireworks around the hippodrome track.

DISPLAY 2.—Clown walkaround. A horde of joeys presenting new and old gags. Topics of the moment have been drawn upon—such things as the sit-down strikes, Time Marches On, Major Bowes, the Townsend Plan, etc., some cleverly worked out.

DISPLAY 3.—The old familiar revolving tables, followed by elephant number in each end ring, presenting the Barber Shop bit.

DISPLAY 4.—Contortion. The Schuberts, offering clever contortion gymnastics. On the track, Mae West elephant walkaround.

DISPLAY 5.—Riding lions. Presented by Miss Dolly, assisted by Capt. Terrell Jacobs. Two lions, jumping thru hoops to back of horse and circling arena. Attractively presented and neatly handled.

DISPLAY 6.—Ground acrobats. Simon Trio, Kerns Trio, Arab troupe and Moreen troupe, all doing comedy acrobatics, the former two climaxing with table rock.

DISPLAY 7.—Clowns on track, going thru crazy antics that garnered laughs.

DISPLAY 8.—Lady principal riding. Etta Hodgini and Rose Wallett, in Rings 1 and 2, respectively, presented a graceful and entertaining riding session.

DISPLAY 9.—Capt. Terrell M. Jacobs in a thrilling display of animal mastery. Working a score of lions, some of them green animals, he gave a highly entertaining exhibition, putting his charges thru their paces with speed and sureness that won him round after round of applause. Always an excellent trainer, Jacobs has shown marvelous improvement in showmanship that unmistakably puts him among the topnotchers in this field. His feature is Sheba, a roll-over lion said to be the only one extant.

DISPLAY 10.—Wild West. A colorful troupe of cowboys, cowgirls and Cossacks, under the direction of Col. Carl Preston, late of the Texas Rangers. They present a fast session of trick riding and roping and whip cracking that registers well with the customers.

DISPLAY 11.—Aerial numbers. Girls in flashy costumes on ladders and Roman rings; Martha Joyce and Miss Hollis, muscle grinds; the Merkels, trap act, and climaxing with Janet Merkel doing a ceiling walk that kept the audience gasping. An entertaining display.

DISPLAY 12.—Cheerful Gardner and his familiar head-carry elephant. Elephant walks length of the track with Gardner swinging by his head in the pachyderm's mouth.

DISPLAY 13. — The Bob Eugene Troupe, aerial bars, and the Flying Behrs. Two standard aerial acts that give a highly entertaining exhibition.

DISPLAY 14.—Art studies. Graceful posing—bronzed figures in center ring; white in ends. On the track, clowns with skyrocket gag.

DISPLAY 15.—Horses and ponies. In center ring Mme. Bedini with a beautiful Liberty act with four white horses and Sir Victor's dancing horse. In end rings ponies worked by Miss Cross and May Otero. On the track well-trained menage horses, with special features by Col. Preston, Mme. Bedini and Sir Victor, the latter on his familiar Yankee Doodle horse. Mme. Bedini, a veteran of the white tops, is a trouper to her fingertips and puts her work across with engaging finesse. Acts directed by Jack Joyce, who ranks among the topnotchers as a horse trainer.

DISPLAY 16.—Tableau. Six gayly caparisoned elephants with girl riders, camels and garland horses and riders in center ring in a fast-moving, eye-filling tableau, directed by Jack Joyce. Finish with garland horses on track.

DISPLAY 17.—Perch acts. The Andersons, Olvera Brothers and the Karolis in a clever and entertaining high perch pole exhibition.

DISPLAY 18.—The Riding Davenports. Two men, four women and two boys present an entertaining and well-balanced act. Run the gamut of staple tricks, doing them well and winning generous applause. Act makes a nice flash.

DISPLAY 19.—Clown number on stage, featuring a drummer who works at a furious pace, injecting plenty of comedy, while four clowns dance about him. Garnered plenty of laughs.

DISPLAY 20.—Janet May, petite and pretty aerialist, is an outstanding feature of the show. Comes on to special announcement and first does some work on the web and Roman rings, then to her featured number, the one-arm plange. Extremely shapely and of graceful carriage, she handles herself magnificently and puts a lot of showmanship into her work. Her planges are straight over, and she is the acme of grace from start to finish. Turned over 100 times on opening night and apparently could have gone another 25 or more.

DISPLAY 21.—Seals and dogs. In center ring a troupe of trained seals, worked by Jack Joyce. In end rings, dogs worked by Bessie Gardner and Martha Large. Nicely routined and got a good hand.

DISPLAY 22.—Novelty aerial number. Single and double traps, head stands and spins, done by Ira Millette Jr., John Schubert, the La Forme Duo, Ira Millette, Lavinia Sisters, E. White and Olvera Brothers. Accomplished artists presenting novelties that held attention and won applause.

DISPLAY 23.—Elephants. Five ponderous beasts in each ring, going thru their varied routines with a speed and precision that reflected the work of that expert trainer, Cheerful Gardner. Followed by long mount on the track, presenting a picturesque sight.

DISPLAY 24.—Wire acts. In center ring Miacahua, Brazilian wire walker, who has a varied bag of tricks and presents her routine in a showmanlike manner. Graceful and accomplished, she sells her stuff quite pleasingly and wins a hearty hand. In end rings the Acevedos and Tom and Betty Waters present fast and entertaining routines on the wire.

DISPLAY 25.—Acrobatics. The Moreen Troupe, Demnati Arabs and Cress Troupe. Demnati Arabs, in center, feature pyramid building and whirlwind tumbling. The Moreen and Cress troupes do tumbling and excellent teeterboard work. Clean, speedy work that won its meed of applause.

DISPLAY 26.—Flying acts. A high spot of the show. In the end rings the Flying Vassars and the Flying La Vards, giving a fine exhibition of somersaults, twists, etc., that gets a generous response from the audience. In the center the feature act, the Great Otarios, criss-cross flying act, keeps the customers thrilled and awe-struck with their flying in all directions at one time. A spectacular act that never fails to register big.

DISPLAY 27.—High-jumping horses. Nice work by Boots Taylor, Eva Taylor, Bobbie Peck, Jerey Lee, Bobbie Nelson, Juanita Gray and Johnny Davis.

DISPLAY 28.—Concluding feature, the man shot from a cannon. Man originally contracted, known as the Human Rocket, was badly injured recently in Buffalo, N. Y., and is unable to work. In his place Bill Parent has been engaged and is doing the regulation cannon act. Makes a good finish, altho it is no longer the sensation these acts used to be.

Considering short rehearsal period and the numerous difficulties always connected with an opening, especially of a newly organized show, every one in the show gave a remarkably good performance, much better than anyone anticipated.

Roster of band, clowns, Wild West, Side Show, showgirls, etc., will be given in next issue.

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

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RISK PLAN TO UNIFY

Entire Industry Will Be Covered

John L. Campbell, broker, prophesies NAAPPB insurance will blanket field

CHICAGO, April 10.—With the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, under leadership of the public liability insurance committee, headed by N. S. Alexander, Woodside Park, Philadelphia, covering operations of more than 600 individuals during the 1936 season and an increase in premium volume of more than 100 per cent now in sight for 1937, John Logan Campbell, Baltimore broker, prophesies that the not too distant future will see practically the entire field of amusement park, pier, pool and beach operators enjoying benefits of this exceptional plan.

It was Mr. Campbell who originated the plan and brought officials of the NAAPPB and Associated Indemnity Corporation of California together, and after many months of hard work perfected the plan launched for the benefit of members of the association a year ago.

Savings Pointed Out

Those coming under the plan received a 10 per cent discount from the manual rates and the minimum premiums as well, with the same experience credit allowances. Where contingent liability is involved the 25 per cent additional charge ordinarily made is waived, a considerable saving is made possible on excess coverage and finally the net prof-

(See RISK PLAN on page 46)

OMER J. KENYON will manage Fairyland Park, Kansas City, Mo., this season for Mario and Victor Brancato, having been engaged last January to assume the post as soon as he ended road tour for MGM. Bookings are heavier for the K. C. spot and many improvements are in the making, to be finished in time for the opening on May 14. Mr. Kenyon has had wide experience in the amusement park field.

Baker Finds Enthusiasm Mixed With Season Orders

NEW YORK, April 10.—"Everyone at the sessions seemed enthused about prospects and I have not encountered an operator yet who has not shown some enthusiasm," said President Harry C. Baker, National Association of Amusement Parks, Pools and Beaches, upon his return from the ninth annual meeting of the New England Section of that body in New Bedford, Mass., on March 30 and 31.

"As far as we are concerned, we are doing more work in the building line than since 1928. Roller coasters are being constructed on a large scale again; in fact, we have four coaster jobs on hand aside from many other jobs we are doing.

"This indicates the return of confidence, which I say is the most convincing argument for the return of better times."

N. J. Public Lease Bill In

TRENTON, N. J., April 10.—Private interests will be permitted to lease public parks or resort grounds in municipalities along the Atlantic Coast if a bill introduced in the Legislature by Assemblyman Proctor, Republican, passes. It empowers municipalities to lease such areas to highest responsible bidders for not to exceed five years.

Jack Johnson for Wagner's

NEW YORK, April 10.—Billy Jackson, New York theatrical booker, announced that he has booked Jack Johnson, former heavyweight boxing champion, for a 20-week engagement in Sam Wagner's side show at Coney Island. Johnson, to open at the spot on May 15, will be featured. The big ex-pugilist, nearing 60 years of age, will answer questions about his career and give an address similar to the one has has been offering daily in 42d Street Dime Museum.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

Long Beach Will Charge For Public Use of Strand

LONG BEACH, L. I., N. Y., April 10.—After dillydallying with the matter for four or five years Long Beach city council enacted an ordinance charging for use during summer of local beaches. Season tickets will sell for $1, while transients will pay 25 cents for each visit.

Long Beach will convert the bathing area into a park. City has not been having an easy time financially and present expenditure of more than $2,500,000 for beach improvement, together with the erection of a Boardwalk, adds further to monetary complexities. Thus it has been necessary to find new means to raise funds.

Mayor Gold ordered fencing of the beach at a cost of $16,000 and instructed that provision be made for 33 entrance gates. It has been intimated that the new ruling will do much to enhance "exclusiveness" of the community, which, it appears, has been threatened the past few years by bathers who dress on beaches and commit other infractions.

Forest in Hanover, Pa., Is Preparing

HANOVER, Pa., April 10.—Considerable improvement has been made in Forest Park here, reports the management, A. Karst & Son, preparatory to the season's opening on May 1. A large jumping-horse Merry-Go-Round has been installed in place of the stationary-horse machine. The new one, a 52-foot Philadelphia Toboggan ride, formerly in White Rose Park, York, Pa., has been rebuilt and repainted.

Two new organs have been placed in the building housing the Merry-Go-Round, double tractor and single tractor organs. Another single tractor organ is still there, making three organs for the machine. An organ has been placed in the Skooter building. Skating Rink has been inclosed with metal shutters which can be lowered in warm weather. Cecil Milam, Wheeling Island, W. Va., will again operate the rink.

Dance floor is being redecorated and leveled and will again be operated by Bud Codori, Gettysburg, Pa. Dink Erisman will again operate eating concessions and Ernie Wolfe will operate bingo, Funhouse and game concessions.

There will be four school days starting on May 8, when school children of four counties will be guests and have free rides and prizes. Buildings and rides are being repainted, with replacements, which should make this year the best the park has had. Forest Park Free Fair will again be held on September 6-12, when free acts, concessions and rides will be booked by the park management. Free acts, fireworks, bands and radio attractions will be used thruout the season.

Kennywood Acts Change Biweekly During Season

PITTSBURGH, April 10.—Acts for Kennywood Park season, changing biweekly, announced by President A. Brady McSwigan and booked thru George Hamid, will be, successively, Conley Three, Will Morris and Bobby; the Santanellos, with Laddie Lamont; Jumbo and the White Brothers, Otaris, the Rocket, Les Kimris, Four Arleys, Three Erwingos and Billetti Troupe.

Manager Charles Beares Jr. announces 109 picnics already booked for West View Park in June, heaviest for that month in years. New dance floor will be one of the largest in Western Pennsylvania. Neon effects will be added to plans for a new fountain in middle of the lake.

Summing Up

HUNTINGTON, W. Va., April 10.—"I enjoyed the boom days, weathered the depression and expect to enjoy the upgrade with the rest," said Manager H. O. Via, Camden Park here, who will soon be 87 and believes he is the oldest active park manager in the United States. "I have been in the business 30 years. We had better 1936 business than for five years and we expect this to be better than last season. The January Ohio River flood did Camden Park considerable damage along with the other parks in the river valley."

New Rides for Eastwood, Detroit, at April 16 Bow

DETROIT, April 10.—Eastwood Park will open on April 16 with all rides and other attractions in operation. Manager Henry Wagner said that on the Eight Mile road side a dance pavilion has been constructed, where well-known orchestras will furnish music.

A number of new rides have been installed, including a Loop-o-Plane. A new Merry-Go-Round has been built and a streamlined train added to Kiddie City. On night of April 16 World's Fair Ballroom will be opened by Fats Waller and orchestra, to continue Saturday and Sunday. They will be followed by Art Mooney's Band, featuring Mary Lou Harrington, who will move from Cocoanut Palms into the ballroom.

Music for dancing and musical shows in the Palms will be by Phil Sillman's D. A. C. Orchestra. Jim Bennett will direct the shows. A feature of the park will be a Singing Tower.

Early Bow Good in Dayton

DAYTON, O., April 10.—Free acts will be consistently offered in Forest Park here, which opened on March 28 with an egg hunt and fireworks that were good draws. Midway and nine rides will operate week-ends until formal bow on Decoration Day, said Reese H. Jones, publicity director. Manager Frank J. Schaufler said Circle Ballroom will have a distinctive policy. Exploitation plans are on and outings promise to come back on a pre-depression scale. A big season is anticipated because of local conditions.

New Pool Measure in Pa.

HARRISBURG, Pa., April 10.—A bill proposing a State public bathing law and repealing regulations in an act of 1931 has been introduced in the Senate by Senator Kahle. It would levy an annual tax of $10 on each public pool and prohibit local governments from further assessments. Department of health is authorized to set forth conditions under which pools shall operate. Data on source of water, quantity and quality, purification, heating, cleaning, segregation of sexes and cleanliness of bathers must be furnished.

Big Festival for Jefferson

DETROIT, April 10.—Booking of a big outing of St. John's Day League of Masons on June 26 and 27 at Jefferson Beach has been made by Managing Director J. F. Gibson with Kennett A. Hall, general chairman of the league. Mr. Gibson said 200,000 are expected at the festival, sponsored by the league and with proceeds going to charity. He said $20,000 has been set aside for promotion and prizes and that three Packard cars will be given away. Free attractions, contests and races will feature the State-wide event.

Outing of Erie Veterans Returns to Conneaut Lake

CONNEAUT LAKE, Pa., April 10.—Annual outing of Erie Railroad retired veterans and families will return to Conneaut Lake Park on July 17. Attendance at this generally runs around 4,000 and it has been held for years in Conneaut except last season when it went to Idora Park, Youngstown, O. Special trains are run from various points on the Erie.

Manager Thomas C. Foley has taken the reins and is supervising an $80,000 extension program, reports Harry C. Lewis, publicity department.

New rides and concessions are coming in and roads in the park are being resurfaced for the opening on Decoration Day, prelim bow being scheduled for May 15.

Tudor Talks on Outdoor Show Business in Old England Today

Address of Harry E. Tudor, international showman, 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.

I feel that I can best describe my somewhat extended trip to Europe as having much of the elements of Rip Van Winkle's experiences, except that, in my case, the intervening 20 years of residence in the United States were scarcely of the somnolent order and, again, the story of old Rip suggests that he was somewhat of an old rip and that an excess of schnapps accounted for his two-decade snooze.

Three years of sojourn in that somewhat Sleepy Hollow, best known as England, has me (as in R. V. Winkle's case), still "rubbing my eyes" in marveling at the changes that have taken place. I returned from Old England to New England one week ago today and my realization that amusement park men and those of allied interests have their problems under the much-disturbed conditions of this country.

There is one factor, however, completely absent. Such, in actual fact, is that the British Government is presently preparing to distribute gas masks to every man, woman and child in the British Isles, anticipatory to experiencing aerial raids and the flooding of any or every part of the country with the most deadly of poison gases.

Here, however, is a case of "familiarity breeding contempt," as the British public is evidently confident that its government and themselves will "muddle thru" anything and everything foreordained to happen with the respective dictators of the Central European countries threatening the peace of their neighboring nations.

It is, however, evident that amusement-catering is playing a most valuable part in prescribing and supplying at least momentary relief and as a decided sedative for war's alarms. The cinemas, which are continually being added in palatial multi-seated capacities, are not complaining and the millions of dollars finding an outlet in competitive booming of seashore resorts and pleasure parks suggests that any possibility of a war's outbreak may be, quite confidently, counted as "out." A British East Coast resort town councilor recently strenuously voted against contracting for a group of entertainers for its coming season, in view of the town's being, possibly, bombed and the entertainers suing for

(See TUDOR TALKS on page 46)

American Recreational Equipment Association

By R. S. UZZELL

The New England Park men's meeting in New Bedford, Mass., on March 30 and 31 was successful and brought to members and guests the best lot of papers on live subjects that they have had for some time. Danny Bauer and his splendid family made excellent hosts. That remarkable family of his are doing a good job in bringing up Danny. Two daughters, one daughter-in-law, one son-in-law and his fine spouse all work in harmony and the place shows it. Everybody works but Danny—and he works overtime. A clean, attractive place, good food properly served and at reasonable prices constitute the answer for the success of the place.

Then they once said that if Danny were elected president of the New England organization he would do all of the talking. Again they are wrong. Danny arose to the occasion and demonstrated once more that a president can be chosen from the membership by those who pay the dues that make it all possible and that no wet nurses are necessary.

Comment on Speakers

Harry C. Baker ably represented the national association. It has been interesting to see him improve since he first appeared before us in Chicago. Take time to pronounce your words distinctly and correctly, Harry, and you have it.

Charles F. Keller represents the younger generation and is a coming man in the industry. A little louder, Charley, and not so fast and you will get your message across in fine shape. This will come easy to you with experience.

Wallace St. C. Jones wields a facile pen and has a fine volume in his tone to put it over. He always hits the bull's-eye. Ever constructive and can always be depended upon to do well what he undertakes.

C. D. Bond had a paper, bereft of all byplav. well written and read not too fast and in well-rounded tones. The best effort of his entire career in our industry. Congratulations, Major. *Exhibitions and Amusement Parks* was his subject. Timely, well handled and a result of study and observation. Page Dudley Scott, of Humphrey Company, he will want a copy of the paper, as it meets some of the problems which perlex him.

Maurice Piesen always writes well and now has the enthusiasm born of recent success.

Alexander on Insurance

Norman S. Alexander, stiff with starch and dignity, always brings class to any conclave. He thinks much, writes clearly and, while not a speaker, always has the fine enunciation and force to make all hear and get his message. He keeps right on his subject and is never long nor tiresome. Just the fellow to handle the dry-as-bones insurance matters, which had come to be a joke, until by persistent effort his insurance committee accomplished its purpose and has reduced insurance rates that benefit all and will make our organization. The savings are substantial and more are yet to come. Ask yourselves why you can afford not to be a member.

Leonard Traube has an eloquent pen. His paper was good but the pinchhitter for him read too fast and was not loud enough. It was not justice to you, Leonard. Why don't you read it yourself next time?

Arch E. Clair knows the ballroom. He has the size and personality to deliver his message. It was a pleasure, Arch. Ernest G. Neale made roller skating live again for us. His subject was as instructive as the most critical could ask. It is experience speaking thru him and you can't argue with it. *Bank Night,* by Heffner, and *Making Play,* by Maddux, were handled professionally and did not hit the responsive chords that our own bunch actually on our firing line can do.

"We Can All Improve"

Fred Fansher has vocabulary, voice, enthusiasm and personality, all the aces in the deck. Only one suggestion, Fred. Not quite so fast. Harry E. Tudor has a niche all his own. Here is a wordsmith who put together a good paper. Hold your head up, Harry. Pronounce more distinctly and give it more volume and over she goes!

Don't get discouraged, boys. The next speaker had his speech prepared for him and had it committed to memory, even to the gestures. He had delivered it numerous times before and so was an actor. At that, he was too fast, not clear and lacked volume in tone.

Do you get the spirit of this? We are all for improvement. Your author was once too long before he learned to put out history or any other data in homeopathic doses. We can all improve. Let's do it. No offense in any manner whatsoever is intended. Just giving the spirit of the New England meeting from a different vantage point.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Big turnout of important folks at the testimonial dinner tendered to Park Commish Robert Moses in Commodore Hotel, New York City. Among those in attendance was former Governor Al Smith, mentor of Moses, who outlined park plans for summer on Long Island.

Around South Shore Long Island beaches there will be more than 400 extra police detailed to summer duties. Rockaway will take the bulk of these, followed by Long Beach, Jones Beach, Riis Park and Atlantic Beach in that order.

Ruling of the State park commission for beaches under its jurisdiction bans airplanes from towing over its beaches any signs of an advertising nature. Each summer for the past three years airplane advertising has been an important business around Long Island beaches, what with the thousands of persons to play to. But the plane pilots must steer their ships clear of State parks or else.

Roller skating is set for the limelight on Long Island this summer. Winter biz has been a forerunner of what appears will be an exceptionally good summer.

ROCKAWAY BEACH: Boardwalk bakeries may be the fad this year. It is the intention to popularize cake in the manner of hot dogs. Little damage was wrought by the ocean last winter and as a result there is hardly any repair work to be done.

Opening of the roller-skating rink on the Boardwalk at Playland Park was an auspicious event, with skaters from many parts of the Island's South Shore turning out. Manager Meisel foresees exceptional biz. Bowery section of the Boardwalk, which during the past decade or so lost much of its glamour, is slated to make a comeback this summer. Concessioners are banding to boom the region, which physically has changed much from the old days.

Some of the stand-bys, the Fabers, Tafferts, Heymans, Wilmans and Colbers, are prepping for the season. Among them they virtually control the largest fraction of flasher biz. A dozen members of Rockaway life-saving force will be missing from the ranks this summer, having announced intentions to join the New York City fire department.

LONG BEACH: Haberdasheries are stocking with summer sports wear in huge quantities, which may be taken as an indicator of the rapidly approaching start of the season. . . . Phil Pearl, former local scribe, is covering Washington for Universal Service. . . . Joe Kappel back from Florida.

METHUEN, Mass. — Merrimack Park here, for many years a landmark in this section, will soon pass. Work of dismantling buildings and riding devices has started and will be completed within six weeks.

Meadowbrook, Bascom, O., Has Large Increase in Biz

BASCOM, O., April 10.—New Meadowbrook Park, between Tiffin and Fostoria, is being remodeled, pool is being repaired and rides will be added this season, said Manager H. L. Walter, who looks for the best summer in years.

Many industrial outings have been booked, he said, and more than 200 reunions and picnics are scheduled. Redecorated ballroom opened on March 28 with a record initial crowd of 1,100.

Meadowbrook has had substantial growth since it was established in 1930. "From the low of 1932 we have tripled business," said Manager Walter. "Season of 1936 showed a 43 per cent increase over 1935, which had a 40 per cent increase over 1934."

Spokane Spot Is Readying

SPOKANE, Wash., April 10.—Business conditions point to the coming season in Natatorium Park here being best since 1930, said Manager Louis Vogel. Park has been improved with a black-top pavement outside the entrance and one-inch oil mat pavements inside, as a means of combating dust. A walk is being put thru in place of the Joy Wheel. Considerable painting has been done to buildings and equipment, with more scheduled before opening of the season. It is planned to continue the policy of using name bands, which met with approval of patrons last year.

Easter Is Big in Frisco

SAN FRANCISCO, April 10.—Playland-at-the-Beach had its largest attendance in 12 years on Easter Sunday, because of the first warm day of the season and Safeway Stores' half-fare tickets. Leo Whitney, co-owner, said indications point to an excellent year. Many improvements have been made, including repaving of the midway.

OCEAN CITY, N. J.—Repairs to the boardwalk were authorized by city commissioners, who voted to purchase between 16,000 and 20,000 board feet to redeck the walk from North to Second streets. City will also buy 60,000 feet to redeck the rolling chair runways between Second and Sixth streets. Purchase was authorized for 3,000 pilings for repairs to jetties and bulk heads.

CANTON, O.—Jack Malloy Circus Unit, after playing indoor dates thru Ohio, plans several weeks in Eastern Ohio and Western Pennsylvania parks, four weeks of which have been tentatively set. Unit also has several celebrations and early Ohio fairs and moves by trucks and semi-trailers.

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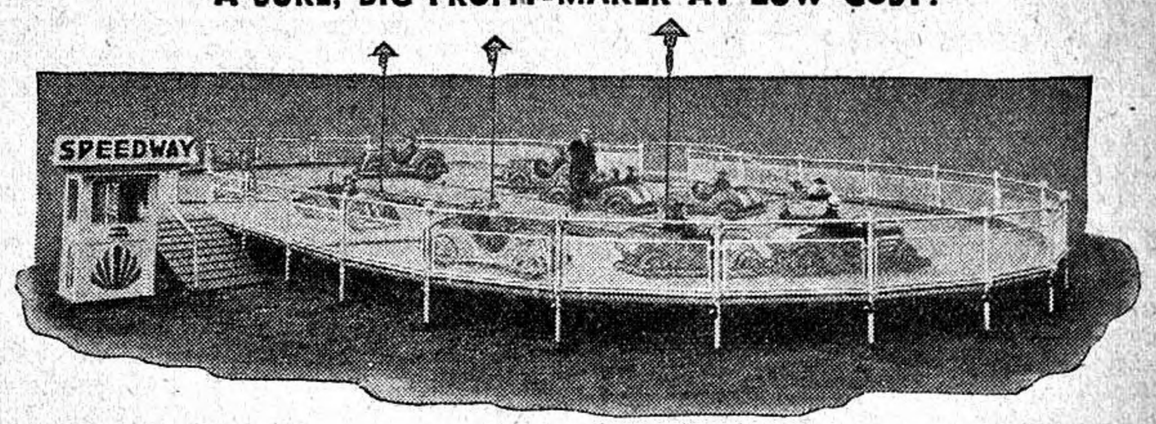

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Added Public Interest Here

By Herbert F. O'Malley

DAYS are getting longer, the first robin has arrived, buds are swelling and shortly Mother Nature will awake and spread the landscape with a brand-new coat of color. Spring is here and it's time for the amusement park man to emerge from hibernation and prepare for the warm bright days ahead.

From all indications 1937 will show a substantial improvement in business.

HERBERT F. O'MALLEY, director of Playland, Rye, N. Y., huge Westchester County-operated amusement spot.

People will have more money to spend and, perhaps of greater importance, they will feel an urge to spend it. The people who have been worried about the children's shoes or tomorrow's bread haven't contributed much to park income, but this year many more family budgets will include some amount for recreation.

How will the amusement park meet this added public interest? Will it present the same old faded weather-beaten front with dead wood behind it or will it, like Mother Nature, meet its friends, old and new, with a shining coat of color and a new crop of attractions?

Safe, Novel and Clean

Park operators' spring program should be designed to accomplish, in brief, safety, novelty and cleanliness. Every attraction should receive a most careful inspection, and any structural or mechanical defects should be immediately remedied. This is not only an obligation to patrons but a sound business principle in eliminating the hazard of expensive accidents or breakdown.

Structures of metal or wood should be gone over, all machinery should be inspected, power equipment should be tested and even such seemingly unimportant things as walks and fences should be given attention.

Any park, large or small, should definitely plan on some new devices or attractions each year. Obviously, no operator can afford to tear out and discard annually a major part of the expensive equipment, but to retain the public interest there must be some replacements. Serious thought should be given to minor alterations. A new front or a slight change in either structural design or operating plan will make an old ride look newer, sometimes act younger, and bring in more money.

Color Broad Subject

Flowers and floral arrangements add a lot to the beauty and novelty of the park at a comparatively moderate expense.

A park with bare, dilapidated coaster structures and buildings is somewhat like a dirty-faced boy, tolerated but not loved. One of the greatest virtues in park operation is cleanliness: Cleanliness of buildings to present that bright colorful appearance, cleanliness of grounds, both in the open and in the odd corners, and cleanliness of operating facilities.

The chances are that the man who lives in a barn has few callers, and so it is with park attractions. If a park is to be worthy of public patronage it must present a decent appearance and the answer is paint, paint and more paint. Any paint is better than none, but harsh, gaudy colors in large quantity should be avoided, as well as white, on large expanses, which glares in the summer sun. Color is a broad subject, but a good manufacturer's representative can make some valuable suggestions.

Leave Storm Cellar

A thoro periodical house cleaning is to be strongly recommended. Spaces behind buildings, under ride structures and in power houses should be cleaned. Not only will this improve appearance, but it will remove a considerable fire hazard. Surfaces which have a good coat of paint can be brightened enormously with some soap, water and "elbow grease." During the operating season grounds should be kept clean and provision made for prompt disposal of trash. Park patrons are not all drawn from the "upper crust," but nevertheless they appreciate orderliness and cleanliness.

All employees should be clean, both in person and clothing. Personal cleanliness should be mandatory and use of some simple, inexpensive uniforms which can be laundered from time to time should be considered. Particular attention should be devoted to employees who handle food and, as far as is humanly possible, they should be immaculate.

During the past few years many park operators who were not swept away by the depression have been living in the storm cellar. The time has come for us to stick out our heads and do some plowing if we hope to reap the harvest. The progressive park man will face the coming season with optimism and with a plant embellished and equipped to attract the dollars that will be ready and waiting.

TUDOR TALKS——

(Continued from page 44)

breach of contract. In such an event, "if the performances were interrupted."

My most notable discovery as to amusement-park promoting and exploitation was that the very words, "amusement park" are the reddest of red rags to municipal authorities of both shore resorts and inland cities and towns. And, to be candid, quite justified, judging from their abuse as appelations of enterprises far from deserving that title. Thru the medium of the columns of *The Billboard's* British cousin, *The World's Fair,* and to many prominent outdoor amusement men I asserted that American amusement parks have gained by earning it, the status of institutions in their respective cities or towns.

"Parks" Seen in Stores

Some idea of what seems to be accepted as an amusement park may be gathered from the report on a recent application for a license for a prospective park at a well-known English shore resort. A member of the town council said, "There is to me no difference between an amusement park and a fairground, so far as the noise is concerned." It seemed to me that the only British park operators who realized my meaning are those who have visited American parks. They appreciate that the north and south poles are no wider apart than an amusement park and a fairgrounds. I am by no means belittling the British fairs. They have their places in entertaining the British public and usually exhaust their "all-the-fun-of-the-fair" attractiveness in the few days allotted for their holding.

In several British cities I found vacant stores rented for amusement purposes and with signs reading only, "Amusement Parks." In the majority of instances the preferred entertainment comprised an array of coin-operated machines, a flat or water ride and the chief feature of allure(?), a loudspeaker of extreme high-pressure volume and using records long past the screeching stage, thanks to abuse and reproducing needles worn almost down to their holders. The British fun fairs, both al fresco and in buildings, are chiefly remarkable for the indescribable din emanating from anything from a dozen to 20 loudspeakers that actually "blast out" the musical(!) harmony that can be as easily imagined as described and, in fact, "beggaring description," in the variety of discordant records. And that kind of thing is assumed, by many park operators, to be the essential of an amusement park.

Adverse Weather Braved

There are, of course, exceptions. Blackpool Pleasure Beach, under the wise direction of Leonard Thompson, maintains the ideal of the late William G. Bean, its founder, and leads all others. John Collins, of Great Yarmouth; Frank Thompson, of Leeds, and John W. Shillan, of Eastbourne, who all, as does Leonard Thompson, frequently visit the United States, operate their parks on lines evidently as acceptable to the British public as the American.

I do not have to mention that the chief attractions of parks and resorts thruout Europe owe their origin to American inventive genius. If imitation is the sincerest form of flattery, America's designers of gravity, flat and water rides and other varieties of devices may, with every good reason, pat themselves on their respective backs.

Considering the legendary climate, or lack of it, of the British Isles, the outdoor amusement caterers deserve fullest credit for their enterprising pluck and, in many cases, vast expenditures of capital. With last summer as a criterion, I am prompted to suggest that the British folk only know that it is summer when there are leaves on the trees. The resorts, just the same, have their holiday-making throngs and at times under weather conditions that would find American resorts empty.

"Brussels? Nuf Sed"

Thruout last summer I was engaged in directing the more pretentious shore entertainments of the famous and beautiful Firth of Clyde on the West Coast of Scotland and, as under-cover enterprises, doing most excellent business under the weather conditions. In arranging and directing an innovation of the Southern States' "Show Boat" on the Clyde, the weather man was fortunately on his best and most unusual (for the Clyde) behavior. Some idea of the innovation's success may be had from the fact that somewhat more than 20,000 would-be patrons stormed the piers and with our boat having a capacity of almost 3,000.

I cannot help making a brief reference to the Brussels Exposition of the summer of 1935 and likely to be remembered by British and American concessioners. Harry Traver and myself were, respectively, running the two principal features of the amusement section. I think, at that, I will quote the old adage of "the least said, the better" where the story is of one of the "rawest deals" for concessioners in the history of exhibitions.

Butlin Is Outstanding

Summing up my impression of the present-day outdoor show business, I can only regard its outstanding feature as the recent capitalization of William E. Butlin as a company for $500,000, and distinguishing the popular Billy Butlin as the most prominent individual personality in Britain's outdoor show world. A Canadian by birth and well versed in American park methods, Butlin started in a small way in England 10 years ago. In addition to controlling a number of seashore parks, he is an operator of American designed devices in a big way. His latest venture has been in founding a vast summer camp in Skegness, Lincolnshire. I can with confidence suggest to any American amusement men visiting Europe that they give this enterprise more than a "once over."

I would like to take this opportunity of expressing my sincere appreciation of the kindly welcome extended me in returning from Old England to New England and to John T. Benson his proffer of the position I fill with him on what is, assuredly, "The strangest farm on earth," and, as Mr. Benson forcibly asserts, "It is not a show." It is, to me, "some show."

WEST HAVEN, Conn.—Mr. and Mrs. (John and Mary) Knecht will again be in Savin Rock Park here, their ninth season with ball-throwing games. They have been in outdoor show biz 30 years.

RISK PLAN——

(Continued from page 44)

its accruing at the end of the year are divided 60/40 between operators and the company, the former getting the big end of the split.

Those insuring under the plan in 1936 will receive dividend checks of not less than 10 per cent of the premiums paid last year as a result of their participation in the plan. Some operators, where the contingent liability feature was a factor, have already saved as high as 36 per cent on premiums they would have paid under bureau rates and this has no reference to the dividend still due, it is said.

"With these facts in mind, it is not difficult to appreciate the soundness of Mr. Campbell's prohpecy, as the liability insurance problem has been a big headache in the outdoor amusement business for many years, with rates constantly climbing regardless of the loss ratios," said A. R. Hodge, secretary of the NAAPPB. "Last year a number of the most prominent operators in the country led the crusade for cheaper and better portection, and it is expected that many more will be in line this year; in fact, a number of outstanding names have already been added to the list."

Policy Holders of '36

Following is a partial list of 1936 policy holders: Harry C. Baker, Inc., New York; Cedar-Schellinger Corporation, Wildwood, N. J.; Olentangy Park, Columbus, O.; Idora Amusement Company, Youngstown, O.; Glen Echo Park, Glen Echo, Md.; Aurora Whip Company, Inc., Aurora, Ill.; Alcyon Park, Pitman, N. J.; J. H. Barnes, Woodside Park, Philadelphia; Norman Bartlett, Texas Centennial Exposition, Dallas; Acushnet Park, New Bedford, Mass.; M. & E. Amusement Company, Brooklyn; C. A. Britton, Midsouth Fair, Memphis; Beach Amusement Company, Wildwood, N. J.; Pretzel Ride Amusement Corporation, Bridgeton, N. J.; Columbia Amusement Park, North Bergen, N. J.; Crescent Park Amusement Company, Riverside, R. I.; Columbia Gardens, Butte, Mont.; Coney Island Baths, Inc., Coney Island, N. Y.; M. Dementruex, Keansburg, N. J.; Russell Dickinson, Atlanta; Expert Service Corporation, Mountain Park, Holyoke, Mass.; Fort Wayne Public Amusement Company, Fort Wayne, Ind.; Fun House Corporation, Revere, Mass., Gwynn Oak Park, Baltimore; W. H. Glenn, Cascade Park, New Castle, Pa.; Grenloch Park Skooter, Dallas; F. J. L. Hassinger, Long Island, N. Y.; Richard F. Lusse, Philadelphia; Louisville-Witt Company, Fontaine Ferry Park, Louisville; George W. Morris, Baltimore; Marshall Hall Park, Inc., Marshall Hall, Md.; Midsouth Fair, Memphis; May-Bess, Inc., Worcester, Mass.; Woodside Park, Philadelphia; General Amusement Operating Company, Philadelphia; Idlewild Park, Ligonier, Pa.; Midtown Service Corporation, Luna Park, Coney Island, N. Y.; Walled Lake Park, Inc., Walled Lake, Mich.; M. D. Borrelli, Grenloch Park, Camden County, N. J.; New York Amusement Operations, Inc., Rockland County, New York; National Amusement Company, Providence, R. I.; R. A. Noakes, Marshall Hall Park, Marshall Hall, Md.; Olympia Park, McKeesport, Pa.; Old Orchard Beach Amusement Company, Old Orchard Beach, Me.; Parkview Amusement Company, St. Louis; Fred W. Pearce & Company, Detroit; Park and Beach Supply Company, New York; Pleasure Beach Company, Bridgeport, Conn.; Playland Corporation, New Orleans; Carl E. Phare, Metropolitan Park, Tacoma, Wash.; Riverside Amusement Park, Indianapolis; Riverview Operating Company, Pennsville, N. J.; Rockaway Coaster Company, Rockaway Beach, L. I., N. Y.; Rock Springs Park, Chester, W. Va.; Rosecliff Realty Company, Palisades, N. J.; Seaside Park, Inc., Chesapeake Beach, Md.; Tennessee Agricultural and Industrial Fair, Knoxville; Toledo Beach Toboggan, Vermilion, O.; Van Amusement Company, Inc., Atlantic Highlands, N. J.; R. S. Uzzell Corporation, New York; Washington Baths, Inc., Coney Island, N. Y.; Wildwood Park, Inc., White Bear Lake, Minn.; Western Amusement Operators, Oklahoma City; Lawrence Warrell, Alcyon Park, Pitman, N. J.; A. E. Willis, F. T. and A. C. Welcher, A. J. Zanone, Midsouth Fair, Memphis.

"All operators of amusement parks, piers, pools, beaches and concessioners are urged to write the secretary, A. R. Hodge, Suite 295, Hotel Sherman, Chicago, without further delay for full particuars. If you have previously received a questionnaire it is your duty to yourself to fill it out and mail it in without further delay," reads a bulletin.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Oh, Fiddlestix!

A new game sweeping the country is a likely successor to "handies," jig saw and mah jong in public favor. According to statisticians, if the number of persons who have taken to the game continues—and so far it numbers about 5,000,000 fans—it may even surpass bridge. The sport is that of fiddlestix, that tantalizing diversion of picking up sticks, and if you have never seen anyone playing it in your own vicinity it's only because you are blind—it's that popular universally. Because the game is such a craze I'd like to advise all pool men, operators of outdoor and indoor tanks, to tie up with the fad at once. Already reports have come in that night clubs thruout the country are staging so-called "fiddlestix nights," and in various sections newspapers are conducting city-wide tournaments in the game. The game of fiddlestix, as you should know, is played with a bunch of sticks and the object is to see who can pick up the most sticks without moving or touching the others. It can be played with a group of persons or as solitaire. And because it has a competitive spirit and is a game of skill and not chance, those in the know predict it will survive way past the fad stage and become a permanent pastime. Therefore it should readily be seen that progressive pool owners who tie up in the early stages will reap most benefits out of it. Introduce the game to swimmers, altho a great many of them are undoubtedly already acquainted with it. And then plan a series of fiddlestix contests, tying up with your local papers and merchants for prizes. The reason I think the game is so suitable for pools is that it is of the type that lends itself marvelously to a sideline attraction. A great deal of space isn't necessary and either tables can be set up on the sides of the tank or else the game can be played on the floor. So, as a couple of words to the wise, fiddlestix is the current craze and those who tie up will benefit.

Where's the Fire?

Tho not much publicity was given to it, we understand Henry Guenther's Olympic Park pool, Irvington, N. J., had a fire recently and that a great deal of damage was sustained. However, we understand renovation has already begun and everything will be in readiness for the season. Simultaneously with the above we learn that the lockers adjacent to Columbia Park pool, also in New Jersey and not far from the Olympic tank, suffered a second fire.

Venice Gondoliers

Received word that E. A. Gerety Jr. plans new types of life guards at Venice (Calif.) park and plunge for this season. Many other innovations are also being planned to bring out the Venice name, so one presumes the swim guards are to be dressed as gondoliers, altho the communication doesn't state what the actual change will be. At any rate, we wouldn't put it past the Venice plunge crowd, because they have pulled so many fine stunts in the past which have received not only local publicity but nation-wide attention as well. Whoever handles publicity for the Venice plunge deserves a nod of congratulations, even tho it be belated, because there have been some swell big stories emanating from there.

Sand Storm

A few pool men in the East, those associated with open-air tanks, have told me that they seem to be having difficulty with their orders for sand for their beaches. Prices have gone up with an increase in demand. Many of the boys threaten to hire trucks and cart their own sand from near-by city beaches if they continue to have trouble with sand people. All that I can add to this is that, in my experience, there have been some fly-by-night sand and cement sellers who, in an attempt to crash in on the swimming field, are exercising bad tactics. Have warned many of them that I would expose this evil unless it was stopped and, with this latest report, I have a good mind to do so. But, in fairness to the many legitimate concerns in the biz, my better judgment tells me to wait. Those pool operators having difficulty with their sand and concrete problems are welcome to send their experiences to this department.

THOMAS C. FOLEY, new manager of Conneaut Lake (Pa.) Park, succeeds Kenneth Black, transferred back to the Peoples-Pittsburgh Trust Company, operator of the resort. Mr. Foley, who will be given free hand in the park management, formerly was in outdoor amusement business and has been secretary of the Chamber of Commerce, manager of the convention bureau and secretary of the Metropolitan Club in Pittsburgh.

With the Zoos

CINCINNATI—Functioning almost on a summer-time basis the Zoo is launched on its 1937 season. The full force of box-office men and ticket takers will be on the job week-ends and the old auto-gate entrance will be open Sundays. Hours of operation have been lengthened and run daily from 8:30 until 5:30. Guests do not have to leave the grounds at the latter hour, but are privileged to remain in the garden until dusk. Efforts are being put forth to complete the new parking lot on Forest avenue within two or three weeks. The lot will not only quadruple the Zoo's present parking area, but will require a shorter walk to center of activities. The new reptile house stands ready to receive snakes and lizards on their way to Cincinnati. Regional parent-teacher associations are planning "Zoo Days." Country schools and those from neighboring communities have set dates for visiting the Zoo.

MADISON, Wis.—In Vilas Park Zoo here one of Victoria's lion cubs succumbed to injuries received in a four-foot fall while playing in its cage, and Zor II, camel son born to Zora, lived only 30 hours after birth.

FORT WORTH, Tex.—Susie, an orang-utan, has been loaned to Forest Park Zoo here by Tol G. Teeter, circus man, of San Antonio, who has loaned several other animals to this zoo. It now has three of the four varieties of great apes, gorilla being the variety missing. Ape population includes one Gibbon, three chimpanzees and the orang-utan.

DETROIT—An insect zoo will open in Detroit as a permanent exhibit, probably in a building on outskirts of the city at some place popular with crowds over week-ends and sponsored by the World Adventure Series, according to George Pierrot, director. It will have bugs of different varieties from all over the country, especially those peculiar to Michigan. Zoo will be in charge of Brayton Eddy, author and entomologist, who was director of a similar zoo in Warwick, R. I. Pierrot says the idea has proved popular in Europe.

NEW YORK.—E. J. Rutan, manager of Rutan Amusement Enterprises, Newark, N. J., revealed a unique night club booking in his city recently. Seems that he placed Emma Raymond, trap, web and tight-wire artist; the Original LeFeFavor and Pierce and CeDora, heretofore strictly fair and park acts, in the Mohawk Club, formerly known as the Club Engineer.

WANTED
FOR
RIVERVIEW PARK, Chicago, Illinois
Freaks and All Good Working Acts Suited for High Class Side Show. Sealo, Martardo, Turtle Girl get in touch with me at once. Park opens May 19th.
H. G. DUNSE.

ARENA-STRUCK——

(Continued from page 39)

over some of the lesser tricks performed by my superiors. This was my great secret. When I went to bed I thought about it with satisfaction until I fell asleep, but in the morning when I faced the men whom I served as a sort of chambermaid I was afraid that they might read my thoughts and I would slink out of sight when their gaze rested on me too long.

Made Assistant Trainer

And a little over a year later I was an assistant trainer! The men whose ridicule I had feared seemed greatly pleased that I wanted to enter the arena. Most cage boys, they told me, preferred to remain cage boys. The trainers were more than glad to give instruction to anyone who was willing to face the animals in the big cage.

In those early days one trainer in particular couldn't do enough for me—Chubby Guilfoyle. Chubby indeed had so much faith in me that I became overconfident. But I conquered this folly. Or perhaps it would be more accurate to say that Chubby knocked it out of me.

The purpose of this chapter is not to trace my career as a trainer. That has been done elsewhere in these pages. I am merely trying to tell how it feels to be circus-crazy—and what it means to be taken seriously.

Everything about the circus appealed to me, but the trainers and the wild animals were 90 per cent of the show to me. If someone had volunteered to help me become an acrobat or a clown I would have shown my appreciation, of course; altho that was not what I really wanted. I wanted to be an animal trainer. In other words, I was not so much circus-crazy as arena-struck. It was the big cage that fascinated me more than anything else in the world.

That is why when I became a full-fledged trainer I was able to understand the boys that applied for jobs as assistants to me in any capacity. Their ambitions had to be taken seriously even when I could do nothing for them. Two or three times I was able to provide jobs—unimportant and poorly paid ones, but jobs as good as the first one I got. And I also provided, and still provide, instruction to any willing and promising assistant.

When I think of my own struggles I wonder if it wouldn't be more intelligent to assume a hard-boiled attitude toward those who want to take up my profession. Perhaps I ought to be kind only to those who show some marked talent at the outset. But I doubt if I had anything but determination and a fixed idea to begin with, and that makes me tolerant of the aspirations of others, however crude and half-baked these yearners may seem.

When anyone comes to me who thinks he wants to become an animal trainer I cuss him out. I pronounce him an idiot in 20 different ways. Then if he can't be shaken from his ambition—in other words, if he's as mulish about it as I was when I first got the idea—I do all I can to help him.

Want To Become Trainers

There are hundreds of boys who want to become animal trainers. My mail conveys this message to me daily. Tell the aspirants that there are only about a half dozen jobs in this field in America that are worth holding and you make no impression. They still want to be animal trainers; at least this is true of most of them.

How many amazing, humorous, touching incidents occur to me as I contemplate young America's ambition to rule the big cage! Once in 1930, as I made an inspection tour of my cages, I came upon a ragged boy who stood, imitating my arena stance, in front of a cage that held 400 pounds of tiger. In one hand he held a little whip, in the other a toy pistol. He kept pulling the trigger of the popgun until he had the tiger lunging at the bars. I watched him from an alley in the cat shed about 10 yards from where he stood—altho if I had been 10 inches away he would have been equally unaware of my existence.

An attendant caught the boy and was about to hustle him out of the shed. At this point I interfered. I ordered the attendant to let the boy go, which does not prove I have a big heart, but simply shows that on occasion sentimentality can betray me into an utter disregard for discipline. The attendant was well within his rights in glaring at me. The boy should not have been in the cat barn, and certainly he had no business exciting the tiger with that foolish toy gun.

However, something about the youngster appealed to me. I spent most of the day telling him how wild animals, especially lions and tigers, are trained. It was a lot of information to pour into the ears of a boy who couldn't have been over 9 or 10. But he lapped it up and that was my excuse.

I wouldn't leave my picturesque profession for anything in the world. Life would seem dull in any other job. But I wouldn't be telling the truth if I didn't point out that no one would ever think of becoming an animal trainer if he knew what it entails in the way of hardships. Once you've survived the hard knocks you keep on going, for you know what it's all about and you might as well use your knowledge. But that's no reason why you should encourage recruits.

I've done well in my field, but if I had a son who wanted to enter it I'd put him across my knee and wallop him.

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FRISCO FUND DRIVE STARTS

Expo Private Subscription Goal Is Fixed at $7,500,000 Figure

Initial day of campaign brings in $750,000 to chests of "Treasure Island"—boosters hear national speakers tell of enormity of task and plead for co-operation

SAN FRANCISCO, April 10.—A drive for $7,500,000, to be raised by private subscription, was launched by Golden Gate International Exposition of 1939 on Tuesday and by the following day $750,000 had been poured into the chests of "Treasure Island." At a banquet attended by 500 prominent bay area residents in the Gold Ballroom of the Fairmont Hotel, George Creel, Washington staff writer, and John Francis Neylan, attorney for a newspaper chain, prophesied that the Frisco expo would be a financial and artistic success, providing everyone worked hard and co-operated with the administration of the $40,000,000 enterprise.

Creel, who flew from Washington to attend the dinner, reported that President Roosevelt had assured him that the federal government would participate on a large scale and that the $3,000,000 asked for would be forthcoming, probably in installments. Thru various channels the exposition, directly or indirectly, has already received $6,400,000 from the federal government.

Competition in New York

Creel warned the enthusiastic gathering not to belittle the competition that would be offered by the New York World's Fair in 1939 and said that for every dollar in San Francisco there is a thousand in New York, all willing to further Manhattan's great undertaking. He also reminded San Franciscans that if foreign participation was desired it must be fought for and the fight would not be easy.

He cited as nations which have indicated they would participate in the Golden Gate Fair: Ireland, Hungary, Great Britain, Russia, France, Norway, Sweden, Denmark, Belgium, Italy, Mexico, Philippines, Australia, New Zealand, Japan, China, Siam, Dutch East Indies, South America and Central America.

Word of an outstanding Indian Village envisioned for the fair by John Collier, federal commissioner of Indian affairs, also was brought by Creel. "The thing

(See FRISCO FUND on page 50)

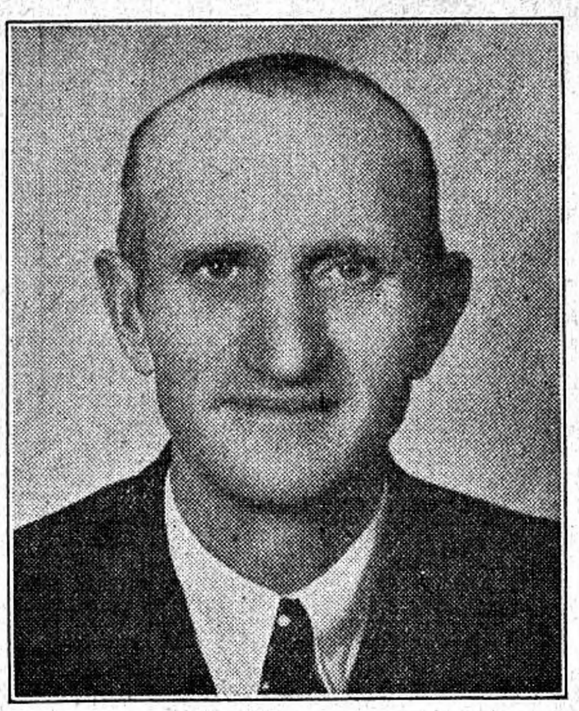
Better in West

GREAT FALLS, Mont., April 10.—"The outlook for Montana fairs this year is exceedingly good," declared Manager Harold F. DePue, North Montana State Fair here, and active in Rocky Mountain Association of Fairs. "For a great many years there has not been the enthusiasm on the part of everyone that there is this spring. However, conditions during summer and fall will depend very directly upon weather and crops. Business has improved materially during the winter and morale is a great deal better than at this time a year ago. Nothing but an absolute crop failure can keep Montana fairs from going into a very successful 1937 season."

Change in Ionia To Take Care of Overflow Crowds

IONIA, Mich., April 10.—Main attractions for Ionia Free Fair have been signed and one important change in customary program schedule has been made, Secretary Fred A. Chapman said. To better control crowds on Thursday, biggest day, management will present two complete performances of the night grand-stand show, at 7:30 and 10 o'clock.

(See CHANGE IN IONIA on page 50)



J. MONTE ROBERTS, secretary of Brodhead (Ky.) Fair, has been identified with that annual 20 years, most of that time in the secretarial post. This will be the 42d year for Brodhead Fair and four big days and nights are planned. He believes 1937 will show increased interest in State, district and county fairs.

Lloyd Succeeds McLaughlin, Resigned, as Ill. Director

SPRINGFIELD, Ill., April 10.—Walter W. McLaughlin, six years director of agriculture of Illinois, has resigned that office, resignation to take effect on May 1. He will return to his business of farm management.

Gov. Henry Horner was loath to accept his resignation when first submitted, it is said, but when Mr. McLaughlin insisted that it be accepted he appointed H. J. Lloyd, assistant director of agriculture under the McLaughlin tenure, in his place.

Illinois State Fair, Springfield, is under supervision of the director, and E. E. Irwin, Salem, general manager of the fair, will be retained under the Lloyd administration.

Contracts Let At Dallas Expo

Five midway attractions are signed up—Brown resigns to manage show

DALLAS, April 10.—Contracts for five major midway attractions have been signed by Greater Texas and Pan American Exposition. They are with Dufour and Rogers for a Kiddyland and a show to be built around the World a Million Years Ago, with R. J. Sipchen for Black Forest, with Walter Herzog and J. E. Smith for Road to Rio and with Stanley Graham for the Bowery.

After completing negotiations for those shows, J. Ed Brown resigned as director of concessions to accept a position as manager of Ripley's Believe It Or Not Odditorium here. With Mrs. Brown, he left for a short vacation in Mexico City and San Antonio before assuming management of the Ripley show on May 1. Before he was associated with the 1937 fair he was assistant to the director-general of Texas Centennial Exposition here.

Returning from a month's stay in New York, Hart Miller, exhibit director, an-

(See CONTRACTS LET on page 50)

Vancouver Exhibition May Create New Financial Post

VANCOUVER, B. C., April 10.—Reorganization of Vancouver Exhibition Association to include appointment of a financial manager was indicated following a meeting of aldermen and exhibition officials. Council is studying a report submitted by Walter Wardhaugh, civic auditor, on exhibition affairs.

President Walter Leek, exhibition association, said his organization intends to appoint a financial manager. Management of association business would then be under supervision of the proposed finance head, an accountant, and J. K. Matheson, exhibition manager.

Under its lease with the city the exhibition association is obligated to adopt whatever accounting system the city deems most beneficial.

Nebraska Grand-Stand Bond Plan Okehed by Legislature

LINCOLN, Neb., April 10.—First step in proposed re-financing of grand-stand debentures, a $250,000 issue which has pulled nearly $13,000 interest annually and harassed the State Fair treasury no end, was accomplished when the unicameral Legislature okehed the refinancing process.

Suggested by the governor, the bill asks recall of the issue which bears 5½ per cent interest, and it will be refunded by a 3 per cent bearing issue.

Next step is to okeh spending of the State educational and land funds money to buy up the issue from private holders of the bonds. This step is the hardest, the educators having been screaming lately about so-called misuse of the funds in this manner. It's given an even chance, however.

District or County Event May Succeed Yakima State

OLYMPIA, Wash., April 10.—State Fair in Yakima, after being revived in 1936 and showing $700 profit, with a $20,000 appropriation by the Legislature, will not be held for the next two years. Governor Martin vetoed a bill appropriating $50,000 for it and creating a State fair commission of seven.

Plans are being discussed to run the fair as a district or county event, however. The governor said he vetoed the bill because he felt the fair should be self-supporting.

But he signed a bill authorizing the State agriculture department to pay up to $500 to match similar contributions from local agencies at county or 4-H club fairs to pay premiums. He also signed a bill which included $25,000 for a new 4-H Club building on Yakima State Fair grounds. It is doubtful if this will be built.

Fargo, Taking Off Its Free Gate, Goes on "Everybody Pays" Basis

FARGO, N. D., April 10.—Free gate of North Dakota State Fair in Fargo, in operation the last five years, will go by the boards under a policy, it was decided by directors and a citizens' committee of 18.

A gate charge of 25 cents per person and 25 cents per motor car will be made, with complimentary tickets absolutely eliminated. Even secretary, concessioners and officials will pay their way into the grounds and grand stand, it was decided.

Moving the fair from a middle July date to late August will involve a number of improvements, including better talent and expanded agricultural and live-stock programs. An outstanding 4-H Club show also will be developed. William Stern, D. J. Campbell and Secretary Frank S. Talcott were authorized to buy entertainment. E. A. Tallberg, Thomas B. Hull, O. A. Johnson, J. E. Pyle and Frank R. Scott will prepare a budget.

Mutuels Bill in Jersey Awaits Action Next Year

TRENTON, N. J., April 10.—A resolution to legalize pari-mutuel betting at horse races in New Jersey which passed the Legislature over stiff opposition in the Senate has been sent to the secretary of state, where it must await favorable action by next year's Legislature.

Racing interests hope the resolution will come before another friendly Legislature, but similar resolutions have met defeat, one after it had passed the Legislature in 1934 failing of adoption the following year.

Resolution calls for a constitutional amendment and must pass two successive Legislatures and then be submitted to State voters in a referendum. If the resolution finally passes, plans are to establish a race track in Atlantic City.

Enlarging in Ithaca, Mich.

ITHACA, Mich., April 10.—Several acres will be added to present grounds, two large exhibit buildings will be erected, grand stand will be enlarged to seat 1,000 more and grounds will be completely rewired, it was voted by Gratiot County Agricultural Society in special meeting here, reported Secretary George B. Winget. County supervisors appropriated $2,000 for the 1937 fair.

GARDNER, Mass.—Fire, believed due to careless smoking, destroyed barns of Gardner Agricultural Society in Andrews Park here on April 4. Damage amounts to several thousand dollars.

MINERAL POINT, Wis.—Southwestern Wisconsin Fair Association booked a $2,500 vaude show which will include Rube Smith and his hill-billy band.

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Special Events For Ft. Worth

Margaret Hall is placed in charge—Rose scouting for talent for buildings

FORT WORTH, Tex., April 10.—Margaret Hall, manager of Will Rogers Memorial Coliseum and Municipal Auditorium here, has been named manager of special days and special events for Fort Worth Frontier Fiesta this summer by James F. Pollock, Fiesta secretary-manager. Miss Hall, who did this work last year, obtained a leave of absence as secretary to City Manager Fairtrace and retains managership of auditorium and Coliseum.

Two latest talent possibilities for the Fiesta include Original Dixieland Jazz Band, which Billy Rose hopes to get for the Pioneer Palace feature, and Salici Puppets, which would be put into the Jumbo Building.

May 22 has been set for selection of Texas Sweetheart No. 1, contests being held by towns to select participants for the State contest here. Participants who do not win the title get round-trip tickets here and a chance at minor parts in Casa Manana Revue.

Auditions for showgirls, chorus girls and chorus boys continue Thursday nights. It may be necessary to import male dancers from New York, but chorus and show girls are being found in this State. Male dancers so far selected include Dale Priest, Barry and Fenn Leach, Jack Sims, Eldredge Carson, Clarence Davis, A. Davis, Bob Cooper and Bob Norris, who were in the revue last year. Casa Manana cast is to have 48 more members than it did last year, according to reports.

A. M. Blumberg, manager of Brooks Costumery, New York, which made the costumes last year, arrived to execute designs. Costumes for the local show and those for Rose's Aquacade at Great Lakes Exposition, Cleveland, are to be made in the shop here, it is said. Show board of control asked women's clubs to take part, as last year the clubs assembled exhibits for Sunset Trail buildings and were hostesses thruout the season.

Prague Spring Fair Bigger

PRAGUE, Czechoslovakia, April 5.—Prague Spring Fair here was most successful of the 34 Prague International Fairs organized since 1920. In comparison to 1936 30 per cent more foreign buyers visited. Business was influenced favorably by an increased number of visitors from west and north European countries as well as from overseas. Buyers for big stores again came from all parts of the world and orders were more important than ever before. England, United States and parts of the British Empire were among best buyers.

Petersburg Prospects Good

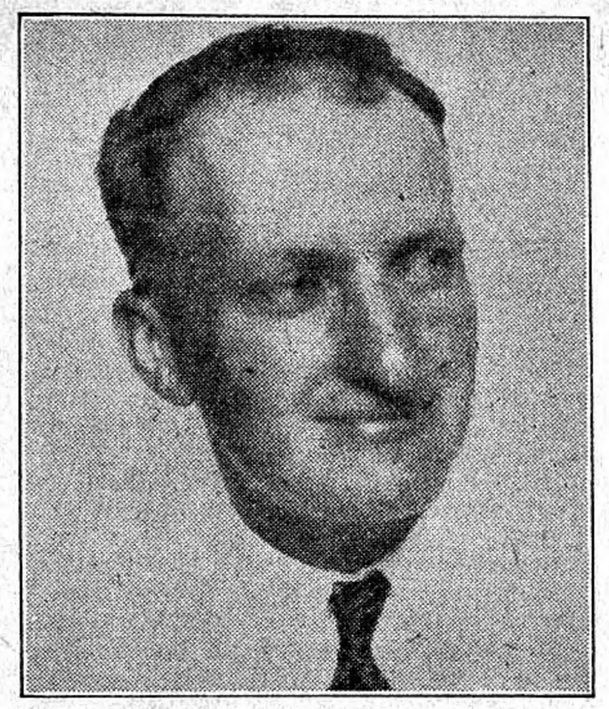
PETERSBURG, Va., April 10.—Prospects for the 1937 South Side Virginia Fair here are best in seven years, declared Secretary R. Willard Eanes, as all industrial plants are in operation. Ground improvements are not pressing, as all buildings are in excellent condition but will be painted before fair time. Strates Shows have been contracted for the midway.

Who Owns Grounds? Court Must Decide

CEDAR RAPIDS, April 10.—Linn County Fair Association officials are going ahead with plans for the 1937 fair in Central City, altho they are not sure whether they own fairgrounds.

Ownership of grounds became disputed during settlement of affairs of the closed State Bank of Central City and the legal twist will be aired in Linn County Court. A suit has been filed by the State treasurer, seeking to enjoin trustees of the bank from giving a deed to the fair association. Fair officials claim they obtained an option to buy the grounds for $4,000 before the bank closed and that $1,000 was paid.

Fair officials are G. O. Filloon, president; F. O. Satter, secretary; Mrs. Osie D. Page, assistant secretary, and P. G. Mills, member of executive board.



ROLAND E. FISHER, secretary of Annual Carnival and Night Fair, Selinsgrove, called the largest free-gate night fair in Pennsylvania. Sponsored by D. H. and L. Fire Company, it is five years old and draws heavily in its territory, the 1936 annual having played to 40,000, five times the population of the town. Attendance during its first presentation was 5,000.

Fair Grounds

HARRISBURG, Pa.—A bill to change minimum length of Pennsylvania fairs from three to two days to encourage smaller agricultural bodies to continue annuals was introduced by Assemblyman Achterman. It is said present three-day requirement is too long for some societies in small communities.

AUBURN, Ind. — Homecoming, free acts, concerts and giveaways, besides usual exhibits, will feature the 1937 Free Street Fair here, said Manager H. E. Hart. A mark of 100 registrations has been set for a reunion of twins. F. E. Gooding shows and rides have been booked.

SAN FRANCISCO. — Six prominent Californians have been named judges to select Miss Western America and present some girl with a trip to Europe. With each of the 11 Western States selecting its own "queen" in contests sponsored by Golden Gate International Exposition of 1939, judges will pick the winner on April 29.

ARTHUR, Ill.—The 1936 Arthur Moultrie Douglas County Fair, 11th annual, having been one of the most successful here, time will be extended to five days this year and some premiums increased, said Secretary H. E. Hood. Amount spent in 1936 for free acts and music ranked second among all Illinois county fairs, according to a State report, and a similar 1937 program is on. In addition to a stage show a name orchestra is presented under a tent each year.

ALBANY, N. Y.—Race Secretary Gilbert Wetmore, New York State Fair, announced a program of 17 early closing events headed by the $16,000 All-American stake for trotters and the $5,000 Pacing Derby for the Grand Circuit harness-horse meeting at the 97th annual State Fair, Syracuse.

DANBURY, Conn.—Claiming that valuation of Danbury Fair grounds by the city is excessive, Danbury Farmers and Manufacturing Company, owner of the grounds, filed an appeal in Superior Court asking a reduction. A valuation of $190,150 was placed on the 150 acres and buildings for 1935-'36 tax lists. The company said it has paid all except the installment due on April 1 under protest.

MARYSVILLE, O. — Union County Agricultural Society will erect a large 4-H Club building this spring on the fairgrounds here for the 700 club members' exhibits.

MILWAUKEE — Harry Stein, local jewelry and leather goods salesman, lost a $1,000 damage suit against Walworth County Fair, Elkhorn, in Circuit Court here, being ordered to pay court costs of $50. He brought action against the fair association when it refused to permit him to sell jewelry at the 1936 fair because it had already sold this concession. When he refused to confine sales to leather products he was ordered to discontinue selling jewelry or get off the grounds, according to the association.

SPARTA, Ga. — Hancock County has been practically assured that a fair will be held this fall, as plans are being made to reorganize the fair association successful here for many years. County has been without a fair since buildings were razed to make room for a school building.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

Drawing Card

By ROLAND E. FISHER
Secretary Selinsgrove (Pa.) Night Fair

I have attended fairs since boyhood and have made a close study of the various ways in which they are handled. I have come to the conclusion that the best drawing card today is free entertainment interspersed thruout fair programs, providing intervals in which crowds may be thrilled, entertained and made to laugh and forget their troubles.

Well do I recall, as a boy, attending a carnival or fair and spending my money in a half hour or less and then standing around until midnight to see the free acts, which were offered only at the end of the program.

To Hold Crowds

People want to be entertained and kept busy while at fairs and the free act is one way in which crowds can be attracted. With acts interspersed thruout programs crowds will be held on fairgrounds until the zero hour, all of which is of great benefit to concessioners.

Season of 1937, predicted by many as a boom year in fair business, finds preparations under way for the Fifth Annual Carnival and Night Fair in Selinsgrove, Pa., billed as "The largest free-gate night fair in Pennsylvania." It played to more than 40,000 last season during the six nights. This attendance was just five times the population of the town in which it is presented on the west shore of the Susquehanna River, midway between Harrisburg and Williamsport. Five years ago the event started with attendance of 5,000 persons, steadily increasing with wide variety of free entertainment, rides, concessions, shows and industrial and agricultural exhibits.

Keep Them Moving

This year there will be two sensational free acts, four platform acts, 10 bands and a huge exhibit tent with space already disposed of to business men. Reithofer's rides have been contracted and shows will be booked independently. Selinsgrove Fire Company will run some of the concessions. Bathing beauty contest for Central Pennsylvania and a special farmers program head the list of events to be presented on the open-air stage with public-address system.

All contests and free acts are held to a short period of time so as not to keep crowds away from shows, rides and concessions for too long and yet provide ample entertainmtnt for those who each night jam the midway.

Jackson Free Gate Sticks

JACKSON, Miss., April 10.—Free gate will again prevail at Mississippi State Fair here, many plans for which are now in the making, said Secretary-Manager Mabel L. Stire, who opines that the free gate has worked out satisfactorily. Ernie Young's *Cavalcade of Hits* has been booked for the grand-stand show and Royal American Shows will be on the midway.

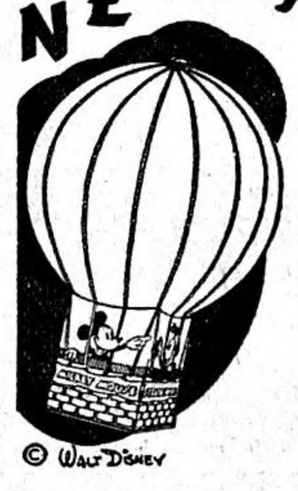
Colo. House for Mutuels

DENVER, April 10.—With proponents mustering enough votes in the last minutes, the bill legalizing pari-mutuel betting on horse and dog races was passed by the State House of Representatives. An emergency clause, which would have made the bill a law immediately if it passed the Senate and was signed by the governor, was defeated, 38 to 25. Vote on the bill was 33 to 30. Indications are that the bill will not pass the Senate.

DETROIT.—Twenty Ohio and Michigan fairs have been booked to date by United Booking Office, Manager Henry H. Lueders said, the highest number on which will produce four unit shows this year. Acts engaged to date include Fink's Comedy Animal Circus and George Cook's Original Funny Ford.

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE STRATOSPHERE BALLOON



A remarkably popular Novelty. Offers the appeal of Mickey Mouse, plus an unusual flash.

Cardboard basket, lithographed in 3 colors, is attached to balloon printed with "rope stripes."

Packed in colorful envelope.

Sold by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

All Records Broken 1936

But Watch

the 1937 Agricultural Fair and Industrial Exposition

AUGUST 10-11-12-13-14
ITHACA, MICHIGAN

With larger grounds, new buildings, new lighting, larger grandstand, increased premiums and attractions.

GEORGE B. WINGET, Secy.
Ithaca, Mich.

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

Independent Rides and Shows
FOR JULY 3, 4 AND 5.
Call or see
BERT SANDERS
Secretary Fair Board.
Pipestone, Minnesota.

TOOTS — The Wonder Dog
Internationally famous for her Dive from a 72' Ladder Into a 4' Square Net. Featured in Paramount News. With "Slim," the Clown Policeman.
FLORENCE E. REINMUTH,
64 South 11th Street, Minneapolis, Minn.

Rock County 4-H Fair
AUGUST 17, 18, 19, JANESVILLE, WIS.
Population 26,000. Free Gate. Large Attendance.
WANTED! Clean Shows, Rides and Games.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Is the Day of the Fair Over?

By Ralph T. Hemphill

EVERY fair secretary and manager is continually asked the question, "Is the day of the fair over?" Many times thruout the year in meetings of business organizations, in private conversation in office or on the street, the question comes up. It cannot be put aside, neither can it be evaded. There must be a definite answer given to it.

It is my opinion that fairs come and go, prosper and decay and then are

RALPH T. HEMPHILL, secretary-treasurer of the International Association of Fairs and Expositions and secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City.

resurrected to prosper again and that, on the whole, they go on and on and will continue to do so as long as youth is buoyant with hope, as long as young manhood and young womanhood have the ambition to strive for better things. So long as there is implanted in the human heart the desire for knowledge and so long as civilization endures fairs will continue to be a factor in the affairs of mankind.

Fairs are influenced, of course, by the rising and falling tides of business. Depressions hurt fairs in a like proportion to other lines of business. Depressions also are reflected in the schools and churches.

Must Serve Community

Some fairs, for one reason or another, get into a position where they do not serve the community. Many reasons may cause this condition. It may be politics; it often is. It may be poor management. It may be the failure on the part of the ones in charge to properly sell the fair to the community. It may be caused by some of those in charge attempting to use the fair for their own selfish interests. Whatever the cause, it is liable to produce the feeling that the day of the fair is over and that it should be junked.

It is natural for this conclusion to be reached. The community wherein this happens is unfortunate indeed. But usually after the reaction is over some of the leaders begin to look around and they see that in other places the fair is prosperous, that it is rendering a real service and that the management is good and that it has the support of the great majority of its constituents. Then they realize their community is overlooking something, that they have been misled, and as this feeling spreads there arises out of the ashes of the past a new and glorious fair that for years to come will continue to grow and prosper.

"Like Old Fire Horses"

It has often been said that the building of a fair was like the resurrection of the dead. That when the fair was over everyone that had anything to do with it was tired out, felt that the hard work they had done was not worth the price to them and a sort of "what's the use" feeling prevailed. Oftentimes many of those who work for the love of it make up their minds to quit. It is good practice then for the secretary to let his superintendents alone for a few months, try not to see them too often, and if he does see them to talk about other things.

Then after the holidays are over and spring begins to approach it is the secretary's duty to take up his departments one at a time, see his department heads and those who were responsible for getting the exhibits, enthuse them if possible with the prospects of a good fair in the fall and in this manner gradually breathe the breath of life into the corpse. Time is a great healer and plays such an important part in the affairs of mankind. It is a remarkable thing how those few months have changed the picture and how, like the old fire horses, they again thrill at the thoughts of going into action. It is a service to mankind for which the greatest remuneration is the realization in one's own heart that he was a part of it, that he helped in his way to make it possible and that "much of it he saw and a part of it he was."

To Build on Youth

The fair that is not built on youth is doomed. They must always be in the forefront of every successful fair manager's mind. There is not a great deal that a fair can do for those past middle life. Their habits of life are formed, their conclusions on many subjects have been formed and they play a minor part in the educational scheme of the fair. But along come the hordes of youth, continuously like the waters of the rivers, and they are full of hope, enthusiastic, ambitious, eager to see and to learn and to live.

And for the youth the fair offers its greatest opportunity for service. Neither must the fair secretary forget that his is an educational institution. All of the things that go with the educational aspect must be, in a sense, the predominating factors, and all the other parts must be subordinated thereto. I do not mean that they are not important to the entire plan of entertainment. They are very essential and are necessary for a well-balanced fair, but without the educational aspect a fair becomes just another show and has lost its excuse for existence.

And so long as fairs are founded on the right foundation, continue to serve their communities and continue to play the part in the great scheme of education for which they were intended, just so long will they continue to grow and prosper.

CHANGE IN IONIA——

(Continued from page 48)

By this arrangement it is hoped to eliminate necessity of placing several thousand temporary overflow seats on the race track. Fireworks will follow each show.

Lucky Teter's Hell Drivers have been signed for opening Monday afternoon performance, replacing Hinck's Congress of Daredevils, which performed last year. Contract also has been signed with Barnes-Carruthers for *The Star Brigade*, new night revue in five scenes, which will open at Ionia and later play State fairs in Wisconsin, Minnesota, Iowa, Kansas and Louisiana.

Mr. Chapman also signed for the fifth consecutive year the Rubin & Cherry Exposition for the midway. Thearle-Duffield has been re-engaged for fireworks.

CONTRACTS LET——

(Continued from page 48)

nounced the Federal Housing Administration will move its Home Show and Model Town in for the duration of the exposition. The FHA show will occupy 25,000 square feet in the Varied Industries Building. Joseph Upchurch, exhibit manager for FHA, will be in Dallas next week to complete arrangements.

Union Labor Assured

Ray Foley, director of participation, remained in New York to work on other exhibits. A. Mulligan was named to the exhibit sales staff.

The exposition opened its advance ticket sales campaign with a limit of 500,000 tickets. Phil Fox, assistant to Frank Watson, promotion director, was placed in charge of the campaign with headquarters in the Administration Building. A $3.60 value book, including one ticket each to the front gate, Cavalcade of the Americas, Road to Rio, Black Forest, the Bowery and the World a Million Years Ago, will go on sale for $2.20.

Director-General Frank L. McNeny signed an agreement with the building trades council and announced that none except union laborers would be used in every type of work.

Jim Crocker, director of radio, announced that the contract for operation of the grounds speaker and general broadcast system may be consummated with Gulf Oil Corporation within a few days.

More Time on Air

Prospects for more national time from the fairgrounds have been strengthened by announcements that Station WRR will join the Mutual System on May 1. That deal will give the exposition plant lines to local stations of NBC, Columbia and Mutual.

Jack Lyman, formerly of KFSD in San Diego and chief announcer at the Centennial Expo last year, has been made program director. Miss Rosa Cohen has rejoined the radio staff as Crocker's secretary. Al Trankle returned to Dallas after spending the spring months in Los Angeles, and began visiting friends around the exposition.

Kiddyland will occupy sites covered last year by Hollywood Animal Show, Rocket Ride and Mermaids. It will have Blue Goose and Octopus rides and a number of 5 and 10-cent rides, Punch and Judy Show, sand pile and miniature motorcycle and auto races.

FRISCO FUND——

(Continued from page 48)

that Mr. Collier dreams is a colorful and dramatic portrayal of Indian life that will go back to the very beginnings, taking in ancient civilization out of which came our own," Creel said.

President Leland W. Cutler of the exposition introduced Mr. Neylan, who asked the gathering to take on the spirit of adventure if they would have their fair a success. He cited the Panama-Pacific Exposition of 1915, held under adverse conditions, with war threatening to engulf the world. He pointed to its success as a goal to aim at by those who would see the 1939 fair the finest ever held.

State Aid Certain

Henry Q. Hawes, of the expo finance committee outlined the procedure to be followed in the month's drive for the $7,500,000, appealing to civic-minded citizens and businesses to subscribe. No guarantee is given that the money will be returned and those who contribute do so on the chance, which is almost a certainty, that the undertaking will be a financial success.

Virtual assurance was given the group that the legislators in Sacramento would pass the bill calling for $5,000,000 to be invested in the project by the State, in spite of rumors of contrary voices from the Los Angeles area. A plea for unification of the State and of the entire West was made.

As an entertainment feature Art Linkletter, director of radio publicity for the expo, and Darrell Donnell, radio editor of *The San Francisco Examiner*, put on a television act, showing pictures and describing the exposition as it was, as it is and as it will be.

Argument for Expo

Favorable action by the Assembly committee on expositions and fairs for the $5,000,000 appropriation for State participation in Golden Gate International Exposition has been predicted by Assemblyman Miller, Alameda, chairman. Frank Y. McLaughlin, director of exhibits and concessions, spoke to the committee at a luncheon in Sacramento and presented the case for the exposition.

It was pointed out that the exposition will benefit the entire State from a financial standpoint. Conservative figures indicate a minimum of $15,000,000 will go into the State treasury in 1939, this revenue derived from tax on gasoline that will be purchased by tourists and visitors to the fair. Such revenue, when spent, is apportioned over the entire State. This is one of the strongest arguments being used on legislators for passage of the bill, which goes to the ways and means committee for final approval.

Big Racing Season Seen by Hankinson

PHILADELPHIA, April 10.—Ralph A. Hankinson, president and general manager of Hankinson Speedways, Inc., said that while last season was most satisfactory he feels that 1937 will be biggest in his experience. It will be his 27th season as a promoter. Schedule of activities sponsored by Hankinson Speedways will include 15 pre-fair dates. For years he has been conducting races at Langhorne Speedway and on Reading Fairgrounds, where he will launch his 33d event in 14 years.

New territory this season extends into the Middle West to Lincoln and Omaha and to Cedar Rapids, Ia. According to contracts on file, about 45 fair dates will be included, running from July to November. Fair activities will be confined to Eastern and Southeastern States, with exception of three dates at major Midwestern fairs.

Midget auto races will number about 30 individual meets in Philadelphia Municipal Stadium and a stadium in course of construction in Hudson County, N. J. Midget car division will continue to affiliate with Walter Stebbins and Madison Square Garden Bowl. Last May in Philadelphia his midget racing inaugural program attracted more than 50,000 to Municipal Stadium, a record throng.

Fair Elections

SALT LAKE CITY.—Utah Association of Fairs, in annual meeting here, elected C. J. Dewey, Tremonton, president; A. E. Smith, Nephi, vice-president; Martha E. Gibbs, Salt Lake City, secretary-treasurer; J. M. Ritchie, Heber City; N. P. Whitesides, Farmington; C. S. Shand, Sanpete, new directors. Governor H. H. Blood, Secretary of State E. E. Monson, President William C. Winder and Manager Ernest S. Holmes, Utah State Fair, and Mr. Dewey addressed the delegates.

PARAGOULD, Ark. — Greene County Fair Association elected J. Harry McPherson, president; Saul Bertig, vice-president and manager; Mrs. E. H. Casner, director of women's division.

MIFFLINTOWN, Pa.—Juniata County Agricultural Society, sponsor of Port Royal Fair, elected T. K. Beaver, president; D. K. Kepner, John Yoder, R. E. Groninger, vice-presidents; J. Holmes Book, secretary; S. K. Groninger, recording secretary; J. L. Groninger, Burnham, race secretary; Alton Meloy, treasurer.

EUNICE, La.—Tri-Parish Fair Association elected Ferdinand Quirk, president; E. A. (Jack) Plauche, vice-president; M. M. Milburn, treasurer; J. C. Keller, renamed secretary-manager.

DANVILLE, Ark.—Judge J. E. Chambers, Danville, was re-elected for a third term as president of Yell County Free Fair Association; Fred A. Smith, Walter Cooper (county agent) and Woodrow Billingsley, vice-presidents; Mrs. W. M. McClure, secretary-manager; Odell I. Moudy, treasurer.

McCOMB, Miss.—Pike County Fair Association, organized to give this area its first fair in several years, elected A. B. Williams, president; Otto Allen, vice-president; Junior O'Mara, secretary-treasurer; James W. Harrison, county agent, agricultural division superintendent, and Mary Dardner, head of women's division.

AUBURN, N. Y.—George E. Collins was re-elected president of Seneca County Agricultural Society in Waterloo; Clinton L. Garnett, Joseph Menges, vice-presidents; George Jarvis, secretary, to succeed George E. Starkey; George Marshall, treasurer; James Baker, race secretary; George Jarvis, Lester Hatch and B. F. Keefer, directors.

ITHACA, Mich.—Gratiot County Agricultural Society elected W. E. Thompson, president; Russell Allen, treasurer; George B. Winget, secretary.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

SUCCESS attended the United States amateur speed roller-skating championship races in Arena Gardens, Detroit, on April 2-4, conducted by Arena Gardens Roller Skating Club, of Detroit, sponsored by Michigan Skating Association under sanction of the Amateur Skating Union of United States, according to the verdict of participants, officials and spectators. Formative moves to organize the Roller Skating Operators' Association of the United States was a feature of the meet.

Final awards, first place in any race netting 30 points; second, 20 points, and third, 10 points, were made as follows:

United States amateur champion, high-point winner of the meet, Adam Weissmuller gold trophy by Arena Skating Club and Chicago Roller Skate Company cup by Ralph Ware to Lloyd Christopher, Palladium Roller Club, St. Louis, 70 points; second, Mickey Dunn trophy by Mickey Dunn, Fairhaven (Mich.) rink operator, to Edward Theiner, 100 Figure Skating Club, Detroit, 60; third, Bob Martin trophy by the assistant manager of Arena Skating Club, Detroit, to Vincent Vassalli, Dreamland Club, Newark, N. J.; Norman McGinnis, 100 Figure Skating Club, Detroit, and Edward Chuddy, Armory Roller Club, Chicago, tied with 30 points each.

Detroit Club Is High

The 440-yard U. S. champion for 1937, Ann Fivek trophy by secretary of Arena Skating Club, to Vincent Vassalli; 880-yard champion, Spencerian gold trophy by Harper Spencer, director of Arena Skating Club, to Edward Theiner; one-mile champion, Ray's Waltz Club trophy by Ray Perkins and club, to Norman McGinnis; two-mile champion, 100 Figure Skating Club cup, to Lloyd Christopher; five-mile champion, Weyhing Bros' cup, Detroit, to Lloyd Christopher; world's champion consolation, oil can cup, to Ernest Scott, Winter Garden Club, Boston; Bert Emanual, Cleveland Roller Club, and Norman McGinnis tied.

Women intercity champion, Universal Cooler cup by Universal Cooler Skating Club and officials, Detroit, to Nancy Flick, Rollerdrome Roller Club, Cincinnati, 70 points; second, trophy by anonymous donor to Vivian Bell, Rollerdrome Club, Cincinnati, 40; third, Flying Skate emblem ring by Ann Fivek, secretary of Arena Gardens Club, to Virginia Hancock, 100 Club, Detroit, and Verna Picton, Universal Cooler Club, Detroit, tied with 30 points each.

High point in all State, county and city races during year, Old Oaken Bucket trophy, to 100 Figure Skating Club, Detroit; Martin medals for fastest miles skated in Michigan, Norman McGinnis for men and Verna Picton for women. Amateur Skating Union medals were presented to winners in each final distance as follows: Solid gold ASU regulation medals for first place, sterling silver for second place and bronze for third place. Women's contest medals of similar material were also awarded for each of the three distances competed.

List of Entrants

Entrants were: Illinois, Western Skating Association, Harry Schierbaum, Harold Saindon, Edward Chuddy, Armory Rink, Chicago. Michigan Skating Association, Edward Theiner, Norman McGinnis, 100 Figure Skating Club, Detroit; Austin Thornton, Arena Gardens, Detroit; Erving Reznick, Don Hamel, Leonard Godfrey, Madison Gardens, Detroit; Armand Johnson, Dudley Maher, T. B. Rayl's Club, Detroit. Middle Atlantic Skating Association, Vincent Vassalli, Louis Bick, Dreamland Rink, Newark, N. J. Missouri Skating Association, Lloyd Christopher, Palladium Rink, St. Louis. New England Skating Association, Ernest and John Scott Jr., Winter Garden, Boston. Ohio Skating Association, Frank Wermes, Joe Ketter, Norwood Roller Club, Cincinnati; Arthur and Bert Emanual, Cleveland Roller Club; Hershel Rhodes, Winland Auditorium, East Liverpool, O.; John Uebel, Cedar Point Rink, Dover, O. Pennsylvania Skating Association, Kenneth Haller, Pittsburgh, unattached. Schierbaum, Theiner, Ernest Scott and Wermes are champions of their States, while Arthur Emanual won the intermediate championship of Ohio and is now in senior class.

In the women's intercity meet entrants were: Michigan Skating Association, Verna Picton, Shirley Hill, Universal Cooler Club, Detroit; Virginia and Beatrice Hancock, 100 Figure Skating Club, Detroit; La Veta Deemer, Ann Manion, Arena Gardens, Detroit; Helen Fleece, Helen and Mary Cunniff, Madison Gardens, Detroit. Missouri Skating Association, Earline Marquard, Palladium Roller Club, St. Louis. Ohio Skating Association, Virginia Schwartz, Cedar Point, Navarre; Mary Lou Clark, Nancy Flick, Vivian Bell, Rollerdrome Club, Cincinnati; Lillian Lewis, Cleveland Roller Club. Verna Picton and Mary Lou Clark are Michigan and Ohio champions, respectively.

Three Days' Results

Race Results—Friday evening, April 2: Men's 440-yard, heat 1, Lloyd Christopher, Vincent Vassalli, Edward Theiner, time .49 1-5; heat 2, Arthur Emanual, Norman McGinnis, .49 3-5; heat 3, Louis Bick, Edward Chuddy, Erving Reznick, .49 1-5. Women's 880, heat 1, Verna Picton, Vivian Bell, Mary Lou Clark, 1.42 3-5; heat 2, Nancy Flick, Virginia Hancock, Helen Fleece, 1.42 4-5. Men's two-mile, heat 1, Vincent Vassalli, Edward Theiner, Ernest Scott, 3.10 2-5; heat 2, Louis Bick, Norman McGinnis, 3.10 4-5; heat 3, Lloyd Christopher, Edward Chuddy, 3.12 4-5. Consolation race for men, ¾-mile, Ernest Scott, Harold Saindon, Harry Schierbaum, 2.25 2-5. Men's 440-yard final, Vincent Vassalli, Lloyd Christopher, Louis Bick, .47 3-5. Women's 880 final, Verna Picton, Vivian Bell, Virginia Hancock, 1.41 3-5. Men's two-mile final, Lloyd Christopher, Edward Theiner, Edward Chuddy, 6.26 4-5.

Saturday — Men's 880-yard, heat 1, Ernest Scott, Don Hamel, 1.37 4-5; heat 2, Leonard Godfrey, Vincent Vassalli, 1.37 1-5; heat 3, Edward Theiner, Lloyd Christopher, Arthur Emanual, 1.35 4-5. Women's one-mile, skated in half-mile heats, heat 1, Verna Picton, Nancy Flick, Shirley Hill, 1.39 1-5; heat 2, Vivian Bell, Virginia Hancock, Beatrice Hancock, 1.42 3-5. Men's one-mile, heat 1, Lloyd Christopher, Edward Theiner, 3.13 2-5; heat 2, Vincent Vassalli, Edward Chuddy, Armand Johnson, 3.11 3-5; heat 3, Ernest Scott, Norman McGinnis, 3.13 4-5. Men's consolation, half-mile, Bert Emanual, Erving Reznick, Frank Wermes, 1.37 2-5. Men's 880-yard final, Edward Theiner, Lloyd Christopher, Arthur Emanual, 1.35 2-5. Women's one-mile final, Nancy Flick, Vivian Bell, Shirley Hill, 3.22 1-5. Men's one-mile final, Norman McGinnis, Edward Chuddy, Ernest Scott, 3.10, Michigan State record.

Sunday — Men's five-mile, heat 1, Ernest Scott, Arthur Emanual, Don Hamel, 3.18 2-5; heat 2, Erving Reznick, Vincent Vassalli, Armand Johnson, Harold Saindon, 3.12 3-5; heat 3, Lloyd Christopher, Edward Theiner, Bert Emanual, 3.14 1-5. Women's 440-yard, heat 1, Verna Picton, Vivian Bell, Mary Cunniff, .50 2-5; heat 2, Virginia Hancock, Nancy Flick, Mary Lou Clark, .52 3-5. Consolation for men, ¾-mile, Norman McGinnis, Louis Bick, Dudley Maher, 2.24 3-5. Women's 440, final, Nancy Flick, Virginia Hancock, Mary Cunniff, .51 2-5. Men's five-mile, final, Lloyd Christopher, Don Hamel, Edward Theiner, 16.12 2-5.

Oldtimers Visitors

Official staff: Mel Crawford Sr., referee; Jesse Bell, assistant; Amos Bell, starter; J. D. Watts; Armand J. Schaub, Cincinnati; Ed Lewis, Fred Bell, line judges; Ray Marr, Sam Levinson, James Rust, O. R. Benjamin, timers; Charles Delphier, Lloyd Guenther, Charles MacNiell, Raymond Storks, patrol judges; Clifford Storks, lap card man; Fred Martin, announcer; Anne Wiley, recorder; Robert D. Martin, clerk of course; Raymond Shields, assistant.

Dimensions of the floor, approved by Clifford Storks, track engineer, Michigan Skating Association, are: Track, 88 by 240.8 feet, flat track; one track curve, 94.248 feet; one track straightaway, 125.752 feet; one lap, 440 feet; 12 laps, 5,280 feet, one mile.

Roller skating notables present included: Jesse (Pop) Carey, Philadelphia; Jess Bell, Detroit; Joe Laurey, Chicago; Rodney Peters, St. Louis; Fred Martin, Detroit; Ralph Ware, Chicago Skate Company; Fred Fuller, Arthur E. Dekome, Roll-Away Skate Company, Cleveland; Jack Shuman, Huron, O.; Vic Brown, Newark, N. J.; W. H. (Billy) Carpenter, New Philadelphia, O.; Clay Von Hagen, Norwood, Cincinnati; Jules Mahl, Chicago; Al Kish, Toledo; Orville Godfrey, Detroit; Donald Groesner, Robert Fisher, Traverse City, Mich.; W. P. Hodous, Cleveland; Ed Weyhing, Detroit, and Armand J. Schaub Sr., Cincinnati.

THERE was keen competition in the United States amateur roller-skating championship races in Arena Gardens Rink, Detroit, on April 2-4. The championship cup pictured, presented by Chicago Roller Skate Company, was won by Lloyd Christopher, Palladium Rink, St. Louis. The cup is 30 inches high.

With the Racers in Detroit

DETROIT, April 10.—Start of an annual national amateur speed meet and advent of a much-needed national organization of rink men. Not bad for a three-day get-together.

Public interest was good in the meet,
(See WITH THE RACERS on page 67)

Martin Is Elated At Meet's Success

At the successful speed championship races in Detroit on April 2-4, sponsored by Michigan Skating Association, which Manager Fred Martin of Arena Gardens has been instrumental in developing, one of the interested visitors was Robert Ware, of Chicago Roller Skate Company. Manager Martin, writing to Mr. Ware of his visit, said, in part: "I was very much pleased that you could find time to be with us, and from all indications we have accomplished something that should have been done many years ago.

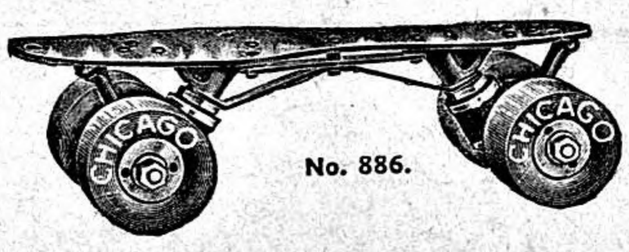
"At the meeting I did not favor this move, just to see what reaction it would cause from the others and somehow it worked just the way I wanted. I did not want them to feel I was promoting the association. However, now that it has been born, you can rest assured that I am going to give everything that is in me to put it over as a solid, dependable and progressive rink operators' organization.

"At this time I want to thank you and the boys for your splendid co-operation and the beautiful trophy you sent. And let me say that in all my days I
(See MARTIN IS ELATED on page 67)

New National Body Is Born in Detroit

CINCINNATI, April 10.—The Roller Skating Operators' Association of the United States was tentatively organized by rink owners, managers and others visiting the United States amateur speed roller-skating championship races in Arena Gardens, Detroit, on April 2-4. A closed session on April 4 was attended by Fred and Bob Martin, Walter E. Sutphen and Orville Godfrey, Detroit; Harry Jenmson, Bay City, Mich.; Fred Hazel, St. Louis; Grant L. Fuller, Cleveland; Armand J. Schaub, Cincinnati skating writer, organizer of clubs and former rink operator; Clay Von Hagen, Norwood, Cincinnati; W. H. (Billy) Carpenter, operator in Providence, R. I., and New Philadelphia, O.; Jules Mahl,
(See NEW NATIONAL BODY on page 67)

Again "CHICAGO" Wins
TRADE MARK REG. U.S. PAT. OFF.
Lloyd Christopher, Palladium Rink, St. Louis, Mo.



No. 886.

Won the United States Amateur Championship at Arena Gardens, Detroit, on
"CHICAGO" Racing Skates
Used and Endorsed by the Winners.
CHICAGO ROLLER SKATE CO., 4427 W. LAKE ST., CHICAGO, ILL.

WANTED GIRL SKATERS FOR ROLLER DERBY
We pay all expenses while training. If you have the nerve! We will do the rest. Write MANAGER of Arcadia Roller Rink, 4444 Broadway, Chicago, Ill., for particulars and application. WRITE NOW! Third unit starting in 60 days.

REWOODING
FIBRE WHEEL HUBS HARD MAPLE
RACING HUBS HARD ALLOY
FRANCIS J. BALDWIN, 240 S. DIAMOND ST., RAVENNA, OHIO

The First Best Skate
QUALITY
RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

SLA SPRING EVENT WOWS

Fourth Annual Theatrical Jubilee Bowls Over All Previous Affairs

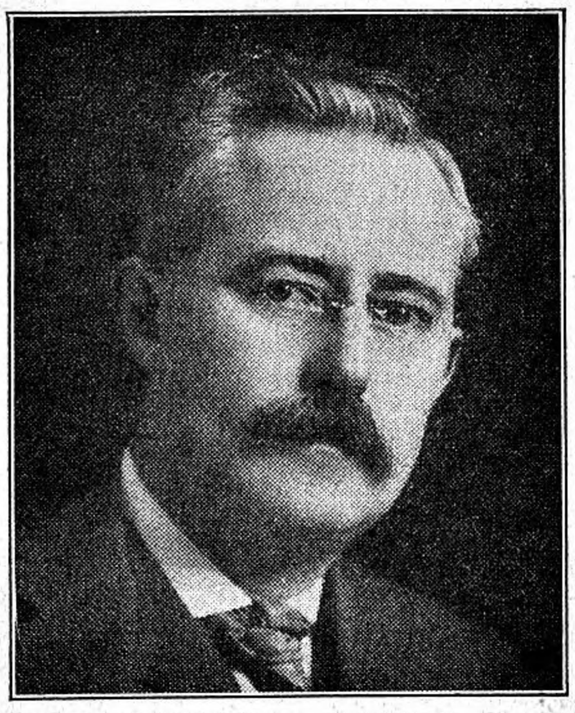
All seats sold—continuous entertainment—foreign showmen respond — handsome sum realized — McCaffery, Driver, Andrews and committees highly praised

CHICAGO, April 10.—The fourth annual spring Theatrical Night benefit show of the Showmen's League of America, held Monday night at the College Inn of the Hotel Sherman, was an outstanding success from every standpoint. The Inn was completely sold out for the affair and the hundreds who attended saw a magnificent show. In addition to the very fine College Inn show more than a score of acts from other local night spots volunteered their services and provided one continuous round of entertainment until far into the morning hours. Many outdoor showmen who were unable to attend sent wires of regret and good wishes. One from South Africa cabled a $100 donation. His cable read: "Salutations and thanks for kind thoughts and invitation to Showmen's League function, which I shall be glad to attend in spirit and for which noble object I have cabled you $100 and greetings to all assembled. Signed, Pagel."

Maurice W. Jencks, president of the International Association of Fairs and Expositions, wired: "As president of the IAFE I send best wishes. I know you will have a marvelous time tonight. The Showmen's League of America is entitled to every consideration by showmen and their friends. The American Hospital fund should have support of every organization allied with people in show business."

Others who wired felicitations and best wishes were: Santos & Artigas Circus, Cuba; S. T. Jessup, president U. S. Tent and Awning Company; Major Gordon W.

(See SLA SPRING on page 74)



WALTER F. DRIVER

Al G. Hodge Shows Open Fairly Good

BELLEVILLE, Ill., April 10.—Show left quarters and made a 300-mile jump to opening spot here. Many show people were encamped on the lot awaiting arrival of main body of show. Eddie Brenner, of corn game fame, was painting and framing an additional feature. His new green top was delivered. Con and Dixie Cunningham were in with their cookhouse. Mark Watkins, who has four concessions, is busy getting three more ready. Opening day, April 3, was warm and business good.

Tinsley Shows Make Debut

A new carnival entry opens on "All Fools' Day" and scores successfully

GREENVILLE, S. C., April 10.—Carnival's new entry, the Tinsley Shows, opened season here Thursday, April 1, with 14 paid attractions, two bands, the Sol Solomon diving presentation.

Congratulatory messages from friends and well wishers over the country came to John T. and Mrs. Tinsley opening day and visiting showmen were much in evidence thruout the engagement. Being home town, the Tinsleys spent most of their time entertaining personal friends and officials, while Eddie Lynch, concession manager, took the showmen in charge.

Visitors: A. T. Dize, of Dize Tent & Awning Company, who furnished the canvas; J. A. Mitchell, secretary Anderson Fair; Mr. and Mrs. I. V. Hulme, Elberton (Ga.) Fair; Tom and Janette Terrell, of Eric B. Hyde Shows; J. J. Page, Leo Claude, D. T. Morrissey and several others of J. J. Page Shows; Mr. and Mrs. Ike Faust; J. J. and Mrs. Steblar and Mrs. Roland, of World of Fun Shows; Joe Karr and George Smith; Sam and Mrs. Lawrence, also W. R. Hicks, of Lawrence Shows; John M. Sheesley and Floyd Newell, of Sheesley Midway; Mrs. Herbert Tisdale and daughter, Jean, en route to Endy Shows; Pete Thompson, of Lawrence Shows; Bill and Mrs. Hagerman, en route to World of Mirth; Mike Glynn and cookhouse crew en route to Marks Shows.

Like all opening days many little hitches were experienced, but by Friday night the show was running smoothly. On Saturday one of the best days Greenville has given a carnival in many years was registered.

Much praise for the general advertising and publicity for opening is due J. J. Boyd and Curley Morley, who had charge of this department. Both daily papers were exceptionally courteous and Sol Solomon received a special layout in *The Piedmont*. Every white way post in the city proper, as well as street cars and busses, heralded the show's opening for more than a week.

Fred W. Miller has started work building a new Motordrome which he has booked. Reported by R. F. McLendon.

Phillips Instructs His Press Agent

E. Lawrence Phillips, general director of the Johnny J. Jones Exposition, pursuant to an essential need of the carnival business, recently in Augusta, Ga., called his press agent into the office for final instructions regarding news matters.

Among the things talked over by the two related to truth and accuracy in giving out news matter from the shows.

Phillips said: "Starr DeBelle, you have been engaged to handle all official news and publicity pertaining to the New Johnny J. Jones Exposition, with the free and unlimited support of the entire staff and myself. Any and all stories written by you are to be official and to be accepted as such unless otherwise withdrawn. You are to consider these instructions to be emphatic, to write news while it is news and to exaggerate nothing, give out facts and nothing but facts regarding the Jones organization.

"Facts and figures regarding grosses, paid admissions, number of employees, routes, building plans, new attractions, the shattering of our former grosses and any news items in general will always be available at our offices.

"Write the truth, misrepresent nothing, if in doubt pass it up, gain the confidence of every reader interested in our activities. Above all keep faith with all fair associations or individuals connected therewith, committees, show patrons, show people and *The Billboard*."

Imperial United Shows Make Debut

PRATTVILLE, Ala., April 10.—Despite cool weather, Imperial United Shows opened March 27 to unusually good business in Alexander City, Ala., running thru to April 3 with each day showing a decided gain.

This new show, under the general management of Jack L. Murray, who was formerly associated with the Johnny J. Jones Exposition. The outfit is appealing in detail, all tops of a uniform color, masked with new banners and of a consistent color scheme in green, orange and black. Canvas was furnished by the Dize Tent Company. Rides and other equipment in general are new, all of which adds greatly to the setup.

This organization presents Bee Kyle in her famous dive. Kyle, incidentally, has just returned from an extended trip thru China and Japan. Andy Gump, the living image of Andy in Sydney Smith's cartoon, "The Gumps," is heading the Side Show unit.

Attractions are five rides, Mixer, Tilt-a-Whirl, Whip, Loop and the kiddie ride; girl and freak shows, penny arcade, skill games and shooting galleries.

Staff: Jack L. Murray, general manager; Al H. Fine, business manager and general representative; Lee Creson, treasurer; David Wise, secretary; Sherman Hustad, special agent; Tom Richards, press agent; Clyde Barrick, chief electrician; George Conaster, boss carpenter and lot superintendent; Fritz Gast, ride superintendent; Carrolton Hall, scenic artist; Nick Patronis, cookhouse. Reported by Tom Richards.

Gooding Books Rides at Great Lakes Exposition

CINCINNATI, April 10.—F. E. Gooding and James F. Murphy were here Thursday on business and visited *The Billboard* offices. He was very optimistic regarding the season's outlook for all outdoor show business and particularly pleased at the work done to date by his general staff.

He incidentally stated that he had again booked a No. 16 Big Eli Wheel and Auto Skooter at the Great Lakes Exposition, Cleveland, and that this unit of rides is being sponsored by the Gooding Amusement Company, of Columbus, O.

Max Cohen, General Counsel ACA, Gets Interview on R. R. Demurrage

NEW YORK, April 10.—Max Cohen, of Rochester, N. Y., general counsel of the American Carnivals Association, Inc., spent several days in this city this week in the interests of the organization. Chief point of call was at the offices of N. W. Hawkes, chairman of the Freight Traffic Managers' Committee of the Trunk Line Association, for the purpose of arranging for better traffic conditions for rail shows.

According to Cohen, his interview with Hawkes indicated that there is a surprisingly good possibility that the ACA's requests this year will be granted by the FTM at its next meeting, scheduled to be held within 10 days. Cohen, accompanied by Jack V. Lyles, of the O. C. Buck Exposition, requested primarily that the carriers in Trunk Line territory, handling everything north of Washington, D. C., and east of Chicago (excepting New England), grant carnivals 96 hours' free demurrage in lieu of the present 48 hours. In other words, that carnivals be given 48 hours' free demurrage on arrival and 48 hours' additional time on departure.

In his presentation Cohen pointed out that *The Billboard* has estimated that there will be approximately 300 shows on the road in 1937 and that if carriers will evidence a desire to be helpful to

(See MAX COHEN on page 54)

Max Gruberg Adds Hospital Unit

BISHOPVILLE, S. C., April 10.—Max Gruberg, who is what may be termed progressive and farseeing, who possesses a vision far in advance of the eventuality, is very thoro in his progressiveness. In addition to building a practically all-new show, he is adding the adjuncts that help to make up the perfect whole.

The World's Exposition Shows will be equipped with a thoroly furnished hospital unit under the direction of Dr. John Fisher, of Chicago, whom many showmen have found a friend in need when necessity arose in the past.

Dr. Fisher is now at quarters, supervising the equipment of this hospital unit, which is intended to take care of members of the show as well as emergency accidents that may from time to time arise on the grounds during the tour of the show.

He will be assisted by a trained nurse, all expenses being paid by Gruberg, who has given Dr. Fisher carte blanche in this respect. This is a real humanitarian gesture on his part and from preparations already made it looks like being sick on these shows will be like hearing the nightingale sing innocent amusement and it doesn't cost anything to those treated. Reported by Dick Collins.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Rank City, Ga.
Week ended April 3, 1937.

Dear Onion:

Rank City ranks first of all rank cities. We were rankled and harassed by the city's entire rank and file. Rank City lived up to its title and was so rank we won't write another word about it.

Dr. Purg (Spring Fever) Cathartic, the show doctor and veterinarian, returned to the fold after closing his medicine company's tour. The past week was the busiest of his career, dipping and worming our people for the Northern hike. Late into the night hundreds of troupers lined up in the hospital tent taking anti-citrus shots. Our medical staff claims that by the gradual deluting process they will in time wean

(See BALLYHOO on page 54)

Byers-Beach Shows Set To Hop Off

ST. LOUIS, April 10.—Carl Byers, part owner of the Byers & Beach Shows, during a visit to *The Billboard* office here Friday advised that his show would open Saturday, April 10, in Kennett, Mo. Carl W. Byers and Harry M. Beach are the owners and managers of the show, while Don Trueblood is secretary.

The show will open with Duplex Eli Wheels; Merry-Go-Round, Tilt-a-Whirl, Glider, Auto Ride, Loop-o-Plane and two Baby Rides; Colored Minstrel Show, Girl Show, Pit Show, Athletic Show, Mechanical City, Walk-Thru Show and Motordrome. The management operates 15 concessions in addition to the cookhouse.

The show moves on 16 trucks and trailers. Byers was in St. Louis and purchased 10 new trucks and trailers from Charles T. Goss, of the Standard Chevrolet Company.

Kortes Closes Museum Tour, Joins Beckmann & Gerety

TACOMA, Wash., April 10.—After 17 days of good business here Kortes Traveling Museum left for San Antonio, where it joined Beckmann & Gerety Shows.

The following closed the museum tour with Kortes: Barney Nelson, armless wonder; Waldrons, glass blowers; Amok, head hunter; Feliz, Indian sculptor; Happie Frog Boy; Charles (Do-Do) Nelso, bird man; M. Surello, revolving head; Allen Greenstreet, rice and novelty writer; Paul Herrold, German giant; Lewis, skeleton man; Doc Sidney King, magician; Dr. Ben Pardo, mentalist; Patent Sisters, albino twins; Athelia, monkey girl, with Mona Prevo as nurse; Millie Leatrice, python snakes; S. A. Peterson, sword swallower; L. H. Kistler, fat man; Earl Hall; Bill Ellis; Larry Zern, emsee; Joe Prevo and Thomas Peterson, tickets; J. E. Day, advance; Mrs. Larry Zern, cook, assisted by Eddie Martin Mahoney; S. E. Duffy, carpenter and janitor.

Mr. and Mrs. Kortes recently enjoyed a visit with their children at Kent, Wash. Dr. Ben Pardo will leave for his home in Amsterdam, Holland, where he will visit his parents, whom he has not seen for 35 years. He will sail from New York about May 1. Reported by L. H. (Tiny) Kistler.

Strates Announces Fairs And Some Celebrations

NORFOLK, Va., April 10.—James E. Strates, of the Strates Shows, announced here this week the booking of fairs at Albion, Caledonia, Batavia, Cortland, Elmira, Dunkirk, Hamburg and Bath, N. Y.; Bloomsburg and York, Pa.; Petersburg and Emporia, Va., and Washington, N. C.

According to Strates, the shows will also play Fourth of July celebrations at Plattsburg and Massena, N. Y.

"Capone" in Wax Museum Makes Page One, Begosh!

KNOXVILLE, April 10, — Page One stunt of *The News-Sentinel*, afternoon paper, was so much publicity for G. C. Hastings' Wax Museum, showing in a store building on the main drag here.

"Al Capone," from the Hastings' show, was taken out on the street and photographed being handcuffed by a policeman as crowd watched.

The newspaper gave the stunt big play, with credit to the Miami showman's museum.

PICAYUNE, Miss., April 10.—Following plenty of wind and rain in Middle South Mississippi over the week-end with a return engagement in Wiggins Saturday almost a washout, the Buckeye State Shows moved in here Sunday night for a five-day stay beginning Monday with cool and dry weather the opening day.

CARNIVAL OWNERS and Managers: TO HAVE YOUR ROUTE published is of value to you, your shows and the men and women who are with them. The reasons are too obvious to showmen to urge the matter. For the interest of your organization kindly FORWARD ROUTE PROMPTLY, just as soon as available, to *The Billboard*, Cincinnati, O. The dates and stands can be given as far in advance as you care to release them.

MR. SHOWMAN:

Looks like season 1937 is on!

You are invited to assist *The Billboard* to become a bigger and better showmen's paper. That you will is fully anticipated.

Here is how you can benefit your own interests:

1.—Keep your name and show title before every person in the show business and those allied with it.
2.—Send your news to *The Billboard*, Cincinnati, O., while it is live and sparkling with freshness — right from the advance staff, office, winter quarters or lot.
3.—When the season opens send in a prompt news report of when and where your carnival opened and the results of the first three days' showing. Give roster of staff and list all attractions, shows, rides, concessions, bands, free acts and special features.
4.—Give route, send photos of staff and photo flashes of any special happening around the outfit.
5.—Have all copy written as soon as it is news and forward promptly to *The Billboard*.

ATTENTION—News men, Press Agents and Show-Letter Writers! Please type and double-space all copy and do not write on the back of photos—type the matter that goes with them and attach.

May you have the best season of all time.

15 Years Ago

(From The Billboard Dated April 15, 1922)

T. O. Moss Shows inaugurated its season to good business at Kennett, Mo., under American Legion sponsorship. Several new features were added and nothing was "gillied." . . . Management of the Mighty Alma Shows had just secured the services of the O'Brien Brothers, contest promoters. . . . Things were rapidly rounding into shape at the winter quarters of the Mighty Doris Exposition Shows in Kansas City, Mo. . . . Little Wonder Shows, under management of J. P. Bolt, were playing two towns a week to good business. . . . Executives of the S. W. Brundage Shows announced that the organization had just been contracted to furnish all the midway features for the Spring Festival at Trenton, Mo., under American Legion auspices.

J. J. Steblar, of the Star Light Shows, was in Elkton, Md., overseeing the overhauling and painting of rides and show paraphernalia. He had just closed his offices on Broadway, New York. . . . Maxie Epstein, owner and manager of Ep's Greater Shows, purchased a "Whip" and "Over the Falls" show. . . . Liberal spread of paint and gold leaf which Manager Brainerd was giving the equipment of the Great Patterson Shows was putting the entire company in a "raring to go" mood. . . . With the day of opening rapidly approaching for the McMahon Shows, showfolks were arriving daily and winter quarters took on a manufacturing plant aspect. . . . With everything overhauled from beginning to end, two new show tents and new banners, the David A. Wise Shows opened its season at Richmond's (Ky.) Spring Jubilee Week celebration.

Majestic Exposition Shows opened its season at Murphysboro, Ill., to swell business. . . . Executive staff of the Clarence A. Wortham's Amusement Enterprises was completed with the arrival in Dallas of William F. Floto, for many years press agent for Wortham's World's Best Shows. . . . Harry Bourne announced that he had contracted with the O'Brien Exposition Shows to present his high dive as a free attraction. . . . Mr. and Mrs. O. E. Trout, after spending a month with the missus' folks in Blissfield, Mich., left there to open with the H. T. Freed Exposition. . . . Jack Wilkerson returned to his "first love," handling the Minstrel Show with Clark's Greater Shows.

McClellan Shows Report Better Weather and Business

MAYFIELD, Ky., April 10.—After the freeze, summer weather came at Fulton. Good business the last of the week. Mrs. Maud Williams with her new sound equipment and Eddie Burnett as announcer have covered near-by towns. W. M. Doyle, chief canvasman, is taking it easy, as the show is equipped with all new canvas. Bob Thompson is building a new chromium arch for the entrance with the name of the show in electric effects. General Agent Wood is out of the hospital and on the job again. Mrs. Wood and son will join show May 1. The trucks have new rubber. Visitors: Charles T. Goss, of Chevrolet truck and trailer fame, and J. C. Bonkam, of the F. H. Bee Shows. Reported by L. Opsal.

American Exposition Shows Booked Solid, Says Bley

CINCINNATI, April 10.—Felix Bley, general representative of the F. E. Gooding Amusement Company, visited the home office of *The Billboard* and announced that the American Exposition Shows are booked solid for the season, which includes 12 dates under auspices and 15 fairs.

Season will start at Middletown, O., April 23. Aerial Bauers have been engaged as one of the free attractions.

Singing Mouse for Goodman Wonder Shows

CHICAGO, April 10.—Clay M. Greene, general agent of the Goodman Wonder Shows, while in Chicago this week arranged for a feature which he believes will prove a strong attraction for the show. Greene contracted with the owner of "Mickey," the singing mouse from Bloomington, Ill., for the presentation of Mickey as a side show feature. A show will be built around the singing rodent.

Surge Brake Coupler

Of interest to trailer owners is the new surge brake coupler offered by Zagelmeyer Auto Camp Company. The surge system has a hydraulically controlled cylinder which attaches directly to the brake lever and controls the surge movement, eliminating jerky, noisy action. There is no connection to one's car with the exception of the usual ball-joint coupler, as the entire brake is self-contained on the trailer. The harder the trailer surges the harder the brakes are applied, and as the surge lets up the brakes release automatically.

YES SIR! IT TAKES A CONCESSIONER to recognize a real good thing

So many replies have come in seeking more information about our new twenty-five cent personal Phonograph Record proposition as advertised in the Spring Special, that we are forced to mark time on additional "ads" long enough to enable us to give proper attention to the many inquiries already on hand.

If you are one of those who wrote, please bear with us . . . you will hear from us soon.

SPEAK-O-PHONE RECORDING AND EQUIPMENT CO., 23 W. 60th St., New York, N. Y.

SHOWS 1937 SEASON HERE SHOWS MOTORIZE

THE SHOW MUST MOVE
Write: CHARLIE T. GOSS, STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

DROME RIDERS

AT ONCE — Geo. Murray, L. Musselman write BILLY MATTESON, 454 Alexandrine, West, Detroit, Mich.

Wanted Bingo Operator

Chas. Gross, wire.
IMPERIAL UNITED SHOWS
Albertville, Ala.

W. E. West Motorized SHOW

McLoud, Okla., Week April 12th.—Can place capable Girl Show. Man with at least two good Dancers and flashy wardrobe. Have tops and banners for any good grind show. Can place useful people in all departments. Also Banner Man.

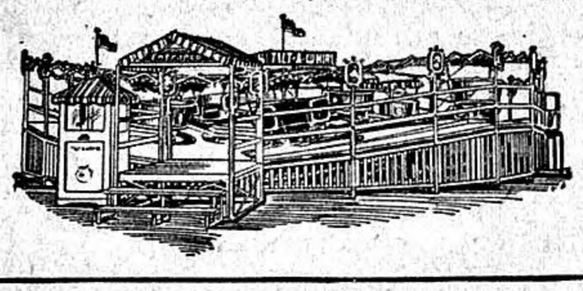
TILLEY SHOW

WANTS Shows with or without outfits. I can use good Ride Help and a few more Concessions. Show opens April 24.
Address Ladd, Ill.

WILSON'S SHOWS
OPENING OWOSSO, MICH., MAY 1.
Auspices Police and Firemen.
WANT Ferris Wheel, Kiddie Rides and Tilt-a-Whirl. WILL SELL Exclusive on Cook House, Corn Game, Photo Gallery, Penny Arcade and Diggers. WANT Legitimate Concessions of all kinds. WANT Shows with own outfits. Address
WILSON'S SHOWS, Vassar, Mich.

HELP WANTED
BYERS & BEACH SHOWS
(Formerly Byers Bros.)
WANT Special Agent, Pit Show Acts, Free Acts, Ride Help, Loop-o-Plane Foreman. Useful People in all lines. Kennett, Mo., April 12-17; West Plains, Mo., April 19-24.

IT'S TIME TO GET GOING!
Get Set To Break All Your Ride Records With the
1937 TILT-A-WHIRL



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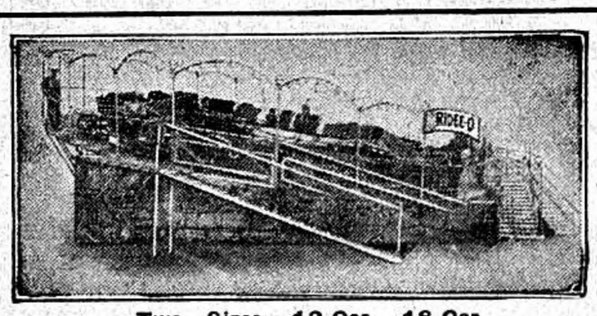

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RIDEE-O RIDE

1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.
For Big, Sure Profits Get Details Now.
SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

WANTED WANTED WANTED

Need Hawaiian Musicians, Hula Dancing Girls, Strip, Tease and good Blues Singer wanted.
Long season's work, salary guaranteed,
Must report April 15. Show opens Portsmouth April 22. All address
ROBERT MANSFIELD, Care Strates Shows Corp., Box 846, Norfolk, Va.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 10.—This week's article on Social Security deals with Erroneous Collection or Payment of Tax.

The Revenue Act provides that if more or less than the correct amount of the tax has been paid that proper adjustments both as to the tax and the amount to be deducted shall be made without interest in connection with subsequent payments to the same individual by the same employer.

This provision of the statute dispenses with the formality of a claim being filed for refund or credit for an overpayment or with the formal demand being made by the collector for payment of any additional amount due by reason of an underpayment.

However, shows are cautioned that all corrections of erroneous collections or payments do not necessarily constitute an "adjustment" within the meaning of the law. Likewise, if an error is to more than one employee a separate adjustment must be made for each.

The statute lists the items which may be determined as "adjustments," and its application to a particular situation will depend entirely upon the facts of the situation.

It should be observed that if an employer pays more than the correct amount of his tax he shall adjust the error by applying the excess payment as a credit against the tax due upon the next return after the discovery of the error. However, no overpayment shall be adjusted after the expiration of four years after the date the overpayment was made to the collector.

The statute is replete with details relative to the adjustment of errors and the particular provisions relating to the various types of errors, overpayments and underpayments which are adjustable.

Next week's article will deal with the miscellaneous provisions of the statute and will conclude the first portion of the series relating to the old-age provisions of the law. The second portion of the series will deal with the unemployment insurance tax, and upon completion of that series we shall discuss the provisions of the various State laws as to such States in which our membership may have an interest.

This office welcomes the inquiries of its members on the subject and we shall be glad to furnish all with such information as is available.

MAX COHEN——

(Continued from page 52)

the extent of this one request on the part of the ACA, there is a good possibility that many shows debuting this year will seriously consider transportation by rail; if not, the only alternative for them is the use of motor vehicles.

Hawkes assured Cohen and Lyles that the demurrage request will be given every consideration and, altho he would not commit himself, indicated that he looked upon the request as legitimate and possibly feasible.

While in town Cohen huddled with John Logan Campbell, Baltimore insurance expert, regarding a combined public liability and compensation insurance program being made available to member carnivals of the ACA. Campbell is intensely interested in instituting an insurance program in the carnival industry similar to the one already in use by members of the National Association of Amusement Parks, Pools and Beaches. The NAAPPB policy has met with solid success in its field, and it is the belief of Campbell that the same idea in general will work for traveling shows.

Cohen will collect data on the average size, personnel, etc., of present-day carnivals and submit it to Campbell, who will use it as a basis on which to compute policy rates.

BALLYHOO——

(Continued from page 52)

our people that made the forced winter orange juice dieting tour away from its effects.

Ballyhoo Bros. claim to be the first to hire a Social Security secretary and have built an office wagon, for Titus (Old Man One Per Centum) Mills, former paymaster for the Drawhead Sisters' Cultured Carnival, is taking charge. In a private interview Mills said: "All is clear to me with the exception of one thing. That is, will the government accept carnival currency? If so it is entitled to 1 per cent of our employees' brass."

The rebuilding of our coaches and Pullmans has started in earnest. All staterooms have been enlarged by adding connecting dog baths and kennels between each room. Pete Ballyhoo stated: "Prosperity is here and before the season ends we will have a dog in every stateroom." Our optimistic dining car manager immediately stocked up all shelves with canned dog food, dog biscuits and flea soap.

The enlarging of our Ten-in-One makes it one of our 10 outstanding attractions. Five more dead banners and two 30-foot middle pieces have been added. This should give the inside tip more forward and backward running space while viewing the three acts and should attract the attention of more people on the midway. The moving of the big show has slowed down to where we lost 50 days last season. Two by bad weather and 48 by bad management. The bosses ordered everyone to sign up for a correspondence school course at Mental and Physical Energy College.

Jake and Hank Ballyhoo and wives returned from Hollywood, Calif. They spent many weeks on a wardrobe-buying trip and returned with three trunksful of second-hand shoes for our employees who are not nudist.

A long jump north next week. Wanted: Can place concessions of all kinds exclusive that do not conflict with those operated by the management. A proven red one for everybody—if the grand jury isn't in session when we get there.

MAJOR PRIVILEGE.

An Appreciation for Service

Brookville, Pa.
April 2, 1937

Billboard Publishing Company
Cincinnati, Ohio
Gentlemen:

We want to take this opportunity to thank *The Billboard* for its generosity and co-operation in publishing our little writeups in winter and spring-quarters news. We feel that *The Billboard* always does more than its part for the showmen, and we hope that all showmen and shows appreciate this co-operation as much as we do.

Only hope that the optimist who has written some late columns in *The Billboard* is correct in his diagnosis for the 1937 season.

On arrival at our first spot we will notify you of the person who will be in charge of handling *Billboards* for us, and also see that this person does his job efficiently.

Very truly yours,
C. D. CLARK,
Manager Spencer & Clark
Exposition Shows.

Rosters of Carnivals

(As Reported by Show Representatives)

West Coast Amusement Co.

MENLO PARK, Calif.—Following is a roster of the rides and concessions as listed during the show's engagement in this city. Staff and shows' lineup was printed in *The Billboard* issue April 10.

Rides: Merry-Go-Round, Angello Terrelo, foreman; Don Copley, assistant; Mrs. Don Copley, tickets. Big Eli Wheel, Herman Hansen, foreman; Harry Mise, assistant. Glider, Leo Olson, foreman; William Carlson, assistant; Mrs. Al Bird, tickets. Baby Rides, William Smith, foreman; Bob Mills and Don Exford, assistants; Mrs. William Grimm, tickets. Loop-o-Plane, Leo Swartz, foreman; Roy Sullivan, assistant; Don Gobil, tickets. Whip, Jimmie Miller, foreman; James Boyd, first assistant; Robert Bate, second assistant; Harry Higgins, tickets. Octopus, Jim Hendricks, foreman; Robert Pate, assistant; Mrs. Diana Miller, tickets. Pony Ride, J. H. Gibbons, manager.

Concessions: Grocery wheel, Eddie Harris, manager; Les Dobbs, agent. Ham and bacon, Eddie Harris, manager; Jack Gorman, agent. Candy apples, Jack Christensen, assisted by Mrs. Jack Christensen and Tony Chantas. Balloon store, Jack Christensen, manager; C. Sims, agent. Grind store, Harry Myers, manager; Eddie White and Tom Reed, agents; Cigaret gallery and penny pitch, William Holden and Mrs. William Holden, managers and agents. Bowling alley, baby rack and watch-la, H. C. Bowen, manager; Jack Brady, Raymond Gallow and Jack Beames, agents. Bingo, Mrs. H. C. Bowen, manager; Louie Beckwith and Al Corpe, agents. Erie Diggers, Mrs. Bert Clausen, manager. Long-range gallery, Bert Clauson, manager; Charles Robarge, agent. Blanket wheel, Bill Grim, manager; Cockey Smith and Ralph Owens, agents. Bottle ball game, cat rack and scales, Carl Holt, manager; Clyde Dupree, Harold Rinehardt, Ray Adams and Bert Harris, agents. Pitch-till-u-win, Charles Youngman, manager; Jack Murray, agent. Cookhouse, Andy Kokos, manager; Ray Billings, griddle; Gus Anges, head waiter; Harry Jorden, waiter. Grab and juice stand, Andy Kokos, manager; Tony Soares, assistant. Clothes pins, Eddie Young, manager. General merchandise, Bill Messina, manager; R. Davis and Jackie Moore agents. Cigaret wheel, Eddie Harris, manager; George Edwards, agent. High Striker, Guy Osborne, manager. Blower, Harry Meyers, manager; Joe Hart, agent. Photo gallery, John Hanson, manager.

Watchmen: John Deduces, day; Sam DeGeorge, night. Reported by W. T. Jessup.

Tinsley Shows

GREENVILLE, S. C. — As listed at opening stand: Mrs. J. T. Tinsley, owner and treasurer; J. T. Tinsley, general manager; Tom Aiton, general representative; Edward Lynch, concession manager; A. L. Sykes, general announcer; Joe Kinlaw, lot superintendent; Henry Stulken, master mechanic; Jack Wells, superintendent of transportation; James J. Boyd, special agent; C. M. Morley, billposter; George Gregg, downtown announcements; George Bennett, chief electrician; B. Crimi, bandmaster; Jack Smith, calliope; Joe Cox, Tinsley's personal representative; Sol Solomon, director free attractions.

Merry-Go-Round—Carl Freeman, foreman; Bill Woods and Jockey Hall, assistants; Eli Wheel, Frank Edwards, foreman; Will Lewis and Henry Marks, assistants; Caterpillar, Iodine Bailey, foreman; Vincent Sheppard, E. D. Williams, H. S. Smith, assistants, Beatrice Forester, tickets; Kiddie Airplanes, Mr. and Mrs. J. J. O'Connor; Mixup, Mr. and Mrs. Benny Wolfe; Pete Harrison, foreman; Jean Shinault, assistant, and Mrs. Henry Stulken, tickets.

Wonderland Museum and Side Show, Meyer Shapiro, manager; Tex Shelton, in charge of front with Paul Griffin and Happy Langley on ticket boxes; Margie Young, blade box and swinging half lady illusion; Frances Mundy, floating lady and mystic cross; Jimmy Miller, one-man band and puppets; Madame Milzer, mentalist; Ernest Young, tattooer; Walter Woods, escapes; Harold Sagard, fire eater; Serena (Seal Girl), annex; Walter Main, inside lecturer; Shapiro, magic. Swing Revue, Fred W. Miller, manager; Madame Zenno, fan dancer, and Kaylene Levine, Margie Hogan, Laura Hill, Winnie Bascom and Edith Hendricks. Museum of Anatomy, Dr. C. O. Mahaffey, owner and manager; Mary Harris, nurse. Snake, R. O. Brockover, manager; Mrs. Brockover, pit. Minstrel, George Gregg, manager; Paul Winston, tickets; R. V. Lewis, Irene Lewis; Evelyn Cortez, J. Goines, Eleanor Goines, Pussyfoot Johnson, Snowball Harrison, Sambo Jenkins, Opal Dildox, Fanny Cade, Mae Stone, Arthur Boykin and Sam Baylor. Athletic Arena—Andy Walker, manager; Tiger Cortez, Andy Walker, Herman Campbell and George Aiken, boxers and wrestlers. Hillbilly Revue, Carl B. Mills, director and emsee; Edna Pearson, Frank Currie, comedians; A. V. Crowe, front; Veston Nelson, mandolin; W. D. Reynolds, violin; Paul Childress, guitar and banjo; Carl Mills, washboard; Frank Currie, uke; Bobby Kork's Unknown Sex Family, Bobby Kork, manager; Ross Robinson, front; Jack Smith, tickets. Midget Village, H. Murphy, manager; inside, Murphy boxing midgets and "smallest" mother. Reported by R. F. McLendon.

Al G. Hodge Shows

BELLEVILLE, Ill.—Roster as listed at opening stand here.

Roster: W. M. Tucker, owner and manager; Mrs. Tucker, secretary and treasurer; Doc Allen, advance; Harold Mechili, special agent; Andy Carson, business manager; Art Signor, general superintendent and electrician; Raymond Tucker, front gate, and A. Quigley, scenic artist. Rides: Kiddie Auto, Ralph Johnson. Blue Goose, John Kubiak; tickets, Mrs. Fenton. Ferris Wheel, foreman, Lie Saulnier; second, Johnnie Leelley. Merry-Go-Round, foreman, Lewis Willis; second, Frank Shad and Westly Moore. Loop-o-Plane, foreman, J. Cicero; second, Sam Paterson. Chairplane, foreman, Paul Fenton; second, Elmer Underwood. Tilt-a-Whirl, B. Kelly, superintendent; Pony Ride, Eddie Krell and W. Reynolds.

Shows: Bill and Betty Harrington,

(See AL G. HODGE on page 74)

SUNSET AMUSEMENT COMPANY

On account of disappointment have new Top, Front and Banners for Side Show. Custard, Snow, Fish Pond and Bumper open. WANT Mechanical, Mouse or other Grind Show. Mt. Vernon, Ill., this week.

McCLELLAN SHOWS

CAN PLACE capable Concession Agents for Grind Stores, Ham, Bacon Wheel; Ladies on Ball Games. Hoop-La, one fast Corn Game Worker. Will frame any flashy Wheel for real Agent. Cook House Help, useful Concession People all answer. Long season—lots of Fairs, Celebrations till last November in Mississippi. CAN PLACE Shows with or without equipment, Manager for Athletic Show. Must be capable. Capable Shows and Ride Help reply. WANT Front Man for Well Show. Side Show Acts write JOHN T. HUTCHENS. This Show has 10 Rides, 12 Shows, 30 Concessions. Reply now to ROY GOLDSTONE, General Manager, Marion, Ill.

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

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Forty Years of Carnivals

By Chris M. Smith

THE writer faintly remembers that when eight years old he started to peddle peanuts on various fairgrounds in the States of Ohio and Pennsylvania. This occupation marked his first appearance into a field of outdoor amusements which eventually developed into the organized carnival. In this line of entertainment he has been closely associated ever since with the exception of two short terms out. The seasons engaged therein have ranged from 12 to 52 weeks yearly.

During the development of the carnival from its earliest days to recent years he has seen it "hit below the belt" several times, has seen it turn over and gasp a number of other times, but in each and every instance it has always come up laughing and with greatly renewed determination and more vigorous in every way. Today the carnival is stronger than ever in physical makeup and public favor and is doing a fine job of furnishing fun, frolic and frivolity in abundance for Mr. and Mrs. America and their children.

CHRIS M. SMITH, noted figure in the carnival world, who this season is secretary of concessions with the Rubin & Cherry Exposition. His article herewith, "Forty Years of Carnivals," should engage the attention of those in all branches of the carnival business and allied interests.

How the First Carnival Started

No one has yet quite satisfactorily decided when the first carnival took form as a unit organization, when or where it was first presented and by whom. Due to its self-made title and the various definitions of the term "carnival" it will probably always remain an unanswered question as to how the birth of the first carnival came about. It took form by the joining together of various amusement units which at the time had been functioning under various setups.

However, about the time that the Democratic Party was getting a bit cocky for the first time in 24 years and kids were yelling "Hurrah for Cleveland and Hendricks!" and a rally was being held on the Mahoning County Fairgrounds, Canfield, O., a combination was formed by the assembling of various units under one management. This outfit consisted of a Plantation show, Old Man Perry's side show, a "Flying Jinny" and some stands went to Youngstown, O., and played a lot for just one week between fair dates. Maybe that was the first carnival. The expense was proportioned by those interested in the venture. Of one thing this writer is certain and that is that his father, C. (Pop) Smith, who had a candy stand, got the "bug" to own a Merry-Go-Round and some years later he bought one on the Wheeling, W. Va., Fairgrounds. The time is marked in the writer's memory, together with night horse racing, Myrtle Peek's Roman Circus on the race track, and the defeat of John L. Sullivan by James J. Corbett, announced from the judges' stand to a packed, surprised grand-stand audience.

The New York Clipper was the show family's paper at the time. *The Billboard* was purchased by the writer for the first time at Conneaut Lake Exposition Park, Pa., during the summer of 1897.

Smith's "Flying Jinny"

That "Flying Jinny" was built by Armatage & Herschell, North Tonawanda, N. Y., and "Oh, boys, did it knock 'em over down South!" It was the most magnificent Merry-Go-Round your humble scribe's eyes ever gazed upon up to that time. It was a track machine, third or fourth hand, flopping cable, steam engine, hurdy-gurdy organ and played *Way Down Upon the Swanee River*, the only tune remembered. Two weeks later on the East Palestine, O., Fairgrounds those two fresh Smith boys took charge.

Combinations of show, ride and privilege men traveling as a company in order to get baggage cars from the railroads were quite common in the early days. The writer at one time saw as many as five long trains, all independent, arrive in Raleigh to play the North Carolina State Fair. The carnival had started to take form. George Jabour, Frank W. Gaskill, J. Frank Hatch, James Adams, W. H. Swanson, Bert Hoss, W. S. Layton, Johnny J. Jones, K. G. Barkoot, Jack Shields and C. (Pop) Smith had a lot to do with the starting of carnivals. It became a strictly American institution, with its foundation laid east of the Mississippi River some time before it started on a westward trek.

The Carnival of Today

The carnival is not going to the dogs. It has the problems of other businesses, large and small, and a number that are peculiarly its own. Regular business methods govern and rule operations to a certain point, the rest is a family matter. Now at the beginning of a bull market we can be prepared to see some shoestring outfits built up to magnificent proportions. As in other businesses, good or bad times, the chief component part is the human element, men. Top of the list stands the staff, which must be a co-operating business force. No one man can do it all. The writer always gets a belly laugh, not a smile or sneer, when he sees some egotistical baboon standing in the center of a hotel lobby waving his right hand, with a three-for-a-dollar cigar in it, shouting, "Look what a big show I got." I think it was a bellhop who muttered one time following a similar gesture, "What a man!" Only a prodigy or a monstrosity can work alone.

Importance of General Agents

On the original Smith Greater Shows the writer got his first lesson in the importance of co-operation. The late W A. Sassaman, the general agent, had completed the bookings in the upper peninsula of Michigan. (Top agents understand this kind of booking. The show has to get four or five towns, or take none.) The paper was on the boards in one town and in the express office for the others. Then came a bolt from the blue heavens, a strike had been called in the copper country. However, there was no sign of excitement on the lot where the show was when this news broke. The staff was flexible and efficient, James E. Simpson and E. O. Ferguson, nominally doing second-agent work at the time, were sent out. In a remarkably short time the troupe was back in the middle of the road, even with Louis Washburn, a star in his line, exceeding his specific authority in the routing and billing, was telling the folk on the changed route with big type and pictorial posters that the show was coming their way. The four-week route card went out as usual.

In compiling a list of the agents the writer has known he found that the number of pilots on the Smith show far exceeded 50 despite the fact that W. A. Sassaman spent six years with it and Wilbur S. Cherry, nine. The show had agents ranging from pint-size Harry H. Bain to the late Col. I. N. Fisk, who sometimes went to his hotel room in an express elevator. Sassaman actually sold funny stories and then threw in a contract to boot. His other quality was timing. In one spot he kept the committee in an uproar for three days while other agents were waiting. At the proper time he dropped a contract before them and said: "Boys, I've got to make a train, sign here,'" and they did.

Cherry always set the stage if possible to his own advantage and he always analyzed every situation in advance. Compelled one time to meet a particularly tough city council in a closed town (they closed them in the early days, too), when called before that body he devoted less than 90 seconds to show talk, but he had the councilmen assembled literally breathing thru their eyeballs when he gave them the history of "Hose Company No. 1," the auspices proposed. Both he and the show made good, and in later years Cherry booked the town and auspices over the phone. He had sold them solid.

One more agent in contrast to Sassaman and Cherry. Will not give his name. He was a "wonderful fellow." He boasted of his prowess. "General knowledge" was his long suit, his "middle name" in fact. He was sent out on a scouting trip by C. (Pop) Smith, to survey a tentative route, conditions were doubtful in the Carolinas, Virginia and Maryland, which were on his itinerary. He visited "Old Fredericktown," immortalized by the poem. On his return this self-styled encyclopedia rushed into the office wagon and busted out with, "Chris, who in the hell was Barbara Fritchie?" He had probably thought of her as a possible auspices. Just one more agent and the writer will pass along.

B. H. Nye spent an all too short time with the old show. He made a record that should go into all-time, all-class general agent history. Practically surrounded by carnivals, four of them within a radius of 30 miles, all tussling for a spring route. He made a quick trip and a five-town shut-out railroad contract. Then he took his own good time and actually built up five good dates with sound, substantial auspices. He did some hopping and scored as he planned all to the advantage of the show and his ability as a general agent working under critical conditions.

The Carnival Pay Gate

All the oldtimers know that the pay gate feature of the carnival was important in the early days. Many examples of its application proved that a 10-cent admission charge, to go behind a board fence (then the custom), built around public squares or commons, added materially to the financial and general welfare of the celebration, jubilee or carnival.

Opinions vary as to the reasons for its abandonment. In the early days bonuses that were collected from the merchants to bring the outfit "uptown free on the streets" had much to do with the abolishment of the pay gate. Disruption brought about by independent attractions (many times the backbone of the outfit) was an important cause. The carnival business had not then reached the proportions so that managers could operate without these independent feature shows.

The big possibilities in the concession end was the hardest and final blow that bowled over the front gate ticket box. It is interesting to note that the same cause in reverse has brought the pay gate back as a necessary adjunct to the restoration of the carnival as an institution for profit and amusement.

Merchandise Wheel Was on Top

During the halcyon days when Jones, Smith and Barkoot shows were contemporaries in contiguous territory, same objectives, equal in amusement value and excellent personnel, the concession was developed by the amusement purveyors.

The P. C. Wheel was passed, for the few gamblers and some had a flat-joint or two to accommodate the so-called suckers, but the real folk who patronized carnivals played the Merchandise Wheels. They played for fun, amusement and for the kick they got out of winning a doll, teddybear, Japanese vase and candy. It was amusement and a different method of selling for a profit.

The merchandise was new and novel, almost individual, and were items sold exclusively on carnivals by the wheel method. The business thrived, fun was rampant, profits were good, tho not 97 per cent of the gross, was an integral part of the carnival as a whole. It put new life into papas and mamas of the nation and sent the kids home happy. This was the era of the Strictly Merchandise Wheel that used paddles and and gave out merchandise with every turn of the wheel.

Then came the misguided concessioner who invented and used the "G" Wheel, with the money-lay-down cloth. It has been mentioned that the person was one of the big supply merchants that was getting along very nicely selling merchandise to be given away to carnival customers over the counters of legitimate merchandise paddle wheels. His plea to the concessioners was, "Boys, you won't have to stand by now and see some colored kid go away with pretty toys; you will see that that nice lady in the big white house gets the prize and that will stimulate business—she will show it to her friends." This is the way the "G" Wheel was introduced, as it was reported to this writer.

Manufacturers of carnival goods, as they were then known, went with the elimination of the strictly merchandise wheel and fell by the wayside when the "G" entered the concessions row. When the merchandise wheel went out the carnival lost its prize baby.

Shows in Retrospect

Come with me and let's go down to the "commons" and see a real show with real showmen of the past. Behold! Jack Shield's Lunette, L. E. Meredith's Zora, James M. Benson's Great Train Robbery, Thornton's Three-in-One, Perry's Side Show, Hindu Charley's Sampson (big snake), Cook's Jerusalem, John B. Cullen's "Old Kentucky" Colored Minstrels, Sam Berlin's Aztecs, Jim Sturgis' Mt. Pelee Scenic Spectacle and Smith's Wild Animal Circus, five rides, two bands playing tunes from Wagner to ragtime; Van's 12 merchandise wheels buzzing like a beehive broke loose, from one to three bucks per buzz. Then there was Mme. Leona Bonni, queen of the air, and Matt Gay, high diver, as free acts.

Good-by, showfolk! Come back again, showfolk! Gee, we had a big time during lo these 40 years.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, $5.25; 50 cards, $6; 75 cards, $6.50; 100 cards, $10; 150 cards, $12.50; 200 cards, $15; 250 cards, $17.50; 300 cards, $20. Remaining 700 cards sold 100 cards each, $7.

Set of 20 Lightweight Bingo Cards, $1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, $5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, $1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class.....$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up).....2.00
Bingo Record Sheets, 24x36, 20 for.....1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents; Floss $100. Electric Poppers $30. Also Burners, Parts, etc. Guaranteed. Catalog Free.

NATIONAL FLOSS MACHINE CO.
310 East 35th St., New York City.

M. B. AMUSEMENT CO.

Wants Ride Help, Ferris Wheel Foreman. Old help come on. Shows: With or without own outfits. Concessions: All kind, Cookhouse, Bingo. Rides that don't conflict with ours. Will play Illinois and Missouri. M. B. AMUSEMENT CO., Box 50, Benton, Mo.

FOR SALE

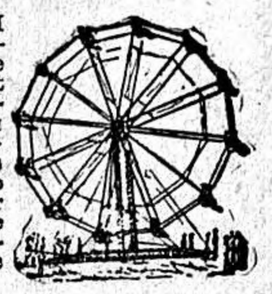
Four Trained Shetland Ponies, 1 10-K.W. Electric Light Plant, 2 Canopy Tops, 17x80 ft.; 16 Length of Blues; 4 Trained Dogs; 1 Sleeping Top, 9x12 ft.; Monkey Bicycle, 2 32-ft. Steel Center Poles; 6 Steel Banner Poles; 1 Nickel-plated Race Track; 2 Swinging Balls and Roll Downs; 50 Side Poles, 9 ft. J. J. EVANS, Rear 161 Charles Ave., S. W., Massillon, O.

CHAIROPLANE WANTED

SPLENDID ROUTE, INCLUDING FULL LIST OF FAIRS. — Address
THE F. E. GOODING AMUSEMENT CO.,
Box 386, Columbus, O.

FOR THE KIDDIES

A BABY ELI Wheel, built safe—economical to operate—pays a good net profit on the investment. Moves complete on a 1½ ton truck—2 men can set it up in 2 hours—one man to operate. Gasoline or electric power. Write for additional information about this little Kiddie Ride.



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Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,

$12.00

BINGO GAME
75-Player, complete, $5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 236.

CANES Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, $21.00.

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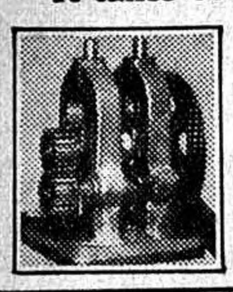

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Midway Confab

By THE MIXER

WHATEVER became of Robert (Bob) Hallock, the general agent?

FRANK ZORDA—Who is and what is "Duckey Wuckey"?

REAL BIG MEN always say "we," not "I."

NOW LET'S out with "G," Guy, Gimmick, Gaff and become regular showmen!

DON'T BE A KNOCKER! Be as the English—a constructive critic.

A LOT of people who have made money accidentally are going to lose it the same way.—Wadley Tif.

HAPPY RADFORD cards from Athens, O., that he has booked his shooting gallery with the Howard Carnival.

SIMON KRAUSE states that he has booked a custard concession with the Goodman Wonder Shows.

MR. AND MRS. GEORGE TIPPS left Cincinnati last week for Charlotte, N. C. He is a Motordrome manager and talker.

"SOAPY GLUE you ain't crazy, you is just lazy!"—Tillie Few Clothes.

J. D. (JACK) WRIGHT, special representative for Sheesley, passed thru Cincinnati last week and visited *The Billboard* office.

HARRY E. CRANDELL says, why speak of what you expect to have when many times what you already have is bad enough.

PROF. LEE LEVITCH cards from Blytheville, Ark.: "Now with Sailor Harris' Side Show on Zimdar's Greater Shows."

E. M. McCLELLAN letters from Atlanta that Pat Reeves, comedian and magician, is with the Eric B. Hyde Shows.

THERE is a difference between being famous and infamous, a vast divide.—Soapy Glue.

HUMAN NATURE IS SO: If some men do not happen to originate a certain idea they at once class that idea as being of no value. Strange world, Tillie! You mean the people in it.—Soapy Glue.

WHAT NEXT? The Onion recently noticed a carnival title "Amusement Shows." If shows are not amusing what are they for, gentlemen of the carnival world?

ALTOGETHER too many people are trying to become famous when they should be giving service to others, by which actions they can become at least noticeable.—Tillie Few Clothes.

C. I. REESE cards from North Little Rock, Ark.: "Will be with Greater American Shows and will have the minstrels. Madame Reese will have three concessions and mentalist booth."

WONDER HOW Walter K. Sibley is getting along framing his original Ten-in-One, brought down to date as only Walter K. knows how.

MRS. SARAH BULEY cards from Fulton, Ky.: "Jim and tiny son, Jerry, and myself are with Roy Goldstone on the McClellan Shows. We were formerly with West Bros.' Shows."

OTTO M. (CHECKERS) HUNT, former talker for Omar Sami and others, letters from Chicago that he is really very much alive. This in reply to a recent query by The Mixer.

EXAGGERATIONS of carnival activities as reported by some denote that those who report such are nothing more or less than simple-minded liars.—Red Onion.

WALLY BLAIR cards from Cartersville, Ga.: "While in Manchester, Ga., I bought another tent and some scenery and will soon be operating two more shows, making three, including a girl show."

L. OPSAL, of the McClellan Shows, wants to know if a free act is a free act when a fair patron has to pay 50 cents admission to see it. He wants to have the opinion of free acts on this question.

TO REMEMBER: William F. Floto, W. F. Larkin, Herbert Tisdale, Harry B. Handy, Frank J. Schneck, David Epstein, Al Cole, Frank J. Lee, Joe Ringel and Dese, Dose and Dem.

WHAT BECAME of all those Chimpanzees, Robots and Midget Troupes that were supposed to be coming over from Europe to join a certain carnival? Possibly later in the season, hey!

EUGENE J. HALAM, former ride and concession operator of Cincinnati, called at *The Billboard* office last week to announce that he has retired from that field. He stated that the business men of Norwood, O., plan a doings in June.

DAISY HARTWELL cards from Philadelphia: "Have completed an up-to-date mentalist parlor. It is really a flash. Am booked with Frank Zorda's Congress of Oddities on Herman Bantly's All-American Shows."

R. B. BLISS cards from Omaha, Neb.: "Was just thinking of Max and Maude Montgomery. I used to work with them on the old Con T. Kennedy Shows and when Monty had the band on the J. George Loos Shows."

HAPPY GRAFF letters from Little Rock, Ark.: "Am lot superintendent and builder with the Gold Medal Shows, motorized. Mrs. Graff has pop corn and snowball concession." Graff rates himself as of Motordrome fame.

HAVE YOU AN EMPTY TENT? Then produce home talent shows in each town. Just more work for the special agents if they are not too lazy and have just a wee bit of show talent which they are supposed to have.

W. HINCHLEY cards from Macon, Ga., that it is important for truck and trailer owners to note that they must get out their 1937 Georgia plates before May 1 and should get all information from Atlanta at once.

TEX STOBER cards from El Paso, Tex.: "Since closing with the State Fair Shows last November I have been working at the Cottage Tavern as an entertainer. Am not going out this season as am making good here."

BOBBY KORK seems to be concerned only as operator of his show on the John T. Tinsley Shows and is not secretary to Tinsley nor press agent of the shows as he recently reported over his signature to *The Billboard*.

FRANK B. JOERLING letters from St. Louis: "Jester's Palace" owned and managed by Charles De Kreko is again booked on the Rubin & Cherry Exposition. Assisting him in handling this Funhouse is Edwin Dale."

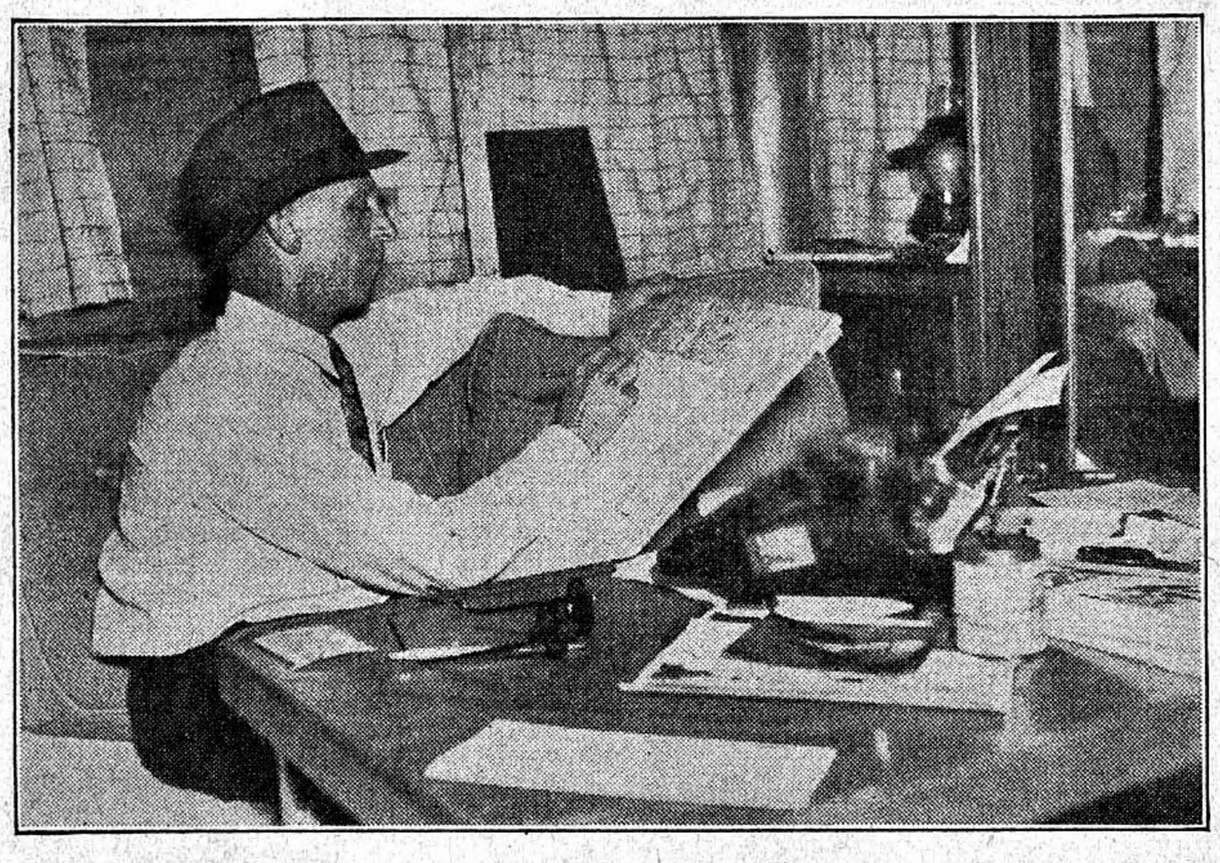
ROY GOLDSTONE cards from Mayfield, Ky.: "McClellan Shows are enjoying a red one here, auspices VFW, downtown. The new Ridee-O and Hutchens' Museum are holding top business. Other rides and shows are doing good business also."

THE "C" WHEEL gave the carnival one of its first setbacks upon its introduction. Wonder what it will be the next time—filthy girl shows? Always remember that there is a marked difference between art and smut.

JOE J. FREDERICK cards from Detroit: "Will have penny arcade and "Crime Does Not Pay" show with Mabel Weer Shows. Am getting arcade in shape here at Edgewater Park. My wife, Marion, will handle it. Bought a new Covered Wagon trailer."

ESTHER-LESTER letters from Mayfield, Ky.: "Am in the Annex with John T. Hutchens' Museum on the McClellan Shows. Hutchens has a nice frameup, all new and his own truck for transportation. Ted Keller is with me again this season."

PRINCE ELMER letters from Oakland, Calif.: "Wintered in Los Angeles. Joined Hollywood Midget Revue on the Foley & Burk Shows, opening at Fruitvale, Calif., April 10, as emsee. This makes my sec-



NEWSMAN DADSWELL AT WORK: This photo illustrates Jack Dadswell surrounded by his tools while at work in his press office on the Royal American Shows. When he introduced the first "Trailer Press Wagon" on a carnival he at once set the other press agents agog by reason of this innovation.

Never Mind the Weather As Long as We Have Humor

PLAY TORONTO and retire?

IF SHOW BUSINESS is your business, mind your business. What's that?

WHAT'S ALL THIS half hitch about? Can't any of you guys throw a double half hitch?

OUTDOOR SHOWMEN say: Can you throw a half hitch? Vaudeville performers; the first half or the last half.

Give 'em a show on the inside
And a bally on the out;
Then when you come to tally,
You'll be in the dough, no doubt.

HOLD YOUR TONGUE and you will pass for a philosopher. What do you mean, it's too slippery?

I WONDER what's become of Tillie.

HARRY EDWARDS.

BINGO

SPECIALS—LAP BOARDS—MARKERS, in fact, everything for Bingo Games. 1000 Specials, $2.00; 3,000, $6.00. Each 1,000 Different Colors. Send for catalog. Lowest prices.

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Stamped on copper and set on small paper easel.

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DAVE MARCUS, 8 E. Roosevelt, Chicago, Ill.

ond season with same show in same capacity."

PAUL HOUCK letters that he opened with his shows in Detroit April 3. He also stated that Sunday, April 4, was warm and that good crowds came out. Paul rates Wilbur Plumhoff as having added several new ideas to his Ten-in-One.

IF YOU happen to receive a word of appreciation for some special performance always look surprised. However, you are not going to be surprised very often. Wadley Tif, in conversation with Soapy Glue, Tillie Few Clothes and Red Onion.

PHIL C. HOLMES letters from Carrollton, Ky.: "All old troupers and everyone else reads about them Ballyhoo Bros.' Shows, but no one ever reported them en route, so I am doing it. Thank *The Billboard* for the great good the Carnival Department has dished out to all troupers both on and off the road."

FLOYD NEWELL seems to stand out among the press agents for cooking up stunts and delivering them over the broadcast networks in true showmanlike style. Yet with this Floyd is modest and heavily inclined to let others take credit when credit is really due him in some instances.

JOSEPH BUCKNER and Ida Woolsey announced in New York this week that the 1937 season will see them with Max Gruberg's Shows, opening in Alexander, Va. Fred Walder has obtained sole rights to the candy concession privilege on same show.

BEVERLY WHITE, press agent Goodman Wonder Shows, passed thru Cincinnati last Thursday en route from Chicago to Raleigh, N. C. While in the Queen City of the West he visited with *The Billboard* staff. Beverly looked the picture of contentment and was in perfect physical shape and health.

BILL FIELDING letters from Spokane, Wash.: "Here from Portland, Ore., to open with the Greater Patrick Shows. Carnivalites have had it a little tough sitting around hotel lobbies in Portland cutting up jack and at the same time looking for coffee and. Patrick Shows open season here April 17."

"OLD ENGLISH BOXING SHOW" should go good in America. They could take the place of some of the worthless so-called athletic shows. The idea is a rough and tumble performance of wrestling and boxing put on by workingmen who delight in those sports. It would make a big hit, we are told.

J. HILL cards from Clinton, Ark.: "K. G. Amusement Company ended the week here April 3. Weather very cold, Big Ell Wheel did good Friday and Saturday. Girl show is managed by Bobbie Burns. Coalhill, Ark., the weather was too cold for the people to come out. J. Clark, of the C. R. Leggette Shows, visited."

D. R. THOMPSON cards from McAllen, Tex.: "Been down in the Rio Grande Valley all winter. Kansas City Blues, ball team, did their spring workout here, and I saw several games. Am leaving to join Anderson & Srader Shows at Wichita, Kan., for their opening April 24."

"YOUNG FORD" MUNGER cards from Clearwater, Fla.: "Hello to *The Billboard* staff and my many friends in show business. Am here on the police force as traffic cop, and still fighting now and then. Hope to visit a few carnivals during my vacation."

JACK V. LYLES, in New York, who will general-agent the Oscar Buck contingent this year, wishes to broadcast that the recent rumors to the effect that he has been seriously ill are entirely without foundation. "Just a nasty cold in the head," says Jack, "has confined me to my hotel for a couple of days."

FRANK STARKEY cards from Haines City, Fla.: "Left Barfield's Shows here. Resting up a while on account of my leg. Will be about a month before I can go back on the road. Some showfolk around here and at Auburndale, so it's not so lonesome. Barfield's outfit made a hit here and many friends as well."

FREE ACTS, ATTENTION! Some free acts that are in the carnival field are doing too much "hop-scotching" at present for their own good. It would be better if a lot of them made up their minds what carnivals they want to be with and book with them and stick. If present tactics indulged in by some, a lot of free acts are going to be known in the profession as unreliable. That will be bad for all concerned.

LANNI RUSSELL, of Wally Jackson Productions, New York, has completed work on several new production dance numbers for Rose's Royal Midget Show at the Dallas (Tex.) Exposition. "Feather Fantasy," Russell's favorite routine, has been scoring solidly with patrons in theaters where the minnie troupe has been playing this spring.

BILLIE WINGERT cards from Joplin, Mo.: "Billie Wingert and Gerald Headley, known as "Miss Lena Ginster and Cherie," closed a 30-week engagement April 1 at Market Tavern, St. Louis. Jumped here and joined William R. Snapp Shows. Will manage 'Karlene, Australian Wonder Girl,' on the show for the carnival season."

MRS. PETE PETERS letters from Harrodsburg, Ky.: "Pete (King Kong) Peters and family recently purchased a winter home and farm near Shakertown, Ky. Will join the F. H. Bee Shows at the opening Jackson, Tenn., making third season. Will have athletic and girl shows. April 14 is Pete's birthday and our wedding anniversary."

JIMMY ESCOE cards from Springfield, Mo.: "Opened in North Little Rock, Ark., with Greater American Shows. Weather not good during the week except on Saturday, which gave the shows a good closing day's business. I was agent in the corn game, which is a real up-to-date store. However, am joining Zimdar's Greater Shows at Flat River, Mo., with a concession."

HUMIGLORIOUS: When The Onion some time back called attention to having Beaver Dams in connection with log-rolling shows he was severely criticized by several of the natural history experts. They said that Beavers would not appear before the public. What happened? Lo and behold! Recently a newsreel showed Beavers in a pond at a Sportsman's Show in New York. The dear little things were in their little pond in full view of the people and how else could they help themselves!

FRANK R. CONKLIN is a prominent figure in Canadian outdoor amusement circles. This season finds him the active executive head of Conklin's All-Canadian Shows, which tour annually in the land of the Maple Leaf emblem.

JACK PERRY letters from Tupelo, Miss.: "Have been playing Mississippi with World Amusement Company. Business up to now nothing to brag about, yet all on the show are of the opinion that the season will be the best in history. Am still managing Merry Rose Perry, fat girl, and we may take out a fat people show. We cannot do without *The Billboard*."

FRANK SHAFER letters from Seattle: "Frank and Jack, of the Shafer Bros.' Concessions, are with the West Coast Shows and have booked for the Vancouver, B. C., Exhibition. Sammie Shafer, concessioner, formerly east, our brother, has joined us and has a country-store wheel which he has featured before at a number of big fairs."

GLEN WESTON letters from Tampa: "Kathlyn Monica Melba is professionally known as Madam Gladys and has toured the United States, Europe and the Far East. Hans Adelbert Kipke is well known in the carnival world, having had a midget show with Johnny J. Jones, I. J. Polack, Con T. Kennedy and the Morris & Castle Shows. He was also their foreign representative."

TED WARD letters from Fulton, Ky.: "Joined John T. Hutchins' Museum on the McClellan Shows. Have Bobbie, dog-face girl, whom I have managed for past seven years. Hutchins knows how to treat his people. I handle the inside lectures. Leopold, spotted boy, is on the show for his third year. Esther-Lester is in Annex. S. Leona, mentalist, is on until Mystic Oddi arrives.

HOW ABOUT Airdomes on carnivals elaborately framed and presenting an array of vaudeville acts. Carnival men for the most part were the first to recognize the Moving Picture and were the very first to exploit the airplane. They may be able to bring back vaudeville. Outdoor showmen have done some very remarkable stunts for the good of show business and aviation. Who can tell what they may do for the vaudeville artist now pounding the streets of so many big cities? Carl J. Sedlmayr, Fred Beckmann, Barney S. Gerety, Rubin Gruberg, Orville W. Hennies, Harry W. Hennies and E. Lawrence Phillips and all other carnival owners take note!

ALMA WHITTINGTON, nurse, letters A. C. Hartmann from Dyersburg, Tenn.: "When the McClellan Shows opened here the general agent, F. Maurice Wood, had an attack of appendicitis and was taken to the Baird-Brewer General Hospital March 14. He at this writing is doing nicely and expects to return to his shows. Wood asked me to write *The Billboard*."

DON R. DIAZ letters from Almena, Kan.: "For past five months have worked with H. C. Bernnie and crew, all circus and carnival boys, decorating and remodeling theaters in Kansas. We just finished doing one of the finest in the State at Downs. It is now under the title of Lido and is owned by A. W. Swank, of Stockton, Kan. I expect to be back with the tented outfits in June. Will have reptiles and animals.

From Elephant Steaks to Brandy

Menu of a birthday party given by Kitty Thomas, of McClellan Shows, Dyersburg, Tenn.:

A sirloin steak from an elephant,
A potato the size of your head,
A cup of coffee, the size a brown derby,
And we all had oodles of bread.

For I honestly believe we were hungry,
For I was feeling both lank and lean;
While we were waiting she served us fruit salad,
A dish for a king or a queen.

She gave us fruit out of contraband,
Raised in the land somewhere,
Cultured by the aid of reptiles;
She served us an alligator pear.

We had ice cream, sweet and delicious,
Frozen as hard as a brick in the wall;
Coca-Cola, cool and refreshing.
In a bottle slender and tall.

She served us many dainties,
Such as nuts, cake and candy;
An appetizer concoction
That looked and smelled like brandy.

—L. OPSAL.

JACK GALLUPPO letters from Augusta, Ga.: "Mr. and Mrs. Al Cran have their concessions on the Blue Ribbon Shows, frozen custard, cotton candy, snowballs, chocolate dips and prize candy. The feature is Mary's Sweet Shop

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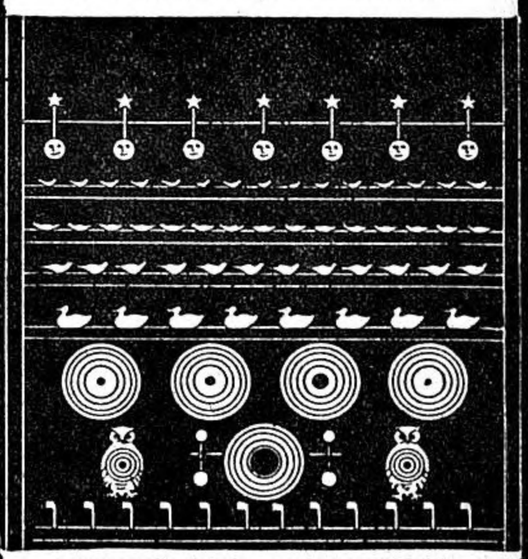
MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



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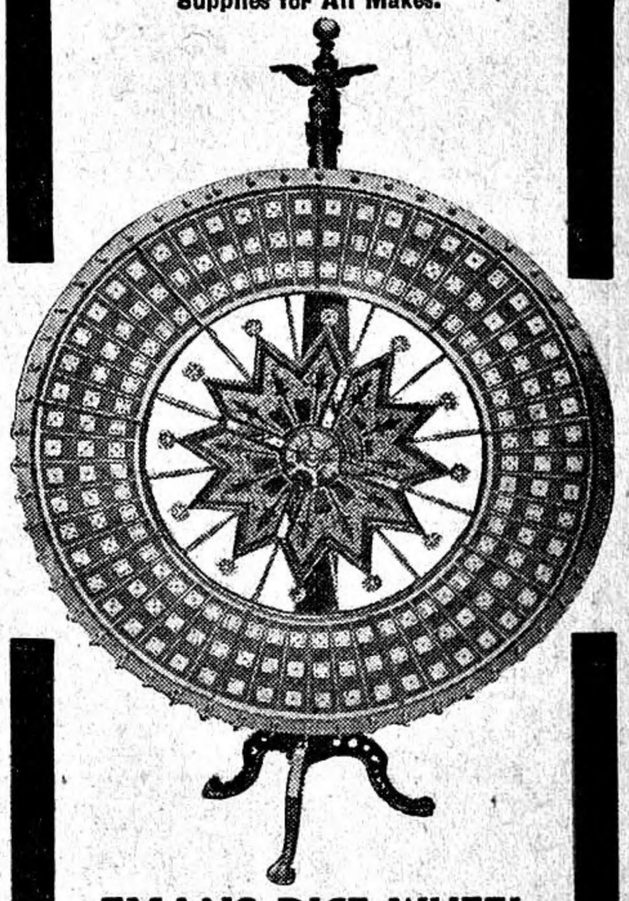

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One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds $7.50 up

FREE CATALOG

Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

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Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies.
Gold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.
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WANTED WANTED
J. R. EDWARDS SHOWS
OPENING IN HEART OF WOOSTER, O., MAY 22 (TWO SATURDAYS).
Cook House (will take tickets), Corn Game, Wheels: Ham and Bacon, Clocks, Radios, Fruit, Dogs, Blankets. Must work for stock; Grind Stores, Ball Games, Candy Floss, Frozen Custard, Lead Gallery.
CAN PLACE Allan Herschell Co. Kiddie Ride. Ride Help wanted.
Phil Phillips can place People for Ten-in-One Show, Hawaiian Show and Snake Show.
Playing Ohio's best territory. Address all mail and wires to
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CALL CALL CALL
All Persons Contracted With the
J. HARRY SIX ATTRACTIONS
Report to Owenton, Ky. Show Opens Saturday, April 17.
WANT Rides that do not conflict. Shows with own outfits. Legitimate Concessions of all kinds. WANT Electrician with light plant experience. Jake Porel wants sober, capable Agents for Wheels and Grind Stores. Good proposition. Address all mail OWENTON, KY.

DYER'S GREATER SHOWS
A-LOTTA-HOOEY,
WANT Cook House, Photo Gallery, American Mitt Camp, Popcorn and Peanuts, Cigarette Shooting Gallery. SHOWS—Any Show of merit with own transportation. NO NUDE EXHIBITS. RIDES—Merry-Go-Round or Tilt-a-Whirl. Must be in good condition. This Show moves NORTH May 2. Houlka, Miss., this week.

MUSICIANS WANTED
Strong Solo Trumpet and Snare Drum to join here in Alexandria, Va., at once. Must be good musicians, for good White Band. Good Carnival and sure pay. Wire Western Union.
PROF. VINCENT BELLOMO, Alexandria, Va.

FOR SALE
Belgium Automatic Pipe Organ
First-class condition. Powered by ½-horse power motor. Economical to run.
100 Rolls, including 24 new ones. Weight approximately 800 pounds.
Stands about 17 feet high and 30 feet across.
Ideal for Park or Rink.
Write or wire
M. C. PIPER, 6740 Crawford Avenue, Lincolnwood, Ill.

CALL-Gruberg World's Exposition Shows-CALL
Opens April 17, Alexandria, Va.,
Location: Memorial Highway & Bashford Road
All People Report.
On account of disappointment can place high sensational Free Act for long season. Wire and explain all. Can place Freaks of all kinds for Circus Side Show. Wanted—RIDE HELP for Ferris Wheel and Help for all other Rides. Come right in. We pay top wages. Wire
GRUBERG WORLD'S EXPOSITION SHOWS, Alexandria, Va.

GOODMAN WONDER SHOW, INC.
OPENING SATURDAY, APRIL 17, RALEIGH, N. C.,
— WANTS —
First-class Monkey Show with Performing Monkeys, and one more Show of merit. Will furnish new outfit.
WILL BOOK OR BUY Three-Abreast Merry-Go-Round in good condition.
Two more real Freaks and sensational Free Act.
ELSIE CALVERT can use Chorus and Specialty Workers. Also high-class Adagio Team. Good salaries paid. Send photos.
Have Complete New Front and Tent for High-Class Rhumba Show. Apply at once.
This is a railroad show with splendid bookings and traveling West. Our first Fair is Grand Forks, N. D., June 21, with all Fairs to follow.
All Acts, Shows and Help report at once to Winter Quarters.
P. O. BOX 1036, RALEIGH, N. C.

CALL CALL CALL
WINTERS EXPOSITION SHOWS
7 Rides Will Play 28 Weeks In Western Pennsylvania OPENING CARMICHAELS, PA., APRIL 24, 1937. **7 Shows**
Wanted: American Palmistry, Monkey Speedway, Midget Motordrome, Fat Show. Bonnie Jean come on. Fay's Animal Show come on. Mechanical City, Fun House. Morris Rosen wants Talker and Girls for Musical Comedy Show. Mickey Mouse or any show that don't conflict, but must be clean. Concessions, Penny Arcade, Hoopla, Scales, Pitch-Till-You Win, Frozen Custard, come on. More Animal Show, write. Jobber Midgets come on. Clint Myers come on. Harry Money come on. Mr. Haverstick, Penny Arcade, come on. **Address Beaver Falls, Pa.**

WANT
Truck and Ride Motor Mechanic. Minstrel Show People or Organized Minstrel Show. Rucker and others contact me. Roy Woods wants Trick Motordrome Riders, salary or per cent. Place couple for Illusion Show, Talkers, Grinders, any Show of merit. Will buy or book Trained Monkeys.
BLUE RIBBON SHOWS
5th Ave. at Fourth St., Birmingham, Ala.

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GRAND RAPIDS, MICH., DOWNTOWN LOCATION, MAY 1-8, INCLUSIVE.
CAN PLACE Tilt-a-Whirl, Double Loop-o-Plane, Ten-in-One Show, other Shows of merit; Penny Arcade, Merchandise Wheels and Grind Stores, Pitch-Till-U-Win, Cigarette Gallery, Photo Gallery, Frozen Custard, Candy Floss, Candy Apples, etc. Ferris Wheel Foreman, Ride Help, Workingmen in all departments. Still Date Contracts and Festivals include Kalamazoo, Battle Creek, Lansing, Alma, Saginaw and others.
All address **HENRY J. POLLIE, Manager. POLLIE SHOWS, 26 S. Division Ave., Grand Rapids, Mich.**

in orange and blue color scheme, selling caramel crisp, pop corn, peanuts and candy apples. The writer built the outfit and is also working on a new grab and sandwich stand. Blue Ribbon is a swell show."

HARRY E. DUVAL cards from Chicago: "Will be with Strates Shows and handle prize package candy. Just arrived from Fresno, Calif., where I had a concession in the Rex Burlesque Theater. Had a nice time in California. Was glad to get *The Billboard* every Saturday. I enjoy the carnival section a lot. Was with Jimmy Strates last season and think he will soon have one of the real big carnivals."

DICK COLLINS, the press agent, letters from Bishopville, S. C.: "The Dodson boys are fine fellows and I had a very pleasant time with them and wish them all the luck in the world. Sometimes a change of pasture is good for all concerned, hence the change to Max Gruberg. Now that Walter D. Nealand and myself are both working for the same family we should be a good pair to draw to. Walter D. is a great guy.

STANLEY STUTZMAN cards from Reading, Pa.: "With Mrs. Stutzman and son, Robert, we were on the World of Mirth Shows past two seasons. Was foreman on Skooter. This season we will be with the Art Lewis Shows. I will handle the new high speed streamline "Whip" with Lewis. We spent several weeks in Brunswick, Ga., where we built a new housecar. We are here at home on several weeks' layoff prior to opening of season."

WHY EXAGGERATE? Albert A. Petka, concessioner, reports on a carnival that a good many in the business thought was to be depended upon for facts and truth. Petka says the management advertises shows, rides, free acts, uniform band and as having 50 attractions. He says, ask how the show leaves the town. As for the uniform band, there are four colored musicians with ragged clothes. As to the free acts there are none, but the gate is on. Regarding 50 attractions, a patron could not find 50 if they counted all rides, shows, concessions and counted all the employees as individual attractions. Moral: Misrepresentation by any carnival owner or manager is vicious and altogether unnecessary. All carnivals should stay in their class. One with three rides and four or five concessions is certainly not expected to compete with a 10-car carnival. The practice of exaggeration is certainly not fair to either the industry nor the public and should be dispelled from the minds and practices of all carnival executives. Let's have no more of this for the good of the business as a whole.

CLAY M. GREENE, well-known general agent who returned to the carnival fold this season as pilot of the newly organized Goodman Wonder Shows, of which Max Goodman is the sponsor.

FRED W. MINES letters from Sparta, Ill.: "Will be with Howard Bros.' Shows, scheduled to open at Athens, O., May 1. Am new to the tented show field and unknown to *The Billboard*, but all of its staff is invited to view my act this season and I will endeavor to give them a special performance they will long remember." Mines rates himself as a "dare-devil" who performs in the air, on a stage and under water. Well! Well! Is there really a new style free act?—Wadley Tif.

CARLETON COLLINS' pickups on Marks Shows: Jimmy Hurd, whose Wall of Death is an integral part of the show, is a true son of the Bay State and its capital city. His Motordrome is trimmed in Boston blue and his favorite candy is Boston wafers. . . . Joe Corey is back and informed his old friend, the writer, that the seas sometimes ran high waves in the business. . . . Jack Martin and Janette, whose Japanese rolldown game will again be on the "Pleasure Trail" after spending the winter on an exploration trip down yonder, returned to aver that it might be true what they say about Dixie.

CHRIS M. SMITH writes: "Jim Wall, a well-known showman of other days, told me when I was still a kid that smart showmen are not running training schools for executives as the cost is too high and the results too uncertain. He also added that 'Just a good guy' who depends on his friends will soon run out of territory. Axioms that have stood the test and cover the entire authoritative forces." Chris M. continues, "When I was a kid going to school between seasons I also learned that to gyp the public was what we now call 'Killing the goose that laid the golden eggs.'"

PICKUPS on McClellan Shows by L. Opsal: Show season opened at Dyersburg, Tenn., in warm weather, but a wintry blast at end of week cut attendance to zero. . . . Cookhouse manager, George Herman, and wife, Ruth, enjoyed good business. . . . Otto Robish is on his 10th season with Goldstone concessions with knife rack. . . . Mr. and Mrs. Whitie Danby, on third season with blowers, and Eddie Burnett with corn game were top-notchers for week. . . . Twenty-five people arrived from Laredo, Tex., Fiesta. Visitors: Kokomo Jimmie; Slim Johnson, of Midwest Novelty Company, and F. H. Bee, of Bee Shows. . . . A surprise birthday party was given by Kitty Thomas in honor of her husband, Jack Thomas. Latest arrivals on J. T. Hutchins Museum were Ted Ward, lecturer; Bobby, dog-faced girl, and Mr. and Mrs. Roy Foss, who came from California. Show moved to Fulton, Ky., where it set up under auspices of the Elks. Jack Halliday, formerly of Stouble & Halliday Shows, joined.

CLIFF BAMMEL letters from Miami: "After 11 seasons on the Ringling-Barnum Circus and three years as operating manager of Madison Square Garden, I finally entered the carnival field. Season 1937, now on, will make my third one on the Johnny J. Jones Exposition. Am here winding up the Ford Exposition which closes here April 11. All the equipment will be shipped to Paris, France, for the exposition there. Past winter, in part, I handled the crowds for the Miami-Baltimore water show, which was under the direction of Alexander Ott, who by the way is a real showman. The hotel reports the largest crowds this winter season the water show ever had. This was my third season with this water spectacle. Real carnival atmosphere prevailed at the final performance at the pool. However, it was titled "Circus Day" but there were such concessions from Funland Park as photo gallery, scales, ball game, penny pitch, a mentalist booth and pitch-till-u-win. Mrs. Betty Bammel at this writing is in the Jones quarters, Augusta, Ga., getting our string of concessions ready."

Ballyhoo Bros. Praised For Not Exaggerating?

Opening Monday night down on the horse-tradin' lot east of Squire Skildew's cow pasture, that mammoth motorcade of midway mirth, better known as the Ballyhoo Bros.' Circulating Exposition, broke all records for attendance.

Playing under auspices of Checker Players' Local No. 1, everything and everybody was on the move. Even the Ballyhoo Brothers themselves were kept busy escorting various groups thru and around the vast array of amusement units. His Honor the Mayor's delegation (on comps) was said to be one of the largest ever to take in a carnival. They were loud in their praise for all amusement provided. A large number, being aviation enthusiasts, got in enough hours on the Eli Wheel to apply for pilot's license.

All free entertainment outside the tents was greatly enjoyed and the artistic paintings on the banners caused open comment. So, a bouquet of buttercups to Ballyhoo Bros.' publicity department. It does not exaggerate. Everything on the poster was on the lot; that is, excepting one thing—it claims a herd of 24 elephants but by actual count and one re-count there were only 23. This slipup was graciously accounted for by Pete Ballyhoo himself when he explained that one of the publicity staff personnel being short-sighted made a mistake and counted in the Side Show's fat girl.

But this gala-minded overflow of pleasure-seekers did not care for details. Delegation after delegation passed from one amusement unit to another freely enjoying the wondrous thrills provided. The stimulating strains of four ballyhoo bands kept them feeling lively and the ticket sellers from falling asleep.

As a joyous gesture and to show their deep appreciation everybody stayed almost to a man for the final fireworks display and big free acts.

All of which was observed and reported by your resident correspondent of *The Bloomerville Bugle*, Rube Flasher.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Hilderbrand's United Shows

Los Angeles. Six days ending March 21. Location, Washington at Vermont streets. Auspices, Spanish-American War Veterans. Business, fair. Weather, unsettled.

Adverse weather conditions again curtailed business and what might have been a banner week was merely mediocre. Opening and closing days were spent in dragging trucks out of mud. Due to unforeseen circumstances, location at Olive and Washington streets was canceled and Washington and Vermont substituted. Nothing unforeseen or interesting occurred during this showing except continuous downpour of rain.

Los Angeles. 53d at Central streets. One day, opening and closing in three hours. Auspices, Baptist Church. Business, none. Weather, worst ever experienced.

Corona, Calif. Three days ending March 27. Location, rodeo grounds. Auspices, LLL. Business, fair. Weather, unsettled.

Show opened and closed in one at 53d and Central streets, Los Angeles. This location in the heart of thickly settled colored district. Following a three-hour showing, show was forced to close and move. This was done amid a downpour of rain and hail that covered roofs and sidewalks like a blanket of snow. Truck after truck became mired to hubs and entire night was spent in removing them. General Agent E. Pickard made a hurried trip into interior and show was moved to Corona, 50 miles from Los Angeles, to fill in remainder of the engagement. Route traversed by show to Corona was most difficult, as streets were flowing rivers. Several trucks became stalled along the highway. Privilege car was prevented from turning over by a tree. Mr. and Mrs. Clarence H. Alton narrowly escaped serious injury when a young woman traveling 50 miles per hour smacked into rear of Alton's sedan, telescoping both cars. Mr. and Mrs. C. H. Clifford's cookhouse truck was wrecked and had to be repaired before completing journey. To top climax an earthquake struck as show reached lot, adding additional excitement and worry to the rain-drenched showfolk. Friday and Saturday nights business was fair, as sun finally appeared to dry out rain-soaked country.

WALTON DE PELLATON.

Zimdars Greater Shows

Memphis, Tenn. Week ended March 27. Location, South Florida street show lot. Weather, bad. Attendance, bad. Business, light.

Show opened with a bang, good weather and fair attendance for first three days, then rain, cold and snow. Harry Gebauner joined with concessions, also Lee Moss. Taylor and Moore arrived in time with their act. Larry Lawrence joined with concessions. Wish my old pal Charles C. Blue speedy recovery.

CHARLES SEIP.

Eric B. Hyde Shows

Marietta, Ga. Week ended April 3. Committee, none. Business, none Monday, Tuesday and Wednesday due to continued rain and cold; Friday and Saturday very good. Location, circus grounds.

Week registered satisfactory business. New arrivals: Capt. Simon, high fire dive, replacing Aerial Bowers, who left to fill a special engagement at Kansas City. Aerial De Homans replaced the Sensational Zorsky, who also is contracted at Kansas City. Charles Siegrist's flying act still going over in a big way. Next week will terminate Siegrist's act on our midway, as the troupe is contracted to the Jones Show. Entire personnel will miss the Siegrists, voted real artists and regular troupers. Harry and Mitzie, pair on a chair in the air, will extend their rigging in height. Joe Dexker has a penny-pitch cane rack, making four concessions for him. New green marquee arrived and making a greatly improved entrance. Lobby boards featuring the free acts adorn the inside. New panel front added for Jungle Show, color scheme of red and white. Barney Lamb's 150-foot Side Show tops the midway shows. Toby Kneeland's Athletic Arena ready to start work at next stand. New green tops are used on all company-owned shows. Curley Lewis' girlesque revue sporting a new green top, as is Decker's cookhouse. Dinty Moore's set of diggers departed for a Western show. Harry Julius and his pony ride joins another show soon.

JAN HYTER.

Buckeye State Shows

Pass Christian, Miss. Week ended March 27. Location, adjacent to City Hall. Weather, rain and cold. Business, good.

Shows' first stand. City officials nightly visitors, headed by Dr. Spence. Equipment brilliantly painted. All new green canvas. Three Flying Lesters arrived from Miami, opening with aerial return act. New Tilt-a-Whirl was purchased and a letter received from Sellner Manufacturing Company that it was shipped to next town, Picayune, Miss. This will make four major riding devices owned by the show. Mrs. May Brown, who was down with pneumonia, has fully recovered and is now assisting her husband on the long-range gallery. Midway cookhouse, managed by Mr. and Mrs. Harry Ennis, are receiving 100 per cent co-operation from the showfolk. Manager Joe Galler purchased a new de luxe house trailer. It is complete in every detail, bathtub being installed in the floor. Visitors: Mr. and Mrs. H. C. Stearns, formerly with Sheesley Shows, now manager Saenger Theater, Hattiesburg, Miss.; C. E. Jones, an old trouper, renewed his acquaintance with Manager Joe Galler.

ELOISE LOWRY.

Golden State Shows

San Pedro, Calif. Week ending March 28. Location, Fifth and Sixth streets. Auspices, Central Labor Council. Weather, cold and rain. Business, fair.

After a tough time getting off an exceptionally muddy lot at Santa Ana show arrived in San Pedro and was greeted by a heavy rainfall. Show set up on side of hill. Scooter required 10 loads of blocking. Despite the difficulties, under the able direction of Homer Rees, lot superintendent, show opened on time. Weather thruout the week was cold, with occasional rain. Good crowds turned out but left early. Hickman's Miniature Circus reported the best business since the San Bernadino Orange Show, due mostly to Hearst Metro News taking pictures, which gave the show quite a lot of publicity. Harry Takie, owner of five concessions, bought himself a new trailer, this making 15 now with the show. Visitors: Frank Babcock, Frank Downie and Jack Burk, of Downie Tent and Awning Company; Mrs. Hickman and daughter; Doc Hall, general agent for Kennedy Shows; Steve Henry, *The Billboard* representative, and James J. Jeffries, former heavyweight boxing champion. Mrs. Hobday, wife of sideshow manager, celebrated her birthday. Her mother, sister and several friends joined the party. Writer is the new secretary.

LEIGH PRINGLE.

Texas Longhorn Show

Corsicana, Tex. Week ended April 3. Location, circus grounds. Auspices, American Legion. Ten-cent pay gate. Weather, rain—cold one day. Business, good.

Arrived here in rain. Mercury low. Four days dark. Had opening Friday. More than 1,300 paid admissions. Was the third clear, warm night since season's opening, March 13. Had two clear nights at Mexia in two weeks; on one over 500 paid customers; other, over 1,200. Gilmore Fry, Valdosta, Ga., animal man, has new monkey circus. Wilbur Grant Pickens, Dallas Centennial orator, has front of side show. W. A. Schafer and wife, Helen, are operating riding devices. They honored guests at a twilight dinner. Lyle Dutcher will place his new idea sound wagon. Buster and Clara Herron joined. A Mertzon, Tex., newspaper praised E. J. Spencer, manager, as Mertzon boy. Air calliope is being gilded, color flashed and lettered by the Gambiens appropriate to title, Texas Longhorn Show. Largest and oldest pair Texas longhorns were purchased from Douglas Wixom, the Buffalo Bill of the Northwest, for air calliope truck. In perfect rotation six flags of Texas adorn the main and back-lot entrance, each ride, tent theater and concession. On arrival in Corsicana Chappel and Drumb were absent. Mounton, high perch, and Townsend, net diver, proved to be box-office features. Trucks and all portable equipment are being modeled for daily twilight street parade. Edward Rife has dining tent on wheels. Regal United Shows and Texas Longhorn unit exchanged visits. Saturday matinee rained out. Showfolk, in happy unison, yelled together, "Here come the Texas Longhorns." Despite wet grounds good business was done. Telegram received stated that Joe Peanuts and Company, monkey circus, out of Whitestone, L. I., N. Y., Robert Everest, manager, would join next week. The monkey circus will be used as free act. An unusual idea, three monkey shows on same midway. Happy Everett's, Fry's and Joe Peanuts' will be given acid test. Farnsworth fully recovered from all-winter illness. J. C. Rogers is shut in with flu. William Dearmin is suffering with heavy cold.

DOC WADDELL.

West Coast Amusement Co.

Menlo Park, Calif. March 29 to April 4. Auspices, American Legion. Weather, fair. Business, good.

Second week in this little town the grounds were packed nightly and customers spent money. Carl Holt and his musical revue topped the midway, with "Luverne" a close second with his side show and "Darkest Africa." George Costello joined Ed Helwig and his athletic arena here and did fine on the week. Bert Claussen had his new Octopus packed both day and night, as he did his Whip and Loop-o-Plane. William Bradley, the show's second man, had the Eli Wheel full of banners. George Kocan did a rushing business with his midway cafe. Secretary Louie Leos was busy entertaining many friends. Art Calkins joined with the Midget Pony show and also a Pony Track. Eddie Harriss placed two more concessions. Harry Meyrs added a radio and lamp store. Manager Mike Krekos, still in Europe, writes: "Having a grand time, send *The Billboard* to me weekly." The show has been sending it. W. T. Jessup is doubling as general agent and business manager in absence of Krekos. William Papas, co-owner of the show, was a visitor from San Francisco. Official publication is always the greatest of all show publications, *The Billboard*.

W. T. JESSUP.

Majestic Exposition Shows

Bessemer, Ala. Week ended April 3. Auspices, BPOE, No. 721. Location, circus grounds. Weather, cold. Business, very good.

Second week of season and a blank was played by all. Notwithstanding, show made a 300-mile move into Tennessee. At present show consists of five rides, seven shows, 41 concessions and free act, a high net dive presented by Captain Worley. All show canvas new, also banners, and show is very attractive. Entrance is thru a new 20x30 marquee and 10 cents is charged.

Executive staff is composed of R. G. McHendrix, general manager; James A. Winters, assistant manager; William Franks, business manager; Herbert L. Pass, secretary-treasurer; L. McAbee, general agent; Ray G. Davis, lot superintendent. Quite a number of visitors this week, as the Stoneman Shows, L. J. Heth Shows, Hugh Hill Attractions and the Kelly Grady Shows are close by.

HERBERT L. PASS.

Barfield's Cosmopolitan

Haines City, Fla. Week ended March 27. Location, downtown. Auspices, American Legion. Weather, good. Business, satisfactory.

This engagement was anticipated with much interest, due to town having been closed for four years. Lou Krem has joined with Octopus. This addition helps to make an attractive lineup of rides. Mr. and Mrs. Clyde Howey joined the week before with their Pal Cars. Clyde is a busy man now taking his Masonic degrees. Eddie Eger is doing advance work, and Mrs. Eger is operating photo studio. Mr. and Mrs. Peasey Hoffman and son were visitors. The boy is a student in Military Academy at Haines City. Show will play few more Florida dates, then jump north for spring opening.

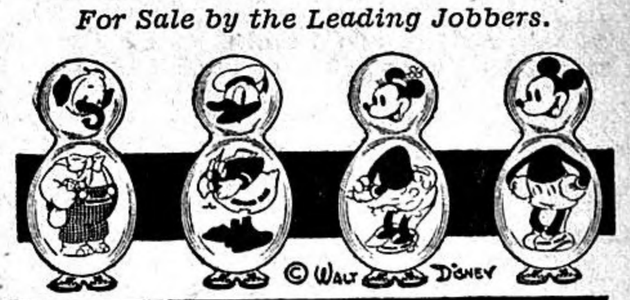
F. F. BEHRENS.

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE & PALS TOSS-UPS

A new idea in toss-ups featuring Walt Disney's popular characters. Complete likenesses, instead of merely the features, are reproduced on these balloons. Offered in flashy package.

For Sale by the Leading Jobbers.



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Good Illusion, Fat Girl, Ten-in-One, Snake or any other Show of merit. Will furnish new Tops. Also will furnish Single Pit Platform Shows with swell Panel Fronts. What have you? WANT good Cook House, Mug Machine and few other Concessions. also Loop-o-Plane. Opening May 3. Best Nebraska Fairs and Celebrations.

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A Used Loop-the-Loop Ride, also 12-Car Lindy-Loop Ride.

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Wants to buy Sword Ladder, Electric Chair for cash—no junk.

Want one good Freak and other Acts, Sword Swallower, Pin Cushion, Midget to work Strong Act. Marcus Logsdon, Shortie Catlett, Chief Congo, wire at once. All address

JOHN T. HUTCHENS
MARION, ILL., This Week.

REGAL UNITED AMUSEMENTS

Want Baby Ride. Shows that do not conflict. Strictly Legitimate Concessions. Sober Agents who work Stock. Piano Player and Comedian for Minstrel. George Washington write Sonny McMillan. Capable Banner Man. Route of fairs and celebrations in Iowa and Nebraska. Wilson, Okla., this week.

L. J. Heth Shows

Ensley, Ala. Week ended April 3. Auspices, American Legion. Weather, good. Business, good.

First week of good weather and show had a nice gross. Ray Daly framing a new musical revue, and show has started constructing a new Silodrome, which will be ready for first road stand. Swooper Ride up for the first time this season, with a new lighting effect built by the Sellner Manufacturing Company, which greatly increased flash and gross. Tom Mix Circus played a two-day stand in Birmingham and visits were exchanged. Cushing, high aerial act, up for the first time, went over big. Charles Miller has been appointed mailman and *The Billboard* agent. E. C. Bobbett has been engaged as special agent and banner man.

JOE J. FONTANA.

Dee Lang Shows

St. Louis, Mo. Week ended April 3. Location, Fourth and George streets. No auspices. Weather, cold until Saturday night. Business, good.

Eight rides and 10 shows were all that could be located on the opening lot. Skooter opening was delayed on account of late arrival of cars, but made up for lost business after opening. Rides did good. Shows only fair. Work continues in winter quarters on the Minstrel Show front. This show will open after St. Louis dates. Seven new tents grace the midway and a new striped side wall, latest creations of Fulton Bag and Cotton Mills. Seven new sets of banners arrived from Nieman Studios.

ROY VAN WERT.

Spring-Quarters News and Gossip

(Reported by Show Representatives)

Gruberg's World's Expo

BISHOPSVILLE, S. C., April 10.—Speed marks activities. Builder Whitey Hewett, in addition to wagons, has built two fronts for "Life" and Alcatraz Prison show, assisted by William McNeeley, Joseph McNeeley, Theodor Prue, Julius C. Rogers, Allan W. Cunningham, Wellington C. McLaughlan and Roy Hoffman. The new 375 k.w. transformers, housed in the new 20-ton electrical wagon, surmounted by towers, will furnish current. If the names of Max Gruberg and his manager, Milt Morris—his fidus Achates—are not household names in the carnival family by the end of 1937 something will be wrong. Frank Rupp and William Wright are in charge of rides, assisted by Robert Hill, Calvin C. Anderson, "Cotton' Rogers, Thomas Messick, Roy Luther, Lewis E. White, James Wilson, Leonard Green and James C. Robson. William O'Connor is the painter and decorator. Jack Montague, of girl show fame, with Homer J. Baker and a staff of assistants, Mickey Rogers and Bill Lynch, have front and stage completed, with indirect lighting, new scenery and all appurtenances, that Jack will manage this season. Newton Kelly is constructing the Side Show, which is 180 feet in length. Dell Crouch will operate a new Motordrome, with a 75-foot front. Mrs. Crouch, Denny Ferris, William Gaze and Thomas Morgan are working with him. Whitey Hewett, who will boss the two electricians who are to be his helpers, has received 7,000 feet of 4-O rubber-covered cable from the manufacturers. Taking care of the new frozen custard wagon are William Bollin and Harry Hoah. Concessioners working on new and novel devices are Harry W. Brees, Sexton Terry, James Whitcraft, Jim Dudley, Sol Goldberg, Slim Wren and Jack Lynch. The commissary, or kitchen, is in charge of Lewis E. Lockwood, Willie Sutton and Mrs. McNally.

The Gruberg colony on the grounds in trailers are Mr. and Mrs. Jack Montague, Mr. and Mrs. Dell Crouch, Mr. and Mrs. Frank Rupp, Mr. and Mrs. Ben Rockford, Mr. and Mrs. Jimmy Robson, Mr. and Mrs. Newton Kelly, Mr. and Mrs. Jack Santo and Mr. and Mrs. Norman Wolf. Reported by Dick Collins.

Douglas Greater Shows

SEATTLE, Wash., April 10.—Work of overhauling rides and show property has been going on for some weeks. Dougout Cowlin, who has charge of quarters, has had a full crew working painting, sewing and repairing canvas and a crew building new uniform banner lines and fronts for the shows, also building truck bodies and rebuilding concessions, also painters. E. O. Douglas, manager and owner, has been getting spots booked. General Agent Frank Kirsch is getting the paper ready. Jimmy Kling completed remodeling the office car. Slim Regan is building a high striker. George Stiles competed a new Housie game. Al and Babe Hamilton have three concessions and also purchased a Graham truck. Jacobin, with Major John show, has new banners and attractions. Micky Rooney, singer and entertainer, booked his girl revue. John and Rudy Golick are flashing up the new Arena of Death. Bill Myers has two concessions and a Pony-Go-Round and Side Show. Louis Scarcell has completed his new Dodgem and also has a new Octopus. Combination calliope and sound truck is being dolled up with new and artistic designs. Mrs. E. O. Douglas entertaining house guests from Oregon. Visitors: Mr. and Mrs. Pete Olett, Mr. and Mrs. H. H. Avery, Wayne Endicott and Fritz Hinkle. Reported by Curlee Jones.

Corey Greater Carnival

JOHNSTOWN, Pa., April 10.—John Hoff has booked his shows. Clarence Seipt will have charge of Jungle Show. Joe Rea booked his mystery show and concessions. Thomas E. Ulrich booked his concession. Al Luband will report soon. Lester Tate, Frank Maddish, Emmett Moule, Freeman Foster, Jack Walsh have their concessions repaired and painted. Charles Keys has a restaurant in Cumberland, Md. Charlie Lugar is in here with a photo studio. Mr. and Mrs. Lee Parks returned from Florida. Harry Davenport and Mr. and Mrs. William Davis are in Phillipsburg, N. J. Bob Speirs is headed for Johnstown. Thomas E. Ulrich, of Stroudsburg, Pa., has booked his concession, also George R. Phillips, of Bennington, Vt. Jack Williamson has contracted his dog and pony show. Charlie Dodson, dancer with Harlem Follies, has been playing night clubs thru Pennsylvania. George Tallie, manager of the Old Plantation Show, has been playing museums in Philadelphia; Newark, N. J., and Paterson, N. J. Charlie Boxler, of deep sea show fame, has been bedfast the past few weeks with a severe cold. Manager Corey, as well as all the personnel, is very optimistic. Reported by E. S. Corey.

Broadway Shows of America

COVINGTON, Ky., April 10.—Mr. and Mrs. G. E. Montieth arrived from San Antonio with a new corn game. Buddy Lamb and E. P. Difoyd, who arrived with them, will be employed on the game. Art Haines is a daily visitor. F. E. Daniels is getting his Ten-in-One in shape. Sol Solomon, high diver, has returned signed contracts to be feature of the free acts. Carl Ratcliffe has completed a new house trailer and has purchased a new truck with a van body in which to transport his concessions. Mel Elliott returned to quarters after a short visit to his home in Flint, Mich. He brought with him two lions, several monkeys and a giant ape, which will be in the Wild Animal Show. Manager Smith and Director J. F. Dehnert returned from a trip to Nashville, and Bob St. Clair left for Gallipolis, O. Jack and Ruth Berry have their five concessions and kiddie ride ready. Reported by Bill Zink.

Curl Greater Shows

LONDON, O., April 10.—Work at quarters is under the direction of Don Wagoner. A cookhouse is being built by Mr. and Mrs. Denton. The writer is general agent. Louis E. Collins will be in charge of the Side Show. Reported by Doc Edwards.

Conklin Shows

HAMILTON, Ont., Can., April 10.—Jean DeKreko is to arrive soon to complete framing of his Flaming Youth Revue. The Rocket Plane has been enlarged to double former capacity. Bob Randall, general superintendent, has 40 men painting rides, show poles, banner line, ticket boxes, and every piece of lumber will go out in a new coat of paint. A new sound truck, designed to be the foremost one of its type in the Dominion, has been delivered. Johnny Branson is due with shipment of lions and cubs recently purchased by J. W. Conklin from the Ken Maynard Circus in California. Reported by Neil Webb.

Art Lewis Shows

NEW YORK, April 10. — "Time marches on" with but a few days to go before opening of season. Al Rogers, general superintendent of quarters, has been forced to augment his force of workingmen. Scenic artists are putting finishing touches to rides and show fronts. The new marquee has been set up and Chief Electrician W. F. Pauli is arranging new electrical illumination for the main entrance. Concessions owned and operated by the management. W. H. (Duke) Brownell has been engaged to take care of advance billing and special contracting and will have a special sound system truck to advertise the coming of Art Lewis' Shows. Mickey Devine is in quarters superintending the construction of his attraction; namely, Art Lewis' Athletic Training School. Bill Gorman, assistant manager, was a visitor to New York office for a conference with Manager Lewis. Pete Thompson reports that he will have a fine array of talent for his attractions. Norman Selby Jr. (son of the famous Kid McCoy), for the past several seasons with World of Mirth Shows, will be official mailman and *The Billboard* agent. Reported by F. Percy Morency.

F. H. Bee Shows

JACKSON, Tenn., April 10.—Work has started in quarters. Eleven men employed under direction of E. E. Baker, who has been ride superintendent for past 10 years on this show, also has charge of all construction and electrical work. Gasoline and electrical motors have been sent to factory branches for overhauling and rebuilding. Blacky Ogilby, general agent, is a very busy man. Sammy Lowery, wife and new baby arrived, and Sammy is overhauling his Motordrome and also preparing to use a lion act. Leonard McLemore and wife arrived from Corpus Christi, Tex., and established working quarters at Morgan's Tourist Camp, where he has a crew of seven men repainting kiddie rides and rebuilding his concessions. McLemore will have Kiddieland, consisting of four kiddie rides with fence inclosure. Mr. and Mrs. F. H. Bee Jr. are proud owners of a new Silver Moon house trailer. Mr. and Mrs. Bill Brown arrived. Bill will assume his duties as lot man and Mrs. Brown will operate the photo concession. Happy Stewart is repairing and rewiring the Loop-o-Plane. William Jarvis and family arrived and are making preparations to assume his duties as manager of the Social Security system to be set up by the show. Opening of season is scheduled for Saturday, April 17, here. A 10-cent pay gate will be on at all still dates. No ride coupons will be used this season. Show will move in baggage cars, as the corporation owns no trucks. A complete new Minstrel Show outfit, made by Baker-Lockwood, arrived. Reported by E. E. Baker.

Cetlin & Wilson Shows

GREENSBORO, N. C., April 10.—Last minute touches are being put on, so as to be in readiness for the opening date, but will leave quite a lot of work unfinished, all can be done on the road. A last-minute disappointment is that Glen Porter, who was to have charge of the Darkest Africa, will not be with the show. Phil Hamburg, who will have charge of the Streets of Cairo, arrived but left for New York for some additional attractions for the inside of this show. The girls are daily going thru their routines for the Paradise Revue, under the supervision of Navarro. Sammy Lewis with his Rhythm Makers is slated to arrive in time. Max Linderman and Gaylord White, of the World of Mirth Shows, were recent visitors. Charles Cohen will play an indoor circus at Wilson, N. C., before the opening of the show. C. D. Crump, special agent, arrived and went to work in High Point, N. C. L. C. Miller, press agent, will be in ready for work in time. General Agent Harry Dunkel is up country getting them to sign the dotted line. Reported by George Hirshberg.

Royal Flush Shows

GLOBE, Ariz., April 10.—Show has leased a warehouse and shop about 30 miles from Tucson, Ariz., on the Southern Pacific Railroad, where two new rides are being built under the management of Willie Bernard, show mechanic. One is a kiddie ride and the other is an airplane ride, similar to the Sky Ride. The airplane ride will travel the entire length of the midway and will carry six planes with four passengers each; one passenger of each plane will have controls with which he can raise and lower the plane or turn it to right or left. A new Arizona Show, which will have cactus, snakes and relics dug from ruins in Arizona, will be carried. There will also be an Indian Village in which genuine Apache Indians from the San Carlos reservation will put on a war dance. Opening will be in May. Roster: S. N. Holman, owner and manager; J. W. Ellis, secretary and treasurer; Mrs. J. W. Ellis, cookhouse; Bill Smith, concessioner. Reported by Mrs. Hurdson for the show.

Rubin & Cherry Exposition

ATLANTA, April 10.—Honor guests invited to attend opening of Silver Jubilee tour of Rubin & Cherry Exposition at Tuscaloosa, Ala., next Monday evening include Governor Bibb Graves and Mayor William A. Gunter of Montgomery. Mr. and Mrs. Herman Eagle and son, Attorney Adolph Eagle, spent several days here as guests of Mr. and Mrs. Rubin Gruberg. Leo M. Bistany was a recent visitor. Diamond Kitty, accompanied by E. V. McGarry and Thomas Laswell, talker, arrived from Miami for another season under the Gruberg banner. Other arrivals include Harry Marvelle and wife (Dolly Castle), Harry to be on the front of the Life Begins exhibit; Max and Doris Kimerer, from Miami, Max to handle front of Midget City and manage Giant Reptile exhibit; Mrs. Gertrude Cain; Joseph Julien, to take charge of Monkey Circus. Julien reports his brother Leo, now a patient in the Jackson Memorial Hospital, Miami, slowly recovering from illness.

Walter A. White, general manager Johnny J. Jones Exposition, and wife spent last Sunday as guests of management. Princess Bernice Leonard is a new addition to the Midget City roster, coming from the Ringside Club, Fort Worth. S. H. Dudley and his company of colored entertainers will stage the Club Plantation musical revue. Nine new electric lighting plants have been installed on the train. Two new steel light towers are ready for opening stand, and Chief Electrician "Bill" Cain added another transformer, making a total of 550-kw. capacity. Dolly Kramer, lilliputian night club singer, will be a member of Midget City. Charles Zimmy, legless swimmer, signed contracts for show's fair circuit. Southeastern Fair will be nationally advertised while the show is on tour by attractive signs on office and press wagons. Reported by Walter D. Nealand.

GIRLS DANCERS GIRLS

COLEMAN BROS. SHOWS

OPENS MIDDLETOWN, CONN., APRIL 22

Wanted—Oriental, Fan, Bubble, Strip, Tease and Hawaiian Dancers. Also Burlesque Line Girls. Salary $20.00 week. Can use Talker, with Wife Dancer.

REID McDONALD, Middlesex Hotel, Middletown, Conn.

WANT--WALLACE BROS. SHOWS--WANT

—FOR—

HOPKINSVILLE, KY. — HEART OF CITY.

Can place Grind Show, Mechanical City, Big Snake, Geek Show. Will finance new show of merit. Will place any Legitimate Concession that can work for 10c. Agents for Grind Stores. Exclusive for sale on following: Frozen Custard, Balloon, Penny Pitch, Blower, Devil Bowling Alley, Photo Gallery, Ice Cream. WANT Tilt-A-Whirl. Will furnish transportation to join. Paducah, Ky., this week; Hopkinsville, Ky., 19 to 24.

PINE TREE STATE SHOWS

OPENING 14TH CONSECUTIVE SEASON, MAY 15, IN MAINE.

WANT: Ten-In-One, Monkey Show, Colored Show with Band. Will consider any Show of merit except Girl and Athletic. WANT: Frozen Custard, preferably mounted on truck; Long Range Shooting Gallery; Candy Floss; Cigarette Shooting Gallery; Photo Gallery. WILL BOOK Octopus, Double Loop-O-Plane, Motordrome with own transportation. Want Electrician with Show experience.

A. S. PERHAM, Mgr., 32 Sewall St., Portland, Me.

Strates Shows

NORFOLK, Va., April 10.—Strates' winter quarters, both in Norfolk and Portsmouth, are going ahead at full speed on work preparatory to opening in Portsmouth for nine days beginning April 22. Manager Jimmie Strates has spared no expense this year. Show Artists Al Lubin and Barney Wells are turning out some of the most artistic fronts this writer has ever seen. Peter Stamos will have the midway cafeteria, one of the most elaborate show cookhouses of his career. Allen Nicholson will be foreman of the Ridee-O and is getting the ride in shape. Rod Krail is busy getting his Oddities and Monkey Show all set, both behind beautiful new fronts.

Ramona Longo, Dolly Carlyle and Lois Arlington, dancers of Jack and Francis Paige's All-Girl Revue, have arrived and are assisting Mrs. Paige on new wardrobe. Tom Evans, trainmaster, is supervising the painting of train. Color scheme will be burnt orange and red, trimmed in black. New stateroom car recently purchased by Manager Strates has arrived and will be given a thoro overhauling. Giff Ralyea, electrical superintendent, has the new towers built and is now working on his transformer wagon to allow space for an additional transformer, bringing the show's capacity to 300 K.W.

Manager and Mrs. Strates tendered the staff a dinner on their private car Elizabeth. Those present included, besides Mr. and Mrs. Strates and children, Mr. and Mrs. William Breese and son, Bill Jr.; Mr. and Mrs. Ben H. Voorheis, Mr. and Mrs. Jack Paige, Mr. and Mrs. Bill H. Jones and Louis Strates. Jimmie and his charming wife are real hosts. Capt. Wally Smithly is breaking lions for Lion Autodrome. New motorcycles for "Wild Bill" Moore and his dare-devil riders have arrived. Moore and his troupe are holding daily rehearsals. Reported by Ben H. Voorheis.

Hennies Bros.' Shows

SHREVEPORT, La., April 10.—Finishing up, but what a job, especially rebuilding a 40-car show from top to bottom. From the looks of things now, when the train pulls out April 14 for Fort Smith, Ark., first stand, very little will be left undone. Motordrome of Bill Kemp is finished and set up on the fairgrounds. It will feature seven-lion act of Matt Reilly. Grantham's Monkey Town has been entirely rebuilt and painted since arriving from Florida. It is also set up. Fred Bantlemann and his manager, George Sargent, are framing their Front Page attraction. Bantlemann has gone to Milwaukee to get more wax figures for it. Mr. and Mrs. Eddie Doyle are changing inside drapes and settings for their Life Marches On, educational exhibit.

Lorow brothers, N. S. and Bert Jr., are directing work of installing neon lighting and decoration. Lillian Murray Sheppard's Artist Models has been completed. Revolving stage in this attraction has been pronounced perfect. Harrison King has finished framing his Temple of Illusions and loaded it in wagons. Quite a large crowd attended opening of Fairly-Martone Shows at Texarkana. Chilly weather cut down opening night's attendance considerably. All enjoyed visit greatly, thanks to hospitality of Mr. and Mrs. Noble C. Fairly and Mr. and Mrs. Toney Martone; also Tom Martin and Eddie Phillon, who have the cookhouse with this show.

J. M. Stone, Bill Robinson and Bob Hancock arrived this week to be with concession department. The writer's mother, from Houston, visited for two weeks and returned to her home. Eddie Saunders, show's new treasurer, has been acquainting himself with the office and getting his end ready ahead of time. Homer Gilliland arrived and spent a few days before proceeding to Fort Smith to handle details in advance of the show, taking along Mr. and Mrs. Barnes. Barnes is to operate sound car and help Mr. Gilliland this season. Reported by Joseph S. Scholibo.

Marks Shows

RICHMOND, Va., April 10.—All is in readiness for opening Monday of 1937 season for Marks Shows. While it will be first date of season it will be but a prevue, formal opening, as usual, taking place following week in Church Hill (Richmond). Show pulled out of quarters yesterday. New tented theaters, fresh from lofts of Baker-Lockwood Company, are in air and new marquee is very attractive.

Al Paulert, with his Follies of 1937, arrived and started rehearsals, as did "Doc" Anderson with his new edition of Harlem Dandys. Paul Layne and family came in from Florida to rejoin concession department. Peter Richards also arrived to do last-minute building and painting on his penny pitch games. Mark A. Glynn's new cafe started service yesterday. Mrs. Glynn, who has been ill, will join later. Jimmy Hurd's Wall of Death has been newly painted and machines completely overhauled. Hurd will have five riders. Earl Purtle and Frank Bergen were recent visitors from World of Mirth quarters. Frank Lafferty and his billposting crew thoroly covered South Richmond for opening date and a scattering of paper in mid-city section also heralds opening. Lafferty also billed west side and all of East Richmond for Church Hill engagement and will leave early next week for Newport News, first road stand.

"Duke" Hiatt, his lecture season in schools and churches completed, spent active week with the writer, completely redressing and cleaning the effigies for San Quentin, Marks' crime show. A new front, considerably longer, with prison wall motif capably carried out by George (Whitey) Usher, is in air. Usher completed at last minute his Jungle Jim attraction. Front is more than attractive and for first time, so far as this writer knows, moving pictures will be used as part of bally—a jungle film screened as part of outside entertainment. Usher will be on front and his son Bill and Louis Valentino on ticket boxes. Leo Polatier will likely have charge of front of San Quentin, with Hiatt in charge of inside, all under the writer's supervision. Reported by Carleton Collins.

B. & V. Enterprise

GARFIELD, N. J., April 10. — Mr. Flaharty, of E. B. Kelley Company, manufacturer of light plants, has placed his two rides with B. & V. They are Loop-o-Plane and Loop-the-Loop and are being repainted in the shop at Long Island City. Other rides booked are Carousel, Mike Sherwood, foreman; Eli Wheel, Joe Pendrick, foreman; Chairplane, Vince Russo, foreman; Venetian Swings, Mike Terry, foreman; Kiddie Autos, Donal Frear, owner; Flying Dutchman, Gus Tramer, owner.

Moving on location will start April 23. Gus Tramer has three new acts in his animal circus and Joe Luderer has finished all new drops and costumes for his Girl Revue. Mrs. Blanche Henderson will have the penny pitch and Jess Stewart has booked his three stores. Flying Leroys will be free attraction. Reported by J. Van Vliet.

New England Shows

NEW YORK, April 10.—Everyone working at top speed getting New England Shows ready for opening April 17. John Kilonis has shipped his rides down from Manchester, N. H., all newly painted. Kilonis and missus also brought down their new house trailer, which was built to order. Mr. and Mrs. Billy Giroud in their new De Luxe trailer manage to keep warm very nicely with the latest hot-water heating system. A. Kuntz shipped his paraphernalia from Rochester, N. Y. His freaks are working with Cole Bros.' Circus, with which they will terminate their contract tomorrow. Kuntz will operate a Ten-in-One, featuring freaks.

Harold Nevins started on the road as a lad and who is "all with and for it." He has been with Billy Giroud for a number of years and is very happy with his bride of six months. Clarence Giroud is enlarging his lead gallery, making a 20-foot front. Has bought another truck to carry four more concessions and his Paris de Nuit show. James D. Stapleton is forever traveling to different cities, supervising his banner and contest men. Charles Wulp, his wife Edna and Junior advise that they are en route from Arizona, to be here opening date. Pat Miles from Ohio is to be electrician this season. Jimmie Jamison, high diver, is neonizing the entire new panel front of the show. Reported by Clarence Giroud.

Mighty Sheesley Midway

CHARLOTTE, N. C., April 10.—After practically a week of undue commotion in quarters due to the abdominal operation and death of Duchess, one of Lorraine Wallace's performing lions, work has finally settled down to what it should be. The operation was given coverage by the Associated Press and United Press; in fact, every possible news servicing service to the public, including *Life* and *Look* magazines. Many thanks to WSOC and the other 17 NBC stations that gladly relinquished 1 hour and 45 minutes to broadcasting the operation to the radio audience, from Washington to Miami.

Mr. and Mrs. Jack Bailie arrived in quarters, both sporting black eyes due to an auto accident, coming from Savannah, Ga. The annual Easter egg hunt was a big event due to spacious quarters. Little Mary Anger and Jean Hodges took away all honors in finding the most eggs. Three new Fordson and McCormick-Deering tractors have been added to the mobile equipment now owned by the show. Octopus ride and Jazzer (Funhouse) arrived in good shape. Doc Carver has just finished rebuilding a tower for the high-diving horse. Mrs. Charlie Pounds has made her outdoor cafe one of the most modern on any carnival. Mrs. J. M. Sheesley wrecked a fender on that new Cord in coming in from Summerville, W. Va., after visiting her mother. The Monkey cutouts on the front of Jack Winslow's Monkeyville completed. Ray Balzer is busy forming an American Legion Post for the show. Manager John M. Sheesley spent four days in bed with a light touch of influenza, but is around again actively taking charge of all the building activities and management. Charles Sheesley arrived in from Harrisburg, Pa., and immediately got into harness. E. Clay May says he has the arch already sold out for banners for the opening day. Among the interesting visitors watching the broadcast from quarters today were Max Linderman and Gaylord White, of the World of Mirth Show. Jake Houston will be staff photographer this season, while Earl Caton Jr. will assist the writer in handling the press. The writer has been very busy the last few days cooperating with Mayor Ben Douglas and other city officials in staging what looks to be a monster safety parade in which each school child in the county will participate. Reported by Floyd Newell.

Dixie Belle Attractions

OWENSBORO, Ky., April 10.—The writer arrived and found plenty of activities around quarters in preparation for opening date, May 1, at Owensboro. This will be largest show ever under Colonel L. T. Riley's management. Special events, promotions and contests will be on an extensive scale.

New 18-foot office wagon has been completed. Merry-Go-Round, Eli Wheel and Chairoplane have been redecorated and painted. Frank Patterson has joined with his Loop-o-Plane. P. H. Connors has contracted his Girl Review and his wife and daughters will sell tickets on rides. Others who have booked their attractions and concessions include Samuel D. Bentley, Darkest Africa; Frank Casey, String Show; White Hays, dart gallery; Bill Moser, high striker; Whitie Haskett, two ball games; Harry Kimmell, pop corn and peanuts; G. B. Smith, three booths; Frank Casey, cookhouse, two stock stores and photo gallery; P. H. Connors, scales; G. F. Litts, corn game, auto bumper, fish pond, hoop-la, cigaret gallery; Samuel D. Bentley, penny pitch and custard. Staff consists of Louis T. Riley, owner-manager; Harry Harris, lot superintendent; Riley Woodfork, electrician, and the writer, general agent and in charge of promotions. Reported by Paul W. Drake.

Goodman Wonder Shows

RALEIGH, N. C., April 10. — With everything possible built on streamline plan, Goodman Wonder Shows promise to set many a pace for others to follow. Streamlining has been carried out even in canvas. General color scheme is khaki background to scarlet and blue, with monogram of show in silver. Everyone with show is enthusiastically waiting for premiere at Raleigh last of next week. It is the product of many of the old, experienced heads of departments in outdoor showdom.

Clay M. Greene, general agent, has been doing more than two-a-day at Chicago rounding into form attractions Max Goodman commissioned him to corral. New York office has thrown on no substitutes in keeping up its end, and home office has been co-ordinating efforts of all to make the Goodman show debut an epoch in outdoor show world. S. T. Jessup, of United States Tent and Awning Company, which built most of the new tops, visited quarters to give the once-over to efforts of his staff. He was well satisfied and hurried back to Chicago to work on further orders. In his absence George Johnson directed work in Chicago tent factory. The writer, who will do newspaper publicity, arrived at quarters and became innoculated with the terrific atmosphere of suspense and anticipation. Reported by Beverly White.

Miner Model Shows

PHILLIPSBURG, N. Y., April 10.—Opening will be April 24 at Pennsburg, Pa. Work at quarters is humming. Harry Davenport has returned from Miami. He will have the girl show, snake show, banners and contests. Harry Mutchler will have the Chairplane; Whitie Goodrich, Big Eli Wheel; Bill Davis, the Merry-Go-Round, and the M. Pratts, cookhouse. Show will leave here April 19. Mrs. Miner, secretary, and the boss, Bob, are fishing daily in the Delaware River. Reported by Harry Davenport.

BROADWAY SHOWS OF AMERICA

WE HAVE CONTRACTED SOL SOLOMON, SENSATIONAL FREE ACT.

Want Motordrome and Shows of merit that don't conflict. Can use Showmen in all departments. Want for Side Show: Mental Act, Pop-Eye, Tattoo and one or two outstanding Freaks. Want Concessions of all kinds. Can place Custard and Erie Diggers. Will book Rides that don't conflict. I have Twin Ferris Wheel, Caterpillar, Merry-Go-Round, Mix-Up and Tilt-a-Whirl. Can place Promoters that are capable. Lola Painter get in touch with me at once.

FOR SALE: Lindy Loop, good condition, used only two years, $500.00 cash. Show opens April 22 to May 1, inclusive, Newport, Ky. Cincinnati, O., under strong auspices, to follow.

H. C. SMITH, Manager, J. F. DEHNERT, General Agent.
BOX 22, COVINGTON, KY.

WANTED WANTED
FOR
STATE FAIR SHOWS

Hillbilly Show, Fun House, Glass House or any good Walk-Through Show, Monkey Show, Crime Show, Unborn Show or any show of merit in keeping with the high standard of this show.
Can book following concessions: American Palmistry, Scales, Custard.
Wanted—Reliable Ride Help that will stay sober.
Will book for balance of season 30 weeks: Sensational High or Casting Act.
Nothing too big for this show.
Kingman, Arizona, Week April 12; Then Needles, California.

Social Security Act Questions and Answers

THE BILLBOARD has received during the last few weeks a great many inquiries from outdoor showmen about problems in connection with the Social Security Act, which apply mostly to special cases and individual situations. While many of the inquiries have been answered by mail there are points involved in most of the questions asked that should be of interest to every outdoor showman, therefore we are giving here a number of the most important questions and answers made by the Social Security Act Department of *The Billboard*. We wish to state again that we shall gladly answer any questions asked about the application of this law in individual cases, either direct by mail or in the columns of *The Billboard*. All you have to do is to write to the Social Security Act Department, *The Billboard*, Cincinnati, O., and you will receive your answer, free of any charge, as soon as possible.

Responsibility of Owners

An auditing firm in Shreveport, La., which handles the books of several carnivals asked the following question:

"If a carnival has a number of shows, rides and concessions booked on a percentage basis our opinion is that the owner of the carnival is not required to pay the federal unemployment tax and old age benefit tax on his percentage from the shows and rides and concessions as this percentage is paid to him and is in no sense a disbursement of salaries on his part.

"However, we believe that the operator of the shows or rides is required to pay the Social Security tax for his separate employees, which relieves the owner of the shows from any responsibility whatever in connection with any booked attractions."

Our answer to this question follows: We wish to correct a very serious mistake in your conception of the Social Security Act. The government is considering any and all independent shows, rides and concessions booked with a carnival as part and parcel of the show under which title they exhibit. The owner or owners of the carnivals will be held strictly accountable and responsible by the government that every single attraction on the lot lives up to the law, regardless of actual ownership. On a percentage proposition the carnival owner is considered a temporary part owner of the attraction or concession. A concession paying a flat rate to the carnival is considered the same as a leased-out department in a department store. All reports and tax payments from anyone on a carnival lot must go thru the show office and all records must be kept in the show office because it would be a matter of impossibility for government agents to check up on the independent show or concession owners. The carnival owner is held alone responsible for the payment of the taxes.

You are right in the presumption that a show owner has to pay only the taxes on his own employees, but he must collect the other taxes from the independents and see that the government receives them with the proper reports. Naturally the individual independent show, ride or concession owner can and should handle the tax with his own employees. Each independent owner of an attraction should take out an employers' identification card and should see to it that each one of his employees procures an account number card. He must deduct the 1 per cent from any wages paid to his employees and must match this amount out of the receipts of this particular attraction. If a show, ride or concession is booked on a percentage basis this 1 per cent paid by the independent owner should be charged against the "nut" of this attraction before the split is made between attraction and office. After each of his pay days the independent attraction owner should turn the tax amount due, with the necessary individual reports, into the office of the carnival for further handling because the government will expect the carnival to make the final tax settlement.

The owners of individual shows, rides or concessions, independently booked with a carnival, are considered as independent contractors and as such personally not subject to any tax under this Act. They are considered as individual employers, but this does not relieve the carnival owner from his responsibility.

Men in Winter Quarters

The same source asked also the following question:

"We would also appreciate your opinion on salaries paid in winter quarters. As you know, prior to the opening the workingmen are not paid any salaries as a rule, but they are allowed meals and sleeping quarters until the opening of the show. Are we right in assuming that these meals and lodging do not constitute salaries which are taxable under the Social Security Act?"

Our answer: Your impression that meals and lodgings furnished in winter quarters are not considered as wages in the sense of the Security Act is, we are sorry to say, wrong. The law does not make any exemptions of this kind. It states explicity that it makes no difference if wages are paid in money or meals or lodgings. A "fair value" must be allowed for these accommodations and regarded as wages. After all, the men in winter quarters are working for the show owner, getting his equipment ready for the road, and this is not a bit different from other work. According to the letter of the law, work by men in winter quarters is not exempted from the 1 per cent tax.

Side-Show Owner Inquires

Mr. W. B., side-show owner, Cuthbert, Ga., asks the following question: "I have a side show on a carnival and employ a few people to work in my show. I would like to know if I am considered a show owner or am I and also my people in the show considered employees working under the carnival show owner?"

Our answer should be of interest to every independent carnival show owner: Your side show is part of the carnival you are with and the owner of the carnival is held responsible by the government that you live up to the letter of the law. Nevertheless you are yourself considered an independent contractor and have to take out an employer's identification card—the sooner the better. Ask your postmaster for an application or his advice how to get the card. All your people, even the freaks, are considered employees and must have an employee's account card. You must deduct 1 per cent of their wages as tax when you pay them, regardless if they are on a straight salary or percentage. If you furnish them with their meals you must add a fair amount for the meals to their wages, as explained recently.

It is up to an agreement between you and the carnival owner who shall pay the employer's 1 per cent tax, but the carnival office will have to keep the individual records and settle with the revenue collectors. If your side show works on percentage it would be the best way, as it is done with most similar shows, to add the employer's 1 per cent to the "nut" before you split with the office. You as the owner of the show are exempted from paying employee's taxes for yourself.

Balloonists Want Advice

C. C. B., balloonist at Melvin Mills, N. H., owner of an aeronautic and balloonistic thrill act, wants the following advice: "My foster son, 29, and myself, 66, have a balloonistic act, booking independently and sharing all moneys earned. Will the Social Security Act affect us in any way?"

Our answer: You and your foster son are considered as independent contractors under the law and therefore not subject to any taxes personally under the Social Security Act. However, if you are carrying your own workingmen on the road, even if only one man, you must apply for an employer's identification card and see that your workingmen obtain their account number cards. Then you must deduct 1 per cent from all wages paid your men and pay the same amount yourself.

Act Wants Enlightenment

Mrs. Greta G., owner of an acrobatic act, writes from Chicago: "I am owner of an acrobatic act employing five people. I am booked with a motorized circus at $150 per week. Why can't the circus owner simply deduct $1.50 every pay day and let it go at that? Why do I have to make a report how much every member of my act is earning?"

Answer: The government requires separate reports on the earning of each member of an act for the simple reason that the amount can be credited to the individual account every act member has with the government. The amount of old age pension or death benefits is figured by the government on the basis of wages the individual has earned and paid taxes on until he is entitled to the pension.

No Tax Payment Is Lost

Mr. Fred B., show talker, is curious to know what would happen in case he should die before he is entitled to any benefit under the old age pension law. He says: "I do not object to being docked 1 per cent of my pay, because it is really only some kind of insurance for old people and that will come in handy when I am 65, even while I am only 41 now. But please tell me what would happen with all the money I paid to the government and my boss paid for me if I should die in 10 years at the age of 51. Would I be out all the money paid to the government for this here tax?"

No, the government is not keeping any of your money. If you should die in 10 years the government would pay your estate the sum equivalent to 3½ per cent of all wages on which you have paid the tax in these 10 years. For instance, you have earned $1,000 per year in wages during the 10 years, which amounts to $10,000. The government would pay to your estate on your death $350, despite the fact that you yourself have paid only $100 in taxes. Naturally your boss will have paid the same amount. Nevertheless the government is nearly doubling in this death benefit the amount you and your boss paid together in taxes in the 10 years.

Man, Wife Work Concession

H. C. F., concessioner, writes from High Point, N. C.: "Would a concession man with a carnival or working a fair, employing no one but himself and wife, be required to have a registration number or is he exempted from the Social Security tax?"

If you and your wife work your own concessions without employing any outside help you are considered an independent contractor and do not have to make any tax payments or reports under the Social Security Act. If you employ a man for a few hours to help you set up or tear down you can consider that as casual labor without tax obligations provided the man is not in your permanent employ during the week.

However, it may happen that sickness or other unforeseen circumstances force you to hire some outside help occasionally. These agents would come under the law and you would have to deduct 1 per cent from any wages or moneys you are paying them.

Therefore we would advise that you right now take out an employer's identification card so you have your card in case of necessity. Your postmaster will tell you how and where to get the card. We also suggest that you take out this card under the firm name "Mr. and Mrs. F." as co-partners in your concessions. This would make your wife a part owner and there would not be any question later that she is in your employ and working for you.

Men Over 65 Years

Captain L., show owner, of Charleston, W. Va., writes: "I have three men over 65 and would like to know how they are to be classed and will it be necessary for them to have numbers or fill out any kind of form?"

All men over 65 years of age are totally exempted from any taxes under the Social Security Act. They do not have to have any numbers or fill out any kind of form. They can disregard the Social Security Act and its tax regulations entirely.

Asks About Concessions

The W. A. G. Shows, of Erie, Kan., write: "I let my concessions out as follows, speaking show slang, 50-50 after the nut. For instance, I turn the cookhouse over to a party. They take it, buy all supplies, hire their own help, pay concession and Saturday night we divide 50-50 if we are winner. Now all stock concessions like the corn game, blower, ball games, etc., are let to one man. He in turn employs agents to run these concessions, pays some of them 25 per cent of the gross, some 50-50 after the nut, which consists of goods put out as premiums, concessions, etc. How do we stand on this proposition? Are they employees of the show? Are they employees of the man I have leased my concessions to? Or are they in business for themselves?"

Under the Security Law all your concessions and shows are considered as part of the W. A. G. Shows. The show is considered the final employer and therefore held responsible for the payment of the taxes. They must be paid on every employee of every show and concession on your lot and they must be paid thru your show office. If a concession agent works on a percentage the money paid him this way is considered by the government as wages and the 1 per cent tax must be deducted from the money paid him as his end whenever he is paid and the show is responsible for the same amount. Naturally the individual concession owner can handle his own people but must let the payments go thru the show office. In most cases the employer's 1 per cent will be charged against the "nut" of an independent show or concession before the split is made with the office.

We would suggest in your case that you take out an employer's identification card under the name of W. A. G. Shows to cover all your own employees and the employees of your independent shows and concessions. Then let the man who leased all your other stock concessions take out such a card for himself and he can handle his own employees, turning the amounts collected and reports on the individual employees into your office. It is up to an

(See SOCIAL SECURITY on page 67)

IMPERIAL SHOWS, Inc.

OPENING SATURDAY, APRIL 17 2 SATURDAYS 2 SUNDAYS 2

ANDERSON, INDIANA

All People Report Not Later Than Thursday, April 15.

Can use Custard, Lead Gallery, Penny Arcade and Grind Stores, Ride Help, Ticket Sellers, Talker and Musicians for Minstrel Show, Feature Freak for 10-in-1, Capable Agents for Wheels and Grind Stores. Readers for American Palmist. Waiters for Cook House. All address, April 17 to 24, Anderson, Ind.

COLEMAN BROS. SHOW

OPENING AT MIDDLETOWN, CONN., APRIL 17

Wanted—Shows and Concessions. All persons holding contracts report at once. THOMAS J. COLEMAN, 508 Main St., Middletown, Conn.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Omaha Shrine Show Has New Gate Mark

OMAHA, April 10.—At Tangier Shrine Circus which concluded its eighth annual presentation here on April 3, attendance for the six-day event was largest ever recorded here. Management reported capacity business at each performance and extra seats were placed in the arena to handle crowds on the last three days.

Rink Wright produced the event which moved along without waits, despite the fact that a large steel arena used by Manuel King for his lion act had to be set up and torn down at each performance. Three come-in workers, Billy Finkle, Joe Lewis and Billy Denero, had the crowds in an uproarious state with their antics. Clyde Whitson, member of the Six Lucky Boys, assisted Wright with the announcing.

Program lineup included Frank Ellis' Band, Lester Bele and Griffin, Conner Trio, LaSalle Trio, Manuel King and his Lions, Cole Bros., Harpers' and Dorothey's Ponies, the Solts, Los-Gitanoes, Deleanie, Ira and Ralph Millette, Miss Fisher, Atterbury Duo, La Vina Sisters, Miss Whiteside, Miss Conner, Albertina, Christy's High School and Liberty Horses, Don Bernardo, Don Phillippe, Cole Bros.' and Christy's Elephants, Merrill Brothers and Sister, Dalbeanie, Donahue, Six Lucky Boys and Bob Fisher's Fearless Flyers.

Clown numbers were produced by Charles Bell and clown alley included Billy Finkle, Joe Lewis, Billy Denero, Charles Bell Trio, Mickey McDonald, Charles Atterbury, Tommy and Bobby Whitesides, Donohue and La Salle.

Chardon Festival Clicks

CHARDON, O., April 10.—This city returned to the role of a quiet, rural community this week after entertaining about 130,000 visitors at annual Geauga County Maple Festival. Event, said to be one of the most successful in years, attracted a record crowd estimated at 80,000 on the final day. Buying was heaviest in years, said E. L. Moore, chairman. Midway attractions and concessioners reported their take best ever experienced here.

Milwaukee Entertainment Is Put Up to Park Board

MILWAUKEE, April 10.—Mid-Summer Festival entertainment subcommittee has transferred the matter of revenue-producing entertainment to the county park board.

The committee estimated that its plan for a funland would have added about $5,000 for the festival and enabled the committee to enlarge upon free acts and other attractions.

Badger Eagles Draw 7,000

MADISON, Wis., April 10. — Eagles' Club's three-day carnival, which closed here on April 3 after drawing about 7,000 people, was sponsored for benefit of *The Capital Times*-Family Welfare Kiddie Camp and climaxed with coronation of Miss Harriet Tucker, winner of a four-week ticket-selling contest, who polled 777,700 votes. Entertainment included Carl Flom and Roman Vetter, magic; Dan Burkholder's Orchestra and Madison WPA Orchestra, directed by Arthur Kreutz.

Beloit Plans Celebration

BELOIT, Wis., April 10.—Three-day Independence celebration to be held here under joint auspices of American Legion and South Beloit Business Men's Association will feature numerous attractions, including free acts, ball games, carnival, daily parades and water fights. Dan Chatsey is general chairman, with Gordon Sharpe assisting him.

New Concord Will Celebrate

NEW CONCORD, O., April 10.—First homecoming in more than two decades will be held here this summer under auspices of the New Concord Business Men's Association.

Tentative program includes a street parade, baseball games and other sport contests, band contest, historical pageant, pyrotechnic display, free acts, rides and concessions.

Second Macon Success Is Likely To Result in Two Shrine Annuals

MACON, Ga., April 10.—Al Sihah Shrine Temple had its second winning event within six months last week when at the Indoor Carnival in Macon Auditorium attendance for six nightly performances was given as 46,200. Temple operated its own concessions except diggers of A. L. (Dinty) Moore and Joe End's Doll Palace.

For several years the Shrine patrol has sponsored a circus in November and because of the success of the spring event it is believed the Shrine may make both events annuals. Prize list on the Indoor Carnival was $2,100 and outlay for show exceeded $5,000, the committee said, net for the Shrine exceeding $2,000. Moore's new Skooter ride, constructed in Macon during the winter, operated at capacity each night.

Stage show featured Jimmie Hodges' *Laff, Town, Laff Revue*. Principals were Hodges; Nina, bubble dancer; Ann Bradley, blond blues singer; Roger Williams, imitator; Charles Schaefer and Whitman Sisters, dancers; Alice Werk, tap dancer; Alice Williams, toe dancer; Henry and Frankie Rubertino, accordion; Marilyn King, acrobatic specialty; Dorothy Smith in Girl-in-the-Fishbowl water illusion; an eight-piece stage band, and line of 10 girls.

D. C. Ferguson, chairman of the Shrine committee, was in charge. Other committeemen were Roy G. Williams, potentate of the Temple; Usher T. Winslett, C. A. Stewart, W. C. Ivey and J. Freeman Hart Sr.

Conklin Shows Signed For Event in Brantford

BRANTFORD, Ont., April 10.—Conklin's All-Canadian Shows has been contracted to furnish the amusement zone for this city's Diamond Jubilee Celebration and Old Home Week. Plans call for the show to set up in Agricultural Park near center of the city where most of the events will be held. City council, members of Parliament and leading industrialists are co-operating.

J. C. Middleton, general secretary; G. F. Sterne, general chairman; Colonel W. F. Cockshutt, W. G. Raymond, Mayor M. M. McBride and A. E. Danby comprise the committee. A publicity campaign has been inaugurated and a series of special events is being worked out.

Shrine Circus Under Way

HARTFORD, Conn., April 10.—Annual Shrine Circus, under direction of Frank Wirth and featuring Helen Reynolds and her troupe of roller skaters, got under way here this week to capacity opening crowds. Program lineup also includes Hanneford Family, Dr. Bernard's Elephants, Spiller's Seals, Seven Danvilles, Liaseed Arabs, Laddie Lamont and Neiss Family, Aerial Smiths, Francis Trio, Welby Cooke, Hazel Williams, Cloud Swing, Billiotti Troupe, Zacchinni, Great Curran; Dyana, strong woman; Sayton's Clowns and Jimmy Victor's Band.

Miller Is Piqua Chairman

PIQUA, O., April 10.—Arnold Miller, who made a success as head of the 1936 Fall Festival, has been made chairman of a spring celebration to be held here, sponsored by Miami County 40 and 8 Society. He has contracted one of the show units of F. E. Gooding and Aerial Bauers will be presented as a free act.

Shorts

W. HORACE JOHNSTON, secretary of Columbia County Fair, Portage, Wis., has been named manager of an Independence Celebration to be held on the fairgrounds by Portage Fire Department.

ONE of the big hits at Frisco Shrine Circus, according to word from Wiliam H. (Billy) Finkle, "Chaplin's Double," was the act of Bob Fisher's Fearless Flyers, who frequently stopped the show and once were recalled to do another trick after they had left their rigging.

A CARNIVAL company will supply entertainment during the Bottineau, N. D., race series this summer. Event is being resumed under Bottineau and Deloraine Turf clubs' sponsorship and purses will range from $300 to $1,000.

HELP This Department by Telling Committees About It.

GOLD MEDAL SHOWS concluded an engagement at Fair Park, Little Rock, Ark., to a free gate on April 11, under 40 and 8 Society auspices.

A CARNIVAL company, already contracted, will be featured at the annual Belton (Tex.) Independence Day Rodeo-Festival. W. F. Hamner is chairman.

INDOOR CIRCUS which will be held in the Arena, New Haven, Conn., is under Knights of Columbus auspices. Acts will be furnished by Hamid.

FUESTEL-KURDT Post, American Legion, will sponsor an eight-day celebration this summer at Lindenhurst, L. I., N. Y. City Park will be utilized.

COMMERCIAL CLUB of Moose Lake, Minn., will again sponsor an Independence Day Celebration. Rides will be secured from Duluth, Minn. V. F. Pembleton is general chairman.

AMERICA'S Ace Stunt Circus, a Charles Kyle attraction, played Norfolk, Va., fairgrounds recently under American Legion auspices. Event was given wide publicity thru radio, newspapers and sound truck. Unit also appeared in Roanoke Rapids, N. C., under Lions' Club sponsorship on April 3.

INCLUDED in the proposed program for celebration of Founders' Week to be held in Allentown, Pa., for Allentown and Lehigh Counties will be the commemoration of the 175th anniversary of the founding of the city of Allentown and the 125th anniversary of the founding of Lehigh County. Event will also take cognizance of the 110th anniversary of the Allentown Band and sesquicentennial of the Constitution of the United States.

IN STOUGHTON, Wis., more than 3,000 attended the Home Show on April 1-3, where entertainment included roller-skating act of Mr. and Mrs. Howard Bomier.

CROWDS packed the Home Show on March 31-April 2 in Turner Hall under auspices of Watertown (Wis.) Turner Society. Entertainment included Jane Buellesbach, tap dancer; Eddie Kilgore, ventriloquist; Bonelli Sisters; Jobo, Italian singer; George Haven, comic; Buddy and Jimmy Martinson, hand-balancing; Betty Olinger, acrobatic dancer; Harold Ace, tap dancer; Ole Olsen, comic; Joe Ripp, vocalist; Joe Huber, hand dance, and Jimmy and Gail, adagio dancers.

LEO WARREN is chairman and George Cunningham secretary of the committee in charge of an Independence Day Festival, sponsored by Burlington (Wis.) American Legion Post and Knights of Columbus. Plans call for a homecoming of the Burlington Liars' Club and an elimination liars' contest.

Carnival Wanted
Week Beginning July 3,
4TH OF JULY CELEBRATION AND HOME-COMING,
Auspices Portage Fire Department.
Write W. HORACE JOHNSON, Manager,
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FOR 8 BIG DAYS, JULY 3 TO 10, VIRGIN SPOT.
1,000,000 People to Draw From, Auspices American Legion.
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CARNIVAL WANTED
By a Prominent Parochial Society for June or July.
Communicate with
PRES. JOS. J. ORLOFSKY,
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WANTED
Rides, Concessions, etc., for Two-Day Celebration, July 4th and 5th.
Address
4th JULY COMMITTEE, New York Mills, Minn.

WANTED CARNIVAL
OR INDEPENDENT RIDES AND CONCESSIONS FOR TWO-DAY CELEBRATION, SUNDAY AND MONDAY, JULY 4 AND 5.
AUSPICES JOHN JODA POST 54, AMERICAN LEGION, FAIRBURY, ILL.
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JUNE 7-12.
CAN USE 3 or 4 good Shows. Other Concessions all sold.
E. V. NEWMAN, Sec'y, Norwood, O.

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RIDES, SHOWS AND CONCESSIONS,
For Big Celebration
Second Week in August.
Address: FIRE DEPARTMENT, Leonardtown, Md.

WANTED
CARNIVAL and CONCESSIONS
For Celebration Week Ending July 4,
McGREGOR, IA.
Address particulars to
M. E. SPENCER, Chairman Booster Committee.

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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.

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WINDOW CARDS, 14x22, 100, $2.50; 11x14, 100, $2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pa.

100 LETTERHEADS, 100 ENVELOPES, 100 CALLING Cards, your name and address, postpaid, $1.00. Cash with order. **NOICE PRINTING CO.,** Columbus, O. ap17

WANTED TO BUY, LEASE OR RENT

PENNY ARCADE LOCATION WANTED WITH or without Machines. Write **EMANUEL NAGLER,** 973 Tiffany St., Bronx, N. Y. x

WANTED TO LEASE OR ON PERCENTAGE Complete Dramatic Tent Outfit. Five hundred seats, stage, trucks, light plant. **A. F. BULL,** Neuces Hotel, Corpus Christi, Tex.

WANTED ACROPLANE. MUST BE PRICED right. **WM. JOHANNSEN,** 3929 S. San Pedro Pl., Los Angeles, Calif.

WANTED TO BUY—EVANS DICE AND PARI- Mutual Wheels and all kinds of Carnival Wheels. **O'BRIEN,** 89 Thames, Newport, R. I.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY — ACROBATS

MATEER AND METEER, HAND BALANCING, Tumbling Sensation of Western New York. Would consider vaudeville, night spots, circus. **RUSSELL MATEER,** 1136 Linwood, Niagara Falls, N. Y.

AT LIBERTY — AGENTS AND MANAGERS

REGULAR SHOWMAN—Thirty years tested experience as Vaudeville Theater Manager. Expert Booker, Stage Talent, Advertising and Promotion. Much Amusement Park knowledge. GEORGE ENGLEBRETH, Billboard, Cincinnati, O.

YOUNG MAN, 19, high school graduate, neat, ambitious, seeks opportunity to learn the business of the theater: management, advertising, publicity, etc. Salary secondary. BOX 779, care Billboard, 1564 Broadway, New York.

YOUNG MAN—age 22, with ten years' experience in show business. Worked in amusement park as ballroom agent for orchestra, also as concessioner and restaurant manager. Know all lines in park business. Have conducted successful 8-piece orchestra for 4 years. At present acting as booking agent and manager for orchestra and entertainers. Know orchestras from leader to drummer and have wonderful eye for talent. Make neat appearance and have plenty of business ability. Would like to contact and work for reliable agency, theatrical office or radio artists' bureau. Write BOX 774, care Billboard, 1564 Broadway, New York.

AT LIBERTY — BANDS AND ORCHESTRAS

EARL WILLIAMS' COLUMBIA BROADCAST- ing Orchestra, 11 Piece. Ballroom, Hotel, Reasonable rates. 1439 Ormand, Camden, N. J.

TEDDY JONES ALABAMIANS. A FINE SOUTH- ern Swing Band. Union. Eight men, young, neat, experienced, uniforms, P.-A. System, up-to-date library. Stocks and specials. Can augment. A fine band for hotels, cafes, night clubs, resorts. Available April 12. Only reliable parties contact. **TEDDY JONES,** Care Doris Cafe, Laurel, Miss.

KENNY WOLF'S COLLEGIANS — AVAILABLE for summer engagement. Hotel or resort preferred. Nine-piece Band, young, modern, vocalists, specialties. Augment or reduce. **KENNETH WOLF,** Clark St., Canton, Mo.

THREE TO FIVE PIECE ORCHESTRA—PIANO and First Saxophone, Ladies; Drummer, Man. Dance and Cabaret; northern states preferred. **MARY ALICE,** 12411 Osceola Ave., Cleveland, O. ap24

TOMMY JUNEAU AND HIS ORCHESTRA WILL be open for engagement May 3d, featuring nine Modern Musicians and Girl Vocalist. Uniforms, special arrangements, up to the minute library. Have played the best spots. References at your request. Will travel to any part of the country. Musicians versatile, music suitable for ballroom, hotel, club or restaurant. Cut any type floor show, with special arrangements made for each particular act. Every musician is young, neat, sober and capable. Write your best offer. No misrepresentation. I stand for every word in this ad. Pictures furnished. Write immediately, state all. **TOMMY JUNEAU,** Chase Hotel, Kansas City, Mo.

5 OR 6-PIECE BAND, NOW WORKING, SAME job all winter, available around May 1st. Modern "go" outfit. Seasoned men. Summer location preferred. Job must be good. Write at once. **MUSICIAN,** 903 14½ St., Rock Island, Ill.

CHARLES VAGABOND and His Tone Control Orchestra, Radio, Recording Band. A super-calibre unit available only for better class engagements. Recordings, press material for auditions. Ork carries all equipment, including stands, P. A., clothes, etc. Band also includes electric organ. Negotiate thru your broker or direct. 935 Belden Ave., Chicago, Ill. ap24

FAMOUS DANCE BAND now booking New England engagements. On radio, screen, stage. Favorite at colleges, receptions, fairs. MANAGER WALTER DEXTER, Appleton Ave., Beverly, Mass.

GLENN PAXTON and his Sensational Hammond Electric Organ now booking thru Charles Vagabond, 935 Belden Ave., Chicago, Ill. ap24

AT LIBERTY — CIRCUS AND CARNIVAL

HIGH WIRE AND BOUNDING ROPE, FEATUR- ing Two Consecutive Back Somersaults. **HENRY LINDSLEY,** care Billboard, Cincinnati, Ohio. ap24

HORSE, PONY, DOMESTIC ANIMAL TRAINER. Salary, your limit, but must be over $15.00. Ticket? Yes, and good board, transportation. **FRANK B. KELSO,** care Mrs. Kate Comes, Van-Buren, Ark. ap24

AT LIBERTY—Organized Hawaiian Show. Three people, featuring 531-lb. Hula dancer. A-1 wardrobe, appearance and ability. Guarantee and percentage. Reliable managers write ZORIDA, 835 Eutaw St., Baltimore, Md.

SINGLE MAN — Make openings on Oriental, Hawaiian Show, Nudist Colony. Sell tickets, play mandolin. Stage, vaudeville, etc. Rube songs, jokes. Congenial and reliable. No drunk. Write me now to J. H. GAMBLE, New Dover, O.

AT LIBERTY — COLORED PEOPLE

AT LIBERTY—Colored Orchestras. Five piece, six piece or ten piece units. Neat appearance. Repertoire, read, transpose, modern. Tickets? Yes. DRUMMER, 207 E. Nelson St., Longview, Tex.

AT LIBERTY—Small Colored Entertaining Orchestra would like to hear from resorts in Central Michigan for week-end engagements. Write VERNON BASSETT, 841 W. Main St., Lansing, Mich.

JACQUES AND LaVERNE — Available now. Young versatile colored Team, Brother and Sister, doing fast flash. Rhythm and Acrobatic Tap Dances, Spanish Comedy and other Dances. This team has had experience, has personality and looks, also Strollers, Singing, Harmonizing, playing Accordion and Guitar together between shows in night club. Play Piano also. Has beautiful wardrobe. Permanent address, JESSIE M. BARRETT, 5926 South Parkway, Chicago, Ill. Phone: Englewood 7481.

AT LIBERTY — DRAMATIC ARTISTS

AT LIBERTY—INGENUE LEADING WOMAN. Age 24, 5 feet 4, 110 pounds. Song, dance, specialties. Feature wardrobe. Write or wire. **CLELIA CRAWFORD,** Wilkinson Blvd., Belmont, N. C.

AT LIBERTY MAY 22ND—DRAMATIC TEAM. Man, 50, six feet, weighs 150. General business. Lady, 30, five feet five, weighs 118. Ingenue type, specialties, scripts. Direct if desired. Good studies, modern wardrobe.. Go anywhere, prefer Midwest. Have car, no transportation required. **JACK PARSONS,** 107 Melbourne St., Detroit, Mich.

JACK STARK, CHARACTER COMEDIAN, OR as cast. Direct, scenic artist, specialties; double drums. Join at once. For tent rep. or what have you. Reger, Mo.

YOUNG ACTOR-STAGE MANAGER—WANTS to join Summer Stock Company. Salary unimportant. Want experience. **BOX 749,** Billboard, 1564 Broadway, New York.

DRAMATIC DIRECTOR and Character Actor with splendid line of clean, shortcast comedies and dramas. Standard plays, some my own.. Wife lays characters and general business. Modern wardrobe and appearance. Reasonable salary to manager who appreciates capable service. Can produce any type of entertainment required. Long experience. Prefer small tent show. DIRECTOR, 206 South Edison, Tampa, Fla.

YOUNG ACTOR desires connection with competent manager, producer summer stock, Little Theater group or other theatrical enterprise offering reasonable compensation in salary and experience. City repertoire preferred. Stock, rep, vaudeville experience. Age 25, height 5, 10, weight 155. Ability, appearance, wardrobe. About May 15. GUY ROMMEL, care Billboard, New York.

AT LIBERTY
MAGICIANS

A-1 SLEIGHT OF HANDER, small magic, etc. Featuring nail and 8 spokes four inches long in nose. (A LA SWORD SWALLOWING.) Just finished one year and a half engagement with the Kickapoo Indian Medicine Co. Accept reasonable proposition and double comedy if necessary. Have 8 days' repertory for both magic and comedy. Sideshow on circus or medicine. Ticket? Yes. PROF. PONCE DE LEON, "The Tropical Craze," 512 W. 156th St., Apt. 51, New York City, N. Y.

HARRIE THE MAGICIAN starts April 25th toward Pacific Coast. Booking agents who can use Act that is different address mail to HARRIE, care Billboard, 1564 Broadway, New York. ap24

VENTRILOQUIST—One of world's best. Two figures. The only talking cat in the world and wise-cracker Joe. Both figures professional size. Experienced Bally, Grind, Tickets, Assistant Lecturer. Well educated, sober, honest and reliable. Hard worker. Can pitch own merchandise. Good wardrobe. Side Show, Medicine, Vaudeville or Night Club. Routines are the best—all laughs. Singing ventriloquial voice. Excellent. Address RALPH HALCOURT, care The Billboard, Cincinnati Office.

AT LIBERTY
MISCELLANEOUS

YOUNG MAN, 22, DESIRES connection with music publishing house to learn business. Serious-minded; would be asset to right company. Good education, excellent references; pay secondary, go anywhere. Personal appointment in New York possible. **JAMES HARRIS,** Bigelow St., Quincy, Mass.

AN EXPERT MECHANIC ON ARCADE, SLOTS or Marble Tables. Twelve years at last place. **AL DILTS,** 855 23d St., San Diego, Calif.

GARAGE FOR RENT—Year round business. Good opportunity for right person. CHARLES CHRIST, Greenwood Lake, N. Y. ap17

AT LIBERTY
M. P. OPERATORS

FREE—Projectionist-Electrician at your service. Employed last silent theatre in England, Simplex, Powers. Wants job. Know sound systems but need practice on sound equipped machines. Have first-class license, references. Give my full time in return or consider fee. Go anywhere in U. S. A. PHIPPS, 4445 Clifton, Chicago. ap24

PROJECTIONIST 14 YEARS—Experience on all sound equipment. Go anywhere, make offer. PROJECTIONIST, Billboard, Chicago, Ill. ap17

AT LIBERTY
MUSICIANS

AT LIBERTY — TRUMPET. Experienced theatre, circus and all lines. Trouper. Address **MUSICIAN,** 647 Third St., Albany, N. Y.

ALTO, TENOR SAX, CLARINET, FIDDLE. Read, jam. Prefer third or tenor chair. Transpose alto scores on tenor at sight. Arrange some. Good voice, sing any type song. Union. Have own car. Age twenty, good appearance, will work. All offers. Write, wire. **HERBIE VAUPEL,** Amboy, Ill.

AT LIBERTY — TROMBONIST FOR CIRCUS Band. Experienced, sober, reliable; age 33. Strong tone but not rated as player of any great skill. Address **RALPH M. ANDERSON,** care Mr. Chas. Kratt, West Stockbridge, Mass.

CELLIST—YOUNG LADY. A-1, EXPERIENCED all lines; broad tone. Will travel. Reliable. **ETHEL LEWIS,** 215-03 102d Ave., Bellaire, L. I.

FLUTIST — EXPERIENCED IN ALL LINES. Commercial matters also welcome. Write fully. **BOX C-221,** Billboard, Cincinnati, O.

STRING BASS—AGE 24. READ, FAKE, A-1 Player. Go anywhere. Prefer out-of-town. **KIM,** 12 West 60th St., New York. ap24

TENOR AND CLARINET. GO. TRANSPOSE AT sight, voice, union, 23, single. Plenty fine experience. Working now. **RUSS SNIDER,** 305 N. Walnut. Grand Island, Neb. ap17

TRUMPET—EXPERIENCED BAND, ORCHES- tra. Reliable. **F. BELL,** 806 Howard Ave., Altoona, Pa. ap24

A-1 TROMBONIST—Exceptional range, fine union tone. Read, fake Dixie. Well experienced all lines. FRED EDWARDS, 1917 N. Shartel, Oklahoma City, Okla.

AT LIBERTY—Lead Alto Sax. Doubles Clarinet. Name band experience, sober, reliable. Salary jobs only considered. Reliable leaders write. Don't misrepresent. "DOC" SMITH, Tiffin, O.

AT LIBERTY MAY 1—Guitarist Doubling Violin, Trumpet and Sax. Union, young, read and fake; all essentials. State salary. MUSICIAN, 315 N. St. Francis Ave., Wichita, Kan.

AT LIBERTY—Alto Sax Doubling Clarinet, Baritone if location. Thoroughly experienced. Young, single, neat appearance. Have car. ROBERT YATES, 1041 Lakeview, Detroit, Mich.

DRUMMER, Bells, Xylophone. Experienced in vaudeville. Married. Prefer location. Union. Write, stating full particulars. HOMER WATSON, 909 West Howard St., Muncie, Ind.

FINE TROMBONIST wants job with good band, immediately. All essentials, read, fake, modern, range, tone, take off. Also fine feature singer. Anybody needing fine man wire me immediately. Prefer location but anything considered if it pays off. Will cut it, distance no object if job is good. Absolutely no ham, plenty experience with fine name bands. Wire SLIME BURNS, Norfolk Apts., Los Angeles, Calif.

MODERN DRUMMER, 26, thoroughly experienced, read, steady tempos, 4 beats any speed. Reliable bands only. No joints, no panics. BOX C-226, Billboard, Cincinnati. ap24

TROMBONE-ARRANGER — Young, experienced. Read anything and jam. Write or wire best offer. No panics. R. REVELL, 107 E. Broadway, Yazoo City, Miss.

TRUMPET—Experienced, read, fake, prefer location but will travel if reliable. Give full particulars. MUSICIAN, 613 Lee Ct., Scranton, Pa.

TRUMPET-CORNET—Experienced concert, symphony or solo work. Write H. HERFORTH, 7618 Forest St., Pittsburgh, Pa. ap24

AT LIBERTY
PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO.,** Clayton, N. J. my3

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. my1

BALLOON ASCENSION — World Champion lady parachute jumper, doing one to eight parachute drops on one ascension. **ETHEL PRITCHETT,** 329 Indiana St. Danville, Ind. ap17

BALLOONISTS AND AIR- plane Parachute Jumpers, Boys and Girls. Coast to Coast service. Book early. **THOMPSON BROS. BALLOON CO.,** Aurora, Ill. Established in 1903. my8

AMERICA'S FOREMOST AERONAUTS—PARA- chutes drops from planes or balloon, reasonable. **TYRONE BALLOON CO.,** Toledo, O. ap17

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known. Literature. **ROSCOE ARMSTRONG,** Montezuma, Ind. ap24

BALLOON ASCENSIONS FURNISHED REA- sonably. Death Defying Parachute Acts. **ARMSTRONG BALLOON CO.,** New Canton, Ill. ap17

BALLOON ASCENSIONS BY EXPERIENCED operators. Three to five drops each ascension. Parks, fairs, celebrations. References furnished. **MRS. O. E. RUTH,** 1021 Collier St., Indianapolis, Ind.

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. **BOX C-223,** Billboard, Cincinnati. my29

LADY VENTRILOQUIST FOR INDOOR EVENTS A-1 standard act. Puppet smokes, spits, winks, laughs. Played Cleveland all winter. **DOLORES DUSHANE,** Paulding, O.

SPILLS! CHILLS! THRILLS! "AMERICA'S ACE Stunt Circus." A proven money getter for any event. Airplanes, parachute drops, motorcycles, automobiles, full performance, professional, dirt track division. When a motorcycle rider sends his machine through space into a solid burning wall at a speed of 50 miles an hour; when 2 daring riders crash head-on with stock automobiles, played to phenomenal business at Norfolk, Va., Fairgrounds Sunday, March 28, sponsored by the "Legion Drum and Bugle Corp," and we don't mean "maybe"; at Roanoke Rapids, N. C., Saturday, April 3d, sponsored by the "Lion's Club," is available for fairs, tracks, ball parks, celebration committees, fraternal organizations. For open dates address **CHARLES KYLE,** General Delivery, Richmond, Va., and Room 209, 1949 Broadway, New York City (guarantee or percentage), Lincoln Square Theatre Building, near 66th St. Phone Susquehanna 7-8348.

THREE NICE ACTS—COMEDY TRIPLE HORI- zontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, homecomings, 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, my29

AERIAL COWDENS—Three separate and distinct fast-stepping acts, Double Trapeze, Comedy Revolving 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. my3

CHARLES LA CROIX—Original, outstanding trapeze act. Booking outdoor, indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. 1304 South Anthony Blvd., Ft. Wayne, Ind.

FIDDLIN' AL ZELLERS and His Modern Musical Radio Cowboy. Indoor or out. Roping, Comedy, Musical Novelty Flash. Sound and bally trailer. 1316 Penn Ave., Jeannette, Pa.

HAL GRIFFIN—Juggling, Balancing and Fire Baton Spinning. Spectacular, sensational. Clown Numbers and Walk Arounds. HAL GRIFFIN, 1316 Mississippi, St. Louis, Mo. Phone CEntral 9775.

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. my8

LOOK, FOLKS—Something good: A Unit of Comedy Acts, Straight Novelty Acts, Clown Acts and Bits. Very reasonable terms. CLOYD HARRISON, Billboard, Cincinnati, O.

O'NEILL BROS.' Comedy Mule and Clown Acts. Two Clowns, one Mule (Skim Milk) a big feature for rodeo. July 4th date open. A talk of the show. Write O'NEILL BROS., Gen. Del., Weslaco, Tex.

STEINER TRIO—America's Outstanding Comedy Bar Act. One Young Lady, two Gents; also 3 People Comedy Acrobatic Novelty, including big scream Clown Number. Literature and terms on request. 13802 Glenwood Ave., Detroit, Mich. my1

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. my1

VERSATILE NOVELTY TEAM—Salary or percentage. Have complete med. outfit. Lecturer or teams write GLENNY AND FORD, Billboard, Cincinnati, O. ap17

WILLIAMS & BERNICE COMPANY, three standard acts. Comedy Bounding Trampoline, Burlesque Trapeze Act, Comedy Aerial Rings, Perpendicular Rope Act; Comedy Novelty Act, with Three Dogs, One Cat; lithographs, window cards, news-paper mats furnished. Bona-fide surety bond guarantees appearance. Secretaries, managers (note), these "sure-fire" comedy acts, most consistent "laugh-getters" are essential for well-balanced entertainment. Address care Billboard, Cincinnati, O. my1

AT LIBERTY
PIANO PLAYERS

CAPABLE DANCE PIANIST—JOIN ON WIRE with ticket. **BOX 966,** Montgomery, Ala.

EXPERIENCED RHYTHM PIANIST—RELIABLE and steady. No shows. **PIANIST,** 223 Webb, Hammond, Ind.

RHYTHM DANCE PIANO—ALL ESSENTIALS. Go anywhere. **PIANIST,** 600 Peralta, Berkeley, Calif. ap24

PIANIST, double Calliope, air-steam, like to join Girl or Med Show. Experienced in putting up and taking down. State all. HARRY McKENNEY. E. Taunton, Mass.

AT LIBERTY
SINGERS

GIRL VOCALIST — WILL TROUPE. VOICE range a below middle c to two octaves above. All popular songs. Fine appearance in evening dress. Good bands write. State terms and routing. **FRANCES M. BATY,** Tecumseh, Neb.

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY—3 VERSATILE PERFORMERS. Comedians, Singers, Dancers, Magic, Contortion, Escape, Singles, Doubles, Trios. Change for 2 weeks. Pad Dog for acts. Best of wardrobe on and off. Play own music, sing Cowboy and Hillbilly songs with guitar. Can produce acts and give 2-hour show. Have car and trailer. State best offer. Wire **WALTER, MOLLY AND PAT KING,** Gen. Del., Conway, S. C.

AT LIBERTY — Rep. or Med. Single Lady. Pianist, singing specialties. Neat and hillbilly; also one Feature Novelty Act. Beautiful wardrobe. BOX C-224, Billboard, Cincinnati, O.

AT LIBERTY—Flyer. Wish to join Roller Skating Act, experienced, Comedy or Straight. Write RALPH LAYMAN, 3409 Euclid Ave., Ft. Wayne, Ind.

DANCER—Adagio, Apache, Ballroom, Trio, Quartet. 6 ft. 178 lbs. Good catcher, cannon, etc. JOE LIEBERMANN, 1505 So. Kedzie Ave., Chicago, Ill. Phone Rockwell 1376. ap17

LADY—Long experience Med. Business, Sing, Specialties with Banjo, Comedy, Straights, Characters. Bits, Acts. Salary or privilege. FAYE ABBOTT, 1504 Webster, Waco, Tex.

SOCIAL SECURITY—

(Continued from page 62)

agreement between yourself and the lessee of the concessions who should stand the 1 per cent employer's tax, but the government will hold your show responsible for the payment of the tax on all employees on the lot and the proper records.

Juggler and Rope Spinner

Harry J. S., of Ponsford, Minn., a rope spinner, fire eater and juggler, who has been putting his act on at celebrations, etc., wants to know how he stands under the Security Act.

If you are putting your act on at celebrations and exhibitions and if you work alone you do not need to bother about the Social Security Act. In that case you are an independent contractor and are exempted from the tax. You may, however, work with your act eventually in a side show or vaudeville unit. Therefore it would be wise to get right now an employee's account card, which does not cost you a cent. Ask your postmaster how to get this card. He either has an application on hand or will tell you where to write.

If you work for a side show or unit your boss will deduct on every pay day 1 per cent of your wages and pay this to the government together with the same amount out of his own pocket. The total amount of your wages thru the years is listed by the government on your personal account, and the amount of your pension when you are 65 or the death benefit paid to your estate whenever you die is figured from the total amount of wages on which you have paid taxes.

WITH THE RACERS—

(Continued from page 51)

attendance building steadily toward a capacity house Sunday night, April 4.

Races started at 10:30 p.m., after the skating sessions in Arena Gardens.

Interesting feature were consolation races for all entrants who failed to qualify for finals.

There were some thrills and falls, of course, and a number of disqualifications.

Some mighty fine exhibitions were given by visitors. Fred (Bright Star) Murree, 76-year-old Indian, Red Lion, Pa., gave his celebrated fancy skating turn.

W. H. (Billy) Carpenter wowed 'em with a fast repertoire. Traverse City (Mich.) Four, Dale Fisher, Don Vezina, Guinevre Royce and George Ann Stowe, put on a variety routine.

Russell Bice at the organ capably kept his music in the tempo of the speedsters.

Armand J. Schaub, Cincinnati, presented his Flying Dutchman act, getting a big hand for swift turns between glass jugs laid in form of a cross and ending with a fast whirl.

A Baby Olympic had progeny of skating stars, five-year-old sons of Jesse Bell and Mickey Dunn, who did a 440-footer so that timers disagreed in clocking the juveniles.

Lowering the colors, presentation of awards and introduction of first, second and third winners ended the 1937 contests.

NEW NATIONAL BODY—

(Continued from page 51)

Stanley Swigon, Chicago; Rodney Peters, St. Louis; Victor Brown, Newark, N. J.; Fred (Bright Star) Murree, Red Lion, Pa.; Al Kish, Toledo; J. G. Shuman, Sandusky, O.; Mickey Dunn, Detroit; Ralph Ware, Chicago; Jesse (Pop) Carey, Philadelphia and Reading, Pa.; Arthur E. Dekemo, Cleveland.

Temporary officers elected are Victor Brown, Newark, N. J., president; Rodney Peters, St. Louis, vice-president, and Fred Martin, Detroit, secretary and treasurer and empowered to call a future meeting for permanent election, adoption of by-laws and other business. His office in Arena Gardens, Detroit, will be present headquarters with which all rink men can communicate for details and other information.

Meeting was in the Casa Loma Club in conjunction with a dinner and round-table discussion, and Fred Martin, who was host to the visitors, acted as toastmaster. Debate brought out many points which will be divulged later by officials of the new body.

MARTIN IS ELATED—

(Continued from page 51)

have never seen such a collection of beautiful prizes as those given on the final night. Now that the ice has been broken I am most positive that in the future we will see better activities and better championship meets."

To *The Billboard* Manager Martin said: "Managers and rink operators from all over the country showed their interest by coming, sometimes thousands of miles, to visit the meet. I feel I owe a vote of thanks to everyone for their splendid co-operation and to the kids for the fine way they skated. It was a cleanly skated meet. Future contests are going to be more worth while than any meet hitherto held. We have come together in such a way that there will be co-operation between every rink manager and owner in the country. There will be a bright future for these youngsters."

"The boys are all very well satisfied, judging from conversation in dressing rooms," declared Bob Martin, assistant manager of Arena Gardens, "and so are managers, other visitors and spectators. As far as business was concerned, it was very satisfactory to the house. Despite competition from hockey games the first two days and rain the third, we had good crowds. This will be a national affair from now on. The meet has proved its importance. We are going to have a North American meet next spring, which will include skaters from Canada and perhaps from Mexico. A national meet will be held next year without fail. It will be in some other rink because we do not want to establish a precedent of repeating. I shall be happy next year at not acting in the capacity of host, and the Arena team will be a tough one to meet."

Wholesale Merchandise

PRIZES · NOVELTIES · Ppremiums · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Merchandise Plans Aiding Service Station Business

Intense competition between oil companies and their service stations for additional gasoline, oil and accessory business, occasioned by the arrival of good driving weather, is indicated by recent promotion efforts to get the "jump" on the other fellow. And from these efforts it is apparent that oil company executives are going to count heavily on premium merchandise awards to obtain and hold business. Interest in every type of premium item suitable for the purpose, the growing number of award plans being launched and the quantity of merchandise already ordered has served to center attention upon this field as having tremendous possibilities for the industry.

One of the more popular plans to be inaugurated this year is one which appeals to boys and girls for their aid in bringing the gasoline business of their parents and friends to a particular station or chain. Coupons are issued with the purchase of each gallon of gasoline or every quart of oil. When a boy or girl has acquired 100 coupons he or she presents them at the station and receives a pair of roller skates, a scooter or some other equally valuable gift.

A simpler plan that is more direct and which calls for the distribution of a greater variety of merchandise is the receipt-book idea. When $10 worth (or some other amount) of receipts have been acquired, the motorist is entitled to his choice of a list of general merchandise. Particularly effective have been such items as flashlights, auto robes, car cushions, colorful potteryware and home accessories, such as ash trays, smoking stands, magazine racks, smokers' items, lighters, ciggie cases, pipes, beer sets, cocktail shakers and the like.

Still another plan which makes for a definite and strong bid for repeat business is the offering of a piece of glassware or dinnerware, from a matched set, with each purchase of five gallons of gasoline. Once a patron has begun collecting pieces he is pretty certain to continue coming until he has completed the set.

Interest Displayed At N. Y. Toy Fair

NEW YORK, April 10.—Greatly increased interest prevailed on the eve of the opening of the annual Toy Fair at the Toy Building and the McAlpin Hotel here. Newspapers added to the fever by publishing advance information regarding some of the merchandise that will be featured.

It is believed that adult games, such as Monopoly, will get the major share of attention and that buyers from all over the country will have their eyes open for this type of merchandise.

Miniatures of coin-operated games will be displayed this year in greater quantity than heretofore. Promotion of these home games has been lax for some time, but interest in them is due for a comeback.

With the return of better economic conditions and the surety that the coming seasons will find the public more attentive to recreation than ever before, buying, in all categories, is expected to be brisk.

Wholesale merchandisers have anxiously looked forward to the opening of the Toy Fair. It is their belief that many new items will be presented which will fit into their picture.

New Type Novelty Candy Vender Jacks Up Sales

With the recent advent of a new type novelty candy vender, merchandise houses and candy jobbers are reporting many new accounts and a brisk buying spree from the hundreds who are launching operations of the merchandisers. New vender is proving popular because it combines the features of digger, vender and rotating-type machines. It has a revolving table laden with merchandise and a digger crane and claw. In addition, it automatically vends full value in candy with every play.

Recent upturn in merchandise sales for this type of machine is not merely an indication of the success of the new-type merchandiser, but an indication of a pronounced swing to merchandising machines. Leaders have expressed their pleasure with the volume of merchandise operators are demanding to supply their trade. With the growing public acceptance of the new novelty candy vender merchandisers are looking forward to a substantial volume of sales from this channel for months to come.

Steady Pace Maintained By Trade in Past Week

Retail trade maintained a satisfactory pace during the past week with volume for the period showing approximately 15 per cent above figures for the corresponding week of last year.

Showing was exceptionally good when one considers that last week's figures are compared with the heavy buying Easter period of last year. Volume for March is expected to show from 15 to 17 per cent above the same month in 1936. Buying continued strong in all lines of spring goods.

"In wholesale trade, seasonal influences have begun to exert an adverse influence, altho there were exceptions to this rule," the department of commerce said in its survey of business in 37 cities.

Associated Press index of industrial activity rose to 105.5 from 103 the week previous and 82 in the like week last year.

Sun-Glass Season Has Early Opening

NEW YORK, April 10. — Sun glasses have already zoomed into one of the most important sales items in the wholesale merchandise industry here.

Sportlands, arcades, concessioners, pitchmen and others have made earlier arrangements this year for the glasses and attractive cards for quick display.

Sales of these items were among the best of the past season, even during the winter at seaside resorts. Local merchandisers report that sun glasses have always been a leading and staple item.

Sun glasses' greatest value lies in their varicolored attractive display. The cards (standard card bearing one dozen) are more modernistic and better looking than ever before.

Seaside resort men are ordering in gross lots and are dickering for price. Belief is that these advance orders will assure the public of getting the glasses at unusually reasonable prices this year.

American manufactured products are preferred, with the demand pointing to the better grades.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

IT MAY interest premium merchants and manufacturers generally to note that national magazines have taken to trick advertising to publicize their advertising pages with advertising agencies and national advertisers. The mail is full of cute little ideas, each cuter than the other, but nothing to remember the magazine permanently. I am sure some of these mailing pieces are expensive enough to justify their replacement by a good premium. Here is your opportunity to sell publishers and their advertsing managers something effective. If you have a worth-while article show it to the magazines. If interested, they will buy in large quantities. Also give other mail advertisers an opportunity to look at your stuff. This is the time for premium promotions of summer articles. Later, fall and winter articles will be welcome.

And, while I am on the matter of premium advertising, what about a little gadgets that can be handed out by garages this spring, a souvenir for road-side restaurants use or something for stores in seaside and summer resorts to welcome their summer visitors? A well-worded circular will bring results. Take your own medicine. Send a sample along with the offer.

With a cold wind sweeping the streets, curb operators made up their minds that there would not be much Easter gift business. Many, doubtless, stayed home near a warm stove. Those who faced the climate, however, did surprisingly well. Mechanical toys, such as small dogs, cats, penguins and rabbits, found most favor. Forty-second street, lower Broadway and midtown sections were especially busy. Obviously, it pays one to avoid jumping at conclusions. Present season may hold even better opportunities than had been expected.

If I were you I would give local movie houses a look. Rumor has it that many theaters will return to premium advertising. After listening to several managers, I believe there is something to the rumors. Some believe they have not yet exhausted all the benefits that can be had from bank nights, merchants' promotions and screen games. New attractions, however, may be necessary this summer. Merchandise can be sold to the movie houses again. The idea will not work, however, unless a good plan as to how merchandise can be worked in a novel manner goes along with it. Managers desire a plan that will keep the houses active thru the week and not on special evenings only, with a possibility of going easy when a good puller is displayed and widen up on off nights. If merchandise is used it should be spectacular and of real value. Needless to say, the public has a better taste today than several years ago when premium promotions were on top.

●

A friend of mine who operates a more-than-average successful game has given me some good advice which is passed on here for what it is worth. Fight shy of the game that is staked against a player. Idea is to hand out as many winners as possible. If you feel you must earn more, raise the ante. Make premiums sufficiently attractive to make players compete for the higher-priced and, therefore, more profitable articles on display. The more winners the more players.

●

I have been told that big operators are covering on chinaware. Some good bargains are still available, but getting rare. The better grade dolls are much in demand. Fashion favors colonial dresses with some call for dolls in national costumes. Puzzles are returning to favor and they sell well in curb promotions. Toys should go into premium displays because the kiddies bring their fathers to play.

Inventors Meet In Windy City

CHICAGO, April 10.—Inventors held their national congress at the La Salle Hotel here March 29 to April 2, showing 468 new items in the exhibit rooms. A little of everything was displayed, including a folding bed for trailers and mesh nets to protect the femme's legs from insects.

Mornings were devoted to educational meetings, instructing inventors in matters of patents, costs, competition, etc. Featured speakers thru the five-day session were Albert G. Burns, president of the Congress; George H. Treviranus, treasurer; Herman A. Finke, chairman, and eight-year-old David Suddeth, inventor of a boiled potato peeler.

CBS and NBC covered the exhibits with portable microphones, and pictures of the prize winners were snapped for press and newsreels. Eighteen prizes were awarded at the main luncheon April 1.

Meet closed with various committees reporting and election of following officers and directors: Albert G. Burns, of Oakland, Calif., re-elected president; H. E. Taylor, Chicago, vice-president; Gordon Lee, Cleveland, secretary; George H. Treviranus, Racine, Wis., treasurer; Margaret Hess, Morocco, Ind.; Clark L. Fry, Necedah, Wis.; Charles R. Miner, San Francisco; Herman A. Finke, St. Louis, and Hyman Olken, Cambridge, Mass., directors.

Other items exhibited included an emergency horn-sounder for automobiles, invented by Martin M. Collins, Danbury, Conn.; Re-Cap-A-Can, by H. P. Turner Company; Handi-Holder for matches and cigarets and Handi-Shopping Bag-Carrier for baby buggies, by Specialty Forum; Loop-the-Loop, by Adolph Brinkman; Rinse Rite, by Schamer Company; Jiffy Blocker, by Shay Products Corporation; a bicycle Cyk-O-Loc, by W. P. Strickland; new-type pleater for curtains, Niese Curtain Hooks; Spic and Span, Specialty Forum; combination sponge and rubber cleaner, World Specialties, Inc.; Fount-O-Ink, Fount-O-Ink Sales Agency.

Struhl Wins New York Assn's Display Award

NEW YORK, April 10.—Morris Struhl, wholesale merchandising firm, was awarded the Honorable Display Award Certificate of this city's 23d Street Business Men's Association for window displays featured by the firm.

Company is nationally known for the merchandise it sells to carnivals, concessioners, sportlands, arcades, coin machine operators, bingo merchants and retail outlets. It has been established more than 25 years. Firm has displayed its wares annually at the coin machine exhibitions in Chicago and is well known in that field.

"Tho the award of the certificate is quite an honor in itself and much sought after by the business men in this section of the city, it more than anything else points to the effectiveness of premium merchandise display value," Struhl explained.

"We are very proud of the award," continued Struhl. "No other item in the industry has as much display appeal as premium merchandise. Variety of the merchandise itself creates interest. We have even noted Sunday strollers stopping for hours at a time to pick out various items in our window displays and to comment on them.

"The manner in which premium manufacturers are co-operating with the buyers also allows for better displays. Radio firms especially are issuing eye-appealing display cards for their radio sets. Kaywoodie arranges a large and beautiful pipe display card with a free salesboard attached that is a world-beater as an attention-getter."

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.

Noiseless Roller Skates

The answer to the wish of many parents for noiseless roller skates has arrived in the new Zephyr noiseless skates, just introduced to premium and prize trade by Zephyr Products Company. The skates owe their absence of noise to long-mileage ball wheels, made of a specially developed vulcanized composition instead of resounding metal. They are also rubber-cushioned. Result is said to be the smoothest motion of any skate, comparable in all respects to ice-skating. Parents and the public generally are welcoming the advent of these new skates, particularly for use on sidewalks or streets. As a summer premium they appear to be just about tops and they are priced within the premium user's reach.

10-Gallon Hat

The 10-gallon hat is a novelty being featured for the outdoor season by the Goldfarb Novelty Company. It was an official novelty at the Texas Centennial, and Saul Goldfarb, who has had years of experience with circus, rodeo and carnival novelties, feels that its popularity will spread over the United States this summer. Hat is lightweight, durable and waterproof. It comes in two colors, gray and tan, and is an exact reproduction in design, color, texture and size of the real cowboy hat. Another hat secured for distribution by the company is the Frank Buck tropical helmet. The Goldfarbs are of the opinion that the tropical helmet as summer headgear is fast becoming a permanent institution. For the last several years sales on helmets have climbed steadily and Frank Buck's national fame has put this hat over successfully. Goldfarb Novelty Company has exclusive distribution on the 10-gallon hat and exclusive Eastern distribution on the tropical helmets.

Electroaire Ozonator

New "FO" Electroaire Generator is as modern and attractive in appearance as the latest types of office or home furniture. It is manufactured in two sizes, one of which is capable of ozonating 8,000 cubic feet, the other capable of ozonating 20,000 cubic feet. Panels are jet black bakelite trimmed in gleaming chromium-plated trim, giving a striking and pleasant contrast. A marked improvement for this type of machinery is the Roto-Beem Circulator used in place of the ordinary fan. This patented air-circulator builds up a spiraling air stream which sucks in air from all sides and from ceiling to floor, giving a faster, greater and wider volume of air distribution and, consequently, a faster and greater distribution of air than has hitherto been possible. Air stream also is given a gentle pulsating action. Purpose of the Electroaire Corporation in developing the new model was to meet the constantly increasing demand for an attractive and modern-looking ozone generator to destroy odors and freshen air in buildings or offices where occupancy, tobacco smoke, moldy or other odors are prevalent.

Memo Sheet Holder

A useful and attractive holder for memo sheets has been designed by Charles D. Briddell, Inc., manufacturer of advertising specialties and premiums. Made from lustrous walnut metal, to hold 300 3x5-inch memo sheets and available with or without advertisement on metal top, it possesses definite utility in office and home.

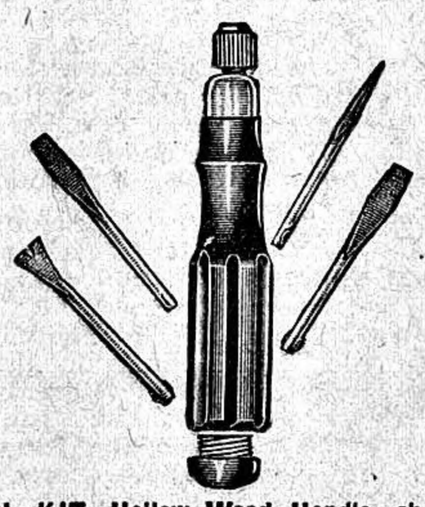
New Electric Shaver

The period of waiting is ended for those premium men who have long been awaiting the arrival of an electric dry-shaver comparable in efficiency with the expensive ones already on the market that can be purchased at about one-third their retail price. Electric Razor Corporation announces that its Marvel Electric Dry Shaver, despite its retail price of $15, is available for premium and prize use and quantity users may purchase it around their desired figures. Marvel eliminates those troublesome factors that always plague new products and steps out in advance with its two shaving edges, cutting smoothly, cleanly, closely and without irritation. Soaps, creams and lather unnecessary. All it needs to operate is a reachable A. C. or D. C. light socket. It is also ideal for feminine use, making it a premium or prize appreciated by both sexes.

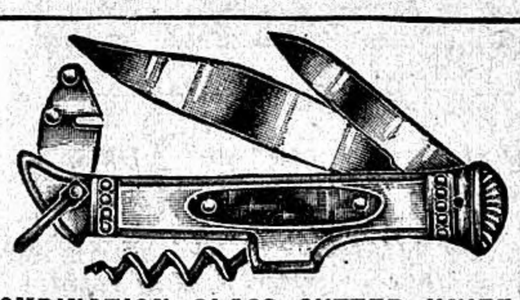
Musical Door Chimes

Relief from the usual harshness of the ordinary door signal is provided at last by the Musical Door Gong Chimes, just introduced to the direct-selling trade by the Hagen Import Company. It is claimed that when the door is opened the chime gives a clear-sounding accord of four notes in both ascending and descending order. It works unfailingly, no electricity or other power needed. It is easily put on any door, regardless of its size and construction, and costs but a fraction of the higher prcied chimes on the market. In fact, retail price is only $2, of which the agent realizes a goodly share. Item has a tremendous market, with houses, stores and offices prospects.

GOOD FOR DEMONSTRATORS



TOOL KIT—Hollow Wood Handle, cherry colored, highly varnished. Fitted with Knurled Steel Chuck, 4 hardened steel Tools inside handle. Each Set in Box.
No 15C77—Per Dozen 1.25



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Cork-screw. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3½". One Dozen in Package.
B10C178.
PER GROSS 12.00 PER DOZEN 1.05

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

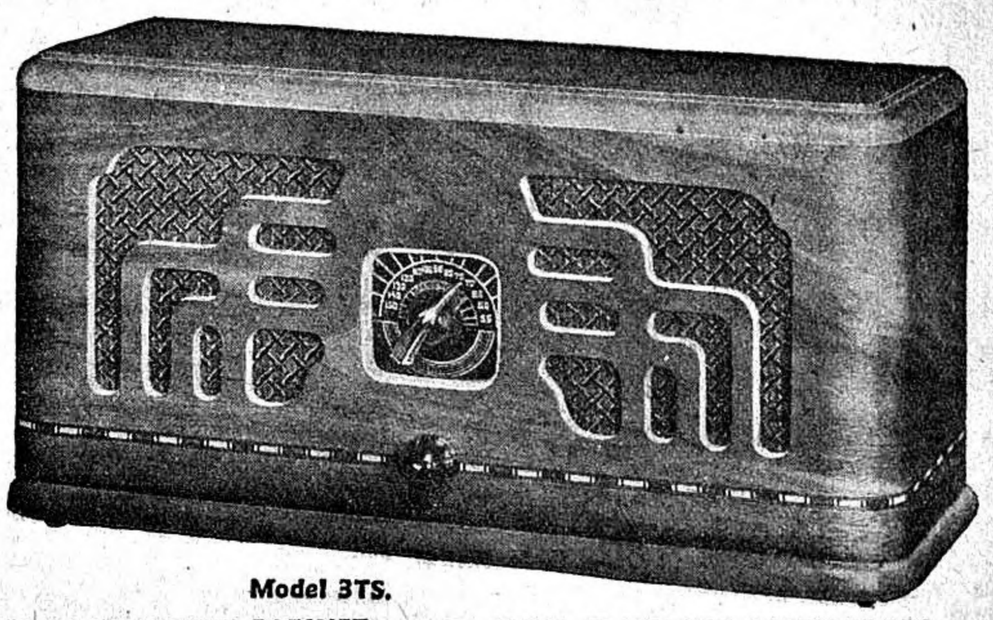
Every $1.00 Gets you $5.00
Yes, sir, real profit. Goodrich Hone Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
Each Hone in 50c Silver De Luxe Box.
GOODRICH, 1500 West Madison, Dept. BG-4, Chicago.

ELGIN Watches $2.95 UP
Rebuilt and guaranteed Elgins and Walthams, in new cases. Write for Catalog.
LEO PEVSNER, Wholesale Jeweler, 5 So. Wabash Ave., Chicago, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

The Smallest DUAL SPEAKER Radio Made

Size, 12⅜ x 4⅝ x 6⅝. Weight, 9½ Lbs.



Samples, $9.25 Ea.
$8.40 Ea., Lots of 6.
Model 3TS.

- INLAID STRIPED WALNUT CABINET.
- LATEST TYPE BENT ENDS.
- CENTRE DIRECT TUNING.
- DUAL FIVE-INCH SPEAKERS.
- LITZ BANK WOUND COILS.
- FILTERED SIGNAL DETECTOR, ETC.
- IDEAL FLASH FOR SALESBOARDS, CARNIVALS, WHEELS AND BINGO.
- MOVING COIL SPEAKERS.
- EXCLUSIVE ORIGINAL DESIGN.
- SET AND TUBES GUARANTEED.
- BUY BEFORE PRICES ADVANCE.

25% Deposit, Balance C. O. D., F. O. B. New York.
PLAYLAND SUPPLY CO., Inc., 14 West 17th St., N. Y. C.

TOYS AND GAMES FOR PREMIUMS
- One of the largest and most complete lines in this country.
- The cream of the market carefully selected from leading manufacturers.

COMPLETE STOCKS, BEST SERVICE, LOWEST PRICES.
Write for Catalog and Full Information
THE GEO. WORTHINGTON CO.
CLEVELAND, OHIO
Exclusively Wholesale

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 Wiggy, Compo., 8¾ in.	Doz. 1.25
BB3	Flying Birds, Outside Whistle	Gro.	1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 8.50
BB4	Flying Birds, Inside Whistle	Gro.	2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5	High Hat Fur Monks, 6½ in.	Gro.	3.75	BB10 China Head Swagger Sticks	Gro. 6.75
				BB11 Jap. Cig. Cases, Pearl Inlay.	Gro. 4.50
				BB12 Reach Bounder Balls	Doz. 1.15
				BB13 Carnival Print Balloons No. 8	Gro. 2.35
				BB14 Serpentine Balloons, 45 in.	Gro. 3.75

Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.
1937 CATALOG WILL BE READY MAY 1
25% DEPOSIT REQUIRED ON C. O. D. ORDERS
LEVIN BROS. TERRE HAUTE, IND.

MIDWEST ---- KANSAS CITY ---- SPECIALS

Candy Floss and Snow Cone Machines. Cone Shape Pop Corn Bags. Hoop La Blocks and Hoops. Bingo Number Cages, Wheels, Games, Doll Rack Dolls, Milk Bottles, Dart Games, Cane Racks. Wood Rings. Write us your requirements and if we cannot supply you we will direct you.

SWAGGERS, Best Quality.	Gro.	$	6.00
BOUNDER BASEBALLS	Per Doz.		1.10
GIVE AWAY CANDY, 1,000 boxes			10.00
CIRCUS PRINT BALLOONS. Big asst. of colors and prints.	Gro.		2.00
HEAVY WEIGHT BALLOON STICKS,	Gro.		.25
TWO TONE PARADE CANES.	Gro.		7.50

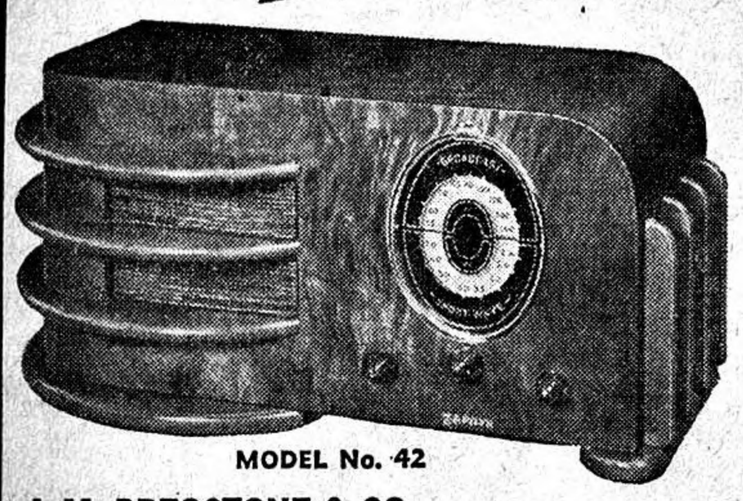
LASH WHIPS (Imported).	Gro.	$ 4.50
LAPEL WATCHES, Lots of 10.	Each	.90
LARGE SIZE OUTSIDE WHISTLE FLYING BIRDS.	Gro.	2.75
CELLOPHANE HULA SKIRTS, 36 inch.	Each	2.50
ASSORTED SLUM, 20 gro. lots.	Gro.	.60
1937 Assortment China, Slum, 20 gro. Lots.	Gro.	.90
POCKET KNIVES, 2 and 3 blades.	Doz.	2.00

Complete new line of Art Statuary, Lamps, Clocks, Smoking Stands, Beacon and Esmond Blankets at lowest prices.
ORDER FROM THIS AD. — 25% WITH ORDER, BALANCE C. O. D. — USE AIR MAIL.
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

FREE SAMPLE CASE
Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5's—Cello., in Display Box—UNIFORM. QUALITY. Per 1000 ..... $3.50
25% Deposit on C. O. Ds.—Incl. Postage.
CHAMPION SPECIALTY CO., 814-J Central St., Kansas City, Mo.

MOTH CAKES GIANT 100 for $3.50
GIANT, Doz. 44c; Cellophaned, Doz., 55c
- SUN GLASSES LATEST STYLES LOWEST PRICES
- DOUBLE EDGE BLADES. Cello. 20 Pks. 5 in Per Display Card. 40c
- Complete line for House-to-House Canvassers, Wagon Salesmen, Agents. Catalog Free. Write.

NEW ZEPHYR RADIO FLASH!



MODEL No. 42

1937's MOST BEAUTIFUL CABINET DESIGN

The Radio that's breaking records everywhere. A stunning new exclusive Bregstone Zephyr model of beautifully grained walnut. The very last word in 1937 modernistic design. A radio so different, so new, that people stop and stare—and are thrilled!

A sure-fire money maker on any display. Get your sample now while Zephyr Model No. 42 is brand new. Test it on any location. Let results be your only guide. Order today for prompt shipment.

LATEST 1937 FEATURES FULLY GUARANTEED.

ONLY $12.95

In Lots of 6 or More. $13.35

In Lots of 1 to 5, Rush $2 Deposit, Balance C. O. D.

Five Tube AC-DC; Short-Wave Switch; Self-Contained Aerial; Full 5" Dynamic Speaker; Full RMA Guarantee; RCA Licensed Tubes; Gets Police Calls, Aviation, Amateurs, etc. Size: 17" Long, 8½" High, 8½" Deep.

J. M. BREGSTONE & CO., 538 So. Clark St., Chicago, Ill.

MYER'S CIRCUS SPECIALS

7 INCH FEATHER DOLLS. A REAL HOT NUMBER.	Hundred	$5.00
OAKS CIRCUS SPECIAL BALLOONS.	Gross	2.50
LARGE WHISTLING FLYING BIRDS.	Gross	2.00
30 INCH STRAIGHT SNAKE WHIPS.	Gross	3.75
54 INCH LASH WHIPS, SNAKE DESIGN, CIRCUS SPECIAL.	Gross	6.00
MILLER INFLATED TOYS AND SIBERLING TOYS.	Gross	$4.80 and 8.40
6 INCH FUR MONKEYS.	Gross	4.00
COW BOY HATS, RIDE 'EM COW BOY.	Gross	7.20
OAKS MICKEY MOUSE TOSS UPS WITH HEAVY FEET.	Gross	4.25
BLACK HANDLE MHG CROOK CANES.	Gross	8.00
HEAVY BAMBOO PARADE CANES.	Gross	8.00
CHINA HEAD SWAGGER STICKS.	Gross	6.00

ONE HALF DEPOSIT ON ALL ORDERS. THE BALANCE C. O. D.

MILTON D. MYER COMPANY

332 Third Avenue Pittsburgh, Pa.

THE UNDERSELLING SUPPLY HOUSE.

FOR VALUES TO GET EXCITED OVER

BUY FROM THE WORLD'S LOWEST PRICED WHOLESALERS SINCE 1916

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

196-Page Catalog FREE with All Orders.

Our Only Mailing Address:

MILLS SALES CO. of New York, Inc.

901 Broadway, New York, N. Y.

ELGIN—WALTHAM

7J.. 32.5
15J.. 42.5
17J.. 47.5

SAMPLE WATCH $35 EXTRA: CATALOGUE ON REQUEST....

16 SIZE BLACK ENAMLED CHROMUIM EDGED CASE-LARGE NUMBER DIAL....

DEPOSIT REQUIRED BAL. C.O.D.

BERKMDSE CO INC 45W45 NYC

★ GENUINE IMPORTED ★

RUGS 55c AND UP.

(ORIENTAL DESIGNS) All Sizes From 18" x 30" to 10 x 14 Feet.

REAL FLASH! BIG VALUES!

Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and to the pocketbook. Get in the big-money class now. Send today for FREE ILLUSTRATED CIRCULAR giving descriptions, sizes and prices for the most complete line of low-priced rugs on the market.

M. SEIDEL & SON 243 West 30th St., New York, N. Y.

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.

NOTES from SUPPLY HOUSES

B. & N. Sales Company, supply house for notions, novelties, cosmetics, drug sundries and premium merchandise with a large following among pitchmen, concessioners and agents, has begun distribution of its new 112-page catalog. Book contains more than 1,000 illustrations of imported as well as domestic merchandise. Company maintains eight branches in the larger cities thruout a wide portion of the United States.

Playland Supply Company, radio manufacturer, recently moved to new and larger quarters on 17th street, west of Fifth avenue, New York. It now occupies an entire floor, with attractive showroom, office, experimental department and large stock room. Company manufactures radios exclusively and is specializing in table and midget size sets for salesboard operators, concessioners, wheels and bingo games. All sets are licensed under RCA.

The new N. Shure Catalog No. B128 resembles a big-city telephone directory. Thousands of items are illustrated therein, in fact, everything from shoestrings to furniture. Everyone connected with the amusement industry should acquire one. They will find about everything they are looking for in this big buyers' directory.

Pakula & Company's new line of whitestone rings is one of the most dazzling and attractive ever presented to the trade. Harry Pakula has been catering to whitestone workers for the last 17 years and knows what's what for this particular field of salespeople; thus he can be relied upon to have the newest as well as the most complete stock on hand at all times to insure prompt and speedy delivery.

Weekly earnings of workers in manufacturing industries averaged $26.64 in February, 1937, compared with $23.14 in February last year, according to the National Industrial Conference Board. January, 1937, figure was $26.11 and the 1928 comparative average $28.55.

Factory employment in New Jersey during February, 1937, increased 1.7 per cent over January, 1937, according to State Labor Commissioner Toohey. Pay rolls advanced 3 per cent and average weekly earnings 1.3 per cent. Gain in employment over February of last year was 12.7 per cent, and the number of employees in 701 identical plants increased from 215,973 to 243,493. Pay roll growth was 24.1 per cent, the total going from $4,928,903 to $6,115,288. Average weekly earnings mounted from $22.82 to $25.11, a 10 per cent gain.

Charles Ufert, now featuring various lines suitable for demonstrators, canvassers and specialty sellers, expects to offer several new numbers for pitchmen soon. Meantime many items are available that pitchmen find reliable standbys. The firm is offering a wide variety of moth preventives, a line that specialty sales people always take to for spring and summer sales. Lists will be sent upon request.

That low-priced imported Oriental-design rugs will be a popular item this season is proved by the tremendous response to recent advertisements featuring these rugs by M. Seidel & Son. Charles Seidel advises that more than 200 agents, salesmen, operators and concessioners have written in for the company's free illustrated circular and price list and have ordered the rugs.

A large follow-up announcement which was planned for this issue by the Speak-o-Phone Recording and Equipment Company had to be held off because of the flood of inquiries which concessioners and demonstrators sent in in response to the Speak-o-Phone announcement in the Spring Special.

The portable recording set for making personal phonograph records of any individual's voice seems to have caught the fancy of concessioners and demonstrators as a new big-money idea. C. Austin, of the Speak-o-Phone Company, asks that concessioners and demonstrators allow the company sufficient time to catch up on present inquiries and orders before rushing in any more.

The offer of a free chain and jackknife with every railroad engineer's model watch as featured by the Bradley Company in the Spring Special issue of *The Billboard* apparently has met with the trade's approval. Agents, salesmen, bingo and salesboard operators, concessioners and demonstrators have responded to the offer in a big way.

Peter Turchon, of the Bradley Company, feels that once the wholesale merchandise buyers have familiarized themselves with the company's extensive and smart line of ladies' and men's rings, watches and other jewelry items they will depend regularly on the firm for top values in this type of merchandise. Company invites inquiries from interested parties.

Musical instruments have long held an important place in premium and prize activities, starting with the small harmonicas for young America and extending to saxophones, accordions, banjos, guitars, violins, etc.

One of the leaders in this field, Fred Gretsch Manufacturing Company, has recently announced that its entire line is available for premium and prize use. Company has been manufacturing quality musical instruments since 1883 and its products enjoy an enviable reputation. The line contains musical instruments fitted, from the price angle, to a wide variety of premium and prize offers.

Substantial Increase In Wholesalers' Sales

WASHINGTON, April 10.—Manufacturers' and wholesalers' sales showed substantial increases in February, compared with the same month last year, according to a joint survey by the Bureau of Foreign and Domestic Commerce of the Department of Commerce and the National Association of Credit Men.

Total net sales of 557 manufacturers thruout the country registered an increase of 25 per cent over February, 1936. All 15 industries shown in the survey had increases, ranging from 4.1 per cent for printing and publishing to about 65 per cent for non-ferrous metals and their products. Without adjustment for seasonal influences, February sales registered an increase of 2.4 per cent from January, 1937. Percentages of collection on accounts receivable submitted by 501 manufacturers were higher in February, 1937, than for February a year ago, but under January of this year. Respective figures were 75 per cent, 74 per cent and 76.6 per cent. Eleven of the 15 industry groups reported a higher average collection percentage for February over the same month in 1936.

Among wholesalers, total net sales of the 1,100 reporting increased 16.6 per cent over February, 1936. Without adjustment for seasonal influences, February sales registered a decrease of about 3 per cent from January this year. Nearly all wholesale trade groups displayed increased sales over February of last year. Durable and semi-durable goods showed the most favorable improvement and consumption goods the least favorable. Electrical goods and jewelry and machinery wholesalers averaged sales increases of more than 30 per cent.

Percentages of collections on accounts receivable submitted by 628 wholesalers were higher in February as compared with the same 1936 month, but under January this year, and were 71.9 per cent, 68.2 per cent and 74 per cent, respectively. Greatest relative increases were shown by 15 of the 19 wholesale groups reporting.

Playing Card Thermometer

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PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

GEORGE PARKEE . . . and the missus, of Briston, Va., are making the court spots of Virginia, Tennessee and Kentucky with the soap and needle packages to good business.

DOROTHY SULLIVAN . . . is reported to be working a Decatur, Ill., chain store to a swell take.

HUSTLER'S TIPS: A real bet overlooked by the boys working the sheet are the rebuilt watches advertised in the Pipes Department of The Billboard. Cheap premiums make subscriptions hard to get and harder to write. You boys who do give this tip the once-over will realize that some big scores may be made with a good-sized standard-brand watch that retails new at a price four times the amount of a real score.

"NOW PLAYING . . . the Flower Garden of the South," scribes Dr. D. D. Lockboy, manager and owner of the med opry bearing that name, from Summerville, S. C. "Visited the Speaglax med show when that unit played here. The doc has a veritable hospital on wheels and is getting plenty of dough. The Ben Mathews family has been here for several weeks preparatory to leaving for the med opera opening in the North. Come on, boys and girls, pipe in."

TOM SIGOURNEY . . . inks from Springfield, Ill., that he is about finished with pitching, explaining that he has just placed his *Dugout Ditties* (funny side of the war) book and has contracted to write another one of a similar nature. In addition Tom has had his Chicago Centennial Jubilee song accepted. He plans to send in a weekly epigram. Here is the first one: "All the heels are not on shoes nor are all the lice on underwear."

PITCHMEN'S SAYINGS: "Stand right where you are. Don't move."—English Tommy Evans.

JIMMY BURNELL . . . ace razor paste worker, jumped into the coal fields in the mountains of Kentucky the minute he learned the coal pact agreement had been signed.

"JUST CONCLUDED . . . a three-day pitchmen's convention here," blasts Charles Mack from Springfield, Mass., under date of April 5. "Those in attendance were Murray Hamilton, Joe Hall, Frank Connelly, M. J. Martin, Joe Krause, the Great LaRoy, Tommy and Mary Barres, Charles Moulton, Charlie McGare, Sam Lewes, Ed Welsh, Barnum Hauley, Walter Acamey, Mr. and Mrs. Allen, Chuck Connor, Ben the Wolf, Doc Sawyer, Joe Curren, Doc Harold L. Woods, Jack La Rue, Doc Williams, Doc W. J. Flood, Shorty Grace, Andy Brown, John Maxwell, Harry Stevens, William Sullivan, Doc Atlas and Charles Mack. Atlas, who has been showing Maine and New Hampshire for the last two years, was one of the principal speakers. Doc Williams announced that he will have a four-truck show this season. Stage will be constructed on two trucks and organization will carry its own electric plant and loud speaker. Unit will carry 18 people and, according to Williams, is booked to play eight weeks in Massachusetts and the remainder of the season in New Hampshire. Michael Sullivan, formerly of the Doc Woods Show, will handle the advance."

HERMAN A. WILLIAMS . . . tells from Chicago under date of April 4: "Followers of pitchdom have declared winter at an end and all hands were on deck on Maxwell street last Sunday. Ray Herbers is now in Miami, acting as a talker for a touring bus company. George Orman has returned here and is doing a good business. Word to the effect that Buffalo Cody is seriously ill somewhere in the South reached here recently. Conditions in general are about the same here.

MEMORIES: When Jack Scharding and Professor Hume made the fairs with the health books and astrology and were top money-getters on the midways. When Scharding was one of the most popular men making the fairs and was always welcomed back by the secretaries. Those were the good old days.

ED BENNETT . . . scribes from Fort Lawn, S. C., that his unit is playing schools and halls in that territory to good business. In addition to Ed and the missus, show's roster includes Mr. and Mrs. Jesse Gordon and Stanley Butcher.

DOC LEE HOLDEN . . . Drexell Day, Thomas Millard and Smoky Davis are preparing their med opera at Kingston, Tenn., for the big spring drive.

JIM DUNCAN . . . and the missus, erstwhile coupon workers, recently opened a cafe in De Leon, Tex.

JACK HEWETTE . . . letters from Champaign, Ill., under date of April 1: "Just noticed that Hide-and-Go-Seek Murphy has been living up to his nickname, hiding out in Indianapolis and getting all the money on the sheet for the last six months. Pretty foxy, old boy. Come on, Frank, shoot a pipe. Also noticed that Ray and Tommie Lamb have gone with Harry Weary, of paper fame."

MONEY SPOTS: With summer just around the corner, it would pay a pitchman who is making the big towns to watch the vegetable markets, especially those where the farmers do their retail trading. Housewives by the hundreds attend these markets and are good prospects for any pitchman handling a meritorious article. Watch for the market days and collect according to your ability.

JAMES H. McCASKEY . . . fast-moving, cow-sheet sub getter, tells from Reynoldsville, Pa.: "Due to a continuous streak of tough luck I'm on the shelf for awhile. Had a very bad accident recently. My car careened, turned a double aerial somersault, doubled up like a jackknife and went over a 92-foot embankment. I went thru the air like a flying trapeze, but came out alive without a scratch. Needless to say the car is a total loss, but I still have a receipt book. I haven't, however, forgotten that good things don't come in bunches like bananas. Spring is here and it's me for the sticks as soon as permissible."

DOC J. G. O'MALLEY . . . inks from Bainbridge, Ga., that he has quit the med business for a while at least and will be with the Imperial Shows this season with an animal show. Unit will be transported on a huge trailer

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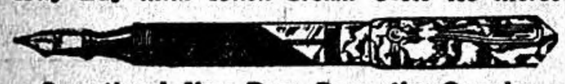

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Send 50 cents for our dry HERB COMPOUND CONCENTRATE, enough to make sixteen 8-oz. bottles of tonic. Labels Free. A scientific preparation that really repeats. A trial order will convince you.
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SELL THE NEW "NATIONAL" LINE.
Clean goods. Prompt service. Factory prices.
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SPECIAL CLOSEOUT
1,000,000 Blue Blades, Double Edge, Packed 5 to Pkg. Cello-Wrapped. Per 1,000 ..... $2.70
50% Deposit, Balance C. O. D.
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For Circus-Rodeo-Carnival and Concessions
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DURABLE—WATER PROOF—EXTRA LARGE SIZE. Made of Moulded Papier Mache. Guaranteed to withstand Rough Use. Measures 16x15". Crown 7" High. Colors: Cowboy Tan, Bright Red, Oxford Gray. 6 Dozen to a Carton.
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NEW SILK RAYON WHISTLE LASH WHIP
Beautiful and Attractive New Color Combinations, Woven Around Strong Wood Dowel, With 4" Enameled Wood Whistle Handle, 54" Length, with 18" Snap. Exceptional Quality.
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SEND FOR SPECIAL LIST OF OTHER FEATURE CIRCUS AND CARNIVAL ITEMS.
GOLDFARB NOV. CO., 20 WEST 23d ST., NEW YORK CITY
"THE HOUSE OF SERVICE."

which he recently constructed. "They tell me," says O'Malley, "that once a pitchman, always a pitchman and that I'll probably return to the game. I have a flashy outfit, however, so here's hoping."

TRIPOD OPININGS: A smart pitchman will cater to the young folks up front because he realizes they are his future customers and lawmakers.

BEN (HOBO) BENSON . . .
"The Coast Kid," letters from New York: "Old man winter is on his last legs and maybe we pitchmen aren't glad. I've been pitching all winter in New York to swell takes. All the other pitchmen here seem to be getting by. Plan to head for Seattle soon."

CHARLEY COURTEAUX . . .
who has been making the sit-down strike territory, is now working a sharpener and glass-cutter combination in one of Cincinnati's 5 and 10 stores.

DAME FORTUNE sits on the shoulders of the pitchman who is willing. Other pitchmen seem to be troubled with that graveyard cat that leaped on their backs.

AUTHORITIES . . .
in the District of Columbia are clamping down on solicitors and sheet writers attempting to work that territory without securing the necessary $5 license. The law, which became effective in 1932, reads: "Solicitors shall pay a license fee of $5 per annum. Any person who goes from house to house or place to place within the District of Columbia selling or taking orders for goods, wares, merchandise or any article or thing of value for future delivery or for services to be performed in the future or for the making, manufacturing or repairing of any article or thing whatsoever for future delivery and requiring or accepting a deposit for such future delivery or service shall be deemed to be a 'solicitor' within the meaning of this paragraph: Any person desiring a solicitor's license shall make application to the commissioners of the District of Columbia or their designated agents on forms to be provided for that purpose. . . ."

DON'T SHOUT that the other fellows are lucky because they get the breaks. There's a possibility that the other fellow might be making his own breaks.

BILL WESTFALL . . .
shoots from Brooklyn that he and George Brophy have been taking in the sights and washing them down with the amber fluid there for several days. Bill has been working hard for the past season and earned the rest.

Pitchdom Five Years Ago

Four flukem workers were holding down doorways in the Hoosier Capital and getting swell dough. Boys worked the spot for more than a month without a rumble. . . . Nate Eagle had just signed up as a talker with the Beckmann & Gerety Shows. . . . Frank R. Groesbeck was making the interior Ohio towns with med, razor paste and corn punk to a none too forte business. . . . Jimmy Curry and Lillian Shee just started their second week of demonstrations in a big Pittsburgh department store. . . . Doc Perry, chain store pitchman, put more than 300 people on his pay rolls during the winter. . . . Jim Black, well known among the fraternity, had just joined the Hofeller Candy Company, Chicago. . . . Buddy and Madge Carter, working transparent liquids, were finding business fair in Harrisburg, Pa. . . . Dr. Arthur T. Layton was convalescing at the Veterans' Hospital, Dayton, O., and framing a real med show. . . . W. J. McKeown closed a prosperous week in Cincinnati with the razor blades and headed for Dayton, O. . . . Harold (Red) O'Brien was cleaning up with his spot remover. . . . Harry Corry, after basking in the California sunshine for some weeks, returned to Cincinnati for a bit of rest before joining out with the Sheesley Shows at Buffalo, N. Y. . . . Doc Earl V. Johnston was in Dayton, O., readying his platform med show there for opening May 16. . . . Included among the pitch fraternity working Atlanta were Bob Regan, Bob Middledorf, H. T. Mahoney, Irving Smith, Doc Knight, Lannie Lannigan, Hi Hightower and Emory Wilhelm. . . . Magistrate J. J. Goldstein, sitting in Jefferson Market Court, New York, won the gratitude of the whole pitchmen's colony in the big town when he declared himself out of sympathy with the Merchants' Association of 42d street in that organization's attempt to drive all sales people from the streets. . . . Fred Duncan and Leroy Butler teamed up and were working med and salve in Iowa and Nebraska. . . . That's all.

FAMOUS LAST WORDS in Pitchdom: "Scram, here comes that tough lee-a-saw."

HARRY (RAZOR) RILEY . . .
shoots from Hot Springs, Ark., that he is going to take in the races with his press card. He says he expects to find Dr. Everglades and Dr. Sneezo in the grand stand when he gets there.

THE BEST way for a pitchman to develop self-confidence is to turn time into work, which automatically turns into mazuma.

A FEW DOORWAY SPOTS . . .
on Soledad street and some on Houston street are open to pitchmen in San Antonio. Boys selling the song sheets are reported to be doing nicely in these spots. Almost all of the pitchmen have quit the Texas metropolis for points north.

KING LAMAR . . .
of astrology and health book fame, is reported to be on the sick list at Anderson, Ind.

WONDER WHAT has become of the $100-at-a-passout boys. Looks as tho the C's have the cramps.

L. C. GODBY . . .
is working off his car with the crystals and minerals at the corner of Prospect and Central avenues, Hot Springs, Ark. A few corners and some doorways are open to pitch exponents in that town.

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Pitchmen I Have Met

By SID SIDENBERG

One of the most-traveled men in Pitchdom is Morris Davidson. One of the best liked and cleverest tripod workers in the business, this baby sells rad, gummy, sharpeners, glass cutters, Svengali decks and dime and penny tricks by the ton, in many instances working spots that are closed to the "cry babies" in the business who are always lamenting and singing the blues that Pitchdom and the world have gone to the dogs.

About a year ago I was traveling south via Missouri and Arkansas and the advice all along the line was to stay away from Blythesville, Ark., because the town was closed and hostile. Well, not trying to throw bouquets at myself, I figured that I would take a chance at the town, believing that if I did get a turndown I could call on my good friend Hubert Potter, who is a power in the town. That's getting away from the story, however, as Potter had me set even before I got there. Arriving there I saw Morris Davidson working one of the most prominent corners in the town and collecting nothing but kale.

Morris calls the United States home. He didn't get married because you can't tie him down. Travels all the time. Just like a bald eagle—now you see him and at any minute he might rise and fly. He's been all over the world, has no cares and worries about nobody. Trouble never bothers him and he gets a kick out of trying to make a spot that comes under a hard-to-make heading.

Morris has pitched in Great Britain, Egypt, India, Palestine, Germany and France. He served under General Allenby in the Jewish Legion in the World War. Immediately after being mustered out of the service he snatched up some tripods and keister and went to work before he recrossed the pond.

Morris is 42 years old and if he is married he got himself hooked in the past year.

ALERT PITCHMEN pick the next spot, while lamenting pitchmen go to pieces.

HAROLD BROOKS . . .
squeezes the following thru from Erie, Pa.: "Arrived here in time for the market opening and made a pitch with the forecasts with a fair take. Found more boys working the market here than I have seen in a long time. It looked like a fair midway, but all got a little money—very little. Guess I will have to make Cleveland to get it."

IF A MAN stands still, he stands alone, for to succeed one must move with the masses and keep abreast of the times.

GEORGE SHIELDS . . .
is making Fulton, Ky., with his health books, sex and astrology. "Business isn't so hot, tho," he advises.

CHIEF ROLLING CLOUD . . .
is loading his cars, bag and baggage, at winter quarters in Paris, Ill., and will head for a few spots in Northern Illinois. The Chief says he expects this year to be a banner one in the med-purveying game.

SOME PITCHMEN believe the world is obstinate because they find it so hard trying to convince everybody that they are always right.

RECENT VISITORS . . .
to the George Rabbitfoot Laboratories, Somerset, Ky., were King Joy, Bert Jordan, Al Stoffel, Dr. E. Enoch and Chief Sky Eagle. George infos that he has just taken purchase on a new car and

(See PIPES on opposite page)

SUBSCRIPTION MEN
Try POULTRY TRIBUNE, America's leading poultry magazine. Every farmer is a prospect. Women are interested. Good side line for rural territory. $1.00 deal. Good territory now open. Write today.
POULTRY TRIBUNE, Mount Morris, Ill.

Notes From the Crossroads

By NAT GREEN

THE opening performance of the Hagenbeck-Wallace Circus at the Coliseum was an agreeable surprise. When one considers the short time in which the show was organized and assembled and the brief rehearsals it was a remarkably good job. It demonstrated concretely the value of experienced men. They could not have selected a more competent man than Ralph J. Clawson to put it together. And the veteran, albeit a comparatively young vet, Orrin Davenport, has been demonstrating his ability for years in handling large indoor circuses. To be convinced that these two men know their business from every angle one has only to view the performance. Regardless of how much good talent there is in a show, there must be someone capable of correlating the various features to make a smooth-running, speedy, entertaining performance, and Davenport evidently is such a man. If all departments of the show run as smoothly as his there is no reason why H-W shouldn't have a successful season.

●

An interesting addition is being made to the show this week. Pancho Villa's daughter is joining and will be featured with the Wild West. She is said to be an excellent rider and with her picturesque background she should make good copy for the newspapers.

The show also has a live wire in its bandmaster, Henry Kyes. Billed as "The Paul Whiteman of the White Tops," due to his striking resemblance to the jazz king and also to his modern symphonic arrangements for circus music, Kyes brings something distinctly new to the circus world. Instead of the old-time so-called rain-catcher type of altos, um-pah basses, nanny-goat trumpets and whippoorwill clarinets, Henry has cleverly woven in modern four-part harmony for saxes and three-way brass choruses in the old-time calliope and is playing *Rhapsody in Blue* in the approved Eddy Duchin manner. The old-time circus spirit is not lost, however, for the gallops and fanfare and the man on the flying trapeze still predominate but are dressed up in modern style. Kyes, by the way, was director of the famous Merle Evans Victor recording band.

●

Mabel Stark, famous tiger trainer, was in town for the opening of the circus. . . . She leaves soon for an engagement at Atlantic City, then goes to the Benson Animal Farm at Nashua, N. H. . . . Some spiffy invitations Max Goodman sent out for the opening of his Goodman Wonder Show, Inc. . . . Sorry, Max, that we can't be in Raleigh the 17th. . . . J. B. Hendershot, general agent and fair manager of the Mighty Sheesley Midway, was a business caller a few days ago at the Chi offices and says things look great for the '37 season. . . . Jack Bell, who used to work for Joe Donahue, of the Ringling offices and is now located in Detroit, was a Chicago visitor and graced the famous Atwell Luncheon Club with his presence. . . . Allen Lester, Raymond B. Dean and Bernie Head, all of the Cole Bros.' staff, have been in Chicago doing preliminary work for the Stadium engagement.

Blue in Different Ward

DAYTON, O., April 10.—Charles C. Foltz (Blue), who has been confined in the hospital division of the National Military Home here for the last few weeks, has been moved from Ward 1, Room 5, to Ward 3, Room 11. He would appreciate hearing from his friends occasionally and having those in this section or coming this way pay him a visit. Among those who called on him this week were Floyd E. Gooding, J. F. Murphy, Felix Bley, Mr. and Mrs. A. C. Hartmann and Mr. and Mrs. C. R. Ellis. Mrs. Foltz, his wife, and Mrs. E. (Pee Wee) Lunsford are at his bedside.

Martin's United Shows Report Business as Good

LOS ANGELES, April 10.—B. H. Martin, owner-manager Martin's United Shows, reported here from Watts, Calif., that since the opening of the season that the shows have been successful at every stand. With the exception of two days lost on account of cold and rain the management is well satisfied for the early weeks.

The show plans to add several new features as the season progresses and has every reason to believe that 1937 will be a banner year for this outfit, as it is the policy to make all reasonable effort to present attractions that will please the public in a clean and showmanlike manner.

At El Monte, Calif., several of the O. H. Hilderbrand Shows' trucks stopped and many visits were exchanged between the Hilderbrand and Martin contingents. Leon Whitney has purchased a new Growe trailer. Reported by B. H. Martin. A complete roster of the show will be printed in *The Billboard* next issue.—Editor.

CARMICHAELS, Pa., April 10.—Harry Winters, of the Winters' Exposition Shows, announced that the season will open here April 24.

PIPES

(Continued from opposite page)

that the above visitors were headed north.

CLIMBING A LADDER is hard work, but a fellow is likely to grab off more splinters when sliding down it.

SI HART . . . shoots from Mt. Vernon, Ill.: "Just returned from the first farm sale I ever made. Glad I made the sale, for those babies went for the key checks like long-lost brothers. Boy, that farm sale has taught me to order plenty of stock and have it on hand, for they came fast and furious for what I did have. Me for more farm sales from now on. If it will do anyone good to know, I find business better than good."

CHORUS EQUITY

(Continued from page 4)

which will make nominations for officers and members of the executive committee for the coming election is as follows: Francis Clarke, chairman; Emily Marsh, Gertrude Rittenhouse, Harry Murray, Dean Dickens, Mary Sutherland, Geraldine Bork, Walter Franklyn and Florence Keezel. Kathryn Richmond will serve as alternate for the three members of the committee appointed from the executive committee, and Ruth Dawson as alternate for the six chosen from the regular membership.

The nominating committee will meet at the headquarters of the Chorus Equity, 117 West 48th street, New York, Monday, April 12, at 2 o'clock in the afternoon.

Chorus Equity has maintained a minimum salary in the legitimate theater since its beginning in 1919. For that reason Chorus Equity has never permitted its members to work on the co-operative basis. Obviously if we hold to the rule that no member of Chorus Equity may work in a legitimate production for less than $30 in New York and $35 on the road we could permit no arrangement by which chorus members work at no stated salary and on which arrangement they are more apt to get $5 or $6 a week than $30.

Despite the fact that this rule has been in effect for 18 years, we occasionally still get complaints from unthinking members that Chorus Equity is stopping production, depriving them of a wonderful opportunity because we forbid co-operative arrangements for the membership.

Just a little thought should clear this up. Does any member think that any manager will let go of a valuable piece of property, will give them a production that stands any chance of even making enough to pay salaries? We think that there is no argument in favor of any co-operative company insofar as the performer is concerned. It is just possible that there is more to be said for such an arrangement for the principals than for the chorus. The principal may have a reason other than salary for wishing to continue with something that has proved to be a failure. Possibly he thinks he has an unusually good part in the production and that his performance in that part may get him another and a better engagement. Such an argument does not hold for the chorus. They work as a group. There is little opportunity for the work of one member to stand out sufficiently so that he will obtain another engagement because of that one performance. The production has value for him only for so long as it pays his salary. If he has been so unfortunate as to find himself in a failure he certainly does not want to continue that misfortune by making an arrangement which breaks down his association's minimum salary and may result in his getting a lower salary on his next venture.

Be sure you are registered in the employment agency and, if you are looking for work, that you call at the Chorus Equity three or four times a week.

DOROTHY BRYANT,
Executive Secretary.

Weismuller Is To Join Aquacade At Cleveland's Great Lakes Expo

CLEVELAND, April 10.—Latest step in preparation of the Aquacade program which Billy Rose has been engaged to present at Great Lakes Exposition here this season is engagement of Johnny Weismuller as the newest aquatic star.

Eleanor Holm Jarrett is feminine star of the general water production, with Aileen Riggen director of the aquabelles. Floyd Zimmerman, coach of the group last season, is working in conjunction with Miss Riggen. The water chorus will number 500 swimmers, male and female.

Backing this will be the presentation on the movable stage, which comes forward under the blanket of a water curtain so that the acts are close to tables where 5,000 spectators may dine, dance and see the show. Gomez and Raymon, ballroom dancers, have been engaged by Rose to appear in this portion of the bill.

Something different in advertising an expo has been devised with the dispatching of five chautauqua speakers who will tour Northern Ohio and the Great Lakes States in behalf of the event. They are Dr. James Marshall, Charles H. Pattenburg, Dr. Luther Gable, Frank P. Johnson and Karl S. Bolander. Marshall, native of Australia, is an authority on tropical animal and plant life. Plattenburg, world traveler and editor, has made a hobby of expositions and has attended nearly every one since 1893. Dr. Gable is an authority on radio, ultra-violet and infra-red lamps. Johnson is a farm chemist and Bolander is founder and president of the National Art Guild.

Plan is for speakers to appear before schools and educational groups, lecturing in their particular fields and stressing educational importance of the expo, plans being to emphasize this phase of the expo. Speakers will include 12 lecturers. Others retained are Donald Gray, retired naval officer; William Dern, Fred Heitfeld, William Rainey Bennett; "Slim" Williams, hunter, trader and trapper; Samuel W. Grathwell and Jack Morrow. Most of these have been under bureau management and are known as school assembly and business-group speakers. It is expected their work will materially increase attendance.

Another strong buildup is that to be given the radio program. Stars of national importance and band names are listed. Ohio Bell Telephone Company is getting publicity and advertising the expo at the same time with a display of equipment and historical material to be shown later on the grounds.

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-3, Englewood, N. J.

BARKOOT BROS. SHOWS
WANT Shows, Rides, Concessions
Legitimate Concessions of all kinds except Cook House and Corn Game.
Any High-Class Show not conflicting with what we have.
Any Ride except Merry-Go-Round, Ferris Wheel and Loop-o-Plane.
Show Opens in Toledo, O., Saturday, April 17. Attractive Route, Including Special Street Celebrations and Northern Fairs.
Lylo wants Cook House Help.
Address All Inquiries to
K. G. BARKOOT,
463½ Fourth Street, Toledo, O.
CAN USE good Banner Man.

WANTED
Girl Show, Five-in-One and other Shows with or without outfit. Also Aerial Act. Open May 3.
GUERTIN AMUSEMENT CO.,
Edgerton, Wis.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

IDEAL EXPOSITION SHOWS, INC.
New and Modern
The Fashion Plate of 1937 — Built Entirely New
Will open in Baltimore, Md., April 24 to May 1, inclusive. The best industrial city in the East. All factories working 2 and 3 shifts.
Can place one more Outstanding Show. Will book or buy Dual Loop-o-Plane. Will buy Dangler or Mixup.
Can place Concessions—Grind Stores, Palmistry, Blowers, Photo Gallery and Merchandise Wheels. Can also place Long-Range Shooting Gallery. Pery Orner, write at once.
Can place Merry-Go-Round and Lindy Loop Foreman. Also Help for all riding devices. Winter quarters open; come on. Can place Talker for Monkey Circus and Motordrome. Walter Marks can place man with two or three lions for act in Motordrome.
Write or Wire
WILLIAM GLICK, Congress Hotel, Baltimore, Md.

WILL BOOK OR LEASE
Any Flat Rides. Want Shows and Concessions that don't conflict. Long season West Coast, closing Christmas week. Largest Celebration Southern California. Wire or write. Permanent address, 1751 Golden Gate Avenue. Los Angeles. Paso Robles, April 13 to 18.
GOLDEN GATE SHOWS, J. R. Krug.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, April 10.—April 8 meeting was well attended. President J. C. McCaffery presided and seated with him Second Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streibich and Past Presidents C. R. Fisher and Ernie A. Young.

Membership committee is showing real activity and reports a total of 62 applications to date in the 1937 drive. Presented for ballot at this meeting were Aleck G. Whitfield, Warren B. Irons, August Pucci, Jack Dynes and Frank X. Larrissey. They were credited to Frank D. Shean, Al Kaufman, Frank R. Conklin and Fitzie Brown.

Spring benefit committee was unable to make a full report at this time but will have same for the next meeting.

Club's lease has been signed and it will remain in the same quarters for another three years. Rooms will be redecorated and overhauled generally this summer.

Relief committee reports that Brother Harry Coddington has returned to American Hospital, where he is receiving attention under the care of Dr. Max Thorek and his son, Philip. Everyone is pulling for his early recovery.

Brother Lou Leonard left for Atlanta to join the Rubin & Cherry Shows. Next week will find the Canada delegation on its way to the Conklin Shows. In fact, it will be but a short time now until we close the regular meetings for the summer.

Spring benefit was a real affair, with a wonderful attendance and a real program. To Chairman Sam J. Levy and his entertainment committee goes credit for an evening of real entertainment.

Welcome letters were received during the week from Fitzie Brown, Frank R. Conklin, Frank D. Shean and D. E. Turney. Fitzie Brown advises the boys to keep in mind the fact that he will walk in as a winner of a gold life membership card. Brother Lehrter is also making great predictions in the membership drive and President McCaffery is satisfied that the goal, which is greater than that of last year, will be attained. Maxie Herman is still in town, but he says he will soon be on his way. Brother Petey Pivor has returned here and says he may not be out with a show this season. Al Cohn, Al Kaufman, Paul Olsen, John Saladin and Frank Minor are preparing to leave. Beverly White left to join the Goodman Wonder Shows. Al and Edward A. Hock are readying for their opening stand with the Imperial Shows.

Brother Earl Lindsay was in town for a short visit, but did not get a chance to visit the clubrooms.

Al Rukin will not go out this season because he has a business of his own in Chicago which will require his full attention.

Brothers M. J. Doolan and Richard and Charles Miller advise that they will open soon on Chicago lots.

Brother Louis Torti and party journeyed in from Milwaukee for the spring benefit and Brother John Mulder and wife, of Grand Rapdis, were also among the out-of-town guests. Brother Forest Scott attended the meeting after quite an absence.

As you go thru the summer keep in mind the fact that you are a member of the grandest organization in the world. Should you meet a fellow showman who is not a member let him know that he should belong. Keep applications on hand at all times so you will not be handicapped. Just write the secretary and he will see that you get them.

Ladies' Auxiliary

Regular bi-weekly social was held Thursday evening, with Mrs. Robert Miller hostess. Attendance was large and a pleasant evening was had at bunco and cards, with many nice prizes for the winners.

Just a few more meetings ere we disband. Members, however, will carry on their bi-weekly socials during the summer months. Plans are being formulated for additional means of raising funds, with something along the 1937 rolling-dollar plan being considered. News of this will be given later.

Tickets for the farewell party to be held in the League rooms on May 1 are ready for distribution.

Each member has pledged herself of at least 10 tickets, thus assuring a real success.

Another reminder, please do not forget your dues. They are now past due.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

Take the Rotary Club of the business world; add the Red Cross; the result to the Show World is The Showmen's League of America.

F. D. R. Okehs Expo Sports

NEW YORK, April 10.—George Preston Marshall, director-general of sports for Greater Texas and Pan-American Exposition to be held in Dallas on June 12-October 31, announced this week that President Roosevelt has heartily indorsed the sports plan that will involve 21 republics and dominions, including the United States and Canada. Various kinds of athletic events will be held at the expo from time to time during its summer and fall run.

SLA SPRING——

(Continued from page 52)

Lillie; Almon R. Shaffer, Great Lakes Exposition; J. Ed Brown, Greater Texas Pan-American Exposition; Frank L. McNemy, Greater Texas Pan-American Exposition; Ladies' Auxiliary, Heart of America Showmen's Club; Edward A. Hock and Dave Tennyson, Floyd E. Gooding, Missouri Show Women's Club, Neil Webb; Frank D. Shean, Great Lakes Exposition; Morse D. Levitt, Joe Rogers and Lew Dufour, Al Hartmann and *The Billboard* Cincinnati bunch; Jack Ruback, Heart of America Showmen's Club; Michigan Showmen's Association, Foley & Burk Shows, Metakloth Company, Don R. Mihills, Frank R. Conklin; Will Wright, president PCSA; Bill Horder, general passenger agent Pacific Railroad-Western Lines; Claude H. Guion, Missouri Pacific Lines; J. H. Meierant, assistant general freight agent, Missouri Pacific Lines. Letters were received from Harry G. Traver, of Traver Enterprises, London, and Lou B. Berg, Berg Tent and Awning Company.

The entire affair was handled most capably and ran without a hitch. Seating arrangements were ushered with much less difficulty than ever before, all tables having been assigned as tickets were sold and a close check made as patrons entered the inn. In this way the usual confusion was largely avoided. Members of the reception committee handled the large crowd without difficulty. Special credit for success of the show is due J. C. McCaffery, president of the Showmen's League; Walter F. Driver, co-chairman, and Driver's efficient secretary, M. Adele Andrews. All three of them worked unceasingly to put the show over big. Driver gave practically his entire time to the event for a solid month. He was fortunate in having M. Adele Andrews as his assistant, as she formerly handled various phases of work of several Class A Western Canada exhibitions, is acquainted with many outdoor show people and was an invaluable aid in the ticket sale and the program. Michael J. Doolan, chairman of the ticket committee, was an indefatigable worker and did an excellent job, with assistance from his committeemen—Samuel Bloom, James Campbell, Frank R. Conklin, Charles R. Hall, Nat Hirsch, Ed A. Hock, L. S. Hogan, Morris I. Kaplan, L. Clifton Kelley, B. Mendelson, Col. F. J. Owens and James C. Simpson—as well as other league members. Joseph L. Streibich, secretary of the league, also gave much valuable assistance in obtaining ads for the program, furthering the ticket sale and handling other necessary details.

Attendance at the affair was around the 600 mark, absolute capacity of the inn. It will be several days before a complete report of receipts and expenditures can be made, but it is certain a substantial sum was realized for the American Hospital.

The Show

At intervals thruout the evening there were intermissions for dancing to the swingy music of Red Nichols and his boys, and the festivities continued until around 3 a.m.

Credit for keeping the show moving at a fast pace goes to Marty Bloom, capable Sherman producer. Jules Braun, in charge of the Inn's personnel, handled everything in his usual highly efficient manner and is deserving of much credit.

Following a delicious repast, the regular College Inn show was presented, with Morey Amsterdam as emsee. Morey is a clever humorist and an imitator as well, and his broadcast from Sing Sing and other bits were fertile laugh-provokers. Red Nichols and his boys are swing champs who turn out most danceable music. With Red are the Three Songies, Arlene Owens, a diminutive blonde; Jack Wilshire and Russell Crowell, and the trio takes good care of the vocal swing department. The line of girls, known as the Muriel dancers, do a neat job of toe swinging, featuring some unusual rhythms and costumes. Outstanding in the Inn show are the Four Trojans—Al Renard, Louis Regan, Paul Whiting and Kenneth Carter—tumbling stars who do the seemingly impossible. They put on a marvelous exhibition. The sextet of Harlemites known as the Lindy Hoppers went to town with some of the hottest stepping ever seen in these parts. One of the most thrilling and entertaining parts of the show was the badminton game between Jess Willard, national badminton champion, and Bill Hurley, West Coast champion. Their fast and furious playing kept the customers gasping in amazement.

A highlight of the program was the singing of young Jackie Cabalero, assisted by the Three Aristocrats. In choir boy outfit, Jackie did several numbers, beautifully rendered.

The Show—Second Section

Following the regular show Jack Kline came on as emsee for the second section and introduced Billy Snyder, emsee from the Hi-Hat Club. From then on there was a constantly changing procession of emsees, Kline, Snyder and Willie Shore alternating and each of them offering entertaining specialties—Snyder giving a comedy impression of a lady dressing, Shore doing a dance, and Jack Kline, who is an excellent vocalist, leading the audience in singing old favorites. One, *When Irish Eyes Are Smiling*, was dedicated to J. C. McCaffery, president of the Showmen's League of America.

There was a world of talent in the acts presented. Emil Boreo, star of the show at the Casino Parisiene, was given a thunderous reception and his *Parade of the Wooden Soldiers* stopped the show. Another show-stopper was Ross, Pierre and Schuster, whose comedy kept the customers in an uproar. Other acts presented included Seroy and Weaver in hot dance numbers, including the Suzy-Cu; Sally Gay, sophisticated songs; Una Cooper, dancer; Alla Mirova, Russian dancer; Princess Naomi, Indian vocalist; Tyler, Thorne and Post, comedy adagio; Don Enrico, tenor; Ann Llewellyn, five-year-old artist who was chosen Queen of Randolph street. Gave two clever recitations and was presented with a beautiful floral bouquet. Palmer and Forest, apache dance; Red Foley and Girls of the Golden West, WLS feature, in Western songs; Miss Kimball, tap bolero; Sascha, Russian songs; Elmer Cleve, Marion Keller and Professor Cheer, knock-about comedy.

AL G. HODGE——

(Continued from page 54)

Hawaiian Show, with Clarence Thames on front; Mildred Brown, Ruby Lee Jackson, Madge Thames, dancers; Peggy and Danny O'Conner, Nudist Colony; Athletic Show, Strongboy, Price and Kid Fly; Geek Show, Chris Tegtmeyer and Henry Russel; Fat Show, Baby Alice and Tom Carr; Snake Show, Ed Rowell.

Concessions: Cookhouse, O. C. Cunningham; cashier, Dixie Cunningham; cooks, Con Cunningham and Alice Wallace; waiters, Steven Raginski, Delore Bressaw, Coy Blissingame, William D. Martin and Griddle Joe McBride. Mark Watkins, four; ball game, Mary Watkins; E. Brewer, popcorn and peanuts; Joe Redding, candy floss; Kokomo Jimmie, ham and bacon; Chuck Kentucky Bill, two photo booths; Eugene Babst, two ball games and bumper; V. Morris, two darts and ball game; Bill Lickliter, clothes pin; Dorothy Wampoole, ball game; M. D. Durham, lead gallery; R. V. Randall, stock wheel; R. Marshall, ball game; H. Turner, hoopla; F. Foster, penny pitch; Moon Laird, scales; Max Schafner, diggers; Stevens, mitt camp; J. McDonald, nail store, assisted by Red McCoy and J. Kelly; taffy candy and crackerjacks, Mr. and Mrs. Clarence Pence, asssited by William Pence and Paul Miller. Reported by Art Signor.

Owner and manager, W. M. Tucker, was pleased with the good start. An eight-pound boy was born to Mr. and Mrs. Art Signor April 3. The baby was named William after William Tucker. Free act went over big, Lamy Brothers aerial act. Engagement was under auspices of Moose Lodge.

WANTED---RIPLEY'S
(Believe It Or Not)
ODDITORIUM

This Summer in Cleveland, O., and Dallas, Tex.: Oddities. We want the best in the world. What have you to offer? Write—Send Photos—Full Information First Letter to

PYLE

Room 218, 1509 North Vine St., Hollywood, Calif.

WEST BROS. AMUSEMENT CO.

WANTS good Pit Show People, first-class Girl Show. Don't misrepresent. Any other good money-getting Show. We have 11 Rides. Good show territory. West Frankfort, Ill., week April 12; Pana, week April 19.

SECOND-HAND SHOW PROPERTY FOR SALE. $1.65 Pair Richardson B. B. Rink Skates, all sizes. 15c Ea. Pennant Flags on Streamers, all Col. List. Evans' Large Horse Race and Dice Wheels, cheap. $30.00 Waterproof Khaki Wall Tent, 14x16 ft. $1.75 Pair Men's New White Buckskin Skate Shoes, All sizes. We buy Skates, all makes, Concession Tents, Guess-Your-Weight Scales. Pay cash. WEIL'S CURIOSITY SHOP, 20 S. 2nd Street. Philadelphia, Pa.

ROGERS AND POWELL

On account of disappointment, wants Merry-Go-Round, Corn Game, Cook House, Shows, Wheel Operator and other Ride Help. Fayette, Miss. week of April 12; Glouster, Miss, 19. Wire, no time to write.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Hartmann's Broadcast

WHILE not an entirely new idea in the carnival field, there is bound to be much good come out of the plan of Max Gruberg to carry a hospital unit with his World's Exposition Shows this year. Larger carnivals have had their first-aid stations for years, but Max aims to far outdo these by having a thoroly furnished hospital unit under the direction of an accredited doctor, and not only that, but assisted by a trained nurse. The expense will all be borne by Max.

We believe this hospital unit will save Max a lot of gyp money which many carnivals get shaken down for during the season—trumped-up injuries, in other words. By having an immediate examination of the ones involved by an accredited doctor many of the phony claims no doubt will be dropped.

Taking care of the health of the attaches of the show is another valuable point as many of the working staff have no money when it comes to minor ailments, which sometimes develop into something more serious, if not fatally. With a doctor on the show to go to and treatment and nursing, if necessary, free, it is reasonable to assume that the cases of illness will be greatly minimized.

With Dick Collins handling the publicity of the World's Exposition Shows it is only natural to expect Gruberg's hospital unit to come in for a big play in the daily press and this will mean a great deal in the promotion of the carnival business as a whole.

† † †

LU SPARKS recalls an instance last year where girls of a girl show wore very few clothes on opening night and less each night thereafter until Saturday night when they appeared in only a rag. "Proper officials could have stopped this kind of show," he comments, "but they didn't. Why does a carnival manager stoop so low?"

Sparks also recalls a big fight last season when a show attempted to auction off a girl to the highest bidder. "The highest bidder was privileged to go on the stage and take her," he says, "but after a bid of $5 was made the girl refused to go thru with it, hence the fight."

Let's not have any of this kind of stuff in 1937. Showmen who have the FUTURE of the carnival business at heart DON'T want it.

† † †

SHOWFOLK in general, and the Showmen's League in particular, received a nice piece of publicity in tribute form on the League's donation of $750 to the American Red Cross for the benefit of sufferers in the recent Ohio and Mississippi river floods in The Clarksdale (Miss.) Daily Register and Daily News of March 30. Headed "Showman Is True Friend to Persons Who Are in Need; Aids Flood Victims," the article, which was accompanied by a double-column cut of the check for $750, read as follows:

"The grimy-faced ride mechanic, the driver holding an intricate tangle of lines over six or eight horses and the dainty equestrienne doing a rhythmtic figure on the bare-back horse—these are members of the Showmen's League, the outdoor showfolk organized only to aid a suffering humanity that cannot help itself, primarily among its own people, except where the general welfare is more important than their own personal needs. Concessioners, barkers, ticket sellers, performers, sideshow freaks, the great army that gives an hour or two of relaxation, of fun and amusement. And when the circus and the carnival come to town again, we of the Delta and everywhere in high-water sections further north, will recognize these roving as true friends who were not unmindful of a common duty of all mankind and expressed their sympathy in a very substantial manner."

† † †

IT WAS a tough battle but he emerged the victor when Frank (Doc) Stuart, ex-circus p. a., ran, for the second time in his life, for police judge and magistrate of the so-called "Silk-Stocking District of Nichols Hills" in Oklahoma City. This means that Doc will be "The Law North of 63d Street" for another two years—which he feels will be quite enough. Doc says his court is tough on friend and enemy alike and he was really surprised to win again as his record of convictions stands at 100 per cent.

Doc will soon be leaving Oklahoma City on a circus visit. He and his wife (Nancy) plan to fly to Chicago April 26 to see Cole Bros.' Circus. Doc's stay there will be short, but Nancy will remain a couple of days, after which she and Theresa Adkins will go to Rochester, Ind., for the show's opening under canvas.

Incidentally, Doc recently went to Pawnee, Okla., for a Sunday dinner party at Major Gordon W. Lillie's home and says he never sat with as much money before in his life. The affair was the unveiling of the plaster-cast statue of May Lillie and which will be cast in bronze. Among those present at the party were Lew Wentz; Frank Phillips, president of Phillips' 66 Petroleum Company; Bill Skelly, president of Skelly Oil Company, and John Maybee, these men representing, it is said, more than 200,000,000 smackers.

Arena Shows Make Plans for Enlargement

BUTLER, Pa., April 10.—The Arena Shows have been on the road for some years going along in a modest way, but this season the management plans to enlarge the organization somewhat before the opening in the Pittsburgh district about May 1.

The shows are owned and operated by Harry Morrison, an experienced carnival and fair man, and Edward M. Dietz, of this city, who serves in the capacity of secretary.

Work has been started, with six men at quarters located on the Butler Fairgrounds, in charge of Charles Hays, well known in circus and carnival circles. He is busy reparing tents and other equipment for the girl show he will operate under the title of A Night in Dreamland.

Ed Grady is the general agent and has been out for some time and reports bookings in Western Pennsylvania as satisfactory. Harry and Daisy Reeves have booked some concessions. Roy Williams will have the cookhouse and several concessions. John Graham, known as a circus lawyer, will serve the show management as legal adviser. Reported by Jeannie Andrews.

Linderman Has Sterling Up in the Air Overnight

CINCINNATI, April 10.—Joe de Rosselli, special press agent for Edyth Sterling, reports from Miami April 10 to *The Billboard:* "Max Linderman, manager World of Mirth Shows, evidently believes in speed. On Thursday of last week he wished to have a conference with Sterling relative to the construction of the equipment for the Seminole Village, which is to be one of the features of the show this season. With quick action in mind Linderman wired her transportation for an Eastern Airlines plane.

"She left Miami airport 9 a.m. Thursday, arrived in Richmond 3 p.m. same day. They held their business conference and she departed via same airline that day at 6 p.m. and arrived in Miami at 11:45 p.m.

The Seminole Village will consist of 15 from Florida, augmented by six Hopi Indians from Arizona.

Sterling has purchased a large bus and truck for the hauling of the people and equipment, as the World of Mirth is transported on flat cars and carries no baggage cars or sleepers."

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 10.—Due to the fact that nearly all carnivals have left this area and that everyone who so desires is working the Al G. Barnes-Sells-Floto Circus on tour, Monday night's meeting had the smallest attendance yet recorded. Only 37 members were present when Dr. Ralph E. Smith, first vice-president, called the meeting to order. As no other executives were present, Harry B. Levine acted as secretary. At any rate, the fact that the boys are working is an indication that employment conditions are better and that 1937 is likely to be a banner season.

Usual order of business was gone thru in record time. Lights were dimmed at opening and silent tribute paid to Brother Frank C. Foley, who was buried in Showmen's Rest April 1.

Communications: Dick Wayne Barlow penned an interesting letter. Lucky Ball, who, incidentally, received a swell publicity break in *Life* magazine recently, also lettered from down in Mississippi.

President Will Wright came down from Santa Paula, Calif., for a short visit and declared that he was well pleased with the business being done by the Golden State Shows. After going over matters of importance relative to the workings of the club, Wright stated that the plans for the Cemetery Fund Drive had been worked out and that all members would be acquainted with them soon. S. L. Cronin, general manager of the Barnes-Sells-Floto Circus, was tendered a vote of thanks for the fine entertainment given club members at the show March 29.

Diversion period did not get under way due to the absence of many participants, and in lieu of that Joe Glacey presented a sketch which was well received.

John T. Backman called attention to the fact that ofttimes members are neglectful in attending funerals of deceased brothers and added that the visiting of the sick is also a matter of concern. In the absence of the sick and relief committee members Dr. Ralph E. Smith, Ed Walsh, Harry Levine, Louis Bacigalupi and Jack Bigelow worked out a plan whereby Fred Shafer will make it his duty to keep in touch with all sick members until further arrangements are made.

Harry Taylor received a vote of thanks for his generosity in donating funds which went to provide the buffet luncheon and refreshments to the stay-at-home Coast defenders. We may have mentioned it before, but for those members who have not noticed it we again advise that the privilege of sponsoring a meeting night is open to all. Weekly award went to Joe Glacey. Harry Taylor's spread, with Jack Bigelow, Jack Bryant and Harry Wooding as dispensers, was set up after adjournment.

Mrs. K. G. Barkoot Laid to Rest

TOLEDO, O., April 10.—Mrs. Hattie Barkoot, wife of K. G. Barkoot, of Barkoot Bros.' Shows, was buried in Woodlawn Cemetery here April 5. Prior to interment body laid in state at the A. L. Rafter Funeral Home. Services were in charge of the Ladies' Auxiliary of the LOOM and the local chapter of the Eastern Star, of which she was a member. Many flowers were sent, including a beautiful design from the Michigan Showmen's Association of Detroit. A large delegation from that city attended. Members of Barkoot Shows acted as pallbearers.

Hamids Back From Bermuda

NEW YORK, April 10.—George A. Hamid, accompanied by Mrs. Hamid, their two children, George Jr. and Zyne, and Gene Hamid, are due to return tomorrow from a week's sojourn in Bermuda.

AUGUSTA, Ga., April 10.—Myers Allen, performer "Texas" Zeke Shumway's thrill show on Johnny J. Jones Exposition, received a broken leg while in practice on his motorcycle at the quarters here. The cause of the accident was reported to be from a piece of timber breaking when he intended to complete his Hell Drive.

George A. HAMID INC. "wonder attractions"

I am grateful to those who honored me by their tributes in last week's Spring Edition of The Billboard—grateful to The Billboard for having sponsored the testimonial to my 30th anniversary in the show business—grateful to Editor A. C. Hartmann for his glowing introduction—grateful to clients, friends and performers for their many kind thoughts—and grateful to everyone who, by word or deed, helped to make this occasion one of the happiest I have ever experienced.

George A. Hamid

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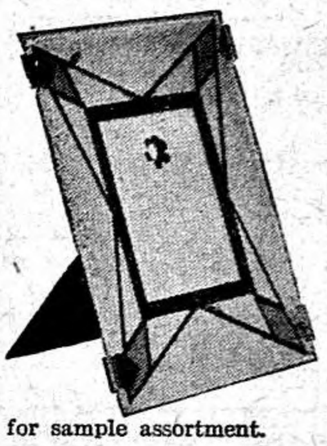

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WANT SHOWS M. R. WEER SHOWS WANT CONCESSIONS
OPENS MAY 1st, BLOSSOM FESTIVAL WEEK, BENTON HARBOR, MICH. 2—Saturdays—2. Shows of all kinds, with or without own outfits, on liberal percentage. Concessions: Stock Concessions all open except Corn Game, Cookhouse, Ball Games and Photo Gallery. Ride Help, especially for Loop and Tilt-a-Whirl. A-1 Banner Man, sober and reliable, with reference. Address J. H. DUANE, Mary's Hotel, Benton Harbor, Mich., All others address
MABEL R. WEER, Route 5, Cassopolis, Mich.

Bands Vs. Acts Again

IT SEEMS that Frank Burke, of Consolidated Radio Artists, disagrees, in a friendly way, with this commentator's discussion of the respective value of name bands and free acts in American amusement parks. In a recent issue we pointed out that it seemed logical to assume that there is room for both in the typical playground institution, but that in most instances neither should overshadow the other in prominence. We went further and stated that we definitely disagreed with a leading band booker's recent statement that "... during the coming year park men will rely on name bands rather than the usual free attractions to attract patrons to their concessions and rides . . ."

Quoting part of our previous discussion: "Dance orchestras, whether big or small, have a definite place in the average American amusement park. It stands to reason that the dance pavilion does attract patrons to the park, accounts for no small amount of revenue and, more important, often affords profitable means of advertising the park as a whole. But we believe that once the crowd is within the confines of the park it takes more than a celebrity to attract dance-minded patrons to the fun area at the other end of the grounds. It takes a novelty flash act, high in the air or in an established ground location. . . . In other words, there is plenty of room for both in the amusement park, provided neither dominates the other. . . ."

But Mr. Burke, who, we admit, should and does know plenty about the band business, obviously has different ideas along these lines and he plainly says so in a letter to us this week. Friend Burke states, in part: "Have just read with interest your column under the caption 'Bands vs. Acts in Parks' and would like to take friendly issue with you on this subject. . . . We believe that outdoor amusement enterprises such as parks and summer resorts pick many more name orchestras of a season than they do free acts and that from year to year the park men are turning more and more to name dance orchestras as gate attractions. . . . In line with this assertion I could point to many parks as examples of enterprising summer amusement spots that have successfully operated with name attractions. . . . In many instances there is a gate admission price and in others there is the park plan for dancing. Park men have learned that by using pass-out checks and by holding intermission periods between dances the patrons spend considerable time and money on rides and concessions."

Burke continues . . . "We believe that the young crowd attracted by the bands in these amusement parks are the class of people who support such rides as the Skyride, Roller Coaster, etc. If all rides are designed to appeal to the younger element and if park men on the other hand relied upon older and more conservative people for business the returns would not justify the expense of establishing the rides. . . . This letter is written in a friendly spirit to clarify a situation and we shall appreciate your interest in looking into this matter further . . ."

This pillar appreciates Mr. Burke's viewpoints, but, as we have already stated, we still believe that both acts and bands are integral parts of park promotion and that the institution that permits one phase to dominate the other will suffer in the long run. But, after all, we don't operate a park and neither does Consolidated Radio Artists, so how about some opinions on the part of operators who are directly involved in the problem?

THE first really springlike day early last week inflicted us with such a severe case of itchy feet that we were forced to relinquish our winter hibernation for a trek out into the open. We wandered around the city's outdoor showfront and ended up in Palisades Park, where Irving Rosenthal conducted us on a short preview tour of the big over-the-river institution's new Lake Placid Bob Sled ride. It's a mighty mass of raw lumber and scaffolding at this point, but with all its unfinished aspect it is apparent that Norman Bartlett has a sensational idea. Besides a crew of about 200 carpenters assembling the new feature, at least that number again are being employed in repairing and improving other parts of the park. . . . Monte J. Wax, creator and producer of world championship log-rolling shows, writes from Los Angeles that he has a novel attraction idea for the forthcoming New York World's Fair and that he is bending every effort to arrange for its conception at the big 1939 exposition. Monte infos that everything is going well out on the West Coast, but that this summer will probably see him back in New York again.

ROLAND BUTLER, general press representative for the Ringling-Barnum show, released some extremely interesting figures last week on the big show's national newspaper advertising expenditures for the coming season. According to Butler, the newspaper budget has been raised from last year's $211,000 to $250,000 for 1937, or an increase of about 25 per cent. Fewer and better spots will be taken for posters and more emphasis will be given to illuminated 24-sheet boards. Show plans to use 3,200,000 28 by 48 one-sheets thruout the seven-month tour.

TRAILER LEGISLATION—

(Continued from page 38)

motorist hand signals in every State of the Union and as far as possible make all uniform was advised. Six other recommendations were approved by the conference: Elimination of the traffic ticket fixing, better accident reporting, adequate police forces with trained traffic officers, standardized license and driver-responsibility laws, opposition to the diversion of motor taxes for other purposes and adequate highway patrols.

CHARLOTTE, N. C., April 10.—Mighty Sheesley Midway opened the season here today. "Greta Garbo," 3-year-old lioness, understudy for the late "Duchess" of the Lorraine Wallace five-lion act, made her debut in the realm of carnivaldom professionally.

Hennies Bros.' Shows Move

Tho not complete, show is formidable and attractive —13 shows, 12 rides

SHREVEPORT, La., April 10.—When this news reaches *The Billboard* readers the Hennies Bros.' Shows, Inc., special train will be wending its way to Fort Smith, Ark., or will have reached its destination. When this was written work in quarters, the Shreveport State Fairgrounds, had ended and the moving of wagons started to the pavement in front of the grand stand so when ready to move to the railroad crossing to be put on the flat cars they will all be "on high" in case of bad weather.

True, there will be many things to complete after the show takes to the road, which is generally true with all shows, no matter how many weeks or months of winter-quarters work has been put in, but all 13 shows and 12 rides are ready for operation.

The season opens Saturday, April 17, at Fort Smith, Ark., under the Labor Council. Shows' second stand will be Joplin, Mo., for "Fiesta Week," sponsored by the merchants of that city—their third annual event.

Staff—Orville W. and Harry W. Hennies, managers; Robert L. Lohmar, general representative; Joseph S. Scholibo, publicity director; Denny Howard, layout man and lot superintendent; Edw. Saunders, treasurer; Homer Gilliland, special agent; Jack Dondlinger, secretary of concessions; Tom Adams, chief electrician; R. H. Sheppard, trainmaster; L. McFarland and Jack B. Rhodes, master builders; Frank Krank, blacksmith; Robert Porritt, mail man and *The Billboard* agent.

Individual show managers: Lorow brothers, Bert Jr. and S. N., side show; Mrs. Lillian Murray Sheppard, Casa Madrid and Artist Models; R. H. Sheppard, Two-Headed Baby; George Sargent, Front Page; Harrison King, Palace of Wonders; Eddie Doyle, Life Marches On; Art Martin, Glass House; Oscar Halverson, Funland; William Kemp, Motordrome; B. O. Grantham, Monkey Town; R. L. Lohmar, Jungleland; Clint Nogel, Penny Arcade, and Arthur S. Ray, Harlem on Parade.

Rides, 12 in number, are all owned and operated by the show itself.

Cookhouse is to be operated by E. S. (Ted) Webb, with the assistance of Jack Kenyon, they also having the custard and candy floss, and Eddie Burg, the grab stand, which is also owned and operated by the show; also the string of 20 merchandise concessions.

Dinty Moore has two sets of his Diggers with new machines and booths.

John R. Castle, accompanied by Mrs. Castle and Bertha Grubbs, were welcome visitors to quarters. Reported by Joe S. Scholibo.

Philadelphiia

PHILADELPHIA, April 10.—Business still good at the museums. South Street bill: Johnny Williams' Colored Revue; Jack Stetson, cartoonist; Aloa, alligator boy; Ray McConnell, mechanical man; Bolla Boola, fire eating. In Annex, dancing girls. Earl Kerr is now assisting on the front and Bill Kesler is in charge of the Annex.

Eight Street Museum: Naif Corey, comedy magic; Nagani, Japanese foot juggler; Gallani, magician, with Sawing a Woman in Half; Jackie Mack, with Daggers of Death; Poses Plastique and Spidora illusion. In Annex, dancing girls and Mary Morris.

Max Gruberg spent several days in the city arranging some details regarding the booking of attractions and opening of his shows in Washington.

Mrs. Tom Hasson, of the Eight Street Museum, gave reception and lunch April 8 after show in honor of the 50th birthday of her husband.

Ike and Mike and Little Freda, of the Rogers midgets, are filling engagements in local night clubs. Little Freda is an exceptional midget singer and impersonator. They will be with the Gooding Shows this season.

Fairly-Martone Rained Out

Initial stand of season down in books as a bloomer

FORT SMITH, Ark., April 10.—Closing first week of the season for the Fairly-Martone Shows at Texarkana, Tex., can well be marked as the worst engagement the show ever expects to play. Out of seven days no night's work was really accomplished. A very nice children's matinee was got in Saturday afternoon, but at just 7:45 p.m. the skies opened up and rain fell in torrents, continuing thru the entire night.

Arriving here found the temperature so low that the show did not even try to open Monday night. Weather, however, for balance of week much warmer and clear skies, all of which was welcomed. Mr. and Mrs. John R. Castle and Bertha Grubbs motored in Thursday from Wichita, Kan., and were special guests of the show.

J. O. Shannon with his new Octopus ride was waiting the arrival of the show here. Many congratulations have been given Eddie Phillion and Tommy Martin on the beautiful Midway Cafe they have. J. J. Bejano has a special feature in his side show, Edwin Paugburn, ossified man. Arriving in the downpour of rain Saturday came the following friends from the Hennies Bros.' Shows at Shreveport: Orville Hennies and wife, Harry Hennies and wife, Eddie Clark and wife, Harry Martine and wife, Art and Hazel Martin, Sis Dyer, A. L. Lohmar, Jack and Jakie Dondlinger, Whity and Vivian Miller, Fred Clark and wife, Harrison King, J. M. Stoney, Sallie Murphy, Lillian Murry Shepard, Emily Carson, Ester Carson and Denny Howard. When their fleet of cars left Shreveport the weather was fine, but about halfway it started to rain but on they came. When midnight arrived they all started back home and everyone was soaked to the hide, but all reported a jolly good time.

Ken R. Fletcher is on the midway with his Gold Diggers. Viola Fairly has one concession; Mr. and Mrs. Mike Mandel, two. They arrived from California, where they spent the winter. Reported by M. Van Horn.

St. John, N. B.

ST. JOHN, N. B., April 10.—Bill Lynch, heading the Bill Lynch Shows, with base at Halifax, N. S., is directing the reconditioning of this carnival, which confines its touring to the provinces and Newfoundland and has been doing so each season since it was established about eight years ago. It has provided the midway for the annual Halifax Fair each fall since the origin of the carnival and also makes its opening stand late each May in Halifax. . . . Frank J. Elliott, head of Frank Elliott's Shows, wintering at Amherst, N. S., will again be accompanied on the road this season by his wife as treasurer. The Elliott carnival, originally the Bluenose Shows, is one of the few carnivals on which concessions and shows are all owned by one man, this, of course, being Elliott. He is adding at least one new ride for the 1937 tour, which is limited to Canadian and British and French territory in North America. . . . A carnival with specific appeal to the French-speaking population of the provinces of Quebec, New Brunswick, Nova Scotia and Prince Edward Island is being organized at Quebec City for a 1937 tour.

OUT-OF-TOWN OPENINGS

(Continued from page 4)

Bacon Jr. Lyrics by Arnett McKennan and Gaspar Bacon Jr.

Presented by the Hasty Pudding Club of Harvard University, Cambridge, Mass., at the Hasty Pudding Clubhouse for two days and at the Copley Theater for two days beginning March 30.

Bluebloods and the proletariat packed the Copley Theater to pool their appreciative faculties in witnessing the Hasty Pudding Club's 91st annual production, *Come Across*, which came across in two acts and 12 scenes of ingredients that made a delectable pudding.

Original book by the collegians comprises a potpourri of local, national and international incidents whipped into a central theme. Lady Lavinia Doodle is a patron watching the finale of a College Amateur Show, 1936. She buys the production and ships it across the Atlantic to merrie old England, where it will become the property of the Feelo-Technivision Studios. Airport scene intros the principals, Mae La Verne, hard-hitting dame, and Llewellyn Flushingale the director. Incidents on the Hindenburg reveals a play by Mae for Jake, the wireless operator, who later becomes Ramone Ramon. Mae also finds out that a mysterious bearded guy is Cecil Thwigmore, protecting his rights as owner of Feelo-Technivision. After all he is the owner, even tho Lady Lavinia has a paltry $250,000 invested. Cecil balks at putting the show thru. A romance creeps up between Larry and Gloria Mundi, later spiced with rivalry by Ramone. Mae finally talks her nowhubby (while he was under the influence) Cecil into backing the show, Larry and Gloria make up and things right themselves for a happy ending.

Audience was exceptionally responsive. Two-hour and 10-minute production is a pip, absolutely worth the price of admission.

Production was road shown down South. PAINE.

"Babes in Arms"

(Boston)

By Lorenz Hart and Richard Rodgers. Staged by Robert Sinclair, with settings by Raymond Sovey. Lyrics by Hart, music by Rodgers. Choreography by George Balanchine. Costumes by Helene Pons. Orchestra under direction of Gene Salzer. Presented by Dwight Deere Wiman at the Shubert Theater for two and one-half weeks, beginning March 25. Cast: Mitzi Green, Ray Heatherton, Duke McHale, Alfred Drake, Grace McDonald, Wynn Murray, George E. Mack, Ethel Intropidi, Rolly Pickert, Kenneth Wilkins, Bob Fishelson, Dana Hardwick, Douglas Perry, Ray McDonald, LeRoy James, George Watts, Aljan de Loville, Alvin Kerr and George B. Mackay.

Rodgers and Hart, Tin Pan Alley songsmiths, gave the Hub legit audience *Babes in Arms*, a delightful, effervescent musical comedy with a logical plot. It is niftily paced for never a dull moment. In due respect to Miss Green and Heatherton and McHale, the cast doesn't boast any Broadway names, but, despite that, audience was conquered by the freshness of the material at hand, the caliber of the 11 tunes, the costumes and settings.

Vaudeville, in its decline, is bewailed by the LaMar parents of son Val (Heatherton). In an effort to get some time on the road, the LaMars leave the homestead at Seaport, L. I. Val decides to stay home, which means that he, together with the town's other kids, will be shipped to the county farm. Billie Smith (Mitzi Green) meets up with Val and the two, with Val's pal, Marshall Blackstone (Alfred Blake), decide to defeat the sheriff from sending them to the farm by endeavoring to raise enough dough from a show they'll put on, providing Sheriff Reynolds (George Watts) allows them two weeks to put on Lee Calhoun's *Follies* (Dana Hardwick). Other babes in arms are rounded up for a meeting at the Oscar W. Hemingway Post of the American Legion. Selling the idea to Calhoun, a la George Arliss and Luise Rainer mimicry by Miss Green, which was tops, the *Follies* get under way in good stead.

Mitzi's and Ray's *Where or When* is okeh, but probably the catchiest tune of the lot is *Babes in Arms*. Miss Green's solo, *The Lady Is a Tramp*, is also good for a series of bows. *Johnny One-Note*, sung by Baby Rose (Wynn Murray) and the Gang (33), depicts the opera singer who could sing but one monotonous note. Another swell ditty is *All at Once*, by Baby Rose and Marshall.

Plot of *Babes in Arms* and the songs retain the production's strength. Giggles are spaced nicely and the dialog is okeh. Direction has been absorbed by the cast and bespeaks a professionality that is extraordinary for such a youthful group.

Rollie Pickert and Grace McDonald team nicely for tap and song bits, with Pickert's tap on stilts during the grand finale rating high.

Talent is invigorating and shows that plenty of the lads and lassies have promising careers before them. Orchestrations by Hans Spialek are swell and weave in perfectly with the stage work.

Imagine tune, sung to *Peter's Journey*, features McHale as Peter. Imaginative production rates the nods. Depicts McHale in a ship which goes to Davey Jones' locker, where dancing mermaids greet him. He finally swims to shore and becomes a man of the world. McHale worked hard on the taps and won generous applause for his efforts.

Wynn Murray is a charming gal and clicked with sweet tunes.

Music end is not overboard; either is the production, incidentally, which runs 180 minutes. Production is okeh, novelties are clever and the skits are worked in with graceful ease. Two colored lads, Booker and Lincoln (Kenneth Wilkins and LeRoy James), win over the audience with their tappings and vocaling of *All Dark People*.

Much can be said in favor of the cast, the choreography—new, and the settings. PAINE.

HARRY BURKE SHOWS WANT

FOR INDEPENDENCE, LA., STRAWBERRY FESTIVAL, STARTING WEEK APRIL 19.

Shows with own transportation, 25%. WANT Concessions, Corn Game, Popcorn, Shooting Gallery, String Game, Country Store and any other kind of legitimate Concessions. Have other Celebrations to follow. Ride Help of all kind, Foreman for Whip and Chairplane. Ernest Zeek get in touch with me. Gramercy, La., week April 12 to 18; Independence, La., week 19.

HARRY BURKE SHOWS, Harry Burke, Manager.

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MAGIC——

(Continued from opposite page)

opened with Ed Gardiner's *Music Hall Varieties* in Nashville April 2. Breece has recently added a novelty effect, *A Fantasy in Cocktails*.

NATIONAL CONFERENCE of the Society of American Magicians will be held at Albany, N. Y., May 27 to 29, inclusive. There will be plenty of opportunity for those desirous of showing their wares, as the Albany SAMers have arranged with the newspapers to sponsor a number of shows in one of Albany's prominent theaters. There will also be several prize contests. The Albany convention committee has also arranged with local radio stations for a number of magic features, including a hypnotic seance via radio. In addition, the General Electric Company will present an interesting feature known as the "House of Magic."

HUNTINGTON is doing one-nighters under sponsorship of high schools this week in Mississippi, Louisiana and East Texas.

BLACKSTONE, who played the Orpheum Theater, Memphis, last week, moves into the St. Charles Theater, New Orleans, week of April 16. This is his first trip to the Deep South in several years.

FELIX HERRMANN, magician and nephew of the late Herrmann the Great, has left with a WPA minstrel unit out of New Orleans for engagements at CCC camps and communities of Arkansas, East Texas and Louisiana. With exception of Herrmann, troupe is entirely minstrel entertainment.

TED BANKS, for 14 years stage manager for Blackstone, left the show recently at Wheeling, W. Va. He expects to take up other work on the West Coast next fall. Banks will spend the summer with Mrs. Banks at their home in Colon, Mich.

PROF. PONCE DE LEON, the "Tropical Craze," who recently spent a year and a half in the West Indies as a feature of the Kickapoo Indian Medicine Company, during which time he visited 40 of the islands, writes from New York City to warn American magicians against going to the West Indies to work. According to the professor, the islands are overrun with magicians working clubs, beer gardens and on the streets for a drink of rum. A foreign magician going there to work would find conditions exceedingly "tough," he advises.

DAVID BAMBERG, magician who played in the United States for the first time with his recent appearance at El Teatro Cervantes, New York Spanish theater, has set the town by the ears. John Chapman, columnist, quotes John Mulholland, editor of *The Sphinx*, as saying that "Bamberg has the best magic layout since the golden days of Houdini and Thurston."

From Out Front

(Continued from page 20)

playing in that role possessed such splendid artistry that, so far as the audience was concerned, she *was* a 16-year-old girl. That, I submit, is real acting.

Mr. Brown also brings up the case of Miss Constance Cummings, who plays the title role in *Young Madame Conti*. Miss Cummings, he says, gives such obvious overtones of decency and freshness and purity that one is entirely incapable of believing her when she enacts the role of the passion-tossed Austrian prostitute. That is true. Miss Cummings does a nice, workmanlike job with the role, but never so fine a job as might have been done. It is, as Mr. Brown acutely suggests, because she is essentially a personality player.

That, really, would seem to prove my point rather than his. I have, of course, been charmed by Miss Cummings' work in parts that did suit her personality—but I am sure that I'd have been just as charmed if those parts had been played by an actress.

When it comes to real acting the personality player, by Mr. Brown's own admission, is at a loss. The personality shines thru, regardless.

This, of course, doesn't mean that a real actress can't have a powerful and lovely personality; it simply means that she must be a good enough player to submerge that personality in the role when called upon to do so. A sterling example of my point is Miss Peggy Wood, who is at present playing in *Miss Quis*, that theatrical antimacassar stuffed and upholstered by Mr. Ward Morehouse, of *The Sun*. Miss Wood, when a role allows, offers one of the loveliest and most glowing personalities—for my money the loveliest and the most glowing personality known to our stage. Yet she can submerge that personality entirely in the part at hand—or even, when called upon, submerge all but a pervading glow that colors her character work. That, I submit, is real acting.

It all comes down to this; the personality player can admittedly be charming or amusing or even reasonably effective in those parts that happen to suit; but the real player can be effective in any sort of part. Mr. Brown's kind-hearted claim is like saying that there is a place in playwriting for those dramatists who can write only dialog and also for those dramatists who can construct plays. Of course. But surely the really fine dramatist—the only dramatist worthy of the name—is he who can construct plays so fully and so completely that his dialog becomes intrinsically a part of them—who can construct plays and write dialog too.

Without doubt players who are real actors in the sense in which I use the word—able to project themselves fully into any part—are rare. Miss Wood is one; Maurice Evans, who would be equally effective in *Hamlet* or *The Importance of Being Earnest*, is another, and there are more. Granting, however, that they are few, I still see no reason for lowering either critical or acting standards simply because players who happen to meet those standards are comparatively rare.

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PRICES

The subject of prices is of vital interest to the coin machine industry. This applies not only to the price of its own machines but also to the price which the playing public must pay for consumer goods.

Operators of coin machines are directly concerned about the amount of money the average person has left to spend for amusement. If the cost of living gets too high, there is less money to spend for amusement. Coin-operated amusement games are both a popular and an inexpensive form of amusement. If people have more money to spend on popular amusements the operator will expect to get a share of it. Hence the interest of the operator in the current question of rising prices on what the people eat and wear.

The general public is very much concerned at the present time with the question of the proper balance between wages and the cost of living. A lack of balance between the income and living costs of the masses had much to do with the collapse of 1929 and the depression that followed. If the same thing happens again an even worse collapse may be expected. The federal government is trying in various ways to hold certain trends in check. But it is very doubtful that any government will be able to control the forces at work now, unless there is full co-operation from all lines of business.

The influences that control prices seem to be always getting into a vicious circle and the consumer usually gets thrown for a tailspin. The ideas for remedying the situation pile up like a mountain and yet nobody seems to be able to do anything about it. It is easy enough to say that if business and government would work together all would end well. But getting business and government to work together is about as easy as getting reform groups to give amusement games a fair deal.

But the operator is probably more interested at the present time in the price he pays for his machines. Here there is an entirely different situation than the problem of the high cost of living. There are some lines of business in which high prices work out to the benefit of those who expect to stay in business. Coin-operated machines are not consumer goods and high prices on machines often seem to be the most effective way to curb or control many tendencies that lead eventually to trouble. While the operator stands to profit by keeping living costs low for the playing public, the last few years indicate that the operating business benefits by higher priced machines.

The results of the low-priced pinball games when introduced in 1932 and 1933 are now well known. Too many machines on location, too many operators—especially part-time operators, cutthroat competition at its worst and the volume craze among manufacturers. All of these evils also tended to give the public a bad impression concerning the business.

The broad effects of higher prices on machines during the last two years include a marked advance in the quality of machines. This improved quality has helped to create a better public impression of the business and has been a godsend to the manufacturers. Higher prices have made it possible for the manufacturer to try to build better machines and to cut down on the volume.

A Cartoonist's Idea of Rising Prices

(Copyright by *The Chicago Tribune*)

Higher prices have also offered the jobber and distributor a chance to do business at a reasonable profit and also to handle the trade-in deals that now seem to be necessary in the selling end of the trade. Once the distributing section finds some way to eliminate so much cut-price tactics on used machines the present high price of machines will prove its true worth to jobbers and distributors.

The present high prices on machines has greatly stabilized the operating business by eliminating many men who were not really making it a profession. The operating ranks have grown thinner but the men remaining in the business are better established and make a business of operating. Present prices on machines strongly tend to keep locations from buying machines. Higher prices make it possible for the operator to get a fair trade-in value on used machines and with the ups and downs in the operating field an outlet for used machines is an absolute necessity.

Higher prices have made it possible for many manufacturers to concentrate on quality and also to build a variety of the high-grade machines. These high-grade machines have made it possible to seek and enter the better grade locations. Fewer but better machines have also made a better impression on the public. All of these results seem to be helpful for the operator.

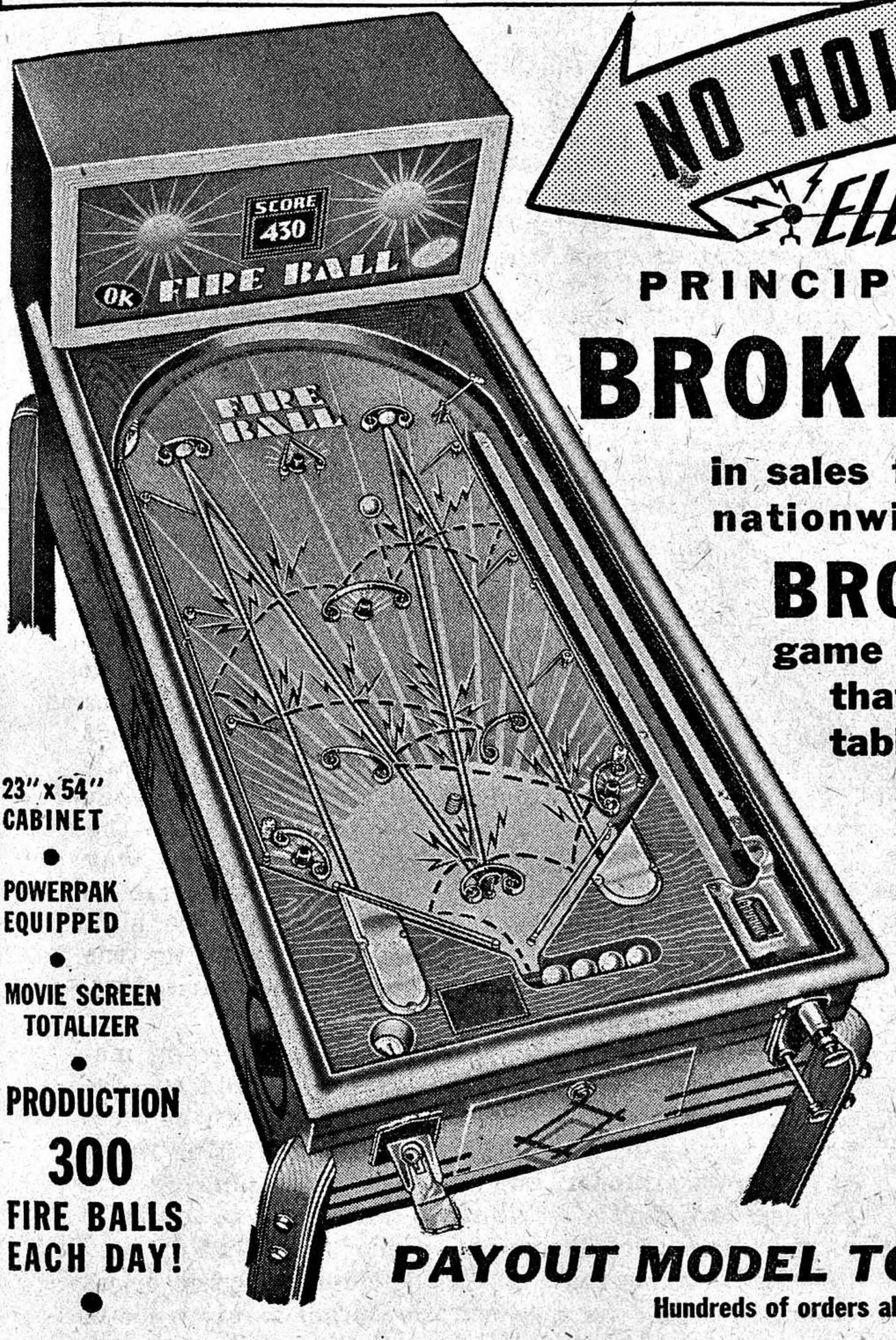
KEENEY'S "MASKED MARVEL"

"FIRE BALL"

$69.50 FIVE BALLS

ELECTRONIC

$69.50 NOVELTY GAME



23" x 54" CABINET

•

POWERPAK EQUIPPED

•

MOVIE SCREEN TOTALIZER

•

PRODUCTION

300

FIRE BALLS EACH DAY!

•

NO HOLES OR BUMPERS!

ELECTRONIC BEAM

PRINCIPLE, REVOLUTIONARY!

BROKE ALL RECORDS

in sales for an unrevealed game previous to its nationwide "unmasking" April 12th, and . . .

BROKE ALL RECORDS in coin game sales for any one day, with predictions that it will out-sell any pin game or payout table ever introduced.

Get as many FIRE BALLS out on your locations as fast as you can before competitive operators beat you to those spots with this game that "does it with mirrors."

No holes. No bumpers. But every time the ball goes through one of the five ELECTRONIC BEAMS on the playing board, scores or hits are registered in the same manner as hole or bumper games.

Ball action such as you've never seen before. Play thrill from the time the ball leaves the plunger through until it lands in the bottom out hole. Not an inch of dead space on the entire board. And as many skill shots as there are on a billiard table.

Perpetual "flash" in the reflection of the beam on the ball with play board lights flashing on every time a beam is crossed, and the Movie Screen totalizer working overtime with every shot. No chances of any misses or unscored hits.

The most revolutionary game the coin game industry has ever seen.

PAYOUT MODEL TO BE ANNOUNCED NEXT WEEK

Hundreds of orders already booked for the Payout Edition of FIRE BALL

SEE KEENEY PAGE ADVERTISEMENT APRIL 12th BILLBOARD

for list of Keeney Distributors and Jobbers who have FIRE BALL in stock, as well as seeing or securing these . . .

OTHER KEENEY CURRENT "BACON BRINGER-HOMERS"

SANTA ANITA—1 BALL, ODDS CHANGING WITH "ADDED PURSES" OF $2.00 and $4.00
MAKE OR BREAK—5 BALLS (or less) SPIRAL SPRING, NOVELTY "BLACKJACK" GAME
FIRECRACKER—5 BALL, SPIRAL-SPRING, NOVELTY GAME • BOWLETTE • TARGETTE

J. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET, CHICAGO

AMERICAN SALES CORPORATION
936 WRIGHTWOOD AVE., CHICAGO, ILL.

Expand your routes with expanding business! . . . You'll need more and better games to meet the increasing demand. . . . Our original Extended Credit Plan is made to order for you. . . . Convenient— and no carrying charge added.

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee D. Jones

P. S.—Those belching smokestacks may put smoke in your eyes, but they also will put dollars in your pockets!

A SQUARE DEAL TO ALL

WE HAVE THE FOLLOWING RECONDITIONED MACHINES, READY TO OPERATE.

Western Grand Prize	$80.00	Ten Strike	$65.00	Derby Day Clock	$65.00
Bally Preakness	67.50	Flicker	37.50	Bee Jay	35.00
Tout	40.00	Snappy	45.00	One Better	35.00
Queen Mary	32.50	Policy	37.50	Pamco Palooka Jr.	15.00
Sunshine Baseball	25.00	Daily Limits	12.50	Western Races Mys.	17.50
Skill Roll	25.00	Belmont	45.00	Saratoga	32.50
Ballot	20.00	Leatherneck	17.50	Pamco Parlay	12.50
Monopolee	10.00	Snooker	10.00	Double Score	10.00
Alamo	10.00	Bells	22.50	Deluxe 46	9.50
Wheel of Fortune	15.00	Ten Grand	17.50	Hialeah	15.00
Ace	10.00	Prospector	11.00	Double Up	10.00
Diamond Mine	20.00	Put and Take	5.00	Mammoth	7.50
Gold Rush	7.50	Do or Don't	6.50	Chase	15.00
NOVELTY GAMES.					
Bally Pocket	$17.50	Hold 'Em, Orig. Crt.	$20.00	Hold 'Em	$15.00
Broadway	12.50	Short Sox	11.50	Mad Cap	10.00
Happy Day	15.00	Excel	10.00	Globe Trotter	12.50
Flashlite	15.00	Handicap Ticket	10.00	Exhibit Top 'Em	10.00
COUNTER GAMES.					
Reel Dice	$8.50	Reel 21	$6.50	Daval Races	$7.00
Horses	7.00	Wagon Wheel	7.00	Sportland	6.00

¼ DEPOSIT

VEECH SCALE CO. DECATUR, ILL.

ANNOUNCEMENT—To Salesboard Operators

May 1st we will put out a new Baseball Salesboard. THIS BOARD WILL HAVE ALL THE THRILLS OF BETTING ON YOUR FAVORITE TEAM, JUST AS IF YOU WERE AT THE GAME. Player can bet from a nickel up, as high as he wants to bet. WISE OPERATORS WILL SEND IN THEIR ORDER NOW TO BE SURE OF BEING FIRST IN THEIR TERRITORY. To those operators who send in a deposit or full price with order for 5 boards or over by May 1st, we will give them one board FREE.

SEND YOUR ORDER TODAY. Prices: 1 to 10 Boards, $3.95 each; over 10 boards, $3.00 each. Express Prepaid Anywhere in the U. S. A.

PEACHY NOVELTY CO., Dept. B. B., Poplar Bluff, Mo.

B 4 "B" SPECIALS B

BAGATELLE (Ticket)	$15.00
DRAW BALL	12.50
FLASH LIGHT	20.00
GREAT GUNS	8.50
LIGHTS OUT	17.50
LINE-O	5.00
PIPPIN	4.00
TORPEDO	8.00
SCORE-A-LITE	4.00
SHOOT THE CHUTES	4.00
STOCK EXCHANGE	10.00
TWISTER, SR.	15.00
ALAMO	20.00
PEARL HARBOR	8.00
JUMBO (Ticket)	17.50
PEERLESS (Ticket)	32.50
CHALLENGER	25.00

1/3 Deposit, Balance C. O. D.
WRITE FOR OUR BIG SPRING PRICE LIST No. 232.

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO. B

BARGAINS

BALLY CHALLENGER	$ 22.50
BALLY BELMONT	35.00
KEENEY GRAND SLAM	15.00
BALLY ROUNDUP	17.50
GOTTLIEB SUNSHINE BASEBALL	15.00
BALLY MULTIPLE	22.50
BALLY PEERLESS	12.50
KEENEY DOUBE SCORE	10.00
BALLY DERBY	22.50
BALLY ALL STARS	20.00
PACES RACES (Check Model)	200.00
WATLING PACE AND JENNINGS PENNY SLOTS	22.50
BALLY'S RAYS TRACK	150.00
GOTTLIEB DAILY RACE (Mystery Pay)	30.00

TERMS: 1/3 With Order, Balance C. O. D.

SANTONE COIN MACHINE CO.
1524 Main Avenue, San Antonio, Tex.

FOR RENT
LATE 1934 MUTOSCOPES
and
CRANE DIGGERS
Excellent Condition.
ADDISON AMUSEMENT CO.
1348 Newport Ave., Chicago, Ill.

BARGAINS

PENNY PACK CIG.	$ 8.00
CENT-A-PACK CIG.	8.00
PENNY SMOKE CIG.	7.00
TIT TAT TOE	4.00
REEL "21"	7.00
POCKET, 10 Balls	25.00

1/3 Deposit, Balance C. O. D.

C. CHARLE & CO., Springfield, Mo.

Times Article On Lotteries

NEW YORK, April 10.—The conservative *New York Times*, in its Sunday edition of April 4, presents a fair and conclusive feature article on lotteries and gambling, based on the recent news given to the Irish Sweepstakes. A good service is rendered in giving the classifications of people who follow Lady Luck, according to the psychologists.

The work of the mathematicians in calculating probability on many types of chance games is also discussed. Opponents of coin-operated amusement games have frequently quoted the so-called computations made in New York University on pinball and slot machines as an argument against the devices. The article in *The Times* gives the theory of probability in such games as bridge, poker, roulette, etc. Coin machines are not mentioned.

The Times quotes Mayor La Guardia as saying recently: "You can't break people of the habits formed over generations, either by law or by constitutional amendment. Men and women will gamble. If they don't do it one way they will do it another. Some play games, others speculate in the stock market, others go into the newspaper business and take a chance on what they can get out of that, and some play bingo, wingo, jingo or stinko—anything they can get a dime or a quarter down on."

Moloney Sees One-Shot Boom

CHICAGO, April 10. — Predicting another boom in one-shot games similar to that of 1935, Ray Moloney, president of Bally Manufacturing Company, pointed out that sales of Bally Carom one-shot game have already passed the one-shot record previously held by Jumbo.

"Both in earnings to operators," Ray stated, "and in sales volume, Carom now holds the record, as far as Bally one-shots are concerned. Of course, this was to be expected, because in Carom we combined two of the most powerful play-getting ideas the industry has ever seen—bumper-action and one-shot appeal. To this we added the never-failing appeal of changing odds and the old favorite electric kicker idea. And to top it all off, like the frosting on cake, our engineers devised the unique odd-or-even score idea, which, I think, has more suspense thrills than anything that's appeared on the market in years.

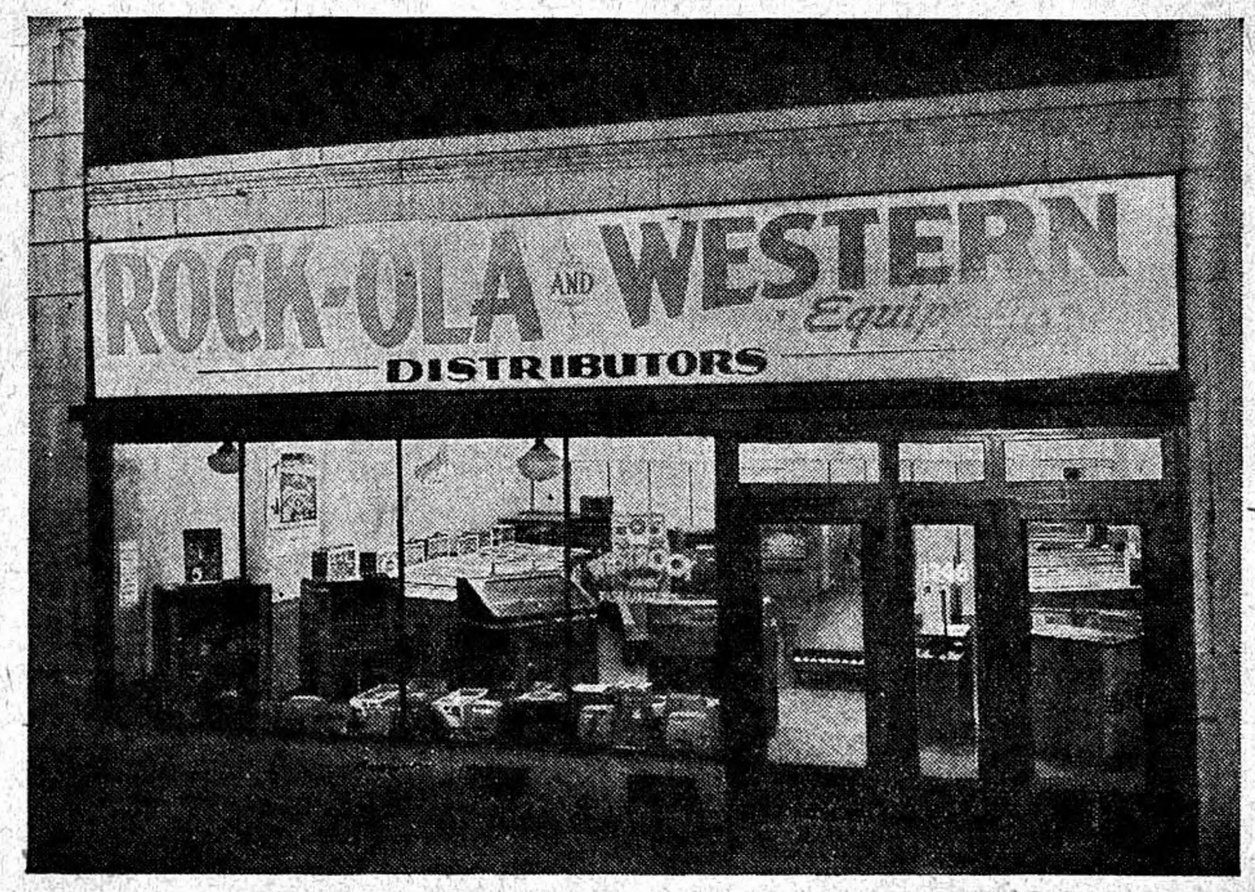
"Some of the smartest men in the business, operators and jobbers alike, look forward to a big one-shot season this spring and summer and they name Carom as the game that will do the trick. And we have enough confidence in this prediction to double our output on Carom. Once again we are compelled to abandon the Bally limited run policy and tell the world we're all set to continue production on Carom till the snow flies again."

Keeney Returns From Long Trip

CHICAGO, April 10.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, has returned from a Pacific Coast trip during which he called upon Keeney distributors in that section in connection with the unmasking arrangements of the new game, Fire Ball.

"I came back with a trunk load of orders, not only for Fire Ball, but for several other current Keeney games, among them Santa Anita, Make or Break and Double Action," Keeney said. "I observed that conditions in general on the West Coast are good and that a highly optimistic attitude toward the future characterizes the activities of those connected with the coin machine industry thruout the territory.

"From Texas, Alvin Decker, our field representative, is daily forwarding huge quantities of orders for these hits and his reports indicate that the coming season in Texas will be highly successful for operators."



WESTROCK, INC., SHOWROOMS IN BOSTON. Ownership and management of this firm of distributors was recently taken over by William A. Bernache and George J. Young, well-known New England operators.

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 3 WEST 29th ST.
CHICAGO OFFICE 626 WEST JACKSON

Bookmaking To Be Legal in Md.

ANNAPOLIS, Md., April 10.—Maryland Legislature voted to legalize horse-race bookmaking April 6. Racing has been conducted in the State for some time, and the bookmaking business will now operate as a legal business, altho formerly under cover as in many other States.

The new law is expected to return $400,000 annually to the State. A license fee of $5,000 annually is imposed on each booking establishment and also a tax of 1 per cent on all bets handled by bookmakers.

The measure is applicable to Baltimore, which has half the population of the State, and four of the 23 counties. Prince Georges County, where the Bowie and Marlboro tracks are located, has an additional county license fee of $25,000 for each book operated.

Governor Harry W. Nice has not signed the measure, but he cannot veto it without rejecting a $5,000,000 relief revenue program. The tax will go into effect as soon as the governor signs the bill.

Dinner Marks Consolidation

FORT WORTH, April 10.—Consolidation of the Big State Novelty Company and the Panther Novelty Company was celebrated recently by an informal dinner given at Jack Horner's Gingham Inn near here.

Merging of the two firms forms one of the largest operating organizations in the Southwest, with a personnel of 36 active employees. Panther Novelty Company was owned by Jack Maloney, and N. A. Nigro owned the Big State Novelty Company.

Future operating activities will be conducted under the name of the Panther Novelty Company, while the jobbing business will be under the name of the Big State Novelty Company.

Petitions for Popular Vote

PIERRE, S. D., April 10. — Petitions seeking to refer two coin machine laws passed at the recent session of the legislature to a popular vote have made their appearance here.

Measures which would be sent to a vote of the people if the petitioners are successful are one which prohibits "any vending or slot machine which is capable of being used for gambling purposes or games of chance" and a companion measure which provides penalties for State's attorneys who neglect to perform their duties in suppressing gambling devices.

The measure exempts those machines which vend drinking cups, postage stamps, sanitary napkins, as well as scales, pay toilets, water meters, electric light meters, gas meters and public telephones.

Approximately 15,000 signatures are required to refer a law in South Dakota to a popular vote.

Gerber & Glass Get National Distribution on Jungle Dodger

CHICAGO, April 10.—The important announcement was released this week by Paul Gerber and Max Glass, officials of the distributing firm of Gerber & Glass, that, effective at once, Gerber & Glass assume national sales representation of the Jungle Dodger target machine produced by the Universal Manufacturing Company.

This is not the first occasion on which Gerber & Glass have handled national sales for coin-operated devices and those games which were previously distributed

PAUL GERBER and Max Glass (right) talk over plans for selling Jungle Dodger.

nationally by the organization proved successful. According to those in the industry who know the firm, they usually bat 1,000 and it is expected that Jungle Dodger will be no exception.

"The merits of the Jungle Dodger may well be recognized in the fact that many thousands of dollars were involved in the transaction which enables us to present the machine to the country on an entirely new basis, Gerber stated. "Jungle Dodger is generally recognized as one of the finest electric-eye rifle ranges on the market at this time, and, in view of the fact that it is priced considerably lower than any other range, it has rapidly become one of the most popular machines of its type. Operators find themselves in position to afford several Jungle Dodgers and to profit accordingly.

"We are inaugurating a seven-day free trial offer on Jungle Dodger. This startling offer, the first ever to be presented on a game of this type, has already created a huge demand for the Jungle Dodger and the fact that distributors and jobbers may also offer the machine on the basis of the seven-day free trial plan leads us to predict an overwhelming demand and acceptance.

"The entire output of the sizable Universal Manufacturing Company plant at South Bend, Ind., will be distributed thru Gerber & Glass, and preparations are being made at the factory to step up production activities to take care of expected heavy orders. At the present time, the factory is working in several shifts, preparing an advance stock so that there will be no delay in shipping any quantity of Jungle Dodgers. Yet, in spite of accelerated production, careful attention is being paid to every detail of manufacture, and all machines maintain the high standards of construction which have characterized Jungle Dodger since its first appearance on the market.

"Accustomed as we are to receiving as well as presenting surprises, our biggest surprise was in learning that the Jungle Dodger meets every location requirement with all the efficiency of the most expensive machines. It is not surprising that this is so, because the Universal Manufacturing Company is internationally known as one of the outstanding makers of photo-cell devices, having pioneered the field. With such extensive experience upon which to draw, the development of a simple, trouble-free mechanism was only natural.

"It is for this reason that, without reservation, we make our seven-day free trial offer. We have complete confidence in the performing qualities of Jungle Dodger, a confidence that we have backed with approximately $50,000 spent in making arrangements to give every operator in America an opportunity to place Jungle Dodger on his locations."

Location Test Plan Announced

CHICAGO, April 10.—One of the most startling offers ever made to the operating industry is presented by the Buckley Manufacturing Company on its new game, Track Odds, according to Bill Woollen, sales manager of the organization.

"We have come to the conclusion that operators are entitled to the privilege of making their own location tests," said Woollen. "As a result we have devised a plan whereby, without risking one cent, operators may test our new game on any location they specify. In making this offer we ourselves take no chances because we know exactly what Track Odds will do on every type of location. To begin, we have adopted the internationally popular sport, horse racing, as the basic appeal in the game. Secondly, we have made Track Odds a most unusual type of automatic payout game, employing seven slots. Yet in no manner can it be considered a pin table. Added to the certain appeal and the unusual construction of the game is the careful attention we have paid to every detail of manufacture.

"Due to the fact that we assume a heavy expense in making these unusual location tests with the operator, we naturally cannot hold our offer open indefinitely. However, there is plenty of time for operators to make arrangements for the test, and prompt action on their part will result in some real eye-opening experiences for them."

OPERATE Everywhere

"FREE Play"

EXHIBIT'S NEW LEGAL "FREE PLAY" COUNTER GAME

At Last—A "Free Play" Counter game—legal in most locations . . . operates *without* coin . . . no prizes or awards paid on free plays. If the location desires to give a prize, then prizes are only paid when coins are played. Each coin played is instantly visible. Coins clear immediately on next free play. Coin chute accepts 1c, 5c, 10c or 25c coins. Order your samples immediately. "Free Play" is the most important idea ever advanced in any counter game. Outplays, out-earns any counter game ever made. *Location tests prove it!* What a game—what an idea—what unlimited money-making possibilities. Get on this winner quick—Free Play earns its first cost in just a few hours play and gives you tremendous income from then on.

Only 14.50

Wire deposit and order now —act fast.

EXHIBIT SUPPLY CO., 4222 W. LAKE STREET, CHICAGO

Shave King on New Board Deal

CHICAGO, April 10.—Earl C. Jasper, head of the Jasper Brokerage Company, announces a new group of salesboard deals featuring Shave King, a recent development in electric dry shavers.

"Shave King is an electric razor which has no equal in quality of construction, superiority of performance, and because it is soon to become known nationally thru extensive newspaper, radio and magazine advertising it will probably be the outstanding salesboard item available today," Jasper stated. "Hundreds of boards featuring Shve King, which hve been placed to date, have returned unusual profits, and with the advertising planned the Shave King deals will have an even greater appeal to the public.

"Shave King deals are available on three different boards. One 1,000-hole board features one Shave King and cigarets. The second deal, a 1,500-hole board, features two Shave Kings and cigarets, and the third deal, a 2,500-hole cut-out board, features three Shave Kings and cigarets. The boards are all beautifully colored and labeled and are highly attractive in themselves. With the modern styling of the Shave King Razor, mounted on these colorful boards, operators will find that the deals hold unlimited possibilities in every territory," says Jasper.

Mrs. Nagel to Chi for Games

CHICAGO, April 10.—Mrs. Art Nagel, of the Avon Novelty Sales Company, Cleveland, was a recent visitor in Chicago. During her stay here she made her headquarters at the offices of the Western Equipment & Supply Company, for which the Avon organization acts as distributor in the Cleveland territory.

Art Nagel himself, usually the member of the firm to visit Chicago on buying tours, was unable to leave his headquarters due to the fact that demand for Western's new game, The Winner, and Western's de luxe pay table, Fast Track, is keeping him, along with the entire Avon staff, busy day and night taking care of orders and overseeing shipments, Mrs. Nagel said.

Before returning to Cleveland Mrs. Nagel placed a substantial order for The Winner and Fast Track to take care of the consistent demand for both of the games. She said: "Cleveland operators can't get enough of the games. Practically all of their locations require either The Winner or Fast Track and many of them want both. Jimmy Johnson really has a pair in the two moviegraph action games."

THE UNIVERSAL PLANT at South Bend, Ind., where the Jungle Dodger target machines are made.

Scoot Mobiles For Operators

CHICAGO, April 10.—First promoted as a toy for rich playboys and playgals, the devices variously termed as moto bikes may become a convenience widely used by operators of coin machines, according to officials of the Blue Ribbon Scoot Mobile Company here.

They report that operators in Texas and other places are already trying them and have been attracted to the moto bikes because of their convenience and economy for making a big percentage of the service calls which must be made. Capitalizing on these reports, the Blue Ribbon firm, one of the pioneers in the field, began manufacturing side cars in order that tools, accessories, etc., could be carried around by service men. The finished product is quite similar to the motorcycle with a side car, but has the advantages of costing about one-third as much and is safer and simpler to operate.

"It seems only logical that operators should find them ideal for making collections, repair calls and in general service work. Anybody can run the things and their economy is certainly worth talking about," Blue Ribbon officials state.

Seeburg Ops Up Phono Earnings

CHICAGO, April 10.—Operators of Seeburg phonographs, especially those who have the Seeburg Melody King on their locations, are vying with one another to see who can report the greatest improvement in location collections thru the operation of the Melody King, according to N. Marshall Seeburg.

"A short time ago," he said, "one Texas operator reported thru A. C. Hughes, phonograph manager of the Electro Ball Company, Dallas, that his location profits showed an increase of 65 per cent with the operation of the Model K. Evidently feeling that there were additional reports of this type to be gotten from operators in his territory, Hughes sent out feelers and was instantly rewarded with numerous letters indicating that location earnings with the Model K had in almost every instance taken a jump ranging from 65 per cent to 200 per cent. As an illustration, J. B. Belin, manager of the Magnolia Amusement Company, Houston, wrote that his location take in one instance had jumped from $12 a week to $36 within one week and that an $18-a-week location had returned more than double that amount.

"Every operator of Seeburg Melody King Model K phonographs is bubbling over with enthusiasm about the machine, and distributors, as well as the manufacturer, are deriving a great deal of pleasure from the reports that the operators are sending in. As Belin said: 'It's really a pleasure to operate phonographs that give so much satisfaction to everyone.'"

Detroit

DETROIT, April 10.—Earl Gross, north-end operator, expanded his business this past week with the purchase of additional phonographs.

Andrew H. Banks and E. W. Mitchell were among the operators buying new music machines during the week. Both are among the long-established operators in the field and are steadily enlarging their routes.

Dearborn, Mich., operators were prominent in the picture of new machine sales this week. Among those purchasing new phonograph consignments were Charles Crowley and Vincent Stempien.

National Distributors Corporation, distributor of vending machines, is a new corporation formed under the laws of Michigan, with a capital stock of $1,000 at $10 per share. Jack J. Ross is the incorporator. Headquarters are in Detroit.

Earl W. Phillips, Detroit operator, has discontinued his coin-machine business.

See-Con, Inc., newly formed distributing and manufacturing organization, has just purchased a new truck to enlarge its service department, which is being organized to handle a number of different types of machines.

Spencer (Pete) Otis, of the J. P. Seeburg Corporation, was a visitor to the plant last week.

New Orleans

NEW ORLEANS, April 10.—The thrill of new ideas continues to rule the coin-machine circles of the Deep South as all of the important manufacturing companies send in samples and first shipments of their well-advertised pin tables, slots and counter games. And the encouraging factor is that all of the better distributors continue to beg for larger and quicker shipments in the struggle to fill orders that are pouring in from all sections of this State. All distributors and factory agencies report an unusually large number of visitors from out of town, coming to look over new merchandise and placing orders in spite of the jobber's inability in a good many instances to insure quick deliveries.

The spring season thus far has been the best in several years and, in fact, the best in the history of most of the local operators. Improving business conditions in general, fever-heated rushes to the Gulf Coastal area as "black gold" begins to flow in such paying quantities that the State has been forced to put into effect strict production regulations, booming cotton, lumber and other staple products and heavier port movements combine to give the near-future picture a rosy tint.

F. W. King, head of the C. & N. Sales Company, is completely sold on the new seven-play A. C. Multi-Bell slot. Ever since H. E. Knupp, of the home office, spent several days with King, showing him the advantages of the new Caille idea, the Gulf Coast distributor for A. C. Multi-Bell has found business coming in like a house afire. King also reports heavy sales of his firm's Penny King and Gold Dust Twins, penny counter games. With the purchase of a dozen more of the machines by an Oklahoma firm this week, King says that this same distributor and operator has taken on over 100 such machines since the first of the year.

Charles Schneider, of Mills Novelty Company, Chicago, visited New Orleans this week. Schneider is on a wide swing thru Dixie.

American-Southern Coin Machine Company, Louisiana territory distributor of Western Equipment machines, announces the placing on location of Western's new game, The Winner. Jim Tallon, co-owner of American-Southern, says that several operators have seen the game and have already placed orders for 1 to 10 machines, altho he regrets that he cannot insure deliveries pending shipments of more games from the factory.

John H. Moore, popular operator of pin games in the McComb, Miss., area, was a visitor here this week, calling on Ed Rodriguez. Moore reports better business in his section of the country, one of the most important trucking areas of the Deep South.

Mr. Groetchen, of the Groetchen Tool and Supply Company, Chicago, spent a short time in New Orleans last week, calling on the firm's local territory distributor, the Dixie Coin Machine Company. He was reported to have had plenty of rounds with Julius Pace, head of the Dixie Company, and talked only about Zephyr, the firm's new pin-game sensation. Creole cooking, however, also got a rise out of him.

Plenty of visitors, as usual, at the Dixie Coin Machine Company's new big offices and display room this week. They included such well-known Louisiana ops as J. E. Odder, J. Ragusa and Earl Price, all of Baton Rouge; L. Boyd, of McComb; Joe Lickich, of Biloxi, Miss.; R. Plauche, Covington, La.; S. Stafford, Ponchatoula, La., in the strawberry belt; T. Piper, of Walker, and a dozen or so more. The new line of Bally machines on location at Dixie, plus the pleasant sensation of seeing the charming Claire Pace, daughter of the genial Julius, are the two big drawing cards.

New Orleans coin-machine circles are saddened by the news of the death of Mr. Brazleton, of the Dalkins Company. The crash of his airplane follows closely his most recent visit to New Orleans, when he related such thrilling incidents of his plane flight to New Orleans from the North via the flooded areas.

Weekly MUSIC Notes

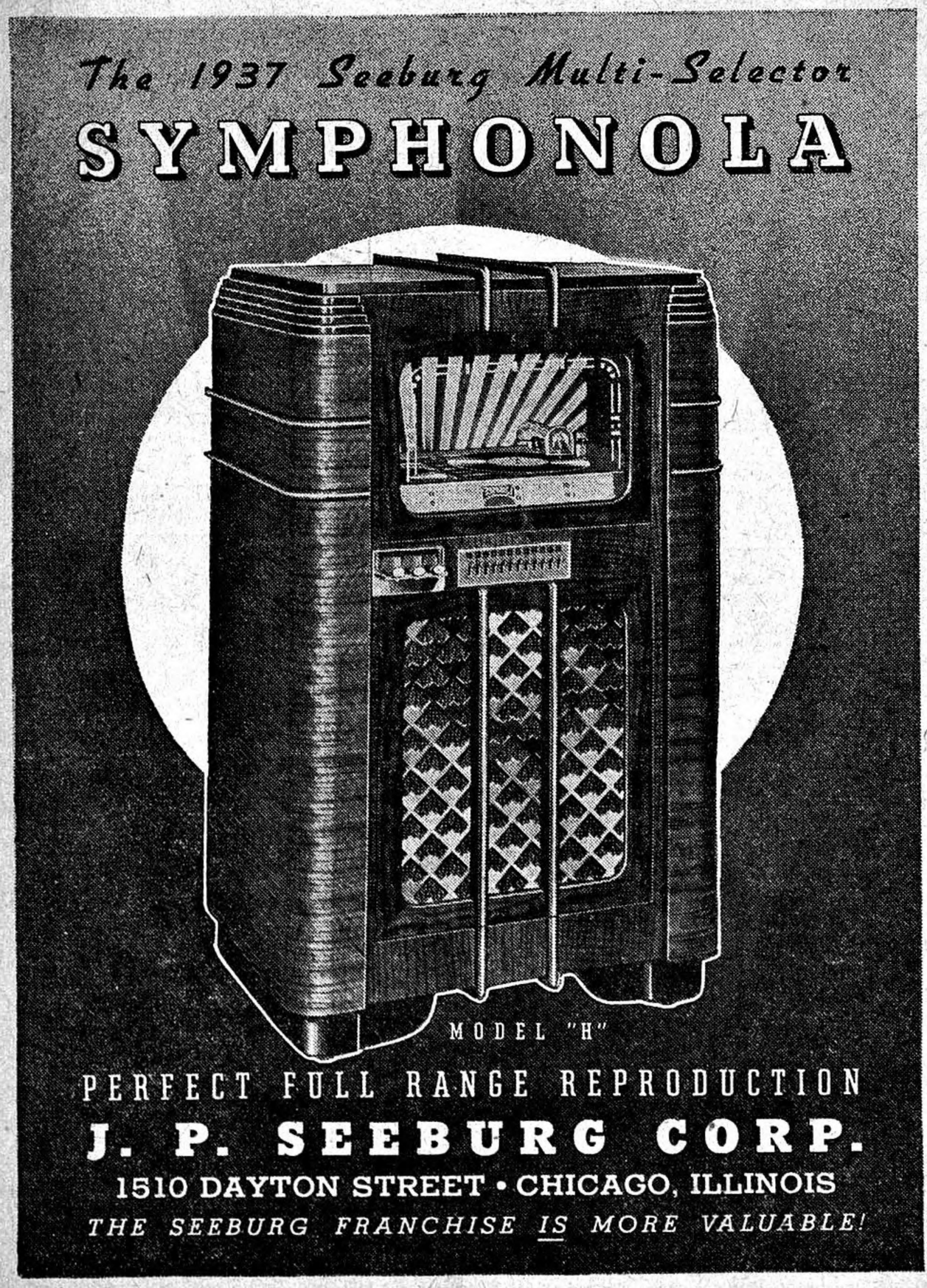
Sheet-Music Leaders

(Week Ending April 10)

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 (Chappel) (2)
2. Boo-Hoo (Shapiro) (1)
3. Moonlight and Shadows (Popular) (3)
4. What Will I Tell My Heart? (Crawford) (5)
5. When My Dream Boat Comes Home (Witmark) (4)
6. When the Poppies Bloom Again (Shapiro) (7)
7. This Year's Kisses (Berlin) (6)
8. Will You Remember? (Schirmer)
9. I've Got My Love To Keep Me Warm (Berlin) (9)
10. Trust in Me (Ager) (8)
11. Serenade in the Night (Mills) (11)
12. Blue Hawaii (Famous) (15)
13. Goodnight, My Love (10)
14. Love Bug Will Get You (Santly)
15. Too Marvelous for Words (Harms)



L. J. FERDINGER (left), Model Vending Company, Huntington, W. Va., poses with his staff and the new 1937 Seeburg Symphonola. He reports good success with phonos in his territory.

Operators' Credit

By WILLIAM P. BOLES

(Credit Manager, Rudolph Wurlitzer Company, North Tonawanda, N. Y.)

If anyone in the industry should be able to give a broad and unbiased opinion of the coin-machine business and of the operators engaged in it, that person should certainly be a factory credit and collection manager. Those factories extending credit thru selling new merchandise on installment purchase contracts have before them a mass of collection figures which reflect the financial standing and moral risks of thousands and thousands of operators.

In speaking generally on the subject of credits someone has very ably said: "Credit is something that is hard to get and easy to lose." Credit in the coin-machine business is not universally extended, but in the more basic types of operations it is the regular procedure. Staple year in and year out, operations in a strictly legitimate line of operation is the basic reason why manufacturers in some lines of our industry can grant credit thru installment selling to its operators.

In over 20 years of credit and collection work and a large part of this time in the coin-machine industry, I have never seen a better group of accounts as a whole than what we have in the music operating business. It is a tribute to the business itself to have such a fine credit standing as music operators generally have in taking care of their obligations. When one is dealing in millions of dollars in accounts receivable it is readily apparent that the business must be of a most stable nature, consistent in producing income, and the moral risks of the operators themselves of a par excellence nature.

Prompt payment of obligations when they are due is an indication that the operator appreciates the credit so extended him and it further stands him in line for additional credit on new purchases. One of the most favorable indications of the stability of music operations is that we have had extremely low percentages of past due accounts in relation to total credits extended—running as low as 16/100 of 1 per cent. In fact, the percentage has been under 1 per cent for the past year and a half.

Operators tell me that they are feeling the impetus of the wage increases being granted in the major industries of the country and their collection records are better. People are in a spending mood and have the money to spend.

WILLIAM P. BOLES, credit manager, Rudolph Wurlitzer Company, N. Tonawanda, N. Y.

Joe Huber Buys Country Estate

CHICAGO, April 10.—A beautiful country estate close to Chicago was recently purchased by Joe Huber, president of the Huber Coin Machine Sales Company.

Huber says it has been his ambition for a number of years to own a nice farm, but for some reason or other he never could see his way clear until now.

In asking Joe what he was going to call his new place, he said, "The Wurliway Farm." Asked how he came to choose such an odd name, he said: "The sales of Wurlitzer phonographs have made it possible for me to own an estate and it is only fitting and proper that the name ties up with the product which made it possible to own this beautiful estate."

Ed Mape, note! Huber says not to send him any oat burners (nags) by express collect.

PHONOGRAPH OPERATORS, ATTENTION!

We have 10,000 Slightly Used Records, including the Latest Orchestra Hits, Blues Song Numbers and Hill Billy Music for the past year. These records are all in good shape. Try a dozen for sample. State your favorite numbers and orchestras and if possible we will fill accordingly.

VICTOR 10c
COLUMBIA 10c
BRUNSWICK 10c
DECCA 5c
BLUE BIRDS 5c
MELOTONE 5c
VOCALION 5c

1/3 Deposit, Shipped Parcel Post or Express, F. O. B. Ft. Worth, for Balance.

BIG STATE NOVELTY CO.

1010 MONROE ST., FORT WORTH, TEX.

Suggests Meters After Seeing 'Em in Miami

ATLANTIC CITY, April 10.—Mayor Charles D. White, having returned from Florida and convinced more than ever that nickel-in-the-slot devices on the curb are an effective means to stop all-day storage parking, plans to take a vote of mid-town merchants to decide whether the city shall install parking meters in the shopping section.

He said that in Miami merchants demanded meters in front of their stores. If the vote here is favorable Mayor White will establish the fee and time limits and decide which type to purchase.

Wisconsin Bill Would Establish Broad Tax

MADISON, Wis., April 10.—Ingram Bill, designed to license coin-operated machines, was introduced in the State Senate April 1. It provides for an annual fee of $50 for service operators who rent or sell such machines and fees ranging from 50 cents to $100 for persons having the machines in their establishments.

Under the bill, penny machines vending gum, candy, peanuts, etc., would be assessed 50 cents; penny weight machines, electric shockers, target guns, viewing machines, etc., $1 per machine; nickel machines furnishing towels, cigarets, fruit, peanuts, gum, candy, soap, handkerchiefs, etc., $2; nickel or more machines vending lavatory toilet doors, baggage compartments, parking meters, food automatics, etc., $3; nickel player pianos, phonographs, radios, bowling games, electric-eye target machines, etc., $20, and all other machines, $100.

The law would be administered by the conservation commission, which would supply every licensed machine with a metal tag bearing a serial number.

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

PERMO PRODUCTS Corp.
6415 RAVENSWOOD AVE. CHICAGO

Ten Best Records for Week Ended April 12

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6897—"The Love Bug Will Bite You" and "Would You Like To Buy a Dream?" Teddy Hill and orchestra.	7855—"They Can't Take That Away From Me" and "Beginner's Luck." Fred Astaire, Johnny Green and orchestra.	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.
2	B6747—"Serenade in the Night" and "Little Old Lady." Shep Fields and orchestra.	7857—"Shall We Dance?" and "Let's Call the Whole Thing Off." Fred Astaire, Johnny Green and orchestra.	25523—"Song of India" and "Marie." Tommy Dorsey and orchestra.	3485—"Slumming on Park Avenue" and "What Will I Tell My Heart?" Fletcher Henderson and orchestra.
3	B6873—"They Can't Take That Away From Me" and "They All Laughed." Ozzie Nelson and orchestra.	7856—"They All Laughed" and "Slap That Bass." Fred Astaire, Johnny Green and orchestra.	25548—"The Love Bug Will Bite You" and "Dreamy Eyes." Guy Lombardo and orchestra.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
4	B6803—"Moonlight and Shadows" and "Dedicated To You." Shep Fields and orchestra.	7854—"The Love Bug Will Bite You" and "On the Isle of Kitchy-Mi-Boko." Hal Kemp and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo and orchestra.	3490—"Good Night, My Lucky Day" and "There's a Kitchen Up in Heaven." Henry (Red) Allen and orchestra.
5	B6879—"I Dream of San Marino" and "I'd Be a Fool Again." Shep Fields and orchestra.	7859—"Why Was I Born?" and "I Must Have That Man." Teddy Wilson and orchestra.	25549—"They Can't Take That Away From Me" and "I've Got Rain in My Eyes." Tommy Dorsey and orchestra.	3487—"It's Wearin' Me Down" and "Rhythm of the Tambourine." Fletcher Henderson and orchestra.
6	B6875—"Poor Robinson Crusoe" and "Whoa Babe." Ozzie Nelson and orchestra.	7849—"The Love Bug Will Bite You" and "I'm Just a Country Boy at Heart." Vocal, Pinky Tomlin; orchestra under direction of Joe Haymes.	25526—"September in the Rain" and "What Will I Tell My Heart?" Guy Lombardo and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and Melody Makers.
7	B6882—"You Can't Cool a Good Man Down" and "You Gotta Quit Draggin' Around." Bob Skyles and orchestra.	7858—"Dixieland Shuffle" and "Let's Do It." Bunny Berigan and orchestra.	25544—"I've Got Beginner's Luck" and "They All Laughed." Tommy Dorsey and orchestra.	3486—"Just To Remind You" and "Thanks for Everything." Isham Jones and orchestra.
8	B6861—"I've Got Rain in My Eyes" and "The Mood That I'm In." Dolly Dawn and orchestra.	7848—"Mammy Bong" and "Havana's Calling Me." Antobal's Cubans.	25537—"When Love Is Young" and "Did Anyone Ever Tell You?" Fats Waller and orchestra.	3478—"Poor Robinson Crusoe" and "Swing, Boy, Swing." Dick Porter and orchestra.
9	B6876—"The Arkansas Bazooka Swing" and "The Bazooka Stomp." Bob Skyles and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25467—"Bugle Call Rag," Benny Goodman and orchestra, and "After You're Gone," Tommy Dorsey and orchestra.	3477—"I'll Never Tell You I Love You" and "You're Here, You're There." Red Jessup and orchestra.
10	B6878—"I've Got Beginner's Luck" and "Let's Call the Whole Thing Off." Shep Fields and orchestra.	7830—"What Will I Tell My Heart?" and "Sweet Is the Word for You." Hal Kemp and orchestra.	25539—"Mendelssohn's Spring Song" and "Liebestraum." Tommy Dorsey and orchestra.	3476—"Was It Rain?" and "Love Is Good for Anything That Ails You." Vincent Travers and orchestra.

New nickel-magnets for coin machines!

BOB SKYLES and his SKY ROCKETS

..THE FIRST BAND *to make the* BAZOOKA SING!

Two New Blue Bird Records

B-6876
Arkansas Bazook Swing
Bazooka Stomp

B-6882
You Can't Cool A Good Man Down
You Gotta Quit Draggin' Around
(featuring clarinets and musical whistles)

Both by Bob Skyles and his Sky Rockets

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J
A Service of Radio Corporation of America

WANTED

Coin Machine Developers

● Men who have their own ideas for new machines and are able to work out the ideas in complete model form before going into production. We especially seek men to develop games, counter machines and amusement devices. You must have had similar experience in one or more coin machine factories. Unusual opportunity with the World's Largest Manufacturers of Coin-Operated Machines. Apply in person to Sidney Cohn, Factory Employment Office.

Mills Novelty Company
4100 Fullerton Avenue, Chicago

This Fascinating Game Is Pulling In The Dimes

It's Safe !!
It's Sure !!
It's Legal!!
(anywhere)

The only machine equipped with the famous Ronald-McDonald safety bullet trap.

Get in the BIG money with the year's outstanding amusement game! New! Different! Appealing to men and women, young and old. Equipped with 1 Winchester Repeating Rifle, 1 Bolt Action Repeating (or) 1 Remington Automatic—all 22 Caliber—1,000 target cards, 5,000 spatter proof cartridges, lighting fixtures, spare loading tubes . . . nothing extra to buy. Very little noise. Ideal for Clubs, Taverns, Hotels, Recreation Parlors — Fairs, Carnivals, Amusement Parks, etc. Don't wait. Write, wire or phone your orders today!

10 Feet Long.
7 Feet High.
36 Inches Wide.

OPERATORS REPORT
$1,700.00 in 6 weeks!!
$ 45.00 in 2 hours!!
$ 409.00 in 1 week!!
OPERATOR'S PRICE
$199.50
Attractive Quantity Prices

Manufactured and Distributed by
NATIONAL PREMIUM CO.
1312 Farnam St. - Omaha, Nebr.
CHICAGO OFFICE: 154 East Erie St.

Cleveland Firm To New Quarters

CLEVELAND, April 10. — American Novelty Company announces that the firm's new headquarters will be at 1787-1789 East 24th street, where a large display of machines and attractive offices will be maintained.

Henry Epstein, president, is enthusiastic about the expansion and says the firm will carry practically every type of coin machine made.

"Both new and used games will be on hand," Epstein states, "and we will be in a position to meet the needs of all operators. We will also be in a position to sell to operators and jobbers all over the world. We have a special export department and we are making arrangements for the expansion of all departments."

Other officers of the firm are Morris S. Gisser, general sales manager; Julie Epstein, manager of the premium department; A. C. Bindner, head of the salesboard department; Henrietta Braunstein, manager of the credit department; Margery Sanders, in charge of correspondence; Charles (Swifty) Mills and I. Milner, in charge of the repair department.

Plans for a grand opening celebration will be announced very shortly, at which the firm will have representatives of the leading manufacturers in the country present, as well as operators and jobbers from all parts of the State, Epstein claims.

Compliments for Hotel Editorial

To the Editor—"We had read and were very favorably impressed with your editorial, 'Hotels,' before receiving your letter of the second, inclosing a copy of it.

"The facts and logic used so forcibly in your editorial are complimentary to present-day hotel operators, and without a doubt hotels not profiting by the added revenue of operating coin machines will in many instances take heed and profit by the extra income, which will really cause added business for other hotel departments.

"We extend our compliments and thanks for this editorial which we trust is just a forerunner to many others that will follow in your good magazine, *The Billboard*.

G. W. RAPIN,
"Sales Manager,
"A. C. Novelty Company, Detroit."

I See By The Papers

By Leo J. Kelly

The opinions in this column are those of the author and not necessarily those of the publication.

We understand that it's legal to race horses in Kentucky, Maryland, California, Michigan, West Virginia, New Hampshire, New Mexico, Oregon, Illinois, Florida, Texas, Ohio, Rhode Island and Washington.

And newspapers in many States carry the amount of money the horses will pay if picked on win, place or show bets.

We've heard of bank cashiers and trusted employees stealing bank funds to play the horses. We've heard of some fellows committing suicide because they lost too heavily on ponies that did not come up to their expectations.

Darned if we ever heard of any cashier going to jail because of stealing to play marble games. And we never did hear of anyone killing himself because he lost money pulling marble-game plungers.

Tell us if you know—why do the lawmakers legalize gambling on horses and raise horrified eyebrows when marble games are mentioned?

Oh, yeah, we heard that one about the schoolboy that spent his lunch money to play the marble machine. And so, fond mamma, instead of spanking the erring youth, demanded that all marble games be removed from the community. That gets us right back to prohibition. Father got drunk and spent his money carelessly, so the whole nation had to drink bootleg liquor.

Our ancestors burnt so-called witches at the stake, put their neighbors in stocks if they failed to attend church on Sunday, but in our enlightened day this couldn't happen.

No, sir, we are liberal, broadminded—we legalize horse racing—we permit privileged gambling—but if it's a marble game look out or the local politician, ambitious for publicity, will tell the folks all about that poor schoolboy who squandered his lunch money and every store in town, even tho miles from any school, will be forced to throw out their marble games.

Yep—the biggest problem in America today is the marble game. Every community would be perfect if it were not for those bad, bad games. Not a person would be on relief—not a mortgage would be foreclosed—every woman would be safe from assault—the school teachers, the firemen, the police force would be paid promptly, taxes would be reduced, there would be no law violations of any kind, there would be no graft, no spoils system in politics, banks could not close and keep depositors' money.

Why certainly all these things would come to pass, otherwise your elected lawmakers would not be so interested in marble games, but then maybe there is some other reason.

Anyhow, we've always thought the duty of the legislatures was to pass needed laws, not waste taxpayers' money on nonessentials, but then we've been told we were old-fashioned. Mebbe so, mebbe so.

Maine Operator Dies in Hotel

CHICAGO, April 10.—George R. Webb, prominent operator of Portland, Me., died of a heart attack at the Hotel Sherman here late Monday afternoon. He had been living at the Hotel Sherman for the last six months. Webb was owner of the High Street Garage, Portland, and had also been in the operating business for many months.

Richard Groetchen, head of the Groetchen Tool Company, has been one of his closest friends and had visited Webb on Sunday. Groetchen was probably the last one to see him alive.

When the body was discovered by hotel employees they were at a loss as to whom to notify. It was when Groetchen phoned the hotel Monday evening and asked for Webb that it was possible to get in touch with relatives. Groetchen notified Webb's brother in Florida and also Bill Derby, Webb's business partner, in Portland. Derby came to Chicago to claim the body and arrange for burial.

Score-Board Sales Reach Boom Stage

CHICAGO, April 10.—"It's the only way," said Dave Gottlieb, commenting upon their new continuous operation schedule. "Sales of our new Electric Score-Board novelty, which have been mounting skyward right along, burst into a boom last week and we were forced to go on 24-hour production as the only possible way to keep up.

"With the whole country storming for delivery, more delivery and faster delivery," he said, "and with orders piling in like an April shower, there was nothing we could do but throw our keys away and keep the factory going continuously to keep up with the demand. It seems our distribs simply can't get enough Electric Score-Boards to satisfy their operators, for sales are growing bigger every day. We knew this baseball novelty would be a winner, but we never counted on its being so sensational in a few weeks' time. The way operators are putting them out on location it looks as if everybody will be playing Electric Score-Board this summer. In spite of our heavy production, however, quality is in no case sacrificed in the least and every machine undergoes rigid inspection before it is shipped."

President of Florida Senate Is Introduced

MIAMI, April 10.—*The Miami Herald* this week "introduced" D. Stuart Gillis, the new president of the Florida Senate, to its readers. The Florida Legislature opened its 26th session April 6 and the State coin machine license law is expected to be an important topic. Gillis recently made a tour of the State and reported that his observations led him to expect a sales tax and also a coin machine license law, with perhaps an increase in the number of licenses allowed.

The following personal facts concerning Gillis were given by *The Herald:*

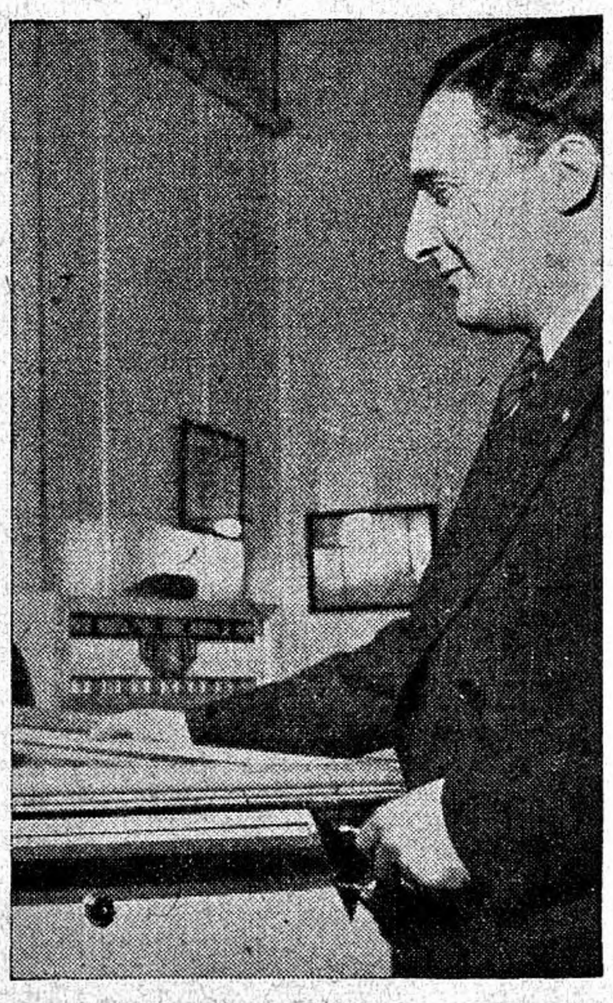
"Donald Stuart Gillis, 58, lawyer, serving third term in Senate.

"Born Freeport, Fla., November 5, 1879, youngest child of Dr. A. McI. and Nannie McLean Gillis.

"Educated public schools of Walton County, State Normal School, Cumberland University. Studied voice for three years in New England Conservatory of Music at Boston.

"Married April 3, 1912, to Bernice Morrison. They have one daughter, Katherine Stuart Gillis.

"Began public career as Walton County judge in 1909, served as mayor of De Funiak Springs three years, two years as assistant State attorney-general, member House of Representatives 1919 and 1929, member State Senate 1925-'27, 1933-'35 and re-elected for 1937-'39."



JIMMY PASSANANTE, J & J Novelty Company, Detroit, plays the Fairgrounds payout game on a recent visit to Bally Manufacturing Company, Chicago.

Drushell Vender Reported a Hit

CHICAGO, April 10.—J. D. Drushell Company reports an avalanche of orders as a result of its recent announcement in which it introduced the latest addition to a full line of vending machines. The new number is a four-way penny merchandiser of colorful design, gotten up along modernistic lines. The trimmings are in chrome metal, on a background of red and black. The mechanism will be identified in the trade by the title of Automatic Stores, which is regarded as fitting and proper in view of its offering a selection of four different articles, peanuts and three kinds of candy mixes, J. D. Drushell states.

"So hearty has been the response of operators and distributors that the factory is now running behind schedule and presents the problem of bringing production up to a point of meeting the demand," Drushell added.

"An interesting feature of this week's development lies in the fact that our organization will soon reach an all-time high in the distribution of vending machines. With a few thousand more to go, the figures will soon reach the 400,000 mark, which is a record of which any distributor may well feel proud.

"These facts were dug up recently when inquiry was made of the Hershey Chocolate Corporation, whose products we have been featuring in various types of venders. An official of that corporation stated then it was his belief that the Drushell Company had placed over 200,000 machines. This prompted a cursory examination of the records and disclosed that the figures given were rather conservative—that twice the number would be nearer the mark."

Drushell, congenial president and general manager of the company, expressed keen satisfaction over the results attained. Naturally he is enthusiastic about the new addition and figures that if present indications mean anything it will soon set a record of its own.

Explaining his success as a distributor of automatic machines, he feels that it is due to his policy, established several years ago, of giving his new operators a good start in the business.

"The old way," he explained, "was to have the salesman find someone who was interested in entering the business and simply having him buy a number of machines, leaving him to work out for himself the problems of finding locations and learning the various angles of the business. While many inexperienced men found their way around and developed successful routes we believe that the best method and one most likely to insure success from the start is to have our representatives furnish a certain measure of instruction to the novice and actually assist in the business of establishing a route. By that I mean that our men will take the new operator around, negotiate for locations and in other ways introduce him to the intricacies of the business. In fact, most of our sales representatives carry men with them especially trained in the work of securing locations and attend to the details of getting the machines located and hung. From there on the rest is comparatively simple and when operators really show an ability and capacity for success, the story is a most gratifying one. At any rate, it has proved highly profitable for us, as a surprisingly large percentage of the newcomers reorder and build for themselves vending routes that put them into the big-money class."

Display Honors To Struhl Firm

NEW YORK, April 10.—Morris Struhl, supplier of premium items to the coin-machine trade, was awarded honorable mention last week for his attractive store windows by the 23d Street Business Men's Association. A certificate of award was presented to the firm.

These awards are greatly appreciated by business men. It is noticeable that "Pop" Struhl's windows always attract sight-seers and passers-by because of the beautiful merchandise display he features.

Archie and Teddy Struhl are also taking some of the credit for the display. Sadie Struhl, well known to all the coin-men, stated that the members of the Business Men's Association reported tremendous interest in the firm's windows. Morris Struhl now looks forward to tak- displays on this important business street.

Ace Vending To Speed Exports

NEWARK, N. J., April 10.—Ace Vending Company officials report a new plan to speed the development of foreign sales. Ben Stein is in charge of the export department.

"Communications by cable are used to expedite sales," Stein says. "In this way we have been able to greatly speed up business. We also prepay the return cable and therefore always get action from the other side. Rather than carry on a long correspondence with the foreign buyer, we immediately cable him if we note from his letter that he is really interested in buying used games and quote prices to him from this city.

"In this way we have been able to immediately eliminate any curiosity seekers and get right down to business with those inquirers that mean business. It may be an expensive system in the beginning, but we feel sure that it is working out for the best of all concerned, and that in the long run it is the most economical."

Washroom Vender By Detroit Firm

DETROIT, April 10.—A new type of washroom vending machine is being developed by the Protex Corporation, which has established national headquarters in Detroit. Company manufactures a nationally known protective covering for toilet seats and is working on the adaptation of this important sanitary product to the vending machine operation.

A number have been placed on experimental locations in Detroit and in a few other cities, where results are being carefully studied. Company has been licensed to dispense Scott Paper Company products. The machines are designed to vend in two types—the single sheet dispenser at 1 cent for most locations, and the 5-cent package vender for department stores, hotels and a number of other specialized locations. The product is adaptable to use in gasoline stations, stores, schools, public buildings, factories and in practically every type of public or semi-public washroom.

The Protex product is said to be of superior quality because of its construction. An important feature is that it is mechanically designed to be self-disposing.

The standard 1-cent vender is made of heavy gauge steel and is porcelain-enameled. It dispenses 500 sheets at one filling. The Protex seat tops come in packages containing two rolls of 1,000 each. The machine is simple to install and is equipped with a neat sign which advertises the service forcefully but with restraint.

The product is distinctly not ready for general distribution at this time. H. R. Noack, general manager of the company, emphasized, but is still under development and will not be released until all distribution problems are solved.

Cigaret Fee Increased

NEWPORT NEWS, Va., April 10.—Cigaret vending machines were hit when city council upped the license starting May 1. Heretofore the machines have paid $3 apiece, plus 13 cents on the $100 worth of business done thru each. Council decided to put machines on a flat $10 basis, despite operators' protests that anything over $5 would be prohibitory.

Local soft-drink bottlers also don't fancy the $3 annual license to be levied on soft-drink vending machines, but their kick is gentle in view of the small fee.

Bernache, Young Acquire Westrock

CHICAGO, April 10. — William A. Bernache and George J. Young, well known for many years to New England operators, recently took over ownership and management of the well-known Westrock, Inc., Boston distribution organization.

Major W. P. Loomis, formerly associated with Westrock, Inc., recently resigned to become factory representative of the Rock-Ola Manufacturing Corporation, with territory thruout the country.

Both Bernache and Young have been identified as distributors in New England for many years. In assuming complete ownership and management of Westrock, Inc., they will act as exclusive distributors for Rock-Ola and Western Equipment and Supply merchandise. They are featuring the sale of Rock-Ola's World Series and Johnson's new and attractive Fast Track machine. Their showrooms are probably the largest in New England. Their establishment has long been a mecca for Boston operators.

They are live wires in the coin-machine industry with a background of many years of catering to operators' needs, are doing big things and report a general increase in their business during the last 30 days.

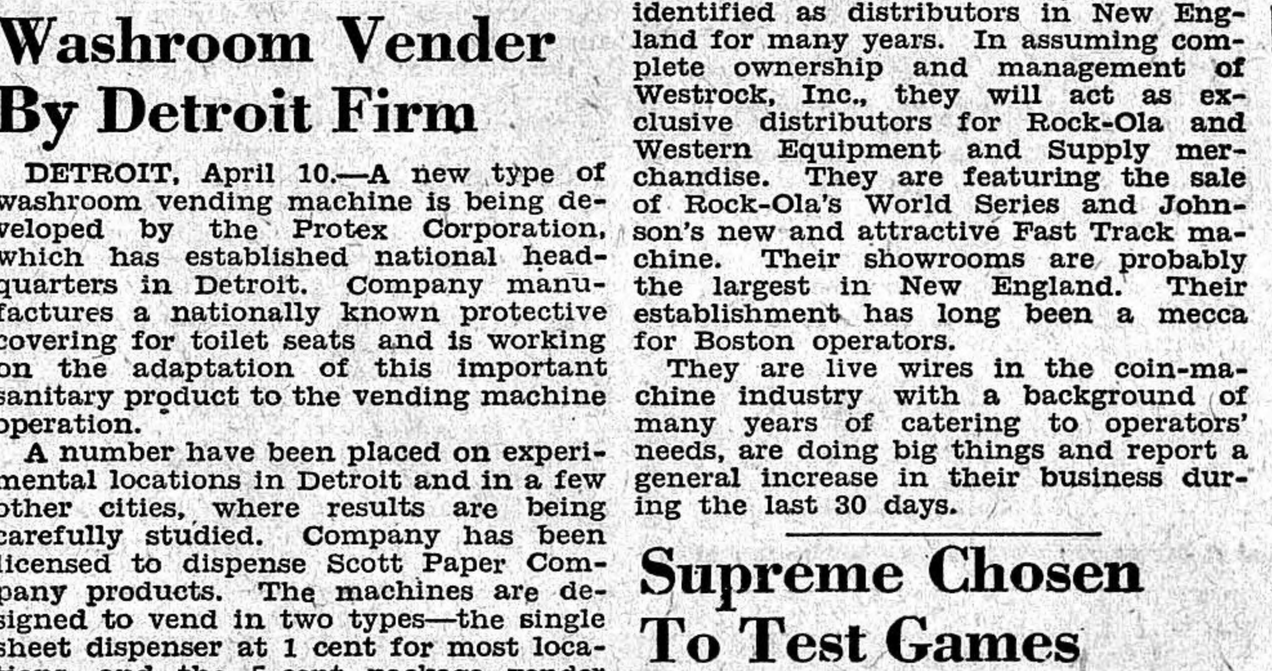
Supreme Chosen To Test Games

NEW YORK, April 10.—William (Little Napoleon) Blatt, of Supreme Vending Company, says that his company is one of a few chosen firms to test new games developed by the Daval Manufacturing Company, of Chicago, before they are placed on the market.

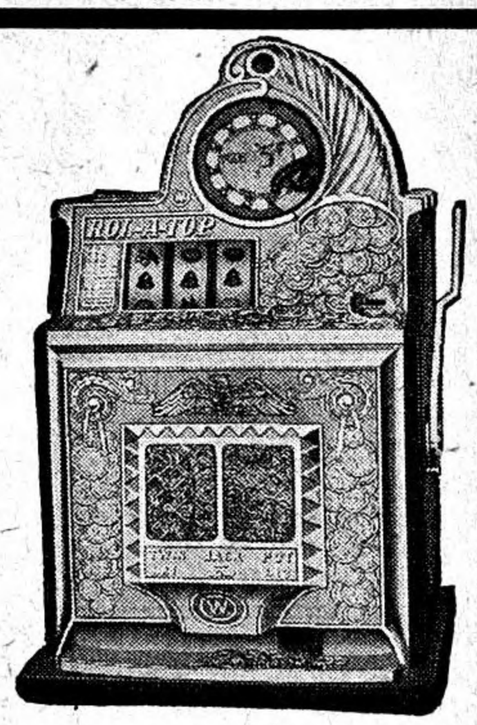
"Many manufacturers will send us a new game idea in the rough," Blatt says. "They will ask for our opinion. For example, one of Daval's latest games was sent to us via the 20th Century and we received it early the next morning so that we could test it here.

"We not only put the game thru a severe test on many locations in the city, but we also got hourly reports on the game. When we find any bugs we immediately note them, fix them ourselves in our own mechanical department and in most cases rearrange pins, holes, bumpers, etc., until we have the game regulated to a perfect payout percentage.

"We then return the game to the factory with instructions on how to eliminate certain errors and to build the game to meet the demand here. We have found that, tho this somewhat delays the production of the machine, it has proved profitable in the long run."



A BIG PARTY WAS THE METHOD OF CELEBRATING the consolidation of Panther Novelty Company and Big State Novelty Company, Fort Worth. The new combine has 36 active employees.



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,
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Built for 1c-5c-10c-25c Play
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VANAK
SLUG REJECTOR
Over 5,000 new, satisfied Customers since January 1, 1937.
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4311-13 Ravenswood Ave., Chicago.

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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 at once for bulletin and price list. Tom Thumb is available in the popular 1½ lb. and 3 lb. sizes.

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Gottlieb's
ELECTRIC SCORE BOARD
The Baseball Bumper Game that's the talk of the country.
$69.50 F. O. B. Chicago.

and NOW

Genco's
BATTER UP
Baseball Bumper. Change of odds and runs with every skill shot—or fixed odds if desired.
$64.50 F. O. B. Chicago.

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Newark, N. J. (BIG 3-6272)

Hotels Must Go Modern, Hotel Chain Head Says

CHICAGO, April 10.—Hotels must go modern and watch public tastes, said Daniel Goldberg in an address here recently. He spoke as the operator of a large chain of hotels here and in other cities. Minor changes or innovations in hotels often bring a hearty response from patrons, he suggested.

A mistake frequently made in rehabilitation programs, he pointed out, is the attempt to bring a property back to its former original state. This, he said, is being done by being unmindful of the change in public tastes.

Goldberg expressed the opinion that the modern is here to stay. He said there is a definite tendency toward less ornamentation and toward simpler lines, simpler furniture and plainer fabrics. Color and lighting effects are playing a greater part, he added.

He recommended the co-operation of a competent interior architect and decorator where considerable expenditure of money is involved. Sometimes the policy and character of a house must be changed, he said. Patrons, he has found, will frequently respond favorably to minor changes. Installation of air conditioning and the discarding of antiquated operating equipment have been helpful.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Dalkin Sees Slug Evil Still Alive

CHICAGO, April 10.—Slugs are the constant worry of the unprotected coin machine operator, according to Al Dalkin, of A. Dalkin Company, manufacturer of Vanak Slug Rejectors. A recent survey he made of the situation reveals some interesting facts.

"From what we have seen," he says, "operators are beginning to appreciate what this growing evil is costing them. Locations, too, realize that it is taking a big slice of their profits. It is not merely the actual loss of money every time a slug is used, but such 'dead-head' players occupy the machines while cash customers get tired of waiting and leave. We find from our experience that slugs are used mostly when locations are crowded and cash customers must pass up playing. That loss amounts to considerable. Then the wear and tear on the mechanism must be considered both from the standpoint of free play at the operator's expense and from the standpoint of the actual damage which some slugs do to the coin mechanism. In fact, so costly has the slug evil become of late that some excellent locations have refused to allow coin machines at all on that account."

Dalkin mentions one location in particular in Milwaukee whose machines were "slugged to death" until finally all machines were ordered out. "This was a good spot," he continued, "but they simply wouldn't stand for all that loss and trouble any longer. A local operator who tried for nearly a year to get his machines into that location without success finally decided to sell this location on slug protection. He demonstrated our Vanak Slug Rejector and showed that it positively would not accept any slug. The location was won over and allowed the operator to put his machines in, equipped with Vanaks. The evil was permanently wiped out and both operator and location are highly elated."

Anti-Graft League Is Launched by Ohio Man

CINCINNATI, April 10.—L. C. Trent, of Loveland, O., has launched an Anti-Graft League with headquarters at the Alms Hotel here. Trent states that he has operated slots for about 10 years.

In a news story published in *The Cincinnati Post* April 2 Trent says that he expects to have a bill introduced in the Ohio Legislature to tax slot machines, handbooks and other forms of gambling. Trent is also quoted at length in an "expose" of graft paid to officials by operators of machines. His tactics, he says, is to expose the graft due to illegal gambling and thus bring about laws which legalize gambling.

The organization is said to be chartered under the laws of Ohio and some prominent men are said to be affiliated with it. Trent says that he plans to consult with manufacturers of slot machines in Chicago to get their ideas on his platform.

Kenney Presses Bill

WASHINGTON, April 10.—Representative Edward A. Kenney (Democrat, N. J.), known since 1933 as a champion for a national lottery, introduced, April 7 a resolution to force a House vote on his lottery bill. Seven days are allowed for action on his resolution, and Kenney stated that if not acted upon within that time by the Ways and Means Committee he would file a petition to bring it up without action by the committee.

Unmasking Game Brings Crowds

CHICAGO, April 12.—The "unmasking" of the new novelty game, Fire Ball, by J. H. Keeney & Company at the factory today is reported to have caused almost as much excitement as the first display of a new and revolutionary type of car.

Ray Becker, sales manager, who has staged some spectacular introductions, again demonstrated his ability for arranging such occasions. Sixty-four Keeney distributors and hundreds of jobbers participated in the "unmasking" ceremony, which occurred simultaneously from Coast to Coast, Becker reported.

"I believe," contends Becker, "that we booked more orders for Fire Ball than have ever been placed for a game previous to its revealment. I also believe that we sold more Fire Balls today than has ever been the case on any single game for a single day.

"Fire Ball introduces a revolutionary principle on novelty game tables, the electronic ray or beam. Scores, or hits, are made when the ball crosses thru one of the five electronic beams projected on the playing field. This gives the game a complete new ball action and every inch of dead area is eliminated from the playing board. This principle also presents a greater number of skill shots for the player. Observers have heard highly amused and astonished players remark: 'It must be done with mirrors!' And actually that is the way it is done.

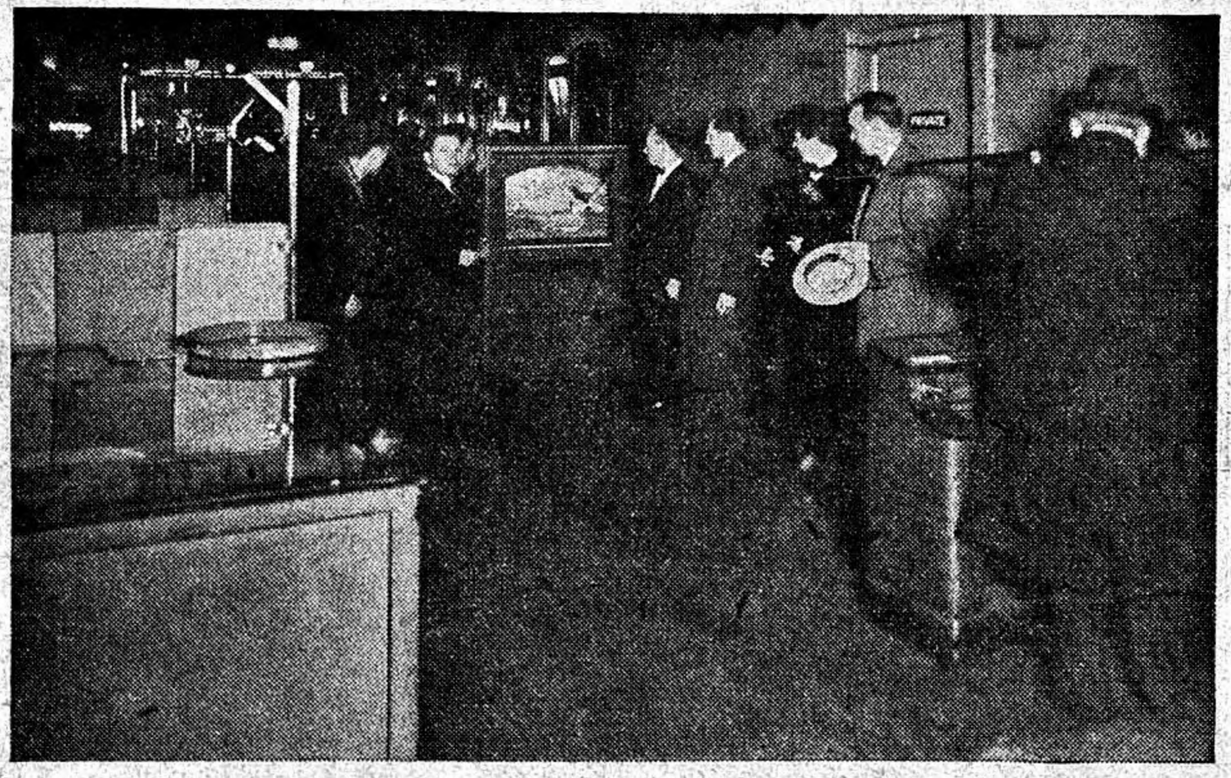
"Contrary to regular procedure in game introductions, all participating distributors and jobbers were stocked with Fire Ball games prior to the 'unmasking' date. Therefore immediate deliveries were possible from the moment the game was made known."

Gottlieb Saves Ponser's Skin

NEW YORK, April 10.—Dave Gottlieb dropped into New York quite unexpectedly this week, just in time to save George Ponser's life, according to reports. It seems that Ponser was backed into a corner by dozens of operators who were demanding more Gottlieb Electric Score-Boards.

While trying to explain that his firm was all out of the games and promising an allotment of the next shipment, the door opened and Dave Gottlieb walked in. Ponser pointed his finger toward Dave and yelled: "There's the man! Ask him."

Gottlieb immediately quieted things by announcing that shipments were coming in and would come in regularly for some time to come. He explained he had increased production in his plant whereby he hoped to be able to take care of all the demands of the operators, not only in New York City but all over the country. George Ponser sighed with relief when the operators left happy.



RADIO RIFLE GETS BIG PLAY—This scene is a prominent Chicago location, Little Ted's Club and Tavern, located on Chicago's South Side. Rock-Ola's Tom Mix Radio Rifle is extremely popular in this well-known location and the play the rifle has been getting for several weeks has been unusually profitable for the operator.

Ideal Novelty Co. Shows Progress

ST. LOUIS, April 10.—Ideal Novelty Company has recently expanded its activities, with the result that the firm is making great progress in Southern Illinois and Missouri.

Carl F. Trippe, congenial head of the organization, has long been known for

CARL F. TRIPPE, head of Ideal Novelty Company, St. Louis.

the excellent treatment he has afforded operators in the Middle Southwest. Trippe has recently opened branch offices in Springfield, Mo., and Mount Vernon, Ill. Both branches have shown unusually quick response to the needs of operators, with the result that Carl's Ideal Novelty Company is now in a position to give unusual service and not only guarantees price, plus satisfaction on both new and used games, but to live up to its motto: "Always a Square Deal With Ideal."

Trippe is elated over the coming summer's prospects and reports that during the last 30 days there has been a decided uptrend in the operators' business in fairly good-sized cities thru the Middle Southwest. Ideal Novelty Company is a mecca for operators in and around St. Louis. Many of the ops make Ideal their headquarters and even have their mail addressed there, Carl forwarding it to them as one of the services he renders.

Banner Drive Clears Stocks

PHILADELPHIA, April 10.—I. H. Rothstein, of Banner Specialty Company, reports a record sales drive which lasted one week. During the seven days of the sale, from April 2 to 9, inclusive, the firm sold over $12,000 worth of new equipment, Rothstein says. Used games are not included in the figure.

The sale was a special event and the first one of its kind the firm has ever adopted to clear the warehouse of equipment which was new, but which had to be cleared to make way for newer games now being released by the factories which Banner represents.

"We averaged almost $2,000 worth of business per day," Rothstein said, "but, frankly, within the first four days we had cleared out every game announced for the special sale.

"I believe that this is necessary every once in a while. It should be considered as a great party given by Banner Specialty Company for all the operators. We are only sorry that we did not have another $12,000 worth of machines to fill the many orders we are still receiving."

Cleveland Firm Adds Night Crew

CLEVELAND, April 10.—To keep up with the demand for service the Markepp Company has put on a night crew of mechanics here, according to E. M. Marley, sales manager. The growing business in used games also made the move necessary, he said.

Marley explained that the night crew, in addition to completely overhauling all used games and replacing parts, cleans them thoroly. A system somewhat like that of the service department of an automobile agency has been developed, he says. After a game is completed by the mechanic, Marley reports, it must go to the foreman for his inspection and a test play. If it passes, it is marked with an O. K. tag.

"This tag is also the customer's guarantee that the game is right and is ready to go on location," Marley stated. "Paul Mehes is the foreman of the night crew. The overhauling and cleaning is done so completely that sometimes operators don't recognize their own games after they have gone thru the service department."

Two Free-Games Idea Attractive

CHICAGO, April 10.—"Our Re-Play game features a possibility of two free games for the player, one of which depends upon continuous play and the other on the action of the ball against the bumper springs," explains Sam Wolberg, of the Chicago Coin Corporation. "By means of an exclusive Chicago Coin development after five games have been played and each has been registered on the game chart on the back rack, the sixth game may be played free and the player need not insert his coin to play that particular game. This Chicago Coin device, which is a step-up switch attached to an A. B. T. coin chute, controls the mechanism of the chute so that after five coins have been played the chute is automatically set to operate free.

"The second free-game feature is made by two bumper springs which, when contacted, cause a free-game light to flash on the back rack and automatically set the chute so that the following game may be played without the insertion of a coin. The attraction these free-game features hold for players is well evidenced in the numerous reports coming from operators who tell of crowded locations and well-filled cash boxes.

"Adding to the value of Re-Play are a number of other outstanding Chicago Coin characteristics, not the least of which is the unfailing high standard of construction. Fast five-ball play, an extra 100 bumper spring with a corresponding light on the brilliant back rack, plenty of deflectors and coil springs all contribute to the remarkable flash of Re-Play, and the effectiveness of the game on location is reflected in the heavy production schedule at the Chicago Coin plant."

License Bill Not Mentioned

MIAMI, April 10.—The message of Governor Cone to the Florida Legislature, which convened in Tallahassee this week, did not mention such warm subjects as the sales tax, anti-chain tax and the licensing of coin machines. The governor urged economy and that no new taxes be passed this session.

The Miami Herald April 7 bewailed the fact editorially that "a sovereign commonwealth . . . stoops to legalizing the slot machine." In the sports section of the same issue were fairly complete racing selections and a feature story on greyhound racing.

Also writing in the same issue, H. Bond Bliss, *Herald* staff writer, draws a moral from the recent Southern storms by saying that even "Farming is essential, vital, hard, courageous. It takes sweat and toil, skill and brains, money and investment. And it is a gamble. A gamble with so many risks. Storms, winds, hail, rain, flood, cold, heat, drought, insects.

"To the farmers go our sympathy, our respect, our hope that the damage is not as bad as first reports indicated. The heavens discourage. It is easier to gamble upon horses than upon the earth and the elements."

Fort Worth

FORT WORTH, April 10.—Helen Savage, manager of Automatic's Fort Worth office, recently made a business trip to Waco and found the operators all smiles. The reason seems to be over the good play they are receiving on Caroms and Fair Grounds.

Al Decker, traveling representative for J. H. Keeney & Company, was in Fort Worth this past week and called on the Automatic Amusement Company, as well as several of the operators.

Spring has hit Texas and also some of the operators, as they have been coming in and out of Fort Worth quite frequently of late. Among the West Texas operators seen around the Automatic Amusement Company were Clayborne Lindley and Shell Barth. From South Texas hailed M. A. Walker, Guy Kincannon, M. C. Aldrich, Jack Sprott and George Reynolds, and from East Texas H. H. Andrews and Clyde Garrett.

Fort Worth Operators' Association, under the able leadership of President Tom Murray, is now firmly established with regular meetings every first and second Tuesday of the month.

Ernest Walker, of Walker Sales Company, is causing quite a bit of interest with those Motor-Scoots he's distributing now. Several of the operators have talked to Ernest about buying them for servicing of their machines, so looks like we'll be seeing lots of operators "motor-scooting" around town pretty soon.

Vote Heavy Debt For Oklahomans

OKLAHOMA CITY, April 10.—While Oklahoma's coin-machine license law hangs in the balance, probably awaiting a State-wide popular vote at the next general election, many people will be thinking of how much the tax money might help in meeting the heavy expenditures voted by the present Legislature.

R. M. McClintock, writing in *The Daily Oklahoman*, described the immense appropriations as follows:

"Oklahoma's 16th Legislature, unless its plans go awry, will saddle this State with a debt at least twice as great as all debts since statehood. Legislative plans call for:

"First: A $35,000,000 highway note issue, mortgaging a third of the State highway funds for the next 10 years.

"Second: A State general revenue deficit that, at a minimum, will be $10,000,000 for the coming biennium, and which, at a maximum, may become twice as great.

"Third: The issuance of bonds against the State public building fund, already in deficit, to the amount of $5,000,000 or more.

"At a minimum, then, the Legislature, unless it completely changes present plans, will leave Oklahoma $50,000,000 in debt."

ALSO MADE FOR PENNY PLAY

You can't make ten million or even a million with Grandstand. But you can make a very handsome substantial profit—as operators everywhere are quickly learning . . . Because Grandstand operates on the penny cigarette machine principle, it can be used almost anywhere. There's room for many right in your own territory. Convince yourself—try it on 10 days trial.

All Live Jobbers Now Featuring Grandstand

O. D. JENNINGS & COMPANY

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Cy Marcus

Cy Marcus, beloved and highly esteemed character identified with the coin machine business in Philadelphia for many years, passed into the Great Beyond Thursday, April 1, at the Jewish Hospital, in that city.

Formerly an operator, Cy had recently advanced his jobbing business into a top rank establishment by his progressiveness. A peer among fellows, Cy will be long engraved in the hearts and minds of Philadelphia operators for his gentleness of character, his ready willingness to be of assistance to fellow ops, his abundance of good nature which made his shop the rendezvous of coin machine men during idle moments.

Coin machine men who attended the Philadelphia Coin Machine Operators' Association banquet in February will recall the marvelous feats of prestidigitation Cy performed which held everyone spellbound with mystification. Formerly a vaudeville artist, Cy's act was the talk of the evening. His widow, Jean Marcus, will carry on his jobbing business, and operators in this region are asked to lend their support. In his passing the coin machine business has lost a true, valiant—a noble friend. (Submitted by the Philadelphia Coin Machine Operators' Association.)

GAYETY AND GOOD-FELLOWSHIP marked the annual dinner of the Philadelphia Coin Machine Operators' held recently. The Philadelphia association is one of the most active groups in the trade.

The Coin Machine in the Amusement Park

By H. F. Reves

OPERATORS of many types of coin machines have a "natural" in a tieup with the amusement park for summer operation. Most devices in this class are devoted primarily to amusement in some form or other, while there is a certain entertainment value even in many types of vending machines. So it is the logical thing for operators to find a profitable field in the principal center of summer-time amusement. The idea is merely an application of the close connections between the coin-machine world and the amusement world, as typified in the twin departments of *The Billboard* itself. Many operators have found that operation in theaters, for instance, is profitable, and various types of high-class coin-controlled devices are to be found in thousands of theaters. A few operators have found an arcade or special concession with traveling carnivals a profitable investment.

Others turn to the amusement park and find here a permanent location for the season that has many things to attract them. It means a season more or less out of doors, for one thing, and the man who spends the rest of the year inside has a chance to spend a few months in the open. Besides, such an experience satisfies the widespread yen to "go out with the circus," or at least spend a few months with live show business.

These things are the deeper urges that make men turn to a particular field of work, aside from the primary urge of profits. Most operators, like most showmen, are probably in the business not just merely to make a living, altho that is of course essential, but also because they like the business for some conscious or unconscious reason. In the park field they can find the opportunity to satisfy two of these basic urges at once.

The Older Machines

First, and almost historic in its age, is the penny arcade. The old stationary arcade has its colleague today in a similar concession in most sizable amusement parks. People are out for a good time when they go to a park, and they do not mind even a few somewhat antiquated machines as long as they are in good working order. In fact, a few machines of this type are often favorites with the younger generation. They came long after the days that saw the older arcades and their gradual development—some into the movie palaces of today—and the younger people look upon the devices which were familiar 20 years ago as something new to them.

This genuine revival of popularity of ancient machines has been noted by the writer in a number of arcade-type locations during the past two seasons. It is often the young folks — high-school youngsters, some of them appear to be — who like these older machines. I am not thinking just of the drop-picture machines. These old-time predecessors of the nickelodeon still have their place, but they should not continue to use the oldest type of pictures, except as a mere curiosity, today. What might have thrilled grandfather is merely tame to the sophisticated younger generation. But there are newer pictures available for these view machines that combine the quaint mechanism with a modern appeal and can become popular.

The physical-test type of machine is a more popular one with the young trade, however. The strength machines, electrical testers, grippers, punching bags—all the things that require some exertion or give some physical sensation to the player—are the ones that draw the best crowds. Girls like them, too, altho their scores are not likely to be measured high on the dials. But they can get just as big a kick out of trying.

Operators of the best may have made a mistake in hiding these machines away from most of the feminine trade in the usually stag arcades. Or perhaps the times were not ripe for the change. But the amusement park has brought these machines out in the open, and introduced them to people who never knew they existed. There is an arcade now run successfully by one of the pioneer operators of the Middle West that is using machines so old as to be almost "collector's items," if there were collectors of old coin machines. These machines draw a good patronage almost any summer evening, and have been doing it for several seasons now.

Varied Amusement Desired

Not everybody has such old machines available, of course, and some arcades are better designed to house newer types of machines. No operator is going to succeed unless he studies the tastes of his potential patrons and puts in the kinds of machines that they want to play. If they will have nothing but pinball, it would be useless to put in other games, but most crowds like a varied amusement, and that is where the penny arcade has its real opportunity to make money.

An arcade with a hundred or more machines should have only a few of each kind, and as many different kinds of machines as possible. It may seem a bit harder to operate and service, because there will be so many different types, but the public will like it better. When they have played one or a few rounds on one machine, they will go on to the next and try that, because they are in a sportive and spending mood, and because the machine is there to invite them.

Older operators have not forgotten that this was the secret of success in the arcades. Operating literally for a penny, every machine in the place could be played in a single visit by the industrious customer—perhaps some favorites were repeated a few times. One man could thus turn in a sizable revenue to the operator for the evening, and a party could do far better.

This brings up the question of penny versus nickel or higher coin operation. Generally, pinball and other games should be operated at a nickel or dime, it is true, but circumstances are always said to alter cases. There is a strong case for the penny operation here. The operator is, after all, giving quantity entertainment for the masses. He may draw a large volume of patronage from children by the penny fare if his machines are properly selected to amuse them—and he will draw far more players, whose total play will exceed the revenue that a nickel rate would draw, if the arcade is properly operated. Perhaps a few machines should be reserved for higher priced play and placed in a selected end of the arcade, giving an aristocratic tone to the whole. In a very few high-class parks it may be possible to turn the penny arcade into a nickel arcade, but the lure of the very word in the title should never be forgotten.

Good Location Necessary

A good open location upon the midway should be selected for the arcade — where it is visible from as many spots along the boardwalk as possible. It may be open to the air or glass inclosed, as the weather and location may dictate, but it should never be boarded up while the park is in operation. If it is to be inclosed, as much clear glass as possible should be used. Modernistic effects may be secured in this way with the aid of skillful designers, and the eye-appeal of the concession may be tremendously enhanced, while the patrons are protected from weather conditions outside.

Bright lighting is necessary — but lighting designed to avoid excessive heat as much as possible—and not to draw flies or other insects — a plague of amusement parks in many climates.

The cashier is an important part of the arcade. Some operators prefer a man, others a girl, but it all depends upon local conditions. In any case, one of the best display ideas an arcade operator ever had was to display apparently huge stacks of pennies around the cashier's cage. It doesn't cost much to do this. A glass partition can protect them from the casual snatch thief, while danger from holdup is perhaps lessened, since the would-be thief would have difficulty in getting away with any great value in pennies. But just seeing the stacks around suggests the idea of spending them to people. Try it—it works.

Plenty of Other Locations

There are plenty of other places in the amusement park for coin machines as well. I am thinking in particular of the large Eastwood Park in Detroit, which was a center of coin-machine activity and is destined to be even more so this season. Here there are three special sportlands, leased by an operator from the park management, in addition to an exceptionally large arcade. Yet there was no direct competition between various locations. As many another amusement operator has found, having several apparently competing attractions together results in drawing more people to the center of interest and consequent better business for every attraction concerned.

In the three sportlands the principal attraction was a battery of diggers or clamshell machines in each case. These were rather novel to the local patrons, and therefore an unusual number could be operated. The brilliantly lighted glass fronts and sides of the machines and their large cabinets made them valuable as displays and helped to draw attention to them from the crowds in the park. A single cashier could usually handle the operation of each sportland.

This special class of concession can house any type of machine which will be popular locally. If there is an element of novelty about it, so much the better. This makes it distinctly different from the arcade proper, which tends to be devoted to the older machines, and of course to the one-cent-operation policy. People wanting to get a thrill by spending more money per play, or wanting the latest thing in machines will be drawn instead to the sportlands.

Eastwood Park, too, was about the first location in Michigan to introduce the bowling alley type of game last season. A typical midway concession was rebuilt, and some older games were moved, allowing installation of the new

ZEPHYR
CIGARETTE VENDER
or BELL FRUIT GUM
VENDER

Two Machines in one when you buy this smartly streamlined ZEPHYR Machine! Extra Fruit Reel strips included free of charge, together with the fascinating new "Star Award" Mystery Reward Card.

Decorated in thrilling new colors, set off with gleaming chromium, this ZEPHYR will be a Spring Tonic to your Locations. It will step up weekly collections to new highs.

Groetchen Engineers designed an entirely new Mechanism for it. As a result Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken to different combinations.

Ball Gum Vender, with visible display. Large Cigarette or Fruit Symbols, 4 kinds of reward cards.

Ask your Jobber to show you the new "ZEPHYR."

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ALL GAMES SACRIFICED

Hialeahs, Sunshine Derbys, Sunshine Baseballs, Daily Races, Leathernecks, Bally All Stars, Bally Round Ups, Broker's Tips, Red Sails, Electric Eyes, Alamos, $22.50; Bally Jumbo, Big Casino, Pamco Parlay, $14.50; Turf Champs, $49.50; Flickers, $29.50; One Better, new, $70.00; Big Richard, Big Five Sr., $12.50; Big Five Jr., Traffic, Golden Harvest, $8.00; Prospector, Baffle Ball, Fair Play, Pay Day, $7.00; Ten Grand, new 1 or 5 Ball Pay Days, $19.50; Pay Day, 1 Ball, $10.00; Varsity, Put and Take, Sportsman, Rocket, $4.00; Centapak (new), $9.75; Little Duke, 1c, $10.00; Gaille Double Jack 5c, Little Duke Triple Jack 5c, $17.50; Jennings Double Jack Pace Front 5c, $15.00
Will Trade For Late Phonographs or Bowling Games.

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3 BALLY PREAKNESS 75.00
1 MILLS POST TIME ..... $ 75.00
1 WESTERN GRAND PRIZE, Like new 90.00

These games are an absolute bargain as they are in perfect condition. Satisfaction guaranteed or your money refunded. 1/3 Deposit.

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2849 QUITMAN ST., DENVER, COLO.

AVON AVE YOU Many Dollars!

GET ALL THE PROFITS
Your Locations Have To Offer—
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ONLY AVON CAN OFFER A BUY LIKE THIS
WITH EVERY BALLY DERBY at - $34.50
One Bally Natural FREE
GET YOUR ORDER IN TODAY!

RECONDITIONED PAYOUT SPECIALS

DAILY LIMIT	$14.50
SPOT LIGHTS	79.50
STOP AND GO	29.50
HIALEAHS	28.50
BROKERS TIP	28.50
PROSPECTOR	12.50
MULTIPLE	39.50
MULTI-PLAY	22.50
PALOOKA JR.	34.50

1/3 Deposit With Order, Balance C. O. D.
Write Today for Complete Price List on All the Best New and Reconditioned Games.

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5907 EUCLID AVE. CLEVELAND O.

game when it was first brought out. The result was a brand-new novelty game that drew some of the best patronage in the park for the season.

Operation with prizes offers the same problems that it does elsewhere—with a few special complications for the park operator. Park patrons commonly play at various games—not the coin-operated type—for prizes if they win the high score, lucky number, or other test. They will ordinarily expect prizes accordingly on the coin machines—altho not on the penny arcade machines, it is to be granted. The operator must run his games in accord with the policy of the park. Perhaps he may feel that just giving prizes will not make his own games distinctive enough, and can discover some way to individualize his games. A special decorative scheme and construction emphasizing the automatic character of the concession will do it sometimes—perhaps a robot to hand out the prizes—a costume helps here. However, each operator has his own ideas.

Music and Vending Machines

Music machines find their niches in a park as well—there is music everywhere, but there is always room for more. In the various concessions where people stay any length of time an automatic phonograph will help to attract business—and the individual concession operator may find it worth while to keep it going, to help out his own ballyhoo or "sales appeal." In the quieter spots in the park a lower-toned machine with a well-selected repertory of gay tunes will be welcome.

Vending machines find a wide range of uses here as well. In the first place people eat, and candy and specialty food venders can serve their needs at convenient spots. Gum, nut and other venders have their places, perhaps as auxiliaries to the smaller refreshment stands usually scattered about the park. On the beach there is another opportunity for similar stands or machines—and wherever the crowds gather or pass by. In some of the attractions people go to stay a while, often with a separate admission charge, so that they do not want to leave for a candy bar or drink, for instance—and here is the opportunity for the vending-machine operators.

Washroom service machines offer another field for profitable operation. There are numerous other types of machines in the vending and service fields which can be placed advantageously in the park.

The Type of Contract

The type of contract with the park management deserves careful consideration, because the operator is dealing with a single location owner whose total locations may be as valuable as a large outside route — and more efficiently handled and serviced, since all the machines will be close together, and all accounting will go thru one central office.

Sometimes the park managements will want to operate their own machines—many park men have also been operators, with the fraternal interchange of interest common in show business. More often, however, a lease arrangement for the various types of machines in the park, upon a percentage basis, will be offered, and this allows both parties to profit as the receipts swell—and gives both a common interest in seeing that operating conditions are right. Moreover, it makes every machine "stand on its own feet" and prove its worth by the competition for space just as a large department store judges the worth of a department by the return per space allotted.

Finally, perhaps the best thing about the machine operation in parks is its seasonal character. Not just because the operator can go south for the winter, perhaps, but because he can put his machines into the center of all activity just when the patronage is greatest, for the few summer months, and then move them back into other locations for the winter. Most operators find that their revenue drops from most kinds of machines during the summer, and that winter months are the best in the usual permanent locations. Here is a way to make coin-machine operation a year-round business at the peak of profits

Royal Managers Adopt an Emblem

NEWARK, N. J., April 10.—Dave Stern and Harry Wichansky, of Royal Distributors, Inc., were poring thru books recently to get an idea for an emblem for use in advertising and publicity. They announce that their search is ended, with an idea for an attractive emblem.

The emblem depicts the smiling face of a person of royalty, with the lettering, "King of them all," appearing on one side and the firm name along the bottom of the figure.

They also consider using a decalcomania of the emblem to appear on all machines they sell.

JACK FITZGIBBONS, Fitzgibbons Distributors, Inc., New York, cocks an eye warily on the lookout for an O'Toole firecracker while playing the Bally Booster at the Bally plant.

DON'T PAY US A Cent! You can't lose!

WE WILL ARRANGE A DEMONSTRATION IN YOUR OWN LOCATION ON .....

TRACK ODDS

A NEW DELUXE 7-SLOT PAYOUT! (Not a Pin Table)
WITHOUT ANY OBLIGATION WHATSOEVER!
Write or Wire Immediately! This Offer Is For a Limited Time Only!

BUCKLEY MFG. CO.
2156 W. WASHINGTON BLVD.
CHICAGO, ILL

EXCEPTIONALLY LOW PRICES
ON MACHINES IN PERFECT CONDITION.

ACE	$10.00	PROSPECTOR	$10.00
BELMONT (New)	30.00	ROUND UP	15.00
BALLY BONUS	12.50	STAMPEDE	7.50
BALLY RANGER (New)	25.00	REPEATER	7.50
BIG SHOT	7.50	TOP 'EM, Western (New)	25.00
CHALLENGER	10.00	TROJAN	7.50
DELUXE "46"	7.50	TYCOON	20.00
GRAND SLAM	10.00	ALL STARS	20.00
MOVIE BANK, Exhibit	10.00	DERBY	15.00
PAMCO GALLOPING PLUGS	10.00	DAILY RACES (Gottlieb's Mystery Pay)	37.50
PARAGON	10.00	DERBY DAY	50.00
PEERLESS	10.00	JUMBO	7.50
PINCH HITTER	10.00		

IMPORTANT No machines will be shipped at these prices unless a 50% deposit is sent with order.
EARL E. REYNOLDS, Suite 222, Jefferson Hotel, Dallas, Texas

CLOSEOUTS

All Star (Ticket)	$14.50	Hold and Draw (late model)	$ 5.00	Mills 5c FOK Silent Vender	$37.50
Bally Baby	6.75	Horses, Buckley	4.50	Mills 5c Q. T. Yellow Front	44.50
Bally Derby	14.50	Jumbo (Ticket)	33.50	Put and Take	5.00
Bally Bonus	17.50	Multi-Play (Ticket)	33.50	Pamco Parlay	12.50
Do and Don't	5.00	Monte Carlo	19.50	Repeater	7.50
Exhibit Dice Game	3.75	Mills 5c Q. T., Green Front	47.50	Sky High (Ticket)	22.50
Equity	7.50	Mills 1c Q. T.	29.50	Turf Champs (Ticket)	47.50
Flying High	24.50				

WRITE FOR BARGAIN LIST — JOBBER'S PRICES TO JOBBERS.
MARION COMPANY
564 W. DOUGLAS, WICHITA, KAN.

WURLITZER P-12 Perfect Condition $129.50
SINGLE—$139.50. Lots of 10

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

"CLOSE OUTS"
PRICED TO SELL
PIN GAMES

1	Daily Limit, guaranteed like new.	$ 15.00
3	Ace Machines	8.00
1	Eagle Eye, Perfect	175.00
1	Fifty Grand, like new	8.00
2	High Hand, perfect	10.00
1	Snappy	40.00
11	Rack-'Em-Up, brand new	35.00
2	Bumpers F. S.	45.00
3	Gabels 24 record, oak cab.	37.50
3	Gabels 24 record, odd colored cab.	32.50
10	Dozen Duck Soup, each	1.25
	Per Dozen	12.00
2	A.B.T. Targets F. S.	33.50
1	Bally Derby, cash payout	35.00

PACES RACES

All black cabinet Paces Races have been reconditioned, repainted and are like new. The 1937 models are walnut cabinets and cannot be told from brand new.

18 Paces Races, cash payout 20 to 1, mechanically right but not repainted, f. o. b. shipping point, 2864 to 3869.	$215.00
1 5c Paces Races 20 to 1, 1654, check sep.	200.00
8 Paces Races, 20 to 1 cash payout, 2710 to 3358	210.00
6 Paces Races, 20 to 1, check sep., 5c play, 4077-4147-4199-4250-4074-4280	225.00
5 Paces Races, check sep., 30 to 1, 5c play, 4162-4163-4201-4242-4200	225.00
2 Paces Races, 20 to 1 cash payout, 5c, 2696-2816	205.00
1 25c Paces Races, 20 to 1, check separator, black cabinet	235.00
7 Paces Races, 5c play, 30 to 1, light cabinet, cash payout, used 6 days only, guaranteed perfect, 4413-4412-4410-4476-4482-4491-4496	310.00

WRITE OR WIRE US FOR PRICES ON ANY NEW MACHINE.
If you are a jobber we will ship you at jobbers' prices.
MOSELEY VENDING MACHINE EX.
INCORPORATED
00 Broad Street, Richmond, Va.
Day Phone, 3-4511 Night Phone, 5-5328
All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

Protect Your Route Without Delay
1c Skill Game
DUCK SOUP
It's Legal!
100,000 Locations Open for This Money Maker.
Earn $2.00 to $10.00 Daily.
● CLEVER
● NOVEL
● ORIGINAL
● PROFITABLE
"Watch the DUCK Dive"
5 PENNIES ON DUCK 1 PACKAGE of CIGARETTES
PRICES
Sample .$1.90
Lots of 6. 1.40
Lots of 12 1.20
½ dep. with order, bal. C.O.D.
STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.
No Personal Checks, Please

BASEBALL TALLY CARDS
and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles. Tips, Games, Special Tickets to order, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, $50.00. Full particulars FREE. Make $300.00 weekly. Send $2.00 NOW for $5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919. Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write.
FERGUSON MFG. CO., Dept. 10,
322 N. Senate Avenue, Indianapolis, Ind.

FOR SALE

10	Novelty Bumpers, Like New.	$35.00 Each
8	Madcaps	7.50 Each
5	Short Sox	8.00 Each
25	5c D. J. Slots.	$25.00 to 40.00 Each
25	Select 'Ems, Boosters and Wagon Wheels	3.00 Each
6	Diggers, Exhibit (Merchantmen) Roll Chute	90.00 Each
	Rays Track, above 2500	135.00

One-third With Order, Balance C. O. D.
S. & R. AMUSEMENT CO.
BOX 82. BATON ROUGE, LA.

Brown To Direct Portland Office

PORTLAND, Me., April 10.—George N. Brown, former Olympic walking title holder, has been appointed general manager of the Square Amusement Company office here. Al Schlesinger, of Poughkeepsie, N. Y., announced the appointment.

Brown received his training in the coin machine business at the offices of the Square Amusement Company, Poughkeepsie, where he spent some months preparing for his present job.

"The coin machine business is the modern business of America," Brown said. "It is a business that offers the sort of live action that Americans want.

"This is really and truly an American business. It is the sort of business that Europeans couple with us when they think about us. It is efficient. It is speedy. It brings the public what they want right to their doorstep.

"There is no doubt in my mind that the northern part of New England is going to eventually become one of the most important coin machine territories in the country. It is a part of the country that has been built upon solid and fundamental American ideals and when this part of the country accepts machines the rest of the country is sure to follow.

"I am happy and proud to have been given this opportunity by Mr. Schlesinger to prove my ability and at the same time to help the industry to further itself in a truly American section of the country. I hope to be able to duplicate for the firm and for the operators in this industry what I did at the Olympic games, and I only hope that the boys will give me the opportunity to do so by letting me serve them."

Douglis Points To Small Details

CHICAGO, April 10.—One of the small but important details in the manufacture of counter games was explained recently by Al S. Douglis, president of the Daval Manufacturing Company.

"Tho many operators buy our counter games," Douglis said, "we find that a large majority of them do not realize all of the detail work. For example, such a minor detail as size. Most operators have neglected this feature entirely, not figuring the why and the wherefore of this problem.

"We spent many days investigating the latest fixtures being made for stores before we adopted a size for Tri-o-Pak and Double Deck and arranged these games so that the mechanism would conform to the size of space we knew that the storekeeper would allow for the games on his counter.

"Every operator will agree that few storekeepers will allow their entire counter to be taken up by a game. They have other merchandise to display and, tho they admit the counter game will earn much more money, still they feel it necessary to have their regular merchandise displayed.

"Therefore the size of every Daval counter game is planned so that no storekeeper will regret giving the space necessary to display the game. In fact, operators tell us that they are complimented by locations on the scientific manner in which the space question has been answered by Tri-o-Pack and Double Deck."

Brooklyn Firm In New Quarters

BROOKLYN, April 10. — Brooklyn Amusement Company, well-known jobbing firm, recently moved to new quarters at 8-10 Varet street. Charley Aranson and Jack Kaufman guide the destinies of the firm. They state that the move was made necessary by the need for larger quarters.

Aronson says that the firm's business has grown right along and that they had expanded to the breaking point in the old place. The new quarters are only a short distance from their former location, but give them much more space and a better layout for the various departments.

A complete display of nearly all the new machines on the market is being arranged.

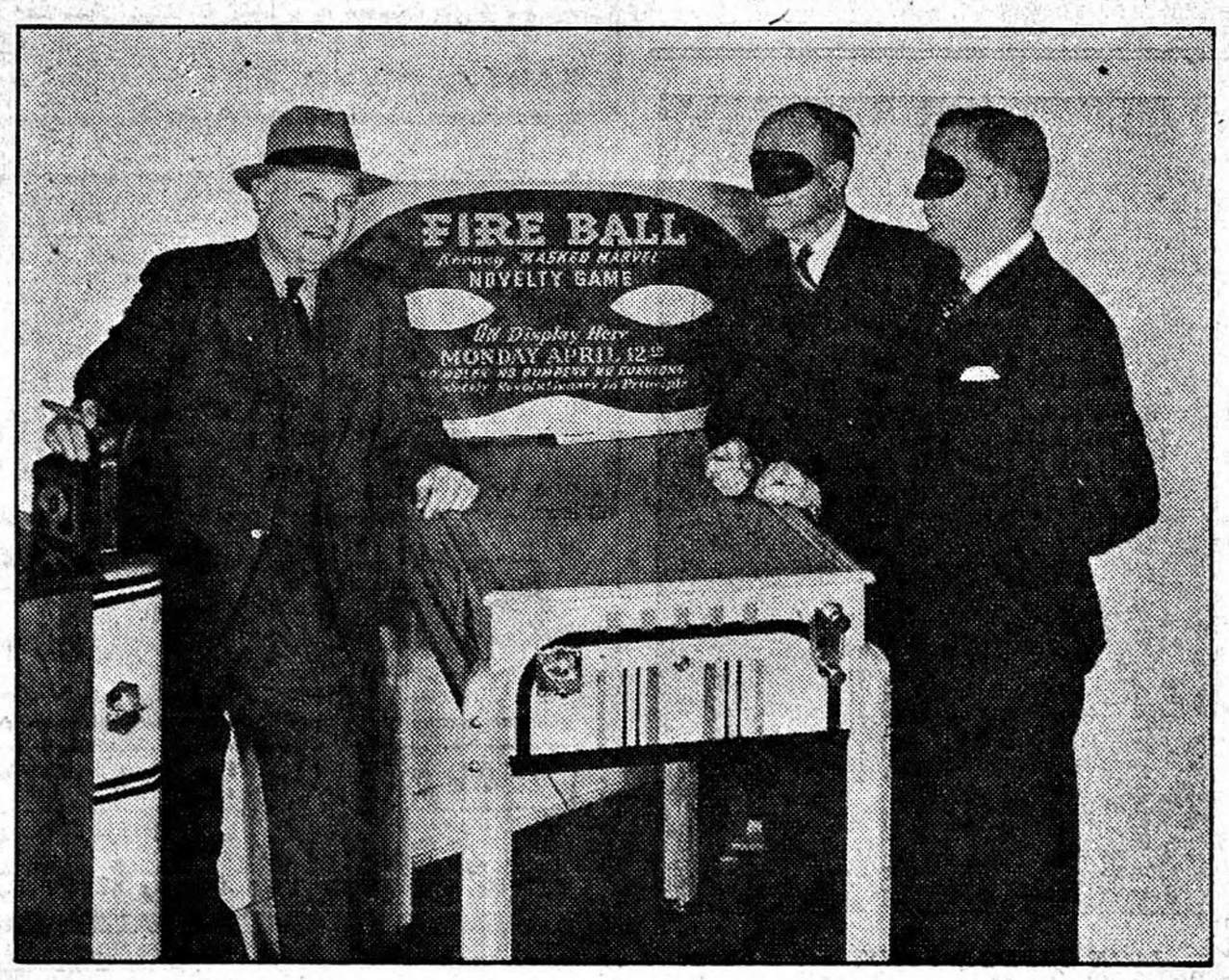
The repair department will be inclosed and a spacious parts department is also being constructed. Many other innovations are being planned. A grand opening party will be announced soon.

Lichtman Heads Midtown Firm

NEW YORK, April 10.—Midtown New York Vending Company has recently reopened here in an elaborate and attractive headquarters at 31 West 60th street. The firm, as many will remember, was formerly exclusive distributor for some of the largest Chicago manufacturers. The new quarters were formerly bank quarters. The space is about 40 feet wide by 100 feet deep. It is only a few steps from Broadway and has large parking facilities.

Charles Lichtman has been placed in charge as manager. Lichtman is one of the oldtimers in the coin-machine business. He will leave his present firm to manage the new company. Expert mechanics have been employed and a modern repair department is being arranged.

An export manager who is well known to the industry and who has had many years of experience in shipping coin machines thruout the world will be announced shortly.



EVEN KEENEY EXECUTIVES BECAME "MASKED MARVELS" previous to the "unmasking" of Fire Ball. A. S. Levy (left), Dayton, O., says he is talking to Ray Becker and Fred Steffen, Keeney officials.

Multi-Bell Has Many Features

DETROIT, April 10. — Surprise announcement by the A. C. Novelty Company of the seven-play Multi-Bell machine has caused a sensational response, according to Adolph and Arthur Caille, heads of the firm.

Assisted by an able staff of coin machine experts, the development of the new machine required research, experimentation and testing for a period of more than three years. All laboratory work was conducted in a closely guarded laboratory and field tests were made anonymously, which accounts for the great surprise attending the announcement.

The new Multi-Bell is said by the makers to combine the two greatest systems of play that the industry has ever known, the Dewey and the Bell, so familiar to oldtimers. "Retaining, with improvements and refinements, all the desirable and worthwhile features of the Dewey and Bell, the new product makes available for the first time many advantages for players and operators," Arthur Caille said. "The exclusive multiple-play feature avoids player waiting, which means no lost revenue because of delay. No one player can monopolize play unless he plays the entire seven numbers or symbols. The result is greater player appeal, more group play and correspondingly greater income or earnings.

"Seven persons may play the machine at the same time—it is equivalent to seven single slots in one—the principle of construction and play permits players to select any number from one to seven—their so-called 'lucky numbers'—and have an equal chance at the odds from two to 20, as well as the Jackpot payoff. Present-day operators will recognize in the multiple Bell the identical theory of multiple play employed by the various dice, roulette and racing-type machines.

"The design of the machine gives it the appearance of being large in size. Actually the machine, in both weight and dimensions, is no bigger than many single play slots. The finish on the machine is a special aluminum color with a beautiful texture. The background of reels and jackpot is a magnetic red. Finish stripes are die-cast chromium plated. The appearance of the complete machine is one of striking beauty and appeal."

Sphinx Rushes For New Games

CHICAGO, April 10.—William (The Sphinx) Cohen, Silent Sales Company, of Minneapolis, made a flying trip to Chicago recently and is reported to have placed an order for a carload of The Winner, new machine made by the Western Equipment and Supply Company.

"The Winner is the most appealing one-ball payout game I have ever seen," Cohen says. "Along with the Western Fast Track, The Winner has taken the Minneapolis territory by storm. Operators are crazy about it! They're waiting for me when we open our sales department in the morning and they're crowding in all day long.

"Naturally, this last carload I bought is only the beginning of a series of carloads, and I look for The Winner to be on every location in my territory."

Bally Games to Baseball Clubs

NEW YORK, April 10.—John A. Fitzgibbons says that his firm will present Bally Booster games to the Yankee and Giant teams for use in their clubhouses when opened here this season.

"The ball players will get just as big a kick in playing Bally Boosters as the fan does, and probably as big a thrill as they get in marking up a high batting average," Fitzgibbons said. "After hearing that some of the Brooklyn boys were going to give the Dodgers one of the games I decided that the champions of the leagues should have Bally Booster, which is without a doubt the champion of the baseball bumper games.

"With the Bally Booster to practice on and pep them up, there is no doubt that we will have another nickel series in 1937 right here in New York."

CORONATION News

THE CROWNING ACHIEVMENT IN ELECTRIC DRY SHAVERS!

SHAVE KING

1 Sample Razor, $7.75 6 or More $7.50 Each

Additional Discount in Quantity Lots.

THE WORLD'S MOST EFFICIENT ELECTRIC SHAVER IS NOW AVAILABLE ON

3 NEW MONEY MAKING SALESBOARD DEALS!

EXCLUSIVE NEW FEATURES THAT MAKE SHAVING EASIER THAN EVER!

You don't have to learn how to use Shave King!

SHAVES CLOSER-SMOOTHER
A skin line, close, smooth, comfortable shave because there is no metal between skin and shearing blade. IMPOSSIBLE TO CUT SKIN!

NO BREAKING IN!
Shaves comfortably and efficiently at natural angle to which men are accustomed. No practice necessary.

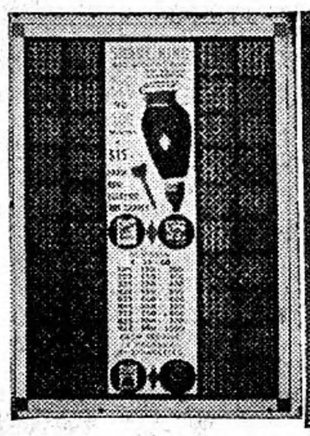
NO PULL ON BEARD!
Shaves easily, painlessly and without irritation.

COMFORT GRIP!
Hold it in any position—special design fits hand comfortably.

NEW TYPE HEAD!
Safety leader guards pick up and support flat and slanting hair at proper angle for shearing mechanism. Special channels catch cut hair, prevent dropping on clothes or body.

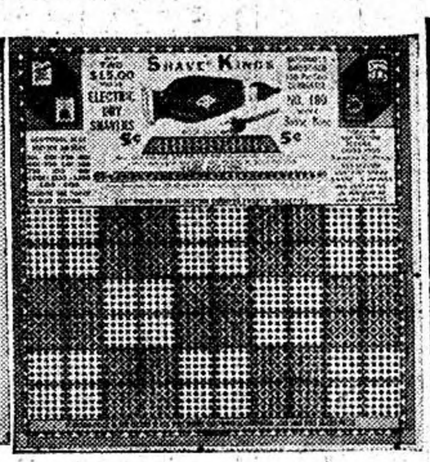
SAVES TIME!
Powered with the strongest, smoothest motor which enables a faster shave than with any other dry shaver on the market.

TERMS: 1/3 Deposit with Order — Balance C. O. D.



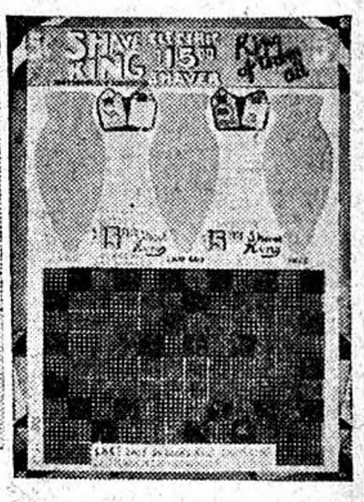
No. 1.
1 SHAVE KING, 1 1,000-hole board with 2 easels. Lacquer finish. Takes in: 1,000 holes @ 5c....$50.00
Pays out: 1 SHAVE KING, 30 pkg. Cig. @ 15c..$ 4.50

Gross profit..	$45.50
50% av. profit	22.75
Sample deal..	8.50
Lots of 6...	8.25



No. 2.
Beautiful 1,500 hole double jackpot and cigarette board with 2 SHAVE KINGS.
Takes in: 1,500 holes @ 5c.....$75.00
Pays out: 2 SHAVE KINGS, 109 pkg. Cig. @ 15c..... 16.35

Gross profit.....	$58.65
Average gross profit 90%	51.20
Sample deal.....	18.00
Six or more.....	17.75



No. 3.
Beautiful 2,500 hole cutout board. Holds 3 SHAVE KINGS in cutouts.
Takes in: 2500 holes @ 5c.....$125.00
Pays out: 3 SHAVE KINGS, 150 pkg. Cig. @ 15c.... 22.50

Gross profit.....	$102.50
Goes 100%	
Sample deal.....	23.50
Six or more.....	23.25

JASPER BROKERAGE COMPANY
154 E. ERIE ST., CHICAGO ILL.

Batting Average Feature in Game

CHICAGO, April 10.—"In Batter Up and Running Wild operators have found an immediate and highly pleasing solution to what has previously been a serious operating problem, that of keeping the highest percentage of play on locations in which operators are vitally interested," says Meyer Gensburg, of Genco, Inc.

"Intensive research, drawing upon the experience of hundreds of distributors, jobbers and operators, resulted in the development of the playing idea expressed in Batter Up, which takes advantage of the seasonal and universal public interest in baseball. The companion game, Running Wild, was developed to appeal to two instincts prevalent in all humans. The first, an inherent desire to do better the next time—to improve one's skill by practice; the second, a competitive spirit with which all persons are imbued to a lesser or greater extent. In appealing to the players from these angles Batter Up and Running Wild offer complete coverage for locations.

"Analysis of Batter Up and Running Wild reveals characteristics which clearly explain the sudden and overwhelming popularity of the games on all types of locations. Outstanding are the batting average feature which reveals in lights the batting average of the player as he shoots the five balls and which increases the amount of the award if a winning score is made, changing odds for each game, a skill lane shot for home run, all of these in Batter Up. Running Wild features the exclusive Genco adjustable award recorder which records all awards and which can be set to begin check of payouts at any of several high scores, two free-play kickers and a skill lane shot."

F&M PLANNING——

(Continued from page 3)

Ken Sato, publisher of *The Osaka Mainichi Shimbun (Daily News)* and sponsor of several annual expositions in Japan, visited Fanchon & Marco headquarters here this week to discuss talent needs with Joe Bren and E. M. Bradfield. It is probable that all further F. & M.-Japanese dealings will be carried thru Sato, who returns to Japan, and George H. Nakamoto, who remains here as Hollywood correspondent and business representative for the Osaka daily.

Only drawback in a possible Japanese field for American acts is the six weeks necessary for traveling. However, salaries being paid the Osaka acts are 50 per cent higher than here.

PAINE'S TRANSFER——

(Continued from page 3)

They will have supervisory duties. Paine is to succeed Mills as general manager and the latter will be more free to cope with State legislation hostile to ASCAP. Increase in the staff also includes Herman Greenberg as ASCAP's assistant general manager.

Anti-ASCAP legislation now holds in Washington and Montana, with another bill pending in Nebraska. Chances of the latter bill passing are considered slim, insofar as a committee of investigation stated the measure would be found unconstitutional in the event it got the nod. Issue is not dead, however, as the adherents of the measure hope to revamp it in order to slide it thru.

Should the courts uphold the drastic Washington law aimed practically to drive ASCAP out of business or else lower its rates, it is very possible that other States will follow suit. Law, sponsored by the radio interests, really aims at forcing ASCAP to lower its rates to such a level as will satisfy the stations, which will probably not then insist on the law being enforced. The law requires a charge by the piece instead of a blanket contract. This interpretation, in essence, is that of Representative Lyle D. Keith, of Spokane, who introduced the measure.

PA. MGRS.——

(Continued from page 3)

been booked as acts or hostesses or both."

Acts may be canceled after first show, but if working two shows must be paid for full engagement, agreement provides, transportation being provided by club men and collected by agent.

Doubling is permissible only with okeh from first agent and club owner, says the proposed pact. Acts must provide their own music, wardrobe and photographs.

Contracts for night clubs shall read "one or more weeks," according to proposal, with acts being notified at least three days after opening whether agent who booked them in will hold them over. If not notified acts may accept new contract on fourth day, but must notify agent for whom they are working before doing so.

CLEARANCE SALE--RECONDITIONED MACHINES

AUTOMATIC PAY.		2 Gold Award	$ 10.00	1 Jungle Hunt	$ 4.85
1 Paces Races, 5c. No. 2924	$175.00	1 Western Cocoanuts	10.00	1 Ambassador	4.75
1 Sweet "21", Tkt.	75.00	1 Red Arrow	4.75	1 Squadron	4.75
1 Bally Preakness, Ticket	69.45	**COUNTER GAMES.**		2 Tri-A-Lite	4.45
3 Turf Champ, Ticket	52.45	1 Mysterious Eye Automatic	$14.75	1 Mills Impact	3.85
5 Flying High, Ticket	39.45	1 Target	8.75	1 Wing Lite	3.85
3 Flying High, Cash.	32.45	1 Jennings Cards	8.75	1 Justice	3.85
1 Reliance Dice, 5c	32.45	1 Daval Reel Dice	8.75	1 50-50	3.85
1 Velvet	29.75	1 Clearing House	6.25	1 Roll A Way	3.75
1 Bally Natural	24.75	1 Western Reel Races.	5.00	1 Blue Streak	3.75
1 Western Harmony Bell	24.45	1 Spark Plug Automatic	4.75	1 Cheer Leader	3.70
3 Gottlieb Daily Races	24.45	1 Little Merchant	4.75	1 Screamo	3.45
1 Brokers Tip	22.45	1 Select 'Em	3.75	1 Mills Cannon Fire	3.45
1 Bally Bonus	22.45	2 Mills Tickette	2.75	3 Criss Cross A Lite	2.85
1 Tycoon Electropack.	19.75	1 Standard	2.75	5 Score A Lite	2.85
2 Leatherneck	19.45	**NOVELTY GAMES.**		1 Drop Kick	2.85
1 Grand Slam	17.75	1 Genco Rola-Base	$65.00	1 Grid Iron	2.85
1 Top Row	17.45	1 Happy Days	19.75	1 Turn Table	2.85
5 Bally Jumbo	14.75	1 Rugby	19.75	3 Rebound	2.85
1 Prospector	13.75	1 Jennings Chocolate Drop	17.45	1 Safety Zone	2.85
1 Western Shell	12.75	1 Gusher	14.25	1 Jennnings Monarch	2.75
1 Western High Pockets	12.45	2 Bolo	11.25	1 Pennant	2.45
1 Paragon	10.00	1 Trans Atlantic	4,85	1 Lightning	2.45
1 King Fish	10.00	1 Pacific Baby Lite-A-Line	4.85	2 Jack Rabbit	2.45
		1 Signal, Sr.	4.85	1 "66"	2.45
		1 Roto Lite	4.85	1 Skyway	2.45
				1 Jiggers	2.45
				1 Home Run	2.45
				1 Commander	2.45
				1 Loop A Ball	2.45

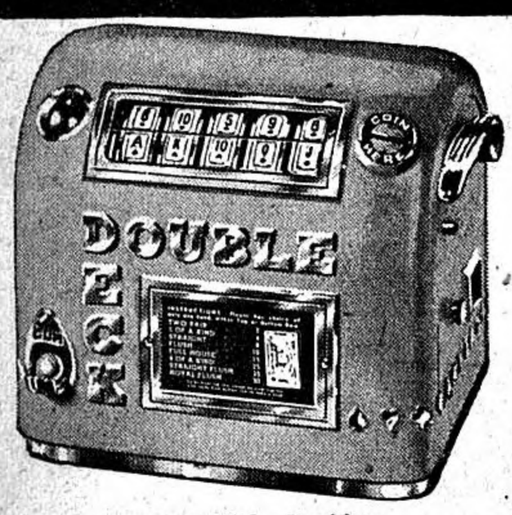
SLOTS.

1 5c Jennings Mystery Chief Bell. No. 127530	$90.00	2 5c Mills D. J. P. Bell. Nos. 291180-300156	$35.00
6 5c Jennings Mystery Chief, Comb. Skill Nos. 117277-117357	59.00	1 5c Mills D. J. P. F. O. K., No. 293513	39.00
5 5c Watling Roll-A-Top Vender, Nos. 68237 and Up	45.00	1 1c Q. T. Vender, No. 2935	32.00
1 10c Pace Twin J. P. Bell, No. 26154	45.00	1 5c Mills Mystery Blue F. S. V., No, 357593	60.00
2 25c Mills D. J. P. Bell, Nos. 271016-276884	30.00	1 5c Mills Mystery Blue F. Bell, No. 387550	60.00

TERMS: Full Cash With Order Under $10.00. One-Third Deposit With Order, Balance C. O. D.

CAPITOL COIN MACHINE EXCHANGE, 80 S. Main St., Concord, N. H.

G & G
"THE COUNTER GAME KINGS"
OFFER 4 PROVEN COUNTER GAMES with
7 DAYS FREE TRIAL



Daval's Newest Hit! Doubles Profits on All Locations! Deals Double Poker Hand, giving Player Choice of either hand! DOUBLE DECK is the "Chicago Club House of 1937." Rush 1/3 Deposit with Order, Balance C. O. D.
$22.50
TAX PAID

The 1c Cigarette Play Counter Game HIT!!! The ONLY Counter Game with CHANGING ODDS and MYSTERY AWARDS! Enclose 1/3 Deposit — Balance C. O. D.
$24.75
TAX PAID

REEL "21" Remains the BIGGEST MONEY-MAKING Counter Game in the Industry! Plays the real game of "21" "strictly according to Hoyle"! 1/3 With Order — Balance C. O. D.
$23.75
TAX PAID

REEL DICE profits GROW BIGGER and BIGGER the LONGER it remains ON LOCATION! The ONLY REEL DICE ACTION counter game EVER BUILT! Enclose 1/3 With Order — Balance C. O. D.
$18.75
TAX PAID

GERBER & GLASS
914 DIVERSEY
CHICAGO

New Salesboard Deal

ADRIAN, Mich., April 10. — One of the fastest selling boards on the market has just been produced by Steward Manufacturing Company here. The new Win-a-Tie salesboard contains 48 fine, seasonable neckties and has 48 pulls, costing from 1c to 48c. There are no blanks; every pull wins a necktie. It is said to be legal everywhere. Assortments of ties are changed with the season of the year to provide variety and seasonal merchandise.

ROUTES——

(Continued from page 31)

Folie Capers: (Hudson) Union City, N. J., 12-17.
Girls From Toyland: (Capitol) Toledo, O., 12-17; (Casino) Pittsburgh 19-24.
Ladies in Lingerie: (Howard) Boston 12-17; (Empire) Newark, N. J., 19-24.
Merry Maidens: (Century) Brooklyn 12-17; (Howard) Boston 19-24.
Monte Carlo Girls: (Empire) Newark, N. J., 12-17; (Trocadero) Phila 19-24.
Nothing But Dames: Open week, 12-17; (Rialto) Chi 19-24.
Oriental Girls: (Gayety) Washington, D. C., 12-17; (Hudson) Union City, N. J., 19-24.
Paris by Night: (Trocadero) Phila 12-17; Allentown 19-20; Harrisburg 21; Reading 22-23; Williamsport 24.
Pardon the Glamour: Harrisburg, Pa., 14; Reading 15-16; Williamsport 17; (Casino) Toronto 19-24.
Pepper Pot Revue: (Gayety) Cincinnati 12-17; (Gayety) Detroit 19-24.
Snyder's, Bozo, Show: (Rialto) Chi 12-17; (Gayety) Cincinnati 19-24.
Swing Girls: (Casino) Pittsburgh 12-17; (Gayety) Baltimore 19-24.
Teases & Wheezes: (Gayety) Baltimore 12-17; (Gayety) Washington, D. C., 19-24.
Top Hat Revue: (Casino) Toronto 12-17; open week, 19-24.

MISCELLANEOUS

Birch, Magician: Miami, Okla., 14; Picher 15; (Fox) Joplin, Mo., 18-20; Princeton, Ky., 23; Clarksville, Tenn., 23; Dawson Springs, Ky., 24.
Black's, Lewis E., Bears: Decatur, Ind., 15-17; Bluffton 18-20.
Coward, Linden, Magician: (Aud.) Shady Dale, Ga., 16-17.
Craig Vaudeville Show: Whitesville, N. Y., 12-17.
Daniel, Magician: Lexington, Ky., 15-16; Lancaster 17; Evansville, Ind., 19-21.
DeCleo, Magician: Paris, Ill., 12-24.
Deerfoot's Fun Show: New Richmond, Ind., 12-17.
Dressen's Circus Capers: Galesburg, Ill., 14-16.
Green's, Lew, Show: Nevada, O., 12-17; Ridgeville, Ind., 19-24.
Huntington, Magician: Weatherford, Tex., 15; Royse City 16; Haynesville, La., 19; Olla 20; Alexandria 21; Gloster, Miss., 22; Pickens 23.
Lewis, H. Kay, & Hollywood Varieties: Winchester, Ind., 12-15.
McNally Variety Show: Stanfordville, N. Y., 12-17.
Marine & Firestone: Ardmore, Okla., 19-24.
Marquis, Magician: (Plymouth) Plymouth, O., 15-17.
Modern Noah's Ark: Baton Rouge, La., 12-15; Opelousas 16-17; Eunice 18; De Ridder 19; Leesville 20; Natchitoches 21; Winfield 22.
Nemars, Magicians: Elgin, Ill., 15.
Newton, Magician, & Co.: Frederick, Md., 12-17.
Princess Edna Show: Leakey, Tex., 12-17.
Ricton's Show: Blythe, Ga., 13; Keysville 14-15; Matthews 16-17.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Fort Valley, Ga., 14; Thomaston 15; Lagrange 16; Newnan 17; Rome 19; Cartersville 20.
Blythe Players: Milton, Del., 12-17.
Carter Dramatic Co.: Altona, Mich., 12-17.
Harvey's Players: Dyersburg, Tenn., 12-17.
Hayworth, Seabee, Players: (Avon) Lenoir, N. C., 16-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: East Macon, Ga.
American Expo.: Middletown, O., 23-May 1.
Anderson-Srader: Wichita, Kan., 20-24.
Barfield's Cosmopolitan: High Springs, Fla.
Barkoot Bros.: Toledo, O., 17-24.
Beckmann & Gerety: San Antonio, Tex., 19-24.
Bee, F. H.: Jackson, Tenn., 17-24.
Big 4: Cowpens, S. C.
Blue Light: Pageland, S. C.; Lancaster 19-24.
Blue Ridge: Tucapau, S. C.
Blue Ribbon: (4th st. at 5th ave.) Birmingham, Ala.
Broadway of Amer. Chautauqua: Arkadelphia, Ark.
Brown Family Rides: Sylvania, Ga.
Brown Novelty: Pelham, Ga.; Bainbridge 19-24.
Buck, O. C., Expo.: Mt. Vernon, N. Y., 15-24.
Bullock Am. Co.: Gastonia, N. C.
Burke, Harry: Gramercy, La.; Independence 19-24.
Byers Greater: Chaffee, Mo.
Byers & Beach: Kennett, Mo.; West Plains 19-24.
Castle's United: Arkadelphia, Ark.
Central State: Hoisington, Kan.
Cetlin & Wilson: High Point, N. C., 17-24.
Corey Greater: Johnstown, Pa., 22-May 1.
Crowley United: Moberly, Mo.
Crystal Expo.: Gaffney, S. C.
Dailey Bros.: Ft. Scott, Kan.
Dixie Expo.: Brewton, Ala.
Dodson's World's Fair: Savannah, Ga.

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. Send $3.00 for Samples of Complete Line.
NEW ART TOY & FEATHER CO.
29 EAST 10TH STREET (Stuy 9-0688), NEW YORK CITY.

HAVE COMPLETE OUTFITS
For Illusion Show, Hawaiian Show. Also have complete outfit for Single Pit Attraction. Will furnish same to real money-getting showman. Will also place one more Sensational High Free Act, Girls for Girl Shows. Can place legitimate Concessions of all kinds. Frozen Custard open, also Penny Pitch.
DODSON'S WORLD'S FAIR SHOWS
Durham, N. C., April 19 to 24.

JOHN R. WARD SHOWS
FOUR SPRING CELEBRATIONS
Want Shows, Manager and Acts for Ten-in-One and Girl Revue. Bubba Mack wants Performers and Musicians for Minstrel. Want Athletic People and Girls for Hawaiian Show. Place all legitimate concessions. Will buy good used Big Wheel. Want Ride Help, all departments; Tilt-a-Whirl and Kiddie Ride Foremen. Want capable man and wife to manage cookhouse.
Alexandria, La., week April 12; El Dorado, Ark., week April 19.

HUGHEY BROTHERS SHOWS WANT
One more Ride, either Tilt-a-Whirl, Whip or Octopus. Want capable Eli Foreman. H. J. Smith write. Shows: Want Midget Fat People or Working World. Concessions: Few openings for Concessions. Only Straight Stock Concessions carried. Capable People in all lines answer. Winter quarters now open. Show opens May 1. Opening town announced next week. Address Blue Mound, Ill.

FOR SALE
CUSTOM BUILT PACKARD HOUSE CAR
Sleeps two, running water, refrigerator, stove, special lights, screens, table, stage lockers, elevating roof. No special registration or insurance required. Powerful car to pull a trailer if desired. Low mileage, like new. Very reasonable price. Write MILLS, Giddings Ave., Windsor, Conn.

GOLDEN GATE SHOWS will open at Fairfield, Ill., April 17, two Saturdays. Ball Games, Grind and Stock Concessions, $10.00; Cookhouse, $40.00. Have outfit for Jig Show, also for Pit and Grind Shows. Will book Grind and Pit Shows with your outfit, so come on, will book you. Also second man on Ferris Wheel and Merry-Go-Round that can drive trucks. Loyed Thomas, Jimmie Howard, Pork Chops Purline come on. Don't wire or write, come on. MANAGER SHOWS.

WANTED QUICK
Boss Canvasman, Riggers, Seat Men. Can also use few more Acts and Musicians. John Hicks and Jimmie Broad wire Gus Schwab. Can place you. Wire or write C. M. DeVERE, BARNEY BROS.' CIRCUS, 1640 Central St., Kansas City, Mo.

MOUNTAIN STATE SHOWS
Can place for Whitesville, week April 19. Shows, 40 per cent; 25 per cent with your own outfit and transportation; Rides except Merry-Go-Round and Chairoplane. Some choice Concessions still open. Address Charleston, W. Va., this week; Whitesville, W. Va., next week.

WANTED
For Pahokee, Fla., Fair and Bean Festival: Concessions, Shows and Rides that don't conflict. Then South Carolina. This is a real hot one. Wire, write BARNEY TASSELL CARNIVAL UNIT, care of American Legion Carnival, West Palm Beach, Fla. Is in the heart of town. Can use Ride Help.

WANTED
100 Penny Arcade Men to operate this tricky penny grinder. It is the most consistent money maker on the market today.
$15 for One,
$25 for Two.
1/3 Cash, Bal. C. O. D.
DAVE MARKUS
8 E. Roosevelt
Chicago, Ill.

HOMEDALE CHOCOLATES
New and Novel Box of Chocolates, Home Made, that will withstand the weather. Assorted Colored Cellophane Wrapped.
DOZ. $1.15; CARTON OF 4 DOZ., $4.60.
20% Deposit with Order, Balance C. O. D.
Send for FREE Illustrated Catalog.
DELIGHT SWEETS, Inc. 50 East 11th St., New York City.

Douglas Greater: Seattle, Wash., 17-24.
Dyer's Greater: Houlka, Miss.
Endy Bros.: Durham, N. C., 17-24.
Evangeline: Moffett, Okla.
Fairly-Martone: Pittsburg, Kan.
Florida Expo.: Estill, S. C.
Foley & Burk: Fruitvale, Calif.
Gold Medal: North Little Rock, Ark.; Jonesboro 19-24.
Golden Gate: Allendale, Ill., 17-24.
Golden Gate: Paso Robles, Calif.
Golden State: Lompoc, Calif., 13-18; Santa Maria 20-26.
Goodman Wonder: Raleigh, N. C., 17-24.
Great Olympic: Clarksville, Tenn.
Great Superior: Benton, Ill.
Great Sutton: Osceola, Ark.
Greater Expo.: Alton, Ill.; Granite City 19-24.
Greater Patrick: Grand Coulee Dam, Wash., 17-24.
Greater United: Lawton, Okla., 12-15; Wewoka 17-24.
Gruberg's World's Expo.: Alexandria, Va., 17-24.
Hames: Ardmore, Okla.
Hansen, Al C.: Princeton, Ky.
Happyland: Lincoln Park, Mich.
Heller's Acme: Dunellen, N. J., 15-24.
Hennies Bros.: Ft. Smith, Ark., 17-24.
Heth, L. J.: Columbia, Tenn.
Hodge, Al G.: Collinsville, Ill.
Hyde, Eric B.: Athens, Ga.
Hyde Park: Cleburne, Tex.
Imperial: Anderson, Ind., 17-24.
Imperial United: Albertville, Ala.
Jones, Johnny J., Expo.: Columbia, S. C.
K. G.: Mountain View, Ark.
Kaus United: New Bern, N. C.
Landes, J. L.: Chapman, Kan.; Manhattan 19-24.
Lang, Dee, Famous: (19th & Penrose sts.) St. Louis, Mo., 12-25.
Large & Lane: Coffeeville, Miss.
Lawrence, Sam: Clinton, S. C.; Newport, Tenn., 19-24.
Liberty National: Salem, Ky.; Marion 19-24.
McClellan: Marion, Ill.
McKee Am. Co.: Prague, Okla.
Majestic Expo.: Rockwood, Tenn.
Marks: Richmond (Southside), Va.; (Church Hill) Richmond 19-24.
Miller Am. Co.: Ponchatoula, La.
Modernistic: Marysville, Tenn.
Mountain State: Charleston, W. Va.
Naill, C. W.: Monroe, La., 15-24.
Page, J. J.: Kingsport, Tenn.
Pan-American: Carbondale, Ill.
Reading's United: Springfield, Tenn., 19-24.
Regal United: Wilson, Okla.
Reid Greater: Jacksonville Beach, Fla.
Reynolds & Wells: Lebanon, Mo.
Rogers & Powell: Fayette, Miss.; Glouster 19-24.
Rubin & Cherry Expo.: Tuscaloosa, Ala.
Santa Fe Expo.: Delta, Utah.
Sheesley Midway: Charlotte, N. C.; Knoxville, Tenn., 19-24.
Six, J. Harry: Owenton, Ky., 17-24.
Smith Greater Atlantic: Winnsboro, S. C.
Snapp Greater: Picher, Okla., 19-24.
Sol's Liberty: Cape Girardeau, Mo.
Southern Expo.: Ashland, Va.; Orange 19-24.

(See ROUTES on page 94)

DIVORCES——

(Continued from page 35)

Detroit, from Virginia Mylie, burlesque principal, in Detroit April 5.

Ellen McAdoo de Onate, nonprofessional, from Rafael de Onate, film actor, in Los Angeles April 2.

Mrs. Beta Bijur, daughter of the late Samuel L. (Roxy) Rothafel, New York theater owner, from George Bijur, nonprofessional, April 7 in Reno.

Doris Schultz from Stanley Schultz, WORL, Boston, program director, organist and announcer, in Boston March 25.

Late Deaths

(The following items were received at press time. More details in the next issue.)

KINGDON—Frank, 72, actor, of bronchial pneumonia in Englewood, N. J., April 9.

INCE—Ralph W., 50, director and actor, killed in automobile accident in Kensington, England, April 11.

Sam Lawrence Shows Open; Weather Cold

CLINTON, S. C., April 12.—The Sam Lawrence Shows opened its regular season here Saturday. A fairly good crowd attended, altho the weather was cold and far from being an ideal show day. However, business was satisfactory. The Boy Scouts, which is the auspices, cooperated in every way to make the affair a success. Edythe Siegrist's flying act as the feature free act was well received.

Concessionaires . . .
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

10 Rides — 12 Shows
MILLER BROS. SHOWS
Opening Newcastle, Ind., Saturday, May 1
WANT one more Flat Ride. Shows: Place Illusion, Big Snake, Funhouse, Motordrome. Concessions all kinds. Freaks, all year's work. Free Acts: One more High Sensational. Fair secretaries and celebration committees Iowa, Minnesota, Missouri, Wisconsin. Write us; we have some open time. Address
MILLER BROS.' SHOWS, Newcastle, Ind.

P. J. SPERONI SHOWS
WANT
Will furnish outfits for organized Minstrel, Athletic, Side Show, Grind Shows, Girl Revue. Concessions, Ride Help. Address communications Rock Falls, Ill.

GIRLS WANTED
Chorus Girls, Oriental, Rhumba and Tease Dancers. Salary $20 per week. Long season's work. Mame Rogers, Freda Smith, Ruth Parnell and others who have worked for me before get in touch with me at once. Wire or write. HARRY GREENE, 1435 N. Franklin St., Philadelphia, Pa.

STRONG SENSATIONAL ATTRACTION
Owing to recent disappointment, have immediate open time for my Combination Death Trap Loop and Flume Act. High attractive rigging, brilliantly illuminated, expensively costumed. The time table of a breathless moment, literally dissecting the split seconds with uncanny accuracy and with stop watch precision. Actual time of ride, six seconds; time consumed in loop, four-fifths of second; time required for closing of trap door, three-fifths of second. Margin of safety one-fifth of second. There are no imitators or understudies with this attraction. It is the only act of its kind. Wire or write
OSCAR V. BABCOCK
Monmouth, Ill.

CAMPBELL UNITED SHOWS WANT
Ferris Wheel, Chairoplane Swing, Loop-o-Plane or any Ride that doesn't conflict, Shows with own outfits, one more Free Act, Diggers, Corn Game, Cook House. Have small Cook House will rent to right party. PLACE Kiddy Auto Ride, Frozen Custard. PLACE any legitimate Concessions. Good proposition to Minstrel Show with own Tent. Good proposition for Two-Abreast Merry-Go-Round. Cartersville, Ga., this week; then as per route.

CRYSTAL EXPOSITION SHOWS
Forest City, N. C., April 19 to 24. Want legitimate Concessions and Grind Shows, Musicians for White Band, Trumpet, Baritone, Sax, Trombone and Drummer. Want complete Colored Band about ten pieces. Straight salary; no percentage. All address, Gaffney, S. C., this week.

TOM HASSON WANTS
FREAKS—NOVELTY ACTS—Fast MIND-READING ACT for one of the best Side Shows in America. CAN PLACE ORIENTAL DANCING GIRLS and ORIENTAL FLAGEOLET PLAYER for MOROCCO THEATRE; Capable Talkers on Side Show and Oriental Theatre. Show opens May 3, with GOODING GREATER SHOWS.
Write or Wire TOM HASSON, 1419 South St., Philadelphia, Pa.

PAN AMERICAN SHOWS WANT
Shows. Will furnish outfits for real attractions. Can place Side Show Acts, Talkers and Ticket Sellers. Want Performers and Musicians for Colored Minstrel, also Talker; Manager for same. Can place Hawaiian Musicians, Singers and Dancers for Hula Show. Want Special Agent with car who can get paper out. Personal interview necessary. Concessions—Can place Custard, Scales, Long-Range Gallery and Legitimate Stores all kinds. Address, Carbondale, Ill., this week; Johnston City, Ill., Week April 19. J. R. STRAYER, Mgr.

REYNOLDS & WELLS UNITED SHOWS
Wanted To Join on Wire—Concessions, Pitch-Till-U-Win, Bowling Alley, Custard, Fish Pond, Lead Gallery, Watch-La, Penny Arcade and Stock Joints that will work for stock. Rides—Can place two or three A-1 Kiddie Rides. Shows—Well-flashed Illusion, Life, Big Snake, Crime or Motordrome with own transportation. Lebanon, Mo., April 10 to 17; Hannibal, Mo., 19 to 24.

BROWN NOVELTY SHOWS
Want Popcorn, Floss, Concessions using stock only; Shows with own outfits. Can use Sensational Free Act, must be high, after April 19. Can use good Wheel Man. Pelham, Ga., April 12; Bainbridge, Ga., April 19.
F. Z. VASCHE, Mgr.

53" by 24"

NOTE:—
No Score or Direction Chart Needed
All in Light-Up Back Panel

Simple In-A-Drawer Mechanism.

MOST IMPORTANT ANNOUNCEMENT

The Crowning of a New Heavyweight Champion

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1 to 5 BALL BUMPER TYPE PAY TABLE

The Only Sensational BACK PANEL With Constant "COME ON"

A large arrow spins around a huge, twelve-inch dial containing 140 points. It moves 'round and 'round—never returns—never more than 5 POPS from a winner. 25 POPPERS on playboard, and one POP can make or miss a winner. Player may be on a winner, and the next POP knocks him off again. Twenty-four score awards show on dial—Sixteen 2-1 awards. Four 4-1 awards. Two 10-1 awards. Two 20-1 awards. Always that TERRIFIC SUSPENSE. Always a "COME ON" FOR THE NEXT PLAYER. One-half minute to change play from one to as many as five balls.

NOTHING LIKE IT EVER BEFORE PRODUCED

$169.50
F. O. B. Chicago

TEST LOCATIONS REPORT TREMENDOUS PLAYER APPEAL

Order from your Dealer or Direct

L. B. ELLIOTT PRODUCTS CO.
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GET THE 'LOW DOWN, or 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.

SPECIAL FOR SCALEMEN
"SUNSHINE" ASSORTED CHOCOLATES
This is the package that has been endorsed by the best Scalemen in the business. A half-pound of high-grade Assorted Chocolates, 2 layers. Extension edge box. Assorted Color Cellophane wrapped. 4 dozen to carton.

$1.40 Doz. — $5.60 per Carton
25% Deposit with Order, Bal. C. O. D. Send for Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Wooster St. NEW YORK CITY

TINSLEY SHOWS WANT

Performers and Musicians for Office-Operated Minstrel, Sensational Free Act at once. Can place Diggers, all other Concessions. Want Tilt and Double Loop, also Monkey Show. This week, Greenville, S. C.; Erwin, Tenn., week April 19.

YELLOWSTONE SHOWS WANT

Free Act, Ride Help, Grind Stores, Wheels, Pony Ride, Octopus or any Ride that doesn't conflict, also Show People. Open Gallup, New Mexico, April 17.

Merchants Ask License

MEDINA, O., April 10.—An ordinance requiring that owners of pin-ball machines and other skill games pay an annual license fee of $100 had brought $1,111 into the village general fund this week, Mayor Theodore V. Foskett disclosed.

Operators also must pay $1 annual fee for each machine.

The ordinance became effective March 25. Violators of the new law are punishable by $10 to $50 fines.

Merchants requested council to legalize operation of the equipment after their removal was urged by the Medina County grand jury February 1.

ROUTES——

(Continued from page 93)

Spencer & Clark: Washington, Pa., 17-24.
Stanley Bros.: Wytheville, Va.; Radford 19-24.
State Fair: Kingman, Ariz., 12-18; Needles, Calif., 19-25.
Strates: Portsmouth, Va., 22-May 1.
Sunset Am. Co.: Mt. Vernon, Ill.; Taylorville 19-24.
Texas: Raymondville, Tex.; Brownsville 19-24.
Texas Longhorn: Athens, Tex.; Tyler 19-24.
Tidwell, T. J.: Midland, Tex.
Tinsley: Greenville, S. C.; Erwin, Tenn., 19-24.
Tri-State: Detroit, Mich., 17-24.
Wallace Bros.: Paducah, Ky.
Ward, John R.: Alexandria, La.; Eldorado, Ark., 19-24.
Wehrley Attrs.: Indianapolis, Ind., 16-24.
West Bros.' Am. Co.: West Frankfort, Ill.
West Coast Am. Co.: Sacramento, Calif., 12-17; Albany 19-25.
West Coast: Spokane, Wash.
West, W. E., Motorized: McLoud, Okla.
Western States: Corpus Christi, Tex.
West's World's Wonder: Norfolk, Va., 15-14.
White City: Walsenburg, Colo.
Work, R. H.: Laurens, S. C.
World Am. Co.: Aberdeen, Miss.
World of Fun: Greenville, Tenn.
Yellowstone: Gallup, N. M., 17-25.
Zimdars Greater: Flat River, Mo.; E. St. Louis, Ill., 19-24.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Santa Cruz, Calif., 13; Modesto 14; Fresno 15; Bakersfield 16; Taft 17; Visalia 18; Merced 19; Napa 20; San Rafael 21; Alameda 22; Oakland 23-25.
Barney Bros.: Flagstaff, Ariz., 15; Williams 16.
Cole Bros.: (Stadium) Chicago 16-May 2.
Hagenbeck-Wallace: (Coliseum) Chicago 7-25.
Hall's Animal: Graysville, Tenn., 13; Spring City 14; Crab Orchard 15; Pleasant Hill 16; Doyle 17.
Howe Bros.: Gustine, Calif., 13; Tracy 14; Hayward 15; Martinez 16; Pittsburg 17.
Main, Walter L.: Murfreesboro, Tenn., 13; McMinnville 14; Cookeville 15; Harriman 16; Lenoir City 17; Middlesboro, Ky., 19; Harlan 20; Cumberland 21; Whitesburg 22; Hazard 23; Neon 24.
Mix, Tom: Blytheville, Ark., 13; Cape Girardeau, Mo., 14; Cairo, Ill., 15; Harrisburg 16; Evansville, Ind., 17; Vincennes 18; Terre Haute 19; La Fayette 20; Anderson 21; Richmond 22; Hamilton, O., 23; Springfield 24.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City 8-May 1.
Royal Bros.: Doole, Tex., 13; Millersview 14; Paint Rock 15; Eola 16; Christoval 17.
Russell Bros.: Rolla, Mo., 15.
Seal Bros.: Ottawa, Kan., 15; Osawatomie 16; Pleasanton 17; Humboldt 19; Neodesha 20.
Seils-Sterling: Springfield, Mo., 16-17.
WPA: (Ridgewood Grove Stadium) Brooklyn, N. Y., 18-20.

WANTED FOR

Jere Shaw's Unit No. 1—Opening at Bordentown, N. J., April 28.
Ball Games, Pitch-Till-Win, Hoopla, Fish or Duck Pond, Devil's Bowling Alley, High Striker, Long-Range Shooting Gallery, Cigarette Gallery, Ride Help. JERE SHAW, 405 Real Estate Trust Bldg., Philadelphia, Pa.

CASTLE'S UNITED SHOWS

WANTS organizzed Minstrel Show. Berth accommodations. Also Girl Show with outfit, or will furnish same. Side Show or any other real Show. Concessions all kinds. Rides, Octopus, Kiddie Rides. WANT High Free Act. Ten-Car Railroad Show. Prescott, Ark., week April 12; Arkadelphia, Ark., week April 19.

DEE LANG'S FAMOUS SHOWS

CAN PLACE FOR HAWAIIAN SHOW, Two Steel Guitar Players, also three Dancing Girls. Al Cubie and George Dobbins wire me. Address DEE LANG, Manager, 3820 McDonald Ave., St. Louis, Mo.

4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press. Shows 4,000 world-wide Bargains. 256 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

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Evans' DE-LUXE PAYOUTS Unequalled 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.

Maryland Assembly Votes Tax on Games and Claws

●

Tax to support social security and relief funds—coin machines included in State's general tax bill—prize awards will be allowed under new law

●

ANNAPOLIS, Md., April 10.—Bill which passed both houses of the Maryland Legislature to license bookmaking establishments also included a $25 annual license on pinball games and digger machines. The bill was passed during the last week of the session, with considerable discussion and in the face of bitter opposition. It also included a number of tax provisions, such as whisky and beer, corporation franchises, cosmetics and other items. The declared purpose of the bill is to raise $5,000,000 annually for social security and relief. The governor has indicated that he will sign the bill, which passed both Houses. Coinmen approached apparently had not studied the bill carefully. In enacting the tax on pinball and claw machines the Senate wrote in a provision which will apparently permit the operators to pay cash prizes. This section taxes the machines "devised as to make the result of the operation depend in whole or in part upon the skill of the player, whether or not the player be entitled to a premium, trophy or prize for high score or skill."

A bill to license games and diggers passed both Houses about two years ago but failed for lack of the governor's signature. Opposition newspapers are stressing the objections of the operators of race tracks to the licensing of bookies, thus bringing to the fore the well-known divisions among racing interests. Maryland is said to receive about $1,000,000 annually from race tracks in the State with pari-mutuel betting. Whatever upsets may occur in the future progress of the law will probably be due to this division among racing interests themselves. Coinmen recognize that similar division within the ranks of the coin-machine trade has defeated bills which might have given a fair share of business to various sections of the trade.

The Baltimore Sun, influential daily, apparently this week launched its program of opposition to the new law and to those who voted for it. The newspaper, however, reaps the full benefit of sales due to an excellent sporting news section giving full racing news, bets paid, etc.

Detroit

William Worthing, of the General Amusement Devices Company, Inc., has just returned from a vacation trip, spent chiefly in traveling thru the flood area.

Harold Chereton, general manager of General Amusement Devices Company, Inc., says it is still going to town on Stoner's Ricochet machine and is selling all that it can get. Pacific's Highway, he states, is starting to come in strong. General has just sold another order of 25 phonographs to Harry Wish, new operator in the field.

Mack Barron, Detroit amusement machine operator, bought a new shipment of Grand Prize machine this week from General Amusement Devices Company. Barron has become a well-known local operator in the last three years. Commenting on his operating policies, Barron said: "I believe in buying only new machines. Second-hand machines on a good location are not to be preferred. Since I am spending my own good money for machines, why shouldn't I get the best."

WE ARE DIRECT FACTORY DISTRIBUTORS TO JOBBERS AND OPERATORS OF ALL THE LATEST AND BEST MACHINES!!

USED SPECIALS

Bolo	$ 7.50	Totalizer	$15.00
Rack 'Em Up	22.50	Balance	4.00
Bumper	40.00	Banker	4.00
Turf Champs	57.50	Screamo	4.00
A. B. T. Big Game Hunters:		Ball Fan	4.00
Blue Cabinet	10.00	Kings	4.00
Brown Cabinet	5.00	New Yorker	7.00
Neck 'n' Neck	11.50	Round 'n' Round	12.50
Short Sox	9.50	Buckley's Double Nugget	7.00
Hold 'Em	9.50	All Exhibit Ticket Games. Each	7.00
Lights Out	15.00		
Mad Cap	6.50		
Excel	7.50		
Tricks	6.00		
Bank Nite	7.00		
Draw Ball	12.50		
Happy Days	17.50		

NEW TYPE D. C. INVERTER (Best Made) Only $13.50. BRAND NEW.

BRAND NEW A. B. T. TARGET SKILL 5 Moving Targets $39.50
1/3 Cash With Order — Balance C. O. D., F. O. B. Mt. Vernon, N. Y.

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.

N. Y. WORLD'S——

(Continued from page 3)

the fixed charges. It has not been determined as yet whether this amount will be in the form of a lump sum or an additional percentage of gross receipts.

Minimum space charges will be levied as follows:

In fair-constructed buildings, $14 per square foot for net space and $7 per square foot for gross space.

For building plots: First 20,000 square feet, 20 cents per square foot; 20,001 to 40,000 square feet, 15 cents per square foot; over 40,000 square feet, 10 cents per square foot.

Additional frontage charges: Frontage on principal streets $25 per lineal foot; frontage on secondary street, $15 per lineal foot; frontage on all other streets, $5 per lineal foot.

All contracts for both interior and exterior space will be subject to the following terms:

Down payment, 25 per cent.

Balance due, one-third March 1, 1938; one-third October 1, 1938; one-third March 1, 1939.

Time discounts, 8 per cent on contracts executed on or before December 31, 1937; 4 per cent on contracts executed between January 1 and May 31, 1938.

Pre-payment discounts, ½ of 1 per cent for each month prior to the due date.

DAVAL BASEBALL

will make you

MORE MONEY THAN YOU EVER THOUGHT POSSIBLE

with any kind of a game

BECAUSE DAVAL BASEBALL IS MECHANICALLY PERFECT IN EVERY DETAIL! DAVAL BASEBALL IS FULLY GUARANTEED! YOU CAN DEPEND ON DAVAL BASEBALL TO OPERATE PERFECTLY HOUR AFTER HOUR EARNING YOU MORE MONEY THAN YOU EVER THOUGHT POSSIBLE WITH ANY KIND OF GAME! DAVAL BASEBALL IS THE PERFECT GAME FOR OPERATORS! CONTROLLED PERFECT PAYOUT REGISTER! MORE RUNS TO SCORE THAN ON ANY OTHER GAME! EXTRA SCORE THRILLS! AND A HUNDRED OTHER BETTER FEATURES! RUSH YOUR ORDER!

"A Daval Game Gives You MORE for Your Money!"

DEMAND SO GREAT THAT ORDERS CAN BE FILLED ONLY IN ROTATION AS RECEIVED!

DAVAL MFG. CO. ☆ 200 SO. PEORIA ST. ☆ CHICAGO

2 PACES RACES (Series No. 1700) 149.50 Each

PIN GAMES.					
SHORT SOX	$ 9.95	FRISKY	$ 3.95	TORPEDO	$ 5.95
MADCAP (Elktpk)	8.95	FIVE & TEN	3.95	TRAP SHOT	12.95
GUSHER	14.95	HIGH & LOW	4.95		
GREAT GUNS	7.95	JOCKEY CLUB	3.95	COUNTER GAMES.	
TWISTER (Large)	12.95	RAPID TRANSIT	3.95	MUTUEL HORSES	$6.95
BIG SHOT	7.95	WING LITE	3.95	REEL "21" (Daval)	6.95
ABT AUTO BANK	3.95	50-50	3.95	REEL DICE	6.95
		SINK OR SWIM	3.95	TIT TAT TOE	5.95

TERMS: One-Third Deposit, Balance C. O. D.

ST. LOUIS NOVELTY COMPANY, 3146 OLIVE STREET, ST. LOUIS, MO.

Make Big Money with Our

Sales Board Operators What's Your Bid?

The Fastest Selling Salesboard on the Market.

It's Simple Pays Big Cash Awards and Big Profits

BELIEVE IT OR NOT—This Board is always a complete sell out. As high as $90.00 has been taken in on one board; the payout is $24.00

50 of these Boards placed right will make you a handsome income.
ONE SAMPLE BOARD WILL 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.

READY FOR DELIVERY

WINNER
HEAVYWEIGHT
AIR RACES
CAROM
FIRE BALL

ATLAS NOVELTY COMPANY

2200 N. Western Avenue, Chicago 1901 Fifth Avenue, Pittsburgh

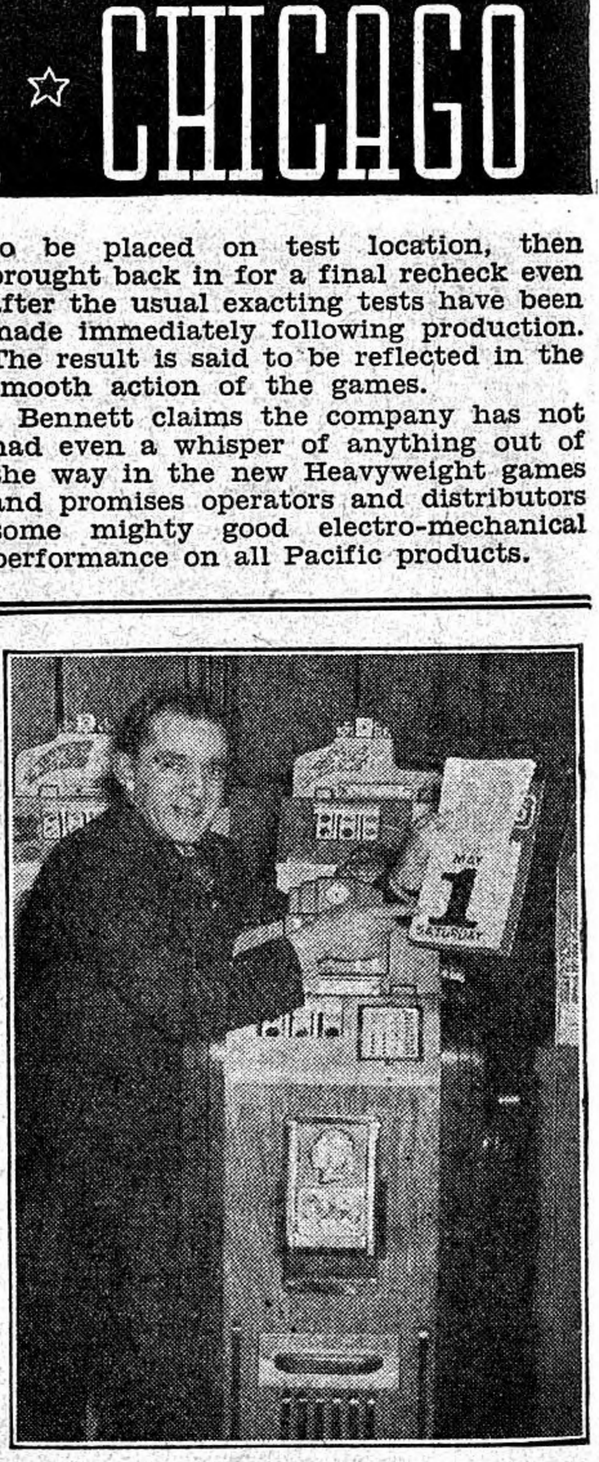
New Heavyweight Gets Ops' Okeh

CHICAGO, April 10.—Pacific Heavyweight game is described by Paul Bennett, general sales manager, as having gained a strong wave of operator acceptance. "More so," says Bennett, "than we anticipated, for prior to going into production we decided on a first release of 1,000 Heayweight games. Our location tests had proved Heavyweight to have quite an edge on other recent Pacific games. However, we estimated the operators and distributors thruout the country would take a little longer time to reduce our stock. But in a few days after early samples appeared in the largre metropolitan areas we were convinced by quantity repeat orders that we had something better than we ourselves could realize."

The new Heavyweight game is said to be such a sellout at Pacific that it is forced to ship even those games placed on display in the factory showrooms. It has lots of color and flash and depicts fighters in action, round by round, with odds of 2 to 30 to 1 on every round. There's a bumper arrangement on the playfield, laid out to give double action between any two bumpers, which in itself is said to resemble an exchange of blows that two fighters might engage in. One bumper in particular reflects the clever work of Pacific's chief engineer. It gives the player an opportunity to again change his odds selections should the ball engage it during its romp down the field.

A new policy, said to have been put into effect with Pacific's Heavyweight production program, includes the company's triple-check system to insure smooth performance. Games are reported to be placed on test location, then brought back in for a final recheck even after the usual exacting tests have been made immediately following production. The result is said to be reflected in the smooth action of the games.

Bennett claims the company has not had even a whisper of anything out of the way in the new Heavyweight games and promises operators and distributors some mighty good electro-mechanical performance on all Pacific products.



"DOC" ABRAMS, Jennings distributor in Kane, Pa., points to the day, which, he says, opens the "big season."

BALLY DISTRIBUTORS

NATIONAL SCALE CO.

1415 Washington Ave., So., Minneapolis, Minn.

⅓ DEPOSIT, BALANCE C. O. D.

FLOOR SAMPLES

RAYS TRACK Like New $269.00
PREAKNESS $59.00
TEN STRIKE $79.50
GOTTLIEB MYSTERY DAILY RACES 79.00
GOTTLIEB HIGH CARDS DERBY DAYS FOOTBALLS, With Clock 99.00

BALLY BOOSTER CAROM
IMMEDIATE DELIVERY

NEW NOVELTY GAMES
TOTALIZER, HOLD EM, POCKETS
$29.00

DOMINOS, Floor Sample $248.00
Multiple, Palooka, Sr., Fence Buster and Daily Races, Mystery Slot 39.00
Repeaters, Free Game or Cash; Mystery Three, Baffle Ball, Jumbos. Your Choice 10.00
Big Richard, Sunshine Derby, Little Dukes, Rainbow, Bonus, Peerless 15.00

SHOOTING GALLERIES COMPLETE WITH 2 GUNS $69.50

Belmont NEW $49.00

DE LUXE or TROJAN . . . . . $ 9.00
STAMPEDE or PUT AND TAKE 6.50
ALAMO or SILVER CUP, Ticket 19.00
FLICKERS. Like New 45.00
PAMCO PARLAY, Tycoon, Harmony Bell, Credit, Leatherneck, Daily Races, Red Sails, All Star, Bally Derby, Challengers. Your Choice 22.50
PALOOKA JR.s. Play 6 Nickels 29.50

COUNTER GAMES

Reel Dice $14.50
Reel Races . . . . .
Hold & Draw . .
Reel 21s 15.50
Rex, 1 Cent . . . . Elec. Slot 44.00
Snappy 49.00
Bally Roll, New 99.50
Bee Jay 37.50
Reliance, Dice Game 37.50

WRITE for Our Circular on New Games and Information on How To Become a Member of Our Club.

Pacific Ball Game Clicks in Big Way

CHICAGO, April 10.—Reaction to Pacific's new Ball Game continues to be one of pronounced enthusiasm on the part of operators and distributors thruout the country, Paul Bennett, Pacific's sales manager, states.

"The game," says Bennett," has caught on. Our problem is filling orders and keeping up production. Apparently the same sporting appeal that makes baseball America's favorite game outdoors is now making Pacific's Ball Game a national favorite too."

Outstanding feature of Pacific Ball Game is said to be the lifelike action that takes place on its light-up board. The designers are reported to have utilized the basic principles of moving pictures, thus giving the game an amazing animation, according to reports. It is said to be actually possible to follow the course of the ball players from home to first to second and so on around the diamond.

Pacific's Ball Game is also said to be distinguished by an interesting and most attractive external design which reflects the work of the noted game designer, Bon MacDougall, and the clever engineering of Irwin Eisenberg.

Midwest's Most Reliable Distributors

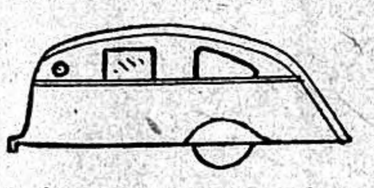
WE NEED COUNTER GAMES

Will allow up to $10.00 on your Used Counter Games, In Trade on GROETCHEN'S ZEPHYR AT $18.75 (Cigarette or Fruit Reels optional.)

Mc CALL NOVELTY CO. 2230 PINE ST. ST. LOUIS MO.

COIN MACHINE MEN!

Haul Your Machines on this Handy Trailer



Save yourself the price of a truck. Load capacity of the Economy Trailer is 800 lbs. Low platform makes loading easy. As easily controlled as your car. Comes complete or you can easily build your own body with Blueprint furnished FREE with chassis. Chassis, less body, complete with caster bearing wheel, tire and tube—$30.50. Send for descriptive literature.

ECONOMY TRAILER CO., SEDAN, KANSAS

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SCHOOL DAYS GOES TO CHURCH —Rock-Ola's popular radio rifle, School Days, has been "going to church" at various card parties and dances in Chicago. The Rev. Frank Coyle, pastor of Our Lady of Grace Church, on Chicago's northwest side, is shown on a close inspection of School Days, which a well-known Chicago operator has been placing in the recreation rooms of the church on various nights when entertainment has been required.

It's LOCATION PERFORMANCE has made RICOCHET "THE GAME OF THE YEAR"

$59.50

SIZE 21"x41"

ELECTROPAK EQUIPPED

CUSTOM BUILT "The Aristocrat Line"

"AIR RACES"--Now $159.50

STONER CORPORATION Aurora, Illinois

You've Seen the Rest! Now Order the BEST!

STONER'S

RICOCHET

Perfect Construction Plus "Long-Time" Player Appeal! Today's BIGGEST MONEY-MAKING NOVELTY GAME! OPERATOR'S PRICE—ONLY $59.50.

D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.

THEY'RE OFF! KENTUCKY DERBY

new! different! SALESCARD SENSATION

Here's a new, different salescard idea. Based on the real Kentucky Derby. You get 5c to $1.00 per number for each of 103 numbers, representing horses entered in derby. You give either cash or merchandise prizes, based on results of Derby. Tremendous take! Your profit from 200% to 1,000%. Send $1 for sample card today or order a dozen at special price of $10. (Add 10% U. S. tax). Cards going like hot-cakes. Order now.

WASHINGTON PRESS 150 VARICK STREET NEW YORK, N. Y.

YOU'LL GASP WITH AMAZEMENT WHEN YOU SEE

Bally's CROSSLINE

REVOLUTIONARY NEW IDEA

NEVER BEFORE USED IN ANY PIN GAME!

ABSOLUTELY DIFFERENT! MYSTIFYING!

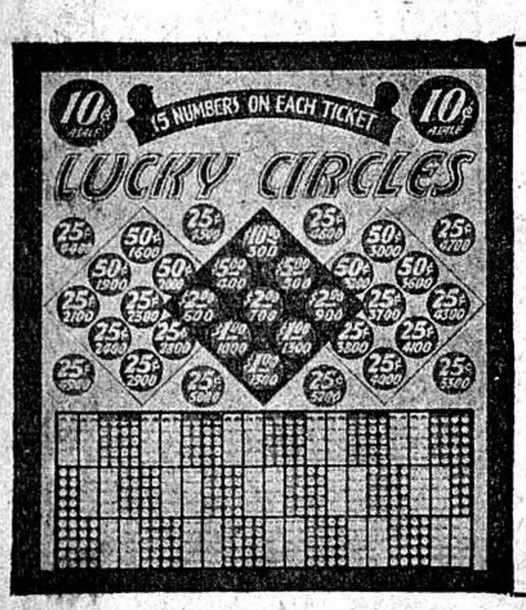
PLUS ORIGINAL BALLY BUMPERS TO INSURE FAST, FURIOUS ACTION!

SEE WHAT HAPPENS WHEN BALLS CROSS THE LINE

DELIVERY APRIL 19

Remember its BY BALLY

MECHANICAL PERFECTION GUARANTEED



ANOTHER NEW ONE

LUCKY CIRCLES

15 NUMBERS ON A TICKET
600 HOLES THICK BOARD
10c A PLAY

TAKES IN — — — — — — — $60.00
PAYS OUT — — — — — — — 36.50
$5.00 AND $10.00 PRIZES PROTECTED.

PRICE $1.28
Plus 10% Tax.

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
Send For Catalog.

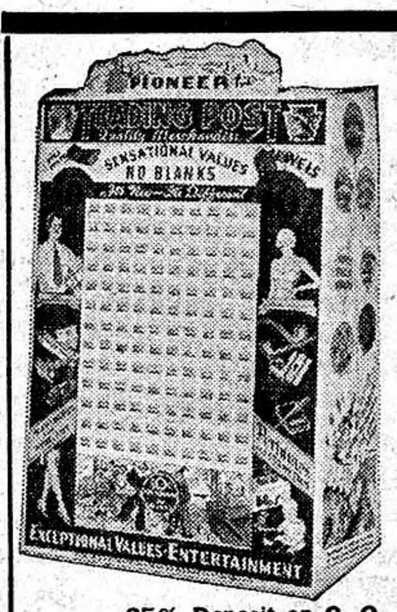
Munves Recalls Pioneer Events

NEW YORK, April 10.—Mike Munves recalled the history of his firm recently, with the conclusion that "as a firm gets older it gets better." Munves recalls that he has sold coin machines to such personages as Adolph Zukor, now president of Paramount, when Zukor was running his 14th street Arcade and Nickelodeon.

Munves has continued in the jobbing and distributing business in the downtown section of the city ever since. At present he is located within the shadow of City Hall and only a few feet from Brooklyn Bridge, and his business seems to be getting bigger every day. He has had to add to his force and since his serious automobile accident last year Mike has brought his brother, Max, into the business. Max used to be in the drug business, but claims that coin machines are far more interesting and certainly a lot more adventurous.

Mike said: "I believe a firm grows better with age, just like whisky. The boys all over the country know our firm and they know that we have been giving them a square deal for years and years, so many years that I do not believe it is necessary to repeat it.

"In fact, I can remember what a big event it was when the first ball gum machines came out. And what a hit when someone decided to put candy and toys into a digger. And what a sensation when 1,000,000 other things happened. Oh, well, it's here to stay."



No Closed Territory with this Profit Maker

Sell and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in $13.00. Resells to dealers at $9.75. Hgt. 24". Wgt. approx. 18 lbs. Order No. B15. Packed two in carton. Each ——————$6.60

25% Deposit on C. O. D. Orders.
Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Permiums.

JOSEPH HAGN CO.
"The World's Bargain House."
217-225 W. Madison St., Chicago, Ill.

PORTERS, CONCESSIONERS, TAVERN KEEPERS

Install Special Vending Machines in Nite Clubs, Gas Stations, Recreation Parlors, Taverns, Etc. Buy merchandise and machines from us. These new machines are $3.00 each. Big Profits.

KAPLAN
1615 S. Kostner Ave., Chicago, Ill.

OPERATORS TIME IS RIGHT NOW FOR THIS BIG PROFIT MAKER

6 LARGE ASSORTED PEARL COLORED Fishing & Hunting Knives

On 300-Hole 5c Board, Takes In $15.00. Pays Out 14 Pkgs. Cigarettes, $2.10 BIG PROFIT, $12.90.

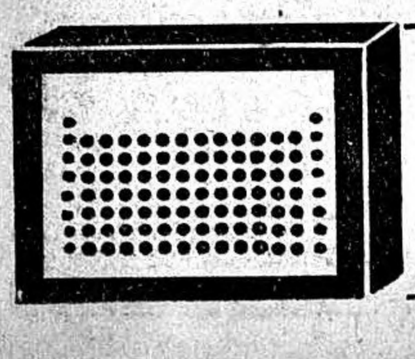
No. B115—Sample, $3.25. 12 Lots, Each **$3.00**

25% Deposit With Order, Balance C. O. D.

Write for Our LARGE CATALOG OF 1c, 2c, 5c Salesboard Assortments, Counter Games, Salesboards.

BALL GUM 15c per Box (100 Pieces); 100 Boxes, $12.00.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.



Penny Cigarette Boards

3000 1c Cigarette Boards to close out. Send $1.00 for samples of 1 1000-hole, 1 1200-hole and 1 1500. Also list of other specials.

ASSOCIATED SALES AGENCY
108 No. 17th Street, Birmingham, Ala.

Philly Coinmen Mourn Death of Young Member

PHILADELPHIA, April 10. — Local operators and distributors were grieved to hear of the passing of Cyrus Marcus, well-known wholesale coin machine jobber. Only 32 years of age, Marcus died April 1 in the Jewish Hospital of a streptococcus infection that had set in several weeks ago. He was a graduate of the University of Pittsburgh and a track star there during undergraduate days. He leaves his wife, the former Jean Lerner; his parents, six brothers and three sisters.

Tom Thumb Jar Games

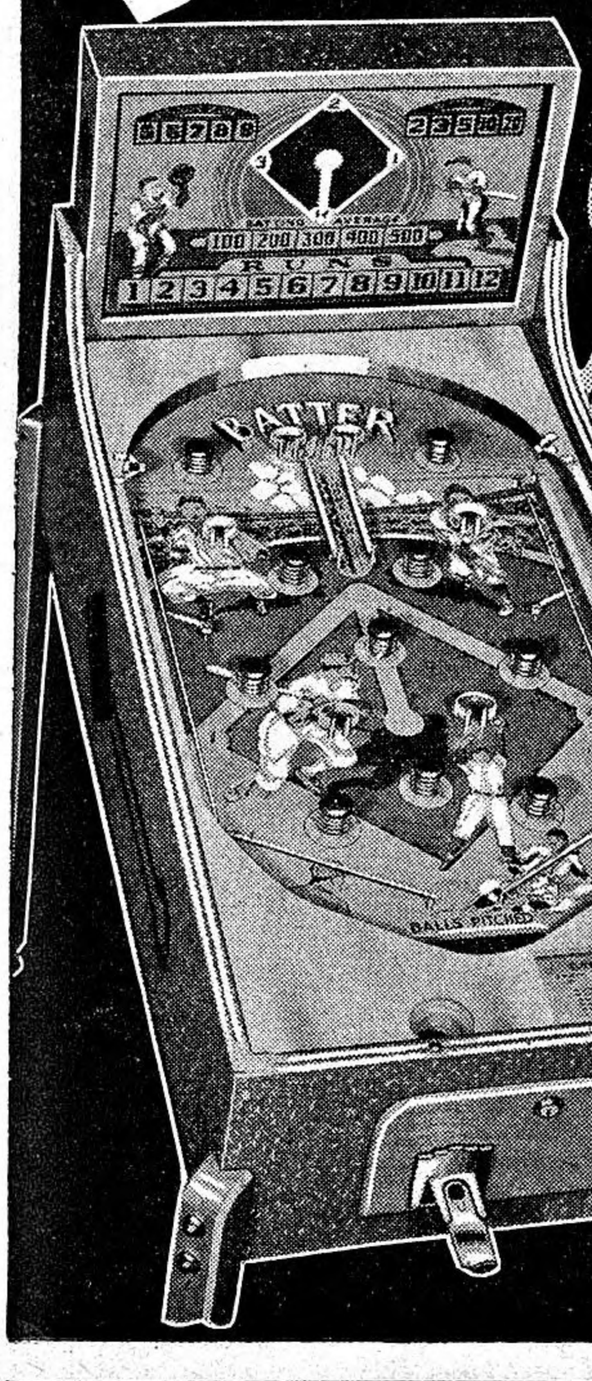
Sample Jar, 5c Sale, 200 Winners, $18.80 Profit. Price, Express Prepaid, $2.15. Low Prices on Quantities. Write for Details 39 Other Games.

TOM THUMB, Dept. 77 **Nauvoo, Ill.**

THE GENCO "100% COVERAGE" GAMES ARE GOING TO TOWN!

BATTER UP!
BASEBALL BUMPER SPRING

RUNNING WILD!
HIGH SCORE BUMPER SPRING



IMAGINE ALL THIS IN A BASEBALL NOVELTY GAME!

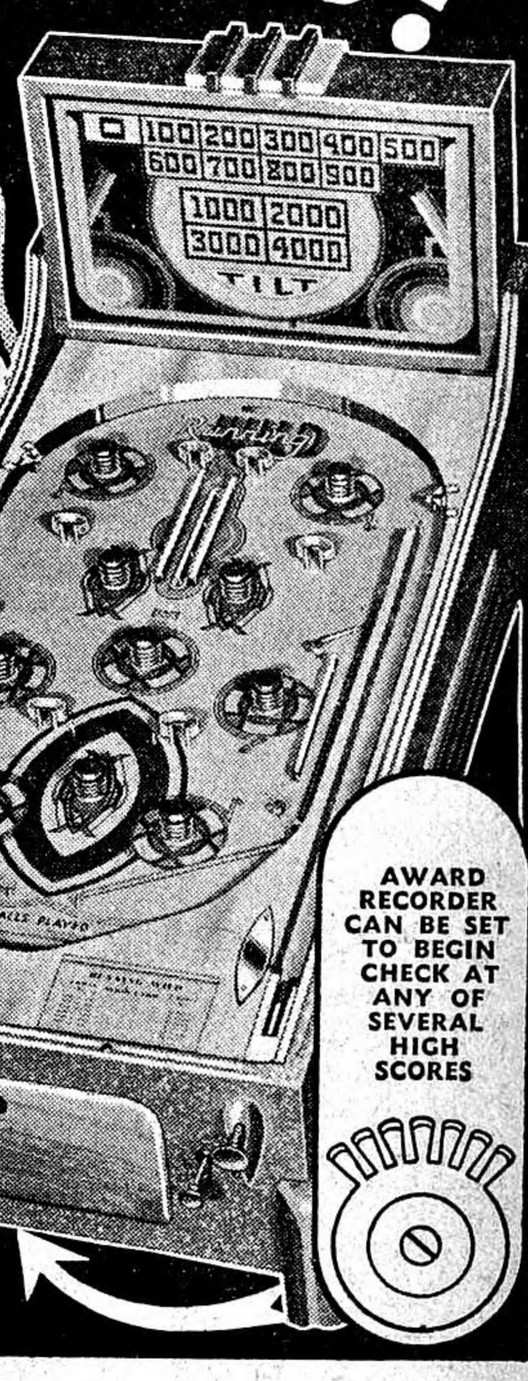
- Batting Average Award!
- High Run Awards!
- Skill Lane Home Run Shot!
- Changing Odd Feature!
- Required "Runs to Make" Change With Every Play —With Every Home Run Made.

all this and much more!

And a Lot More Than Just An Ordinary High Score Game!

- 2 Side Kickers for Repeat Play
- 500 Points Skill Lane Shot!
- Big Totalizing Backboard!

AND GENCO'S NEW ADJUSTABLE AWARD RECORDER THAT KEEPS COUNT OF ALL WINNING SCORES!



AWARD RECORDER CAN BE SET TO BEGIN CHECK AT ANY OF SEVERAL HIGH SCORES

Both GAMES 5 BALLS

$64.50 EACH F.O.B. CHICAGO TAX PAID

Deluxe 22"X46" CABINETS

Genco 9nc.

2621 N. Ashland Ave., Chicago

LADY LUCK

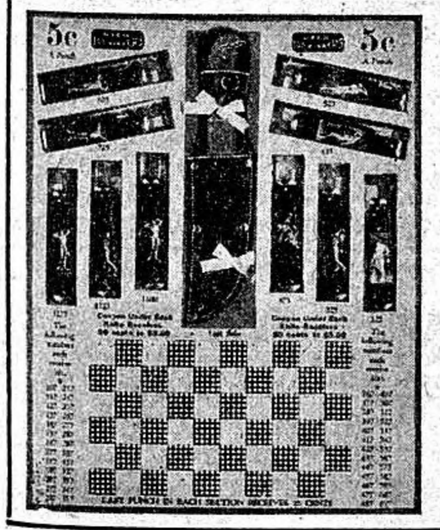
1200 Hole Form 4190

Takes In $40.00
Pays Out 19.00
Price With Easel . . 1.22
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



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.

GUARANTEED RECONDITIONED PAYTABLES

DAILY RACES	22.50
GOTTLIEB BAFFLE BALL	12.50
BALLY DERBY	35.00
GALLOPING PLUGS	25.00
GRAND SLAM	25.00
JUMBO	19.50
PALOOKA, JR.	42.50
PROSPECTOR	12.50
NATURAL	37.50
GOLD RUSH	12.50
BIG RICHARD	32.50

Many More Re-Conditioned Games in Payouts as Well as Amusement Games.
Write for Price List!

ALL TYPES OF MILLS BELLS AND VENDERS

AT FACTORY PRICES

Write For Complete Catalog

MILLS BLUE FRONT MYSTERY—Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces).
Case Lots (100 Boxes), $12.00.
1/3 Deposit With Order.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

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.,

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
PATTON, PENNSYLVANIA

Superior "WORLD'S FASTEST GROWING SALESBOARD FACTORY"

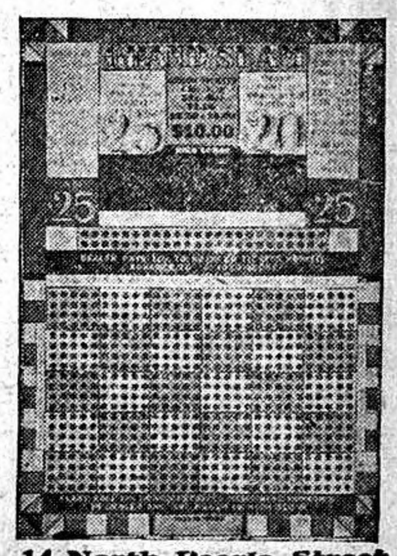
OPERATORS Write For Details on Superior's Fund Raising Series. They'll Make You Financially Independent.

Thirty Million Bridge Addicts

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
Pays Out (Average)..... 13.65
Profit Average..... 16.35
Special Thick Board with Easels and Celluloid Jackpot Protectors.

Dept. B SUPERIOR PRODUCTS Inc.



14 North Peoria Street
Chicago, Illinois

Advertise in The Billboard—You'll Be Satisfied With Results

The WINNER

Western's De Luxe Bumper Type 1 Ball Horse Race Payout featuring "Moviegraph Action" for Greater Play and Profit!

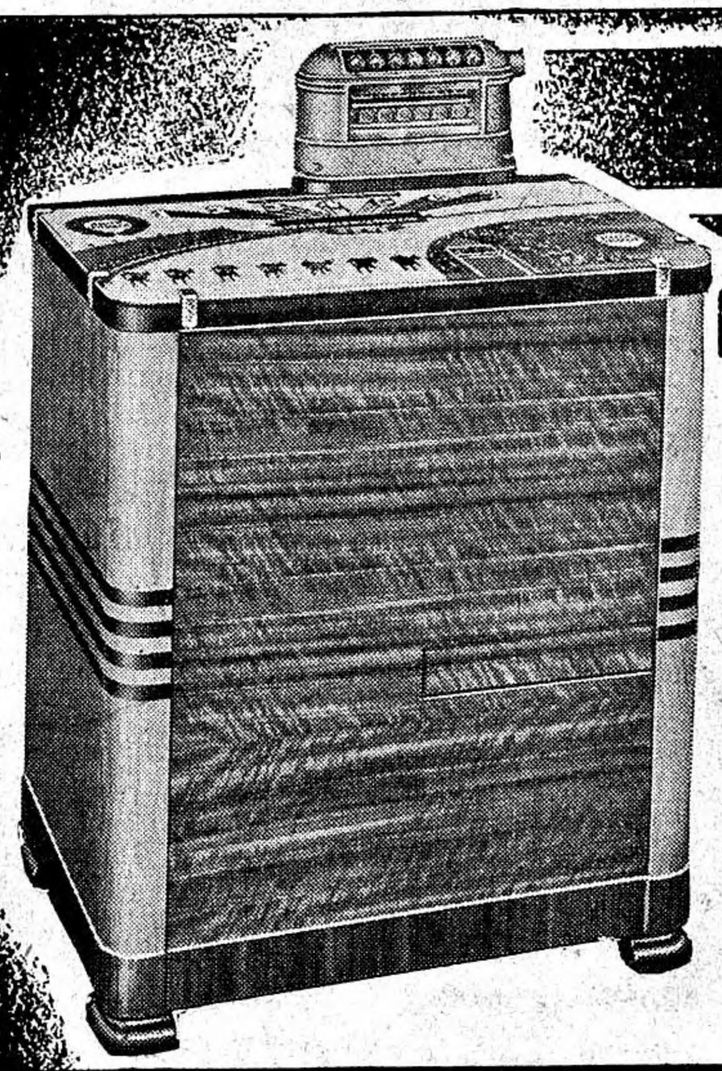
$159.50

Ticket Model. $169.50
No Charge for Check Separator

IMMEDIATE DELIVERIES BY Authorized Distributors

FAST TRACK

WITH "Moviegraph Action!"



OPERATORS! YOU GET MORE FOR YOUR MONEY IN THIS FINEST OF MULTIPLE SLOT AUTOMATIC AMUSEMENT MACHINES!

AVAILABLE IN NICKEL OR QUARTER PLAY; CASH, CHECK OR TICKET PAYOUT.

WESTERN EQUIPMENT and SUPPLY CO. 925 WEST NORTH AVENUE CHICAGO, ILLINOIS

GARDNER'S NEW
PUT and TAKE BOARD -- ONLY 58c
Plus 10% U.S. Tax

CHOICE OF TWO PAYOUTS

300-FOW-No. 1		300-FOW-No. 2	
Take-in . . .	$18.50	Take-in . . .	$18.50
Pay Out . . .	$10.00	Pay Out . . .	$13.00
Profit . . .	$ 8.50	Profit . . .	$ 5.50

Write for Literature—State Your Business

GARDNER & CO.
2309 ARCHER AVE. CHICAGO, ILL.

SALESBOARD OPERATORS

For FAST ACTION BIG PROFITS

Be the First in Your Territory To Work These Deals. Gain Exclusive Distribution for Your Vicinity.

SEND FOR FREE SAMPLE SALESCARD AND FULL PARTICULARS TODAY.

THE BIG 3

PORTABLE RADIO DEAL — Don't Overlook This Deal. A FAST MONEY MAKER. Uses Portable Radio. For Flash and Performance the Finest on the Market. Choice of Colors. All Licensed Tubes. Sold with 90-day Guarantee for Satisfaction. A. C.-D. C. Awards Include 2 Radios and 5 Wahl Eversharp Pencils.

MOVIEMATIC Camera Deal — Moviematic 3-in-1 Camera takes Snap-Shots, Movie-Book and Motion Pictures. Awards Include 2 Moviematic Cameras, 2 Electric Motor Driven Projectors and 4 Wahl Eversharp Pencils. A Natural for the Spring.

SILEX DEAL — Works on a Smaller Card and Is Very Fast. Awards Include 2 Silex Coffee Makers, 8-Cup Size, with Stove, Cord and Hot Plate, and 2 Wahl Eversharp Pencils.

ADVANCE DISTRIBUTORS, Inc. 395 BROADWAY, NEW YORK CITY

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

National Premium Opens Chi Branch

OMAHA, April 10.—"When orders come in so fast that one office can't handle them it is time to do something about it," says Al Johnson, of the National Premium Company, Omaha. And Johnson obviously puts into practice what he preaches. Eastern headquarters for National Premium were established at 151 East Erie street, Chicago, last week, Johnson has announced. Earl C. Jasper, widely known manufacturer's representative, will be in charge.

"We have been kept busy night and day filling orders for our new miniature rifle game ever since announcement was made," said Johnson. "As far as orders from Western States are concerned, we have handled them nicely and will continue to do so. However, the Chicago office will simplify matters greatly and will assure Eastern operators much speedier deliveries."

The company will also maintain a warehouse in Chicago for storage of equipment. National Premium is one of the largest and most progressive organizations of its kind in the business. Manufacturing has only recently been added to its activities, and its first product is a highly improved miniature rifle game. According to Johnson, seven months was required in the planning and designing of the machine. One of its many outstanding features is the popular Ronald-McDonald safety bullet trap. Production is now exceeding 25 machines a day.

★ **SPECIAL!** ★
50 REBUILT
Ready To Operate
TURF CHAMPS
$54.50
FLICKER
With New Late Green Cabinets
$39.50
GERBER & GLASS
914 Diversey Pkwy., Chicago, Ill.

Midwest's Most Reliable Distributors
McCALL'S SPECIALS

MILLS WAR EAGLE	$ 40.00
MILLS SKYSCRAPER	27.50
MILLS WOLF HEAD	27.50
THOROBRED (New Model)	230.00
JENNINGS ELECTRO TYPE VENDER	22.50

SEND FOR OUR LATEST PRICE LIST FOR THE BIGGEST LIST OF BARGAINS IN AMERICA.

Mc CALL NOVELTY CO.
2230 PINE ST. ST. LOUIS MO.

Sit-Downer Gets Prompt Delivery

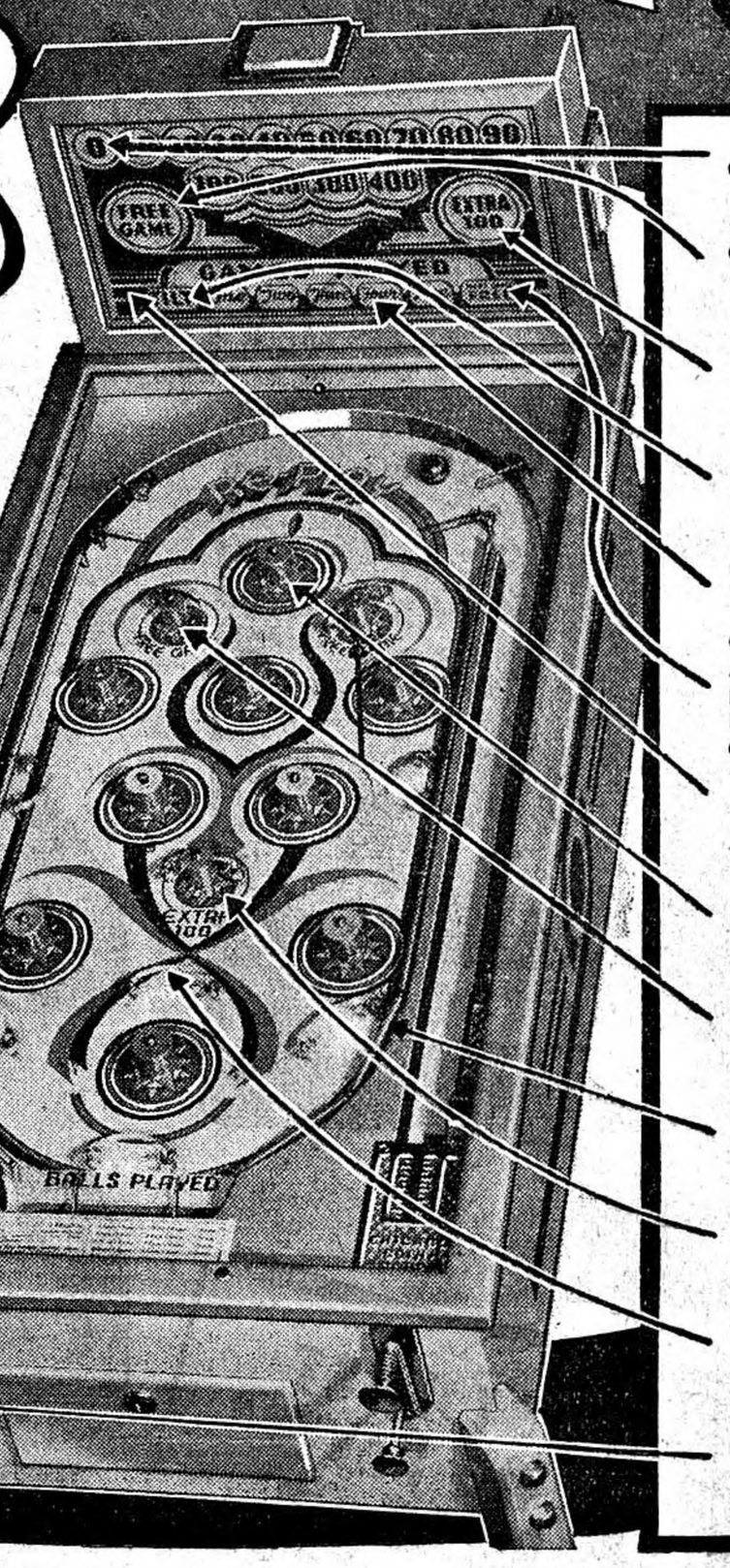
CHICAGO, April 10.—Morrie Ginsburg, Atlas Novelty Company, upon returning from a vacation at Hot Springs, added a new member to the sales staff, making four men now on the floor to handle increasing business. New member is Harold Pincus.

A sit-down strike also occurred at the Atlas office this week. It was Andy Darter, enterprising operator from Southern Illinois. Parking himself on a comfortable couch, Darter announced his intention to sit there until he got his machines, Air Races, The Winner and Carom.

It so happened that the last of his machines were ready by 6 p.m. that day, saving Darter the necessity of staying all night.

RE-PLAY

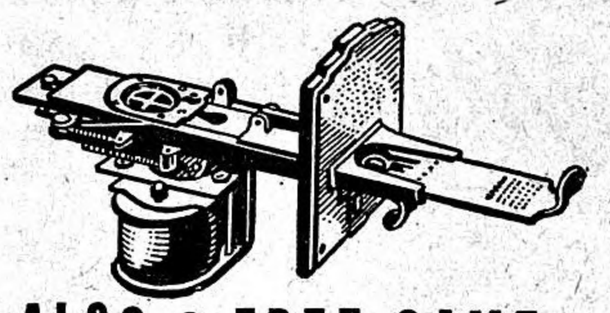
CHICAGO COIN'S FREE GAME-BUMPER-SPRING NOVELTY MARVEL!



- **Score Shown in Lites** High score game. Total always is lighted.
- **Free Game Lite** Has two corresponding springs on board. If lighted, next game free.
- **Extra 100** Has corresponding spring on board. If lighted, add 100 to score.
- **New Tilt Lite** If Re-Play is tilted this lite glares in lights.
- **Games Played Shown** Number of games played (up to 5) shown in lights.
- **Next Game Free Lite** After five games are played the next game played is free.
- **Mirrored Back Glass** Beautiful new mirror trim adds to beauty of back rack.
- **9 Regular Bumpers** These bumper springs are cleverly placed on board,
- **2 Free Game Bumpers** If either of these are hit the next game played is free.
- **Side Coil Springs** Adds much to the zip and pep of the bouncing balls.
- **Extra 100 Spring** Add 100 to final score if this special spring is hit.
- **Ball Deflectors** 12 deflector springs are located to send balls zooming.

Free Games Coin Chute Free games are played off by operating coin chute. No coin necessary. An exclusive Chicago Coin idea.

ONE GAME IN 6 FREE WITH THE NEW FREE GAME MODIFIED A. B. T. COIN CHUTE!



ALSO 2 FREE GAME BUMPERS

These Add Real Thrill and Sustain Interest.

Everybody who has seen it has simply gone wild about Re-Play. The Re-play free game feature clicks with operators and players alike. Free games are played off by operating coin chute without depositing the coin. Be sure and order your samples today without fail.

The backboard shows at all times when next free game is due. A real come-on for the player.

$64.50

Tax Paid, F. O. B. Chicago

BUDIN SPECIALTIES, INC.
174 S. Portland Ave.,
BROOKLYN, N. Y.
Met. N. Y. Dist.

SPRING TIME $119.50

Chicago Coin's sensational 1 shot bumper type pay table with the free play hole. Now making deliveries.

Tax Paid F. O. B. Chicago. $10 Extra for Ticket Model.

CHICAGO COIN Corp.

1725 DIVERSEY BLVD. CHICAGO ILL.

Mills 5c Blue Front M. G. V.

MILLS BLUE FRONTS

THOROUGHLY RECONDITIONED — GUARANTEED LIKE NEW. NOW OFFERED FOR

ONLY (dark cab.) **$69.50 EA.**
(light cab.) **$74.50**

Don't hesitate! Get yours while they last.—Wire order with $10.00 deposit on each machine wanted today.—Instant shipment.

THE VENDING MACHINE COMPANY
209-11 FRANKLIN ST., FAYETTEVILLE, N. C.

FOR

BIGGER AND FASTER PROFITS

YOU NEED

HARLICH'S

NEW 1937 BEAUTIFUL, COLORED CATALOG, SHOWING THE GREATEST LINE OF PROFIT-MAKING SALES BOARDS EVER ASSEMBLED. WRITE, STATING YOUR LINE OR BUSINESS TO

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS

LIKE THIS——

Only $39.50 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.

Mils 5c Silent J. P. FOK

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.
H. C. Evans & Co.
Groetchen Mfg. Co.
D. Gottlieb Co.
A. B. T. Co.
Exhibit Supply Co.
Daval Mfg. Co.
Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

BARGAIN SPOT

Rotary Merchadiser Serial over 4000 $114.00

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS

Paces Races (serial 3285)	$200.00
Preakness	79.00
Turf Champs	57.00
Derby Day (without clock)	55.00
Pamco Palooka Sr.	45.00
Fence Buster	38.00
Electric Eye	37.00
Gottlieb Daily Races (Mys.)	37.00
Top 'Em	35.00
Velvet	33.00
Challenger	30.00

Bambino (10 ball)	$25.00
All Stars	25.00
Round Up	23.00
Bonus	21.50
Peerless	21.50
Stop and Go	21.50
Ten Grand	19.50
Sunshine Derby	19.50
Alamo	18.50
Hollywood Rockolas	18.00
Jumbo	17.50
Sky High	17.00
Prospector	15.00
Big Five Sr.	14.00
Golden Harvest	14.00
Baffle-Ball	13.50

Stampede	$ 9.00
Gold Rush	9.00
Carioca	9.00
Put 'N' Take	8.00
Rocket	5.00
Champion	5.00

PIN GAMES

Bank Nite	$13.50
Mad Cap	13.00
Top Hat	11.50

COUNTER GAMES

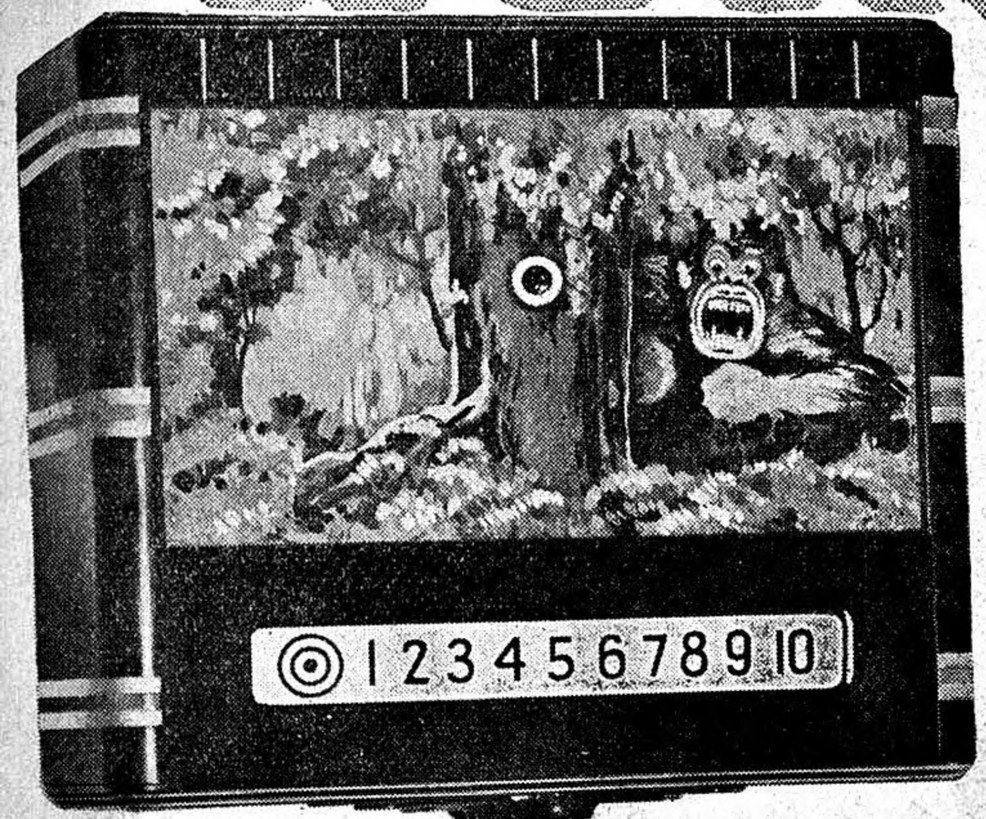
News Reel Dice	$12.50
Daval Races	8.50
Wagon Wheels	8.00
Reel 21	7.50
Hold and Draw	7.00
Cent-A-Pak	7.00

TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. Chicago, Ill.
First With the Latest New Games—Get Your Name on Our Mailing List.

AT GERBER & GLASS' IT'S NOT A SALE UNLESS YOU ARE SATISFIED !

IT COSTS YOU NOTHING to try



the Jungle Dodger

ELECTRIC EYE RIFLE RANGE

With

GERBER & GLASS' 7 day GUARANTEE

AT LAST WE HAVE A RIFLE GAME THAT WORKS PERFECTLY !

SIMPLIFIED FOOL-PROOF MECHANISM . . . WE OWN ENTIRE OUTPUT OF FACTORY IN SOUTH BEND, IND.

TRY IT FOR 7 DAYS . . . IF NOT ENTIRELY SATISFIED RETURN AND GET YOUR MONEY BACK—

$99.50 WALL MODEL

$109.50 PEDESTAL MODEL

You are the judge!

DISTRIBUTORS

WRITE FOR DEAL -PASS ON OUR GUARANTEE TO OPERATORS

WE BACK YOU UP!

NO IFS-NO ANDS-NO BUTS!

IT COSTS YOU NOTHING UNLESS YOU'RE SATISFIED!

★ EXCLUSIVE NATIONAL SALES REPRESENTATIVES ★

GERBER & GLASS

914-16-18 DIVERSEY BLVD.
CHICAGO, ILL.

SEE GERBER & GLASS' JUNGLE DODGER ON DISPLAY AT YOUR JOBBERS !

Countless people have asked "How is it that Post Time is able to take the play away from all other tables — and make solid profits of from $75 to $150 per week so consistently?" We think it's the proper time to tell you some detailed facts about this great table. Look at the features:

Post Time

Payout Table by Mills

1. Post Time has 7 slots, the only practical seven-slot coin head on a pay table. It takes in the money seven times as fast, up to a rate of $40 an hour if crowded, and it never gets tired.

2. Post Time has 21 holes, 7 to Win, 7 to Place, and 7 to Show. No out holes on this table.

3. The Post Time Clock is a large impressive clock with a bright long arm that starts turning and clicking as soon as the handle is pushed. The player sets his own odds by shooting his one shot so that when ball passes through tunnel the clock is switched off with hand pointing to odds on dial. The most favorable odd is $2.00 to win. This is the mark player generally shoots for.

4. The rebound action of the ball is smooth, unusual, and extraordinarily live.

5. Post Time is a treat for the skill player, yet fair to the unskilled player. The big clock is especially appealing in its action, and colorful and impressive even when table is not being played.

It's the Table at the Top of the Heap!

Get Post Time and Hold Your End Up!

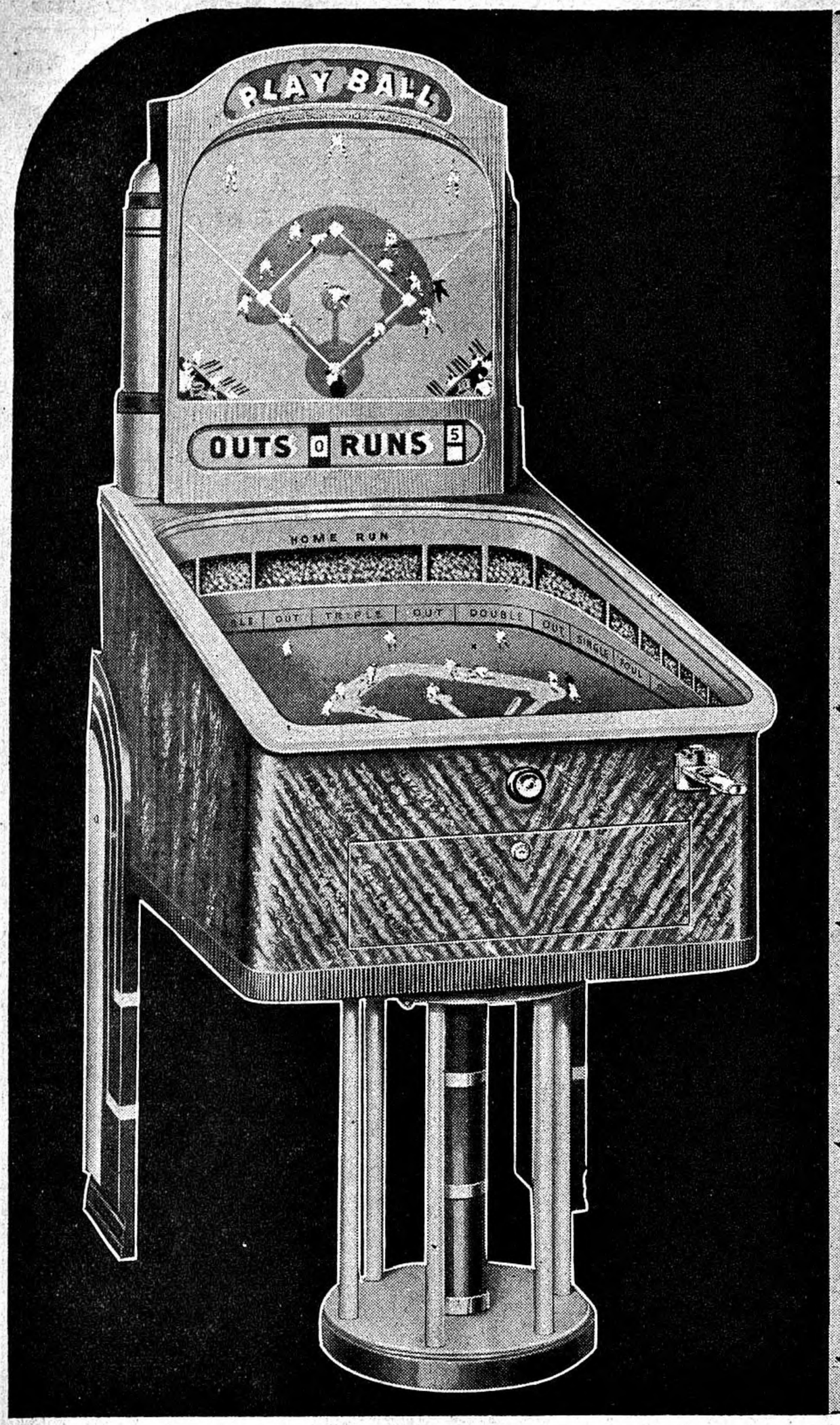
Operator's Price with Power Pack —

$139.50

Distributors' and Jobbers' Quantity Prices on Request

Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill.



THESE GAMES COST YOU LESS . . MUCH LESS . .

Yet give you everything you want!

Not in years has a quality job been priced so *low* . . . Pacific's BALL GAME at *only* $199.50. Just imagine these superior features: The pitcher hurls fast balls, twisters and slow balls. A fantalizing change of pace that keeps 'em plunking steadily away at Pacific's BALL GAME. Players hit liners, grounders, fly balls and crashing home runs into the stands with BALL GAME'S special bat. Takes speed and skill to connect.

Each play on the field is instantly duplicated on the giant electric scoreboard. Lifelike "movie-reel" animation shows players lead off and actually circle the bases. Better . . . more vivid than any news-reel movie you've ever seen. Takes you right out to the baseball park. All runs are totaled in full view. Outs too. Nothing like it ever before, and there never will be again . . . for Pacific's BALL GAME is the last word in real baseball animation. See it today. Know Pacific's BALL GAME. You'll agree. It's a winner!

Meet Pacific's HEAVYWEIGHT! Shake hands with the distributor who hands HEAVYWEIGHT to you. Thank him. For you're going out on location for *more* rounds of player patronage than ever before. Put HEAVYWEIGHT beside them all. Then let the crowds crash the gates. See which coin chute gets their nickels. HEAVYWEIGHT'S, of course! Men! You must see Pacific's HEAVYWEIGHT. Fighters in action . . . round by round, with odds all the way from 10 to 150! Light animation. Short jabs. Swinging pokes on the bumper field. And the "mystery bumper" changing the odds. It's HEAVYWEIGHT'S "haymaker" feature! Could easily sell for twenty-five dollars more!

PAYOUT MODEL $149.50 TICKET MODEL $159.50

Pacific's BALL GAME

Write, Wire or Phone Your Shipping Instructions Today!

Only $199.50

SKOOKY

NEW THIRD DIMENSIONAL GAME!

SKOOKY outshines all light animation you've ever seen. It's strange. New. Unique. Different. Third dimension many colored lights carry you deep into the spirit of SKOOKY'S alluring play. Insert a coin and odds appear and change on SKOOKY'S flashograph backboard. A different score pops up in *third dimension* lite-up effects. Players must equal this score for an odds-award ranging from 2 to 40 to one. Fast bumper action. Top speed. And SKOOKY is *tops* in the novelty field. *See* SKOOKY. *Play* SKOOKY. The new Pacific winner!

Write for Advance Price Information Today!

PACIFIC MFG. CORPORATION

4223 LAKE ST., CHICAGO

Los Angeles Office, 1320 S. Hope St.

"TOPS" IN NOVELTY NON-PAYOUTS

BREAKING ALL RECORDS!

1937's GREATEST BASEBALL HIT!

ELECTRIC

SCORE BOARD

BUMPER-SPRING • 5-BALL

NON-PAYOUT

★*ADJUSTABLE MECHANICAL AWARDS!*

★*MYSTERY SLOT!*

The Outstanding Feature of Gottlieb Payouts!

★*FLASHOGRAPH!*

Movie-type Projector records Hits and Runs!

● All the best features of both Novelty Games and Payouts are combined in this sensational new Baseball Novelty that has the earning power of the best payouts!

ELECTRIC SCORE BOARD'S colorful field represents a major-league ball park. The player is at bat to beat the visiting team. Insert a nickel in the Mystery Coin Slot, the Flashograph Scorekeeper throws "Play Ball" on the Screen. The Visitors' Score and Odds turn up on the score board. 5 balls to shoot. Every time the ball bumps a bumper spring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score and turns color to match visitors' score when score is tied. One run to go to win! When the last ball is played, "Final Score" appears under the Flashograph. Odds up to 40 to 1!

22" x 44"

IMMEDIATE DELIVERY!

A. C. Current Only.

FEATURES

Flashograph, Movie-type score projector. Mystery Slot the outstanding feature of Gottlieb payouts. Positive mechanical adjustment of odds. Entire Mechanism mounted on sliding Chassis in back of scoreboard, removable in a jiffy.

$69.50

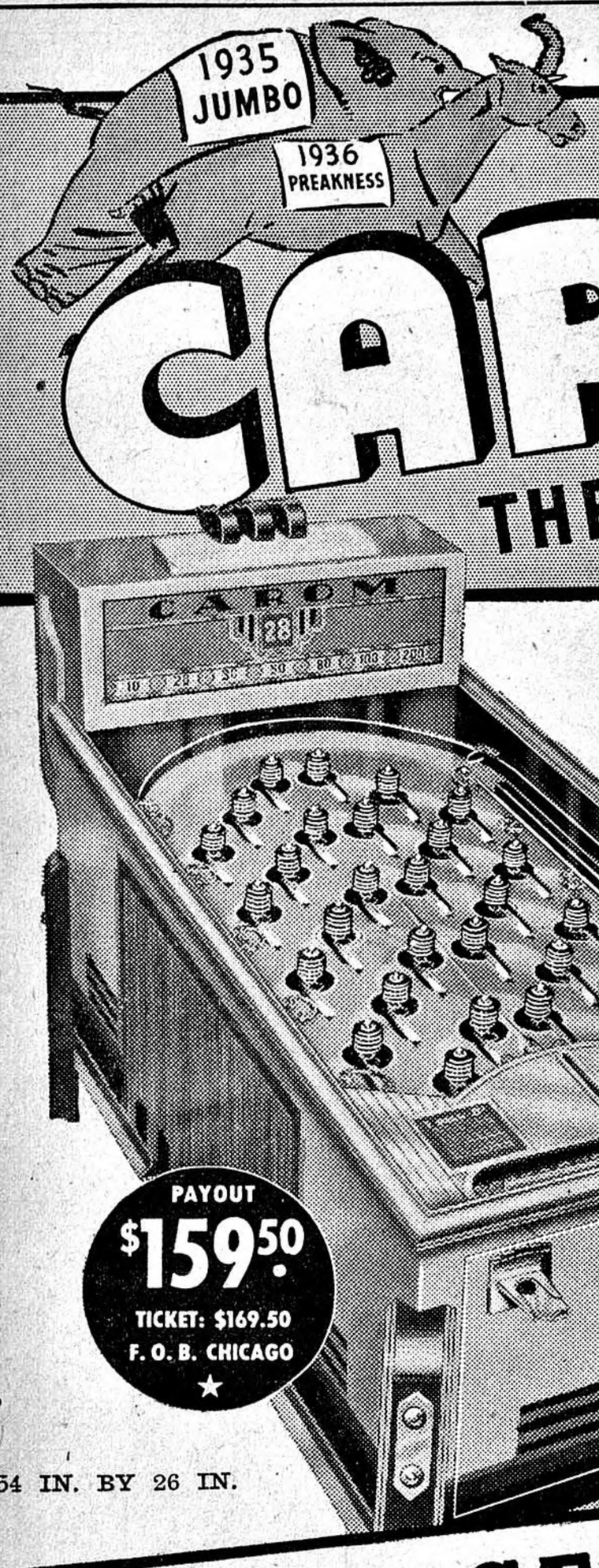
Tilt-foiler on score-board lights up and cuts off all playing lights when tilted. Illuminated A. B. T. Coin Slot, last coin visible.

TICKET MODEL
5 BALL $99.50

PAYOUT MODEL
In-a-drawer Mechanism 5 Ball $125.00

GOTTLIEB
Still Leads in Payouts!

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. • CHICAGO



CAROM leads THE BIG PROFIT PARADE FOR 1937!

Bally's ORIGINAL BUMPER ONE-SHOT WITH CHANGING ODDS AND ELECTRIC KICKER

HAPPY days are here again . . . another big one-shot boom . . . as CAROM sweeps across the country like a tidal wave . . . capturing choice locations everywhere . . . piling up record-smashing profits! Check the CAROM features listed below . . . and you'll see why smart one-shot operators are putting their money on CAROM!

- FAMOUS BUMPER-SPRING ACTION
- PLUS ELECTRIC KICKER ACTION
- NO PINS . . . NO POCKETS
- ONE-SHOT PLAY . . . PAYOUT OR TICKET
- CHANGING ODDS . . . $2.00 TOP
- "MAGIC-LANTERN" TOTALIZER
- NEW "ODD-OR-EVEN" SCORE SYSTEM
- 12-COIN ESCALATOR
- ELECTRIFIED ARMOR-PLATE
- A.B.T. NO. 400 COIN-CHUTE

CAROM collections are actually too sensational to print . . . but if you're not operating CAROM, you're passing up hundreds of dollars daily. Act quick to get your share . . . as the factory is already swamped with orders! WIRE YOUR JOBBER TODAY!

The NUGGET

A gold-mine in 6 SQ. IN. COUNTER SPACE! Operates like 1000-hole 5-cent Sales Board (penny-play for few cents extra). Has 3 SPINNING REELS, flashy 5-color front with gold coin seals! Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order 10 to 25 NUGGETS . . . place them all in a single day . . . and collect $10.00 to $25.00 daily from each! WIRE YOUR JOBBER FOR FIRST DELIVERY!

Only $19.75 F.O.B. CHICAGO

BALLY BOOSTER

Genuine BALLY BUMPER ACTION! Real BASEBALL thrills! ELECTRIC KICKER enables player to score EXTRA RUNS and win on last ball! Totalizer registers up to 16 RUNS! For "big league" profits order BALLY BOOSTER—America's largest selling novelty hit!

WIRE YOUR JOBBER TODAY!

$69.50 F.O.B. CHICAGO

44 IN. BY 22 IN.

● BUMPER ● SKIPPER ● RAY'S TRACK
● BALLY'S EAGLE EYE ● BALLY BABY ● RELIANCE

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE CHICAGO, ILLINOIS

John A. Fitzgibbons Eastern Distributor 453 W. 47th St., New York, N. Y.

OH DADDY!

am I getting FAT on your fat profits from that baseball machine

1937 WORLD SERIES!

WORLD SERIES is baseball as it is REALLY PLAYED!

The Pitcher—DEAN— actually throws the ball, and actually assumes fifteen DIFFERENT positions. He throws curves, strikes, fast balls, slow balls, and you actually bat against his pitching trying to hit the ball out of the infield for a single or a double—or past the outfielders for a triple or home run.

THE SCOREBOARD INSTANTLY TELLS YOU THE NUMBER OF STRIKES—THE NUMBER OF BALLS—THE NUMBER OF HITS—THE NUMBER OF RUNS—THE NUMBER OF MEN ON BASES AND JUST WHAT BASES THEY OCCUPY.

If there ever was a "natural" for "nursing" every nickel out of a person's pocket, WORLD SERIES is the thing that does it. Every day on location it will earn, for you, more money than you ever dreamed possible, and every day off location, it will cost you priceless profits.

Legal? Are the WORLD SERIES games played every fall legal? Of course they are! Imagine a box-seat at a WORLD SERIES for only 5c!

Nothing ever created in a machine like this ROBOT. And, best of all—the profits will go on for years and years to come (not merely months) but years and years, for it is a game they will never tire of and there is nothing to get our of order. Order from your distributor today. Don't waste another single precious moment.

SCHOOL DAYS!

Just a very small down payment and the smallest kind of weekly payments quickly pays for this individual distinctive RIFLE.

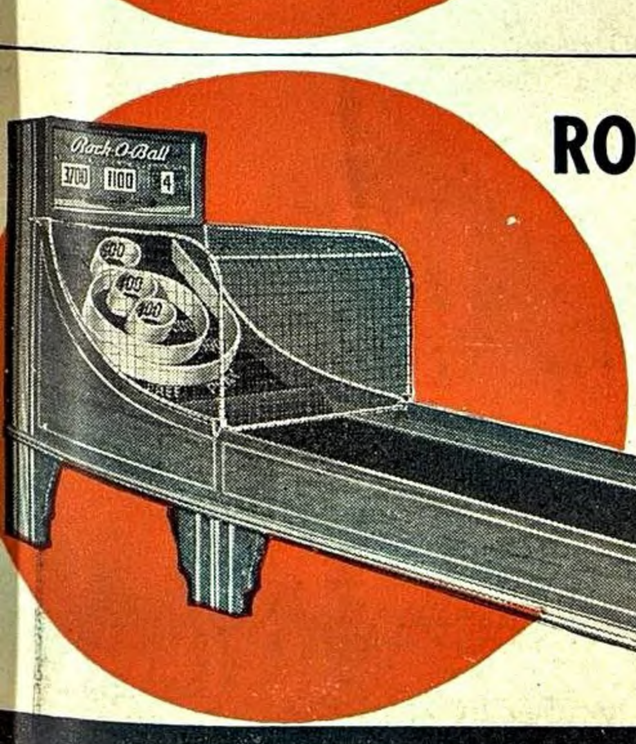
Actually gets a flood of nickels where many rifles have failed to even attract attention. There is a reason! "SCHOOL DAYS" is different. Of course, it calls for SKILL, but it also has the additional pulling power—of fun, sport and amusement. Adjustable to various heights or can be hung on the wall. Just the thing for that particular location especially where space is a factor.

TOM MIX RADIO RIFLE!

After six months of steady play it is still going strong. Actually on many locations since last September.

Everybody loves "TOM MIX" and everybody loves the TOM MIX RADIO RIFLE.

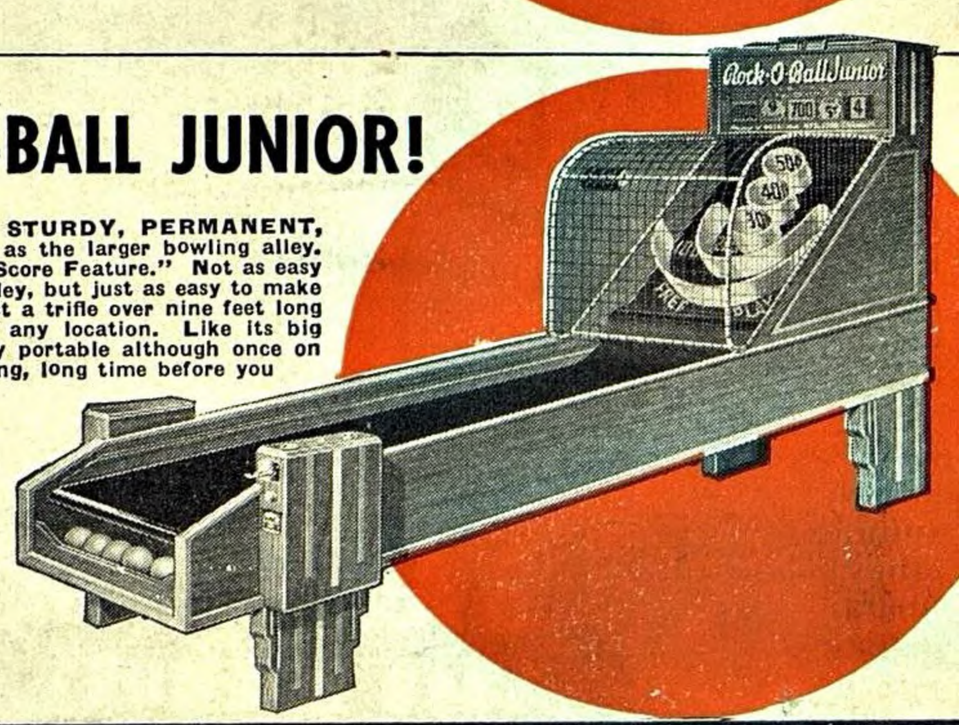
Adds beauty and distinction to any location, at the same time producing constant consistent profits in a BIG way. Let your distributor tell you all about it.



ROCK-O-BALL SENIOR!

Operators are certainly making "FAT" profits on this bowling game for it was made to LAST. Bowling games are here to stay and ROCK-O-BALL SENIOR will outstay anything in the line. Not a single headache in a carload of these games because of mechanical perfection. Easy terms enables an operator to quickly pay for this game and then the "velvet" will go on for years. If you are the type of operator who "investigates before he invests" you are sure to decide this is the "here-to-stay" bowling game of them all.

ROCK-O-BALL JUNIOR!



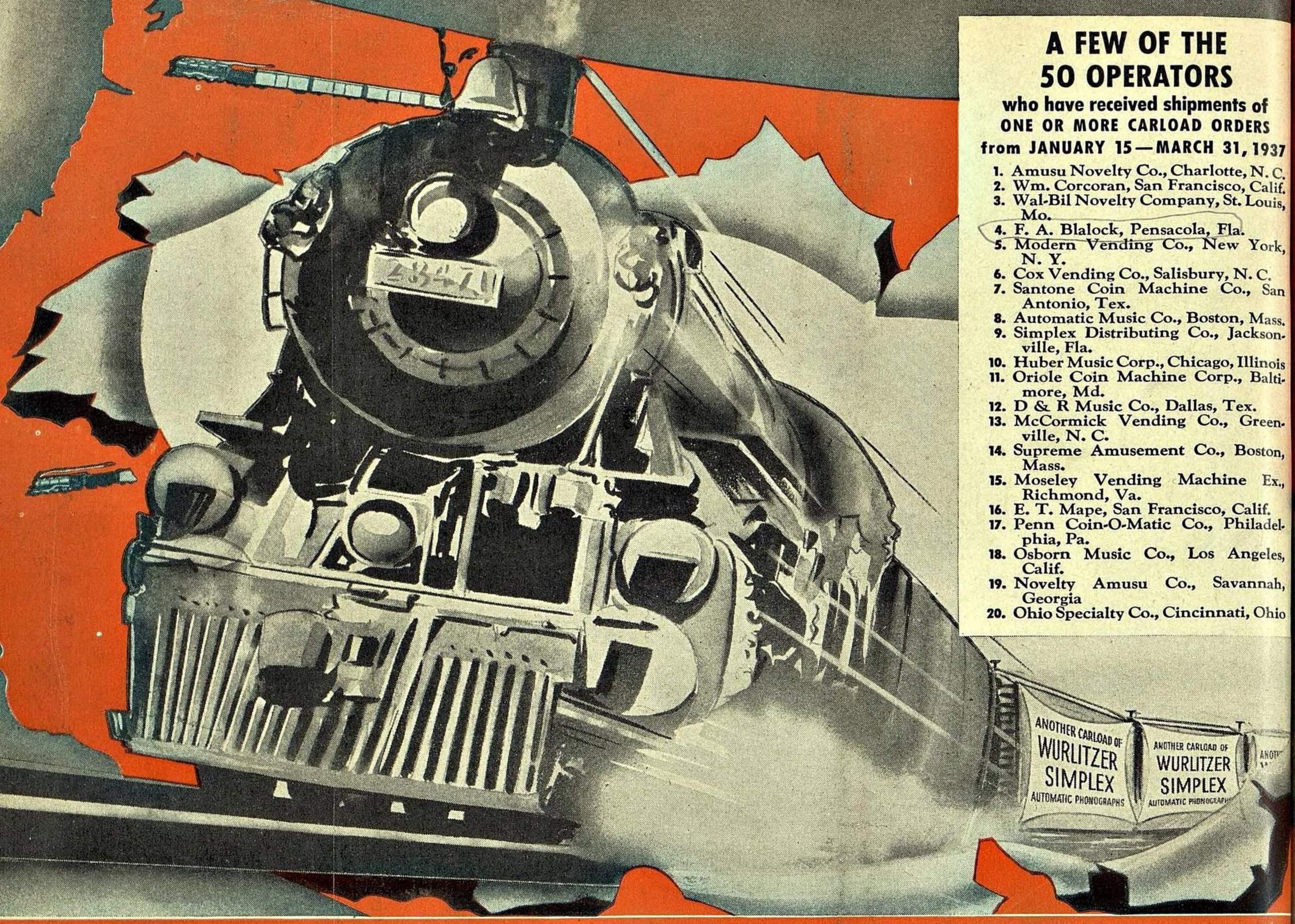
Built along the same STURDY, PERMANENT, DEPENDABLE lines as the larger bowling alley. Also with the "Triple Score Feature." Not as easy to play as the larger alley, but just as easy to make profits with. Being just a trifle over nine feet long it fits into practically any location. Like its big brother, it is extremely portable although once on location it will be a long, long time before you will want to move it, for the profits are steady, consistent and returns quickly pay for this game. Nothing uncommon for this game to pay for itself in four weeks' time. Let your distributor tell you all about it.

ROCK-OLA MFG. CORPORATION RMC **800 N. KEDZIE AVE., CHICAGO, ILL.**

A FEW OF THE 50 OPERATORS

who have received shipments of ONE OR MORE CARLOAD ORDERS from JANUARY 15—MARCH 31, 1937

1. Amusu Novelty Co., Charlotte, N. C.
2. Wm. Corcoran, San Francisco, Calif.
3. Wal-Bil Novelty Company, St. Louis, Mo.
4. F. A. Blalock, Pensacola, Fla.
5. Modern Vending Co., New York, N. Y.
6. Cox Vending Co., Salisbury, N. C.
7. Santone Coin Machine Co., San Antonio, Tex.
8. Automatic Music Co., Boston, Mass.
9. Simplex Distributing Co., Jacksonville, Fla.
10. Huber Music Corp., Chicago, Illinois
11. Oriole Coin Machine Corp., Baltimore, Md.
12. D & R Music Co., Dallas, Tex.
13. McCormick Vending Co., Greenville, N. C.
14. Supreme Amusement Co., Boston, Mass.
15. Moseley Vending Machine Ex., Richmond, Va.
16. E. T. Mape, San Francisco, Calif.
17. Penn Coin-O-Matic Co., Philadelphia, Pa.
18. Osborn Music Co., Los Angeles, Calif.
19. Novelty Amusu Co., Savannah, Georgia
20. Ohio Specialty Co., Cincinnati, Ohio



CARLOAD SHIPMENTS *of the* WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPH

Breaking All Records

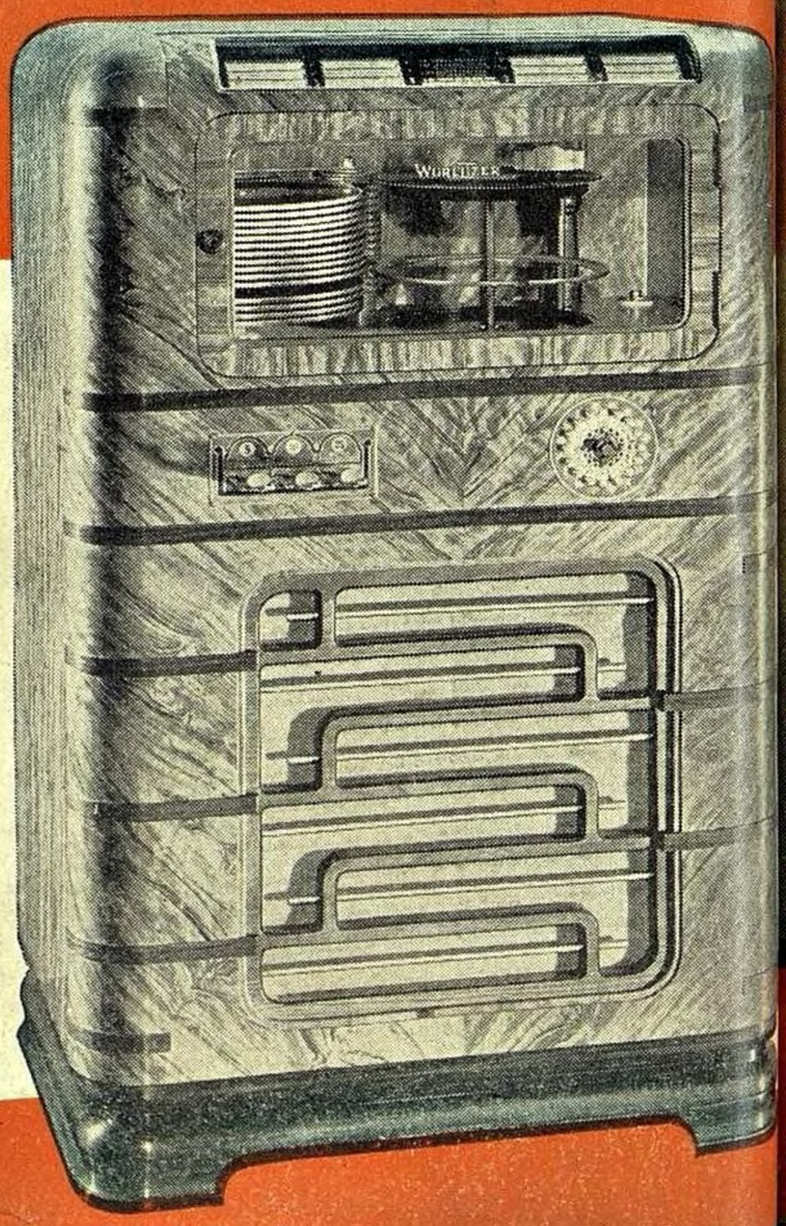
FAR AHEAD OF SAME PERIOD LAST YEAR

Never before has business been so good for Operators of Automatic Music. America has become automatic music conscious. Operators are lining up locations that they were never able to "crack" before. Wurlitzer's mammoth North Tonawanda, New York, plant is working day and night to fill the unprecedented demand for Wurlitzer-Simplex Automatic Phonographs.

Today, as never before, the Wurlitzer-Simplex is the acknowledged leader—the automatic phonograph that out-sells all other makes combined—the automatic phonograph that the biggest and best locations demand.

Over fifty big successful Operators received shipments of one or more carloads of Wurlitzer-Simplex Phonographs from January 15 to March 31, 1937—hundreds of other operators received less than carload shipments. Wurlitzer business for 1937 to date is running way ahead of the similar period in 1936—*is breaking all records in Wurlitzer history—and that means all records for the industry as a whole.*

To be sure of getting your phonographs when you want them, place your orders now. If you aren't operating in music, cash in on this big opportunity—find out if there is room for another Wurlitzer-Simplex Operator in your locality. Write, wire or phone today! The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal Quebec, Canada.



SOLD ONLY TO OPERATORS