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# The Billboard

The World's Foremost Amusement Weekly



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—Hunting of Hollywood P

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# The Billboard

Vol. XLIX  
No. 19

May 8,  
1937

The World's Foremost Amusement Weekly

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## N. Y. BURLY CLOSED DOWN

### Pickets Halt Studio March

**6,000 workers ordered off jobs—SAG members defer strike action**

HOLLYWOOD, May 3.—As a result of a closed meeting held here yesterday by representatives of the Federated Motion Picture Crafts, who had gathered to discuss strike strategy, picketing at all major studios here has been halted. Nearly 6,000 members of 11 craft unions, however, have been ordered not to report to work this morning. Production at the various studios is expected to be seriously impaired by the latest action. Mass meetings of 2,000 Screen Actors' Guild members held here last night agreed to defer any strike action until next Sunday, when committeemen slated to confer with producers' representatives during the week on Guild demands report results.

Stationary engineers, plumbers, molders, costumers, cooks, studio utility workers, machinists and the boilermakers and welders' union, all individual unions of the federated motion picture crafts, agreed yesterday to abide by the federation's strike call. Other unions allied with the federation are slated to vote this morning on a strike call that would directly affect 10,000 studio employees. Brotherhood of Painters, Paperhangers and Decorators was ordered to strike, effective at 6 a. m. last Saturday.

HOLLYWOOD, May 1.—Threatened strike of the Brotherhood of Painters, Paperhangers and Decorators, which embraces studio painters, scenic artists and makeup artists, went into effect at 6 o'clock this morning with the establishment of picket lines around the 10 major film studios, following producers' failure yesterday to file favorable answers to the three crafts' recognition and closed-down. (See PICKETS HALT on page 17)

### Appeal Filed in Use of Haag Name

NASHVILLE, Tenn., May 1.—A legal battle over the use of Haag Bros.' Circus title started before Federal Judge John J. Gore here yesterday. In a preliminary hearing Judge Gore ruled against a temporary injunction order and a notice of appeal was filed. The case will proceed to a final hearing when the appeal is completed.

Mighty Haag Shows, Inc., a Florida corporation headed by Mrs. Alice Haag, widow of Ernest Haag, founder of Mighty Haag Shows, and her son, Harry, and daughter, Mrs. Helen Haag Durrett, are the complainants. They are seeking to stop the use of the Haag name in the title of the new show under unfair competition laws. The new show was organized last winter by Roy and Henry Haag, nephews of the founder of Mighty Haag Shows. The original Haag show has been on the road for more than 40 years.

Bill of complaint alleges that the Haag Bros.' title is confusing and misleading to the public, also that the new show "is being palmed off to the public as the original Haag show."

"Defendants Roy and Henry Haag deny these allegations.

Roy Haag, in open court, agreed to eliminate the objectionable advertising slogan pending the final hearing.

### Moss Blessed

NEW YORK, May 1.—License Commissioner Paul Moss was blessed (not by the burlesque industry) today by Cardinal Hayes for his decision against burlesque. The Cardinal made the following statement: "I have seldom received news that brings more joy to my heart, not only as a churchman but as a citizen of New York. New York has within recent years become a byword among American citizens as a place where 'anything goes.' In fact, with regard to theatrical performances that are a stench in the nostrils of decency it has become a mecca. I praise God that our city officials and especially the commissioner of licenses have had the courage to stem the tide of filth that is engulfing us. May God bless our commissioner of licenses."

### Candid Camera Pests Help Out Publicity; Boomerang for Burly

NEW YORK, May 1.—Candid and motion picture hobby crazes have been turned into profitable business stimulants by vaudeville theaters, burlesque houses, night clubs and individual performers. As a drawing card for the lens fiends camera nights have been established in many spots, including the RKO Theater, Boston; Loew's State, Minsky's Oriental burlesque and Leon and Eddie's night club here. The stunt, as initiated in the Hub, invited theatergoers to haul their cameras into the theater, permitted them to shoot pictures of the

performances and awarded prizes to the best. Loew's trumped the idea by rounding up large groups, such as the Miniature Camera Club of New York.

In vaudeville the camera has been a boon. Besides the free publicity accruing for the performers from the distribution of takes among a fan's friends, managements have used the pictures for lobby displays in place of stilted portraits. Some teams have caught on to the idea and use candid camera shots in communications with bookers and (See CANDID CAMERA on page 9)

### Ringling-Barnum Breaks Garden Records; Additional Week in '38

NEW YORK, May 3.—The Ringling Bros.-Barnum & Bailey Combined Circus closed its record-breaking 24-day run at Madison Square Garden Saturday night and moved to Boston for a week's engagement. S. W. Gumpertz, vice-president and general manager, refused to reveal actual figures, but announced that business showed a 25 per cent increase over last year despite the fact that the show was not open during Easter week, always the most profitable single chukker of the Garden date.

Commenting on the completed run, Gumpertz stated that for the first time

in history business did not fall off during the final week, a definite sign that (See RINGLING-BARNUM on page 91)

### Duquesne Rodeo Doubles '36 Biz

PITTSBURGH, May 1.—Joe Welch was named champion all-round cowboy and received a gold trophy tonight at the (See DUQUESNE RODEO page 97)

### 11 Houses Shut by License Refusals; 2 Open on Writs

**Irving Place, People's get temporary injunctions—others shut by cops after Moss refuses license renewals—1,200 performers, 1,000 workers made jobless**

By SIDNEY HARRIS

NEW YORK, May 1.—License Commissioner Paul Moss clamped down on all burlesque theaters this morning when he decided to refuse license renewals to the 13 burlesque houses in the city. Police did not relay word of this decision to the theaters until 3 o'clock this afternoon, permitting the houses to finish the shows that were on stage, but compelling them to stop selling tickets immediately. At 6:30 this evening only two of the theaters were successful in keeping open, the Irving Place and People's, claiming to hold a temporary injunction signed by Supreme Court Justice Miller which permitted them to stay open until Monday, when they are to appear in court. In the meantime operators of the other theaters are scurrying around town seeking similar injunctions. The refusal of license renewals followed the arrests of performers and operators of three Brooklyn houses Thursday night, which were staged by the district attorney of that borough.

The 13 theaters refused license renewals, the new licenses effective as of today, are the Star, Casino, Century, Minsky's and Oxford in Brooklyn, and the Irving Place, People's, Fifth Avenue, Apollo, Republic, Eltinge, Galety and Oriental in Manhattan. The Oxford closed down immediately after the Thursday arrest. Applications for licenses for three new burlesque houses, the Fulton, Gotham and Circle, are scheduled to come up for individual hearings before the commissioner next week.

The commissioner began a two-day hearing Wednesday on applications for license renewals of burlesque houses. (See N. Y. BURLY on page 10)

### Moss Double Talk

NEW YORK, May 1.—License Commissioner Paul Moss has proved himself to be quite a dialectician, using his talent today when trying to evade telephone calls at his office after making his decision against renewing licenses of burlesque theaters. He employed a dialect that was a cross between Polish and Italian and posed as the watchman of the office.

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### H-W Wins Cincy; Start Is Prompt

CINCINNATI, May 3.—The new Hagenbeck-Wallace Circus, now under management of Howard Y. Bary and which is the talk of the show world today, clicked heavily during its two-day stand here on the Cumminsville showgrounds in Saturday and Sunday. The show, in operation after an absence of one year from the road, arrived from Dayton early Saturday morning and the opening matinee started promptly. As a matter of fact the show has been making good time in its jumps since beginning its road season April 28 at Marion, Ind., which is remarkable when one considers the size of the show (85 cars) and the fact that it is a new organization. Muncie and Anderson, Ind., were played prior to Dayton, where the show drew very big crowds, a turnaway being recorded at night. Kokomo was (See H-W WINS on page 91)

# ATTACK PRO-NAZI PROGRAMS

## Protests by Anti-Nazi League Sent to FCC on WBNX Broadcast

*Singing of "Horst Wessel" song cited—allege "abuses" of broadcasting license—mention programs broadcast by N. Y. foreign language station on Hitler's birthday*

By BENN HALL

NEW YORK, May 1.—Charging "abuse of an American broadcasting station license by transmitting programs or by approving the transmission of programs which are inspired, if not controlled and in favor of a foreign government," the Non-Sectarian Anti-Nazi League To Champion Human Rights has protested to both the Federal Communications Commission and WBNX against certain German broadcasts carried by the station, allegedly pro-Nazi and including Nazi propaganda. Both protests were sent by Dr. Boris E. Nelson, executive secretary of the League, April 29. One specific allegation made by the League includes the broadcasting of the *Horst Wessel* song, which, charges the League, "symbolizes race hatred and persecution."

Unofficial statements claim that throughout the country, and especially in certain sections, (See **ATTACK PRO NAZI** on page 6)

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Specialty Team doing parts, preference if you double something in orchestra; Man Piano Player to do a few small parts. Work stands under canvas. Pay your own. Other Musicians doubling stage write. Join immediately. State correct age and size. CHARLIE HUNTER, Smithfield, Va.

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(227 N. DEARBORN, Chicago)  
(15 CHESTNUT ST., Phila.)

### No Soap

CONCORD, N. H., May 1.—All property and property rights, including the trade-mark "Billy B. Van's Fine Tree Soap," have been sold at public auction in the United States District Court here in Concord.

The property, listed March 8 as having \$20,000 in capital stock, was sold to C. B. Robbins, of the Alan B. Wrisley Soap Company, Chicago, for \$2,700.

Billy B. Van, operetta comedian, said at the conclusion of the sale that a new soap company bearing his name will be started immediately.

## One Benefit Per Sunday, Says TA

NEW YORK, May 1.—Theater Authority is moving to prevent presentations of more than one theater benefit per Sunday. Alan Corelli, TA secretary, in order to cut down competition among shows given the same day, has contacted the League of New York Theaters with a view to having the latter inform its members to clear their benefit dates thru TA. Brock Pemberton, speaking for the League, informed Corelli he would ask the managers to co-operate.

Spreading the distribution of Sunday benefit shows would, according to Corelli, give each a better chance for success, in that talent would not be diverted into different channels. Managers heretofore, in their anxiety to cash in on benefit dates, have given little thought to working in conjunction with TA.

TA is also trying to merge benefits so that different but allied organizations, such as the various Catholic groups, might unite to give a combined affair. This would cut down the number of yearly benefits and would materially reduce the number of acts participating in these benefits.

### MCA May Produce Films

CHICAGO, May 1.—Music Corporation of America has an eye on the picture business. During his recent trip to Hollywood President J. C. Stein looked the situation over and actual plans for invasion will probably be made when the MCA Building in Hollywood nears completion. At first it will be placing of MCA talent with picture companies and later activity may develop into actual production work.

### Rogers Fund Drive Starts

NEW YORK, May 1.—Will Rogers Memorial Fund drive to raise funds for the san at Saranac, N. Y., started yesterday. Five thousand prints of *Lest We Forget*, Rogers' short subject, were distributed to theaters throughout the country.

## WBNX Answers League's Charge

*Says program involved violated prepared continuity—"Horst Wessel" barred*

NEW YORK, May 3.—Declaring that so long as foreign-language radio stations broadcast German programs the problem of alleged pro-Nazi programs will arise, a spokesman for Station WBNX says that in the case of the broadcast of the *Horst Wessel* song the program involved had definitely violated not only the prepared continuity but station rules as well. All German programs as a matter of policy, were warned years ago not to even mention this song and have, until this issue arose, abided by that regulation. The program which used the song has been on WBNX for two years, it is stated, and has been told that any future violation will cause discontinuance.

On the other hand, WBNX representatives state, the station has been attacked by the *Deutsche Beobachter*, the alleged official Nazi publication in the United States, as "vicious." The station says it has in its files copies of the paper making this charge.

As a matter of both good will and financial policy WBNX could not lend itself in any way to Nazi propaganda, it is stated. There are 42 German programs and 32 Jewish programs weekly. To broadcast Nazi material would be not only to lose listeners but income as well. The Non-Sectarian League has, thru its members and officers, used the facilities of WBNX, the station says. Additionally, the station has a letter on file wherein it is thanked for its services to Jewish organizations.

Station says it maintains a close watch on continuity on all programs and that only a violation of prepared continuity, such as is charged took place, could have brought about the present situation.

### Jacobs to Grand National

DENVER, May 1.—New district manager in Denver and Salt Lake City for Grand National is Irving Jacobs, who has resigned his job in the same capacity for Gaumont-British. Jacobs succeeds Lon T. Fidler, who resigned to take over the franchise rights of Monogram Pictures in Denver and Salt Lake City. In Denver to announce the change were Edward Peskay, vice-president and general sales manager for Grand National, and James Winn, Western sales manager.

### INA RAY HUTTON

(This Week's Cover Subject)

**B**ILLED as the "blond bombshell of rhythm," Ina Ray Hutton possesses that "musical" item, glamour, as is seen when she is working with her all-girl orchestra. She hails from a theatrical and musical family, her mother, Marvel Ray, having been a professional pianist. Ina was in "Ziegfeld Follies" as a dancer and singer, but as band leader she really made her name. In addition to her Ziegfeld appearances she worked for Lew Leslie and George White. As many another professional, her start came in a Gus Edwards troupe.

The band and Ina have appeared in every form of entertainment medium. Paramount starred the organization in "The Big Broadcast." Every major vaudeville circuit has booked and rebooked her and in night clubs she has appeared at the Chex Paroo in Chicago, Palais Royal in New York and others. Dance tours have been frequent and successful.

### Laws and Lawsuits

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

### Paris Theater, Pix Projects

PARIS, April 17.—Amusement field active, with new firms and new projects cropping up weekly. Anglo French group has recently incorporated the Compagnie Internationale de Productions Artistiques, with capital of 1,000,000 francs (\$50,000), to produce and edit films and to operate picture houses.

Henry Bernstein, well-known author and director, heads a Franco Swiss group promoting a new firm, Theatre et Spectacle, capitalized at 700,000 francs (\$35,000), which will produce films and operate playhouses and plex. The ex-"Elysee 79," former vaude house, has been acquired by a new group that is operating it as a musical comedy house under the new name of Theatre Quentin Bauchart.

### Guizar's New York Concert

NEW YORK, May 1.—Tito Guizar, of radio and films, played to a well-filled house Tuesday p.m. at his Carnegie Hall recital. Guizar was at his best with the more popular or Spanish folk numbers. His program included *Le violettes*, *La Tempestad*, *Then You'll Remember Me*, *Ave Maria*, *Sweet Mystery of Life*, *Mattinatti* and others. Michael Rosco took care of the keyboard assignment. Metropolitan String Ensemble assisted. B. H.

### Troupers' Club Nominates

NEW YORK, May 1.—Troupers' Club at a meeting last Sunday nominated 26 candidates to run for 17 offices at the election May 16. Ballots will be mailed to all members in the United States and Canada.

### Burly House Set on Fire

CHICAGO, May 1.—Three men set fire to the stage of the old Chicago Theater yesterday, causing an estimated damage of \$500. House is a small burly spot on South State street.

## Bridie's "Tobias" Offered By Studio Theater of FTP

NEW YORK, May 1.—James Bridie's *Tobias and the Angel*, presented in London three years ago, had its first New York presentation Thursday at the Provincetown Playhouse in a production by the Studio Theater unit of the WPA Federal Theater. Piece is a worthwhile effort, the direction overlaying the essentially serious theme with a good splash of comedy.

Yarn concerns the adventures of Tobias, timid son of Tobit, a philosophical and benevolent blind man of

Nineveh. At the behest of his wife Tobit sends Tobias to Persia to collect an old debt. The boy, accompanied by a personification of the angel Raphael, returns home triumphantly with a wife, riches and a charm to cure his father's blindness. Perhaps the most sprightly bit in the play is Raphael's encounter with Asmoday, an odorous demon who expects to strangle Tobias, just as he had strangled all the previous lovers of Sara, now the wife of the boy. Asmoday, coming from the lower regions, is greeted by the archangel Raphael with the salutation, "Hello, Stipker," by which designation Asmoday had been known before he fell from heaven into the bottomless pit.

As in the Studio Theater's *Cherokee Night*, the settings are outstanding, particularly in view of the inadequacy of the tiny stage of the Provincetown Playhouse.

Admission is free, a call to the box office sufficing for tickets. P. A.

### N. Y. Burly Ops Denied Court Writ

NEW YORK, May 3.—In Supreme Court today Justice Samuel L. Rosenman refused a peremptory writ of mandamus which would permit all burlesque houses in the city to open immediately. Instead the justice has decided to let a jury decide whether the commissioner of licenses was acting within his power to refuse license renewals of the burlesque theaters. It is expected that the court will set a date for trial by Wednesday of next week.

In view of the fact that he is not permitting the theaters to open, he is of the opinion that speedy action should be taken on the matter. Theaters involved in the court case today were the People's and the Irving Place as one group and the Eltinge Theater as another. The Gaiety Theater withdrew from the action.

The mayor yesterday backed the commissioner's ban on burlesque and pledged a "bitter fight to the finish."

### School Closed; Gyp Angle

MILWAUKEE, May 1.—Common council license committee has instructed the police department to close offices of the First International Institute of Allied Arts as a result of complaints by local dancing teachers that the chain of dancing schools uses "high-pressure and cutthroat methods."

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Fast-stepping, experienced Agent with car for overnight. Must post paper and get results. Must know Southern and Eastern territory and present conditions. Name lowest salary. Fast Boss Carman who can more fast and keep in repair. Leon Phillips, Al Fox, Jerry Weaver, Siegel Rogers, others communicate. Banner Privilege open. Address **SID WILLIAMS, Calhoun, Ga.**

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### Novel Bait at Paris House

PARIS, April 17.—Paris theater cashing in on credulity of humanity in novel form. From time to time the house runs following ad in local weekly: "Young woman, attractive, intelligent, 25 years of age, 1,000,000 dot, wishes to marry man of world, 25 to 45, literary tastes, position and fortune immaterial. Write to No. X, with photo if possible." Replies to the ad bring a letter suggesting a meeting at the theater, with date and description of the girl and manner in which she will be dressed. The fall guys buy a good seat, but find only a lot of other dupes looking for the blond cutie who, naturally, fails to appear.

### Strike Cripples Paris Playhouses

PARIS, April 28.—A hastily organized strike called by the Federation de Spectacle, union grouping of practically all categories of workers in the amusement field, forced many of the Paris vaude, five and legit theaters to remain dark from Saturday until Tuesday night. Strike started at the Gaumont Palace April 17, when the employees quit work as protest against certain clauses of an arbitration judgment drawn up by Jean Mistler, who had been appointed by the government to arbitrate differences between theater employees and managers. A general strike of all employees, including musicians and artists, was decided on at a meeting on Sunday morning.

Trouble was apparently due to misunderstanding of Mistler's proposals, as the strike was called off early Tuesday morning after conference between Mistler and the strikers.

Strike orders were vague, most musicians going out but only a small portion of artists or house employees following suit. Due to the muddle many houses in all categories remained open and did good business. Houses requiring orchestras were most affected, but some were able to persuade their musicians to remain at work. Casino de Paris, Empire, ABC and nabe vaude/houses were closed, as was the Cirque d'Hiver, but the Folles Bergere ork and house staff only dropped one show. Cirque Medrano carried on with mechanical music. Gaumont picture houses were closed, Paramount remained open and Pathe houses lost one or two shows. Very few legit houses were affected.

### Wheeling Amusements Again Flood Losers

WHEELING, W. Va., May 1.—Wheeling's amusement enterprises are recovering from the third major flood in 13 months. The loss to the amusement field cannot be calculated, but the flood that reached a crest of 45.9 feet Wednesday morning caused an economic and actual loss estimated at nearly \$250,000 in the Wheeling metropolitan area. This was reflected upon all amusements, and coupled with two other floods and a State government that dealt death blows to night spots, operators are awakening from a nightmare.


The Liberty, Southern and Rialto, the latter two on the south side, were only theaters having water on the floors. The Liberty reopened last night, with the other two set to reopen today.

The State Fairgrounds, recently cleared of muck from other floods, is again filled with debris. Wheeling Island, populated with nearly 10,000 people, where the fairgrounds is situated, was completely covered again by last week's inundation.

Wallace Bros.' Circus, scheduled to come to Wheeling fairgrounds Tuesday, canceled the date.

A half dozen night spots having beer licenses restored by the State government of the 97 closed had to be darkened again due to the flood.

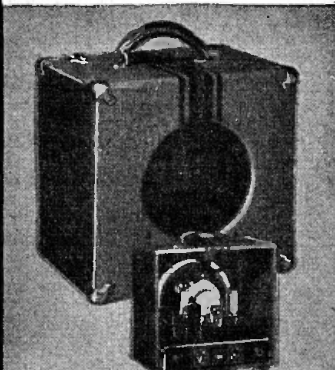
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### 5 WATT PORTABLE SYSTEM

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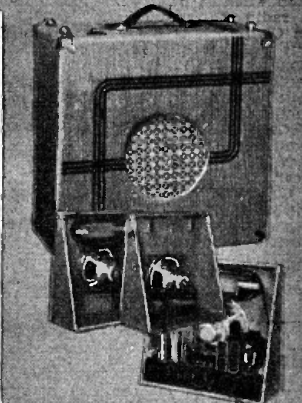
Amplifier may be taken out of case and the speaker placed where it will distribute the sound most effectively.

Model No. Y850-P—Complete with tubes, Velophone microphone, base type desk stand, ready for operation. **\$39.75**  
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# ATTACK PRO-NAZI PROGRAMS

## Protests by Anti-Nazi League Sent to FCC on WBNX Broadcast

**Singing of "Horst Wessel" song cited—allege "abuses" of broadcasting license—mention programs broadcast by N. Y. foreign language station on Hitler's birthday**

(Continued from page 4)

tain Northwestern territories where there are large numbers of Germans and White Russians, stations have broadcast such programs as is charged WBNX did. Nelson claims that "German programs over WBNX staged enough Hitler celebrations which were strong enough in expression to cause the immediate withdrawal of the broadcasting license."

It is additionally advanced that a pro-Nazi program formerly heard on WAAT has been moved over to WBNX. It is conducted by Elsa Marla Troja, and the allegation is that Miss Troja plays Nazi records and "does her very best in some-what hidden form to advertise Nazism." Additionally, Miss Troja broadcasts *Children's Festivals*, last one taking place at the Elks' Club in Newark, it is charged, with the children wearing Nazi uniforms at these get-togethers.

Specific claim made by Dr. Nelson against the Bronx station concerns itself with programs broadcast by the station on April 20, Adolph Hitler's birthday.

In his letter to the FCC, Dr. Nelson inclosed an editorial from the *Neue Volks-Zeitung*, "a German language anti-Nazi paper published in New York," the editorial having been published April 24, 1937. Referring to Station WBNX, the publication said: "It (the station) has become the storing place of Nazism in America, in the center of New York, the very New York which is being in-

sulted daily in the Nazi press. . . . Editorial, a bitter attack, also charges that "owners of WBNX cash in gladly the dollars of liberal organizations and firms who wish to have no dealings with Nazism. . . ."

### Grotkop New Manager Of Oklahoma Network

OKLAHOMA CITY, May 1.—Numerous changes have been effected in the personnel setup of the recently organized Oklahoma network. Glenn Condon, former newspaper man, has resigned as managing director, with E. M. Grotkop stepping into that spot. Grotkop, previously with WKY, has lately been on the sales staff of KTOK here.

In addition, W. E. Robitsek has resigned from the chain to give full time to his position as commercial manager of KTOK.

### Cook to Geyer-Cornell

NEW YORK, May 1.—Gordon Cook, of the New York Blackett-Sample-Hummert radio department, is scheduled for an executive position with Geyer, Cornell & Newell. His new job will give him radio and copy authority.

### Break CBS Ground

HOLLYWOOD, May 1.—Ground was broken here this week by Don W. Thornburgh, vice-president, for the new \$2,000,000 CBS Hollywood headquarters. Building will be five stories.

### Carlson Gets First Round in WJBW Suit

NEW ORLEANS, May 1.—Upholding the plea of Charles Carlson, owner of Station WJBW, "that a district court lacked jurisdiction to grant an injunction when it might affect ownership of a radio station," Judge Hugh C. Cage in Civil District Court here has thrown out petition of Southern Broadcasting Company for injunction against "interference" with station by Carlson. The Southern company, as lessee of the facilities of WJBW, had sought to keep Carlson off of premises because of alleged "unreasonable actions" since the station was taken over by Southern early in the year.

Counsel for Southern announced, following the ruling that it would ask the State Supreme Court to review the Civil District Court rulings.

Station operates on 1,200 k. c., with 100 watts power. It divides time with WBNO, another New Orleans station.

### KFDM Gets New Owners; May Hook Up With NBC

BEAUMONT, Tex., May 1.—KFDM, 13-year-old Beaumont station, has been sold by the Magnolia Petroleum Company to a group of business men of Wichita Falls, Tex., J. M. Gilliam, lessee of the station for the last several years, announced this week. Gilliam will be associated with the new company. No change in program setup or in facilities of the station is planned for the near future, Gilliam said.

Going on the air in 1924, KFDM is one of the oldest stations in the Lone Star State. It operates with 1,000 watts on 560 band, a member of the Texas Quality group network. Reports have circulated that the new group is planning to join the NBC Blue network in the near future.

### Roger Krupp Joins CBS

CHICAGO, May 1.—Roger Krupp, former announcer in New York and Los Angeles, has joined the local CBS staff, succeeding John Weigel, who turned to free-lancing.

### New Transmitter Hits Oil Gusher

NEW ORLEANS, May 1.—WSMB, New Orleans link of NBC, celebrated its 12th anniversary on April 21 by driving first piles on erection of a new transmitter at Bellechasse. It turned out to be a real celebration, for the piling brought in a gas well. Management is perplexed as what best advantage can be gained by the gusher and doesn't know whether to sell the station or the gusher.

### UP To Build New Half-Hour Shows

NEW YORK, May 1.—Auditions for the first of United Press' radio productions will be concluded next week. UP has been quietly developing its radio department for several months, intent being to not only supply news but also to build shows. Wire service is attempting to develop a "news method" of treating news on the air. Object of the new half-hour production will be to utilize facilities of UP in developing a program supplying background of news events without being in direct competition with current news shows.

Opener stanza will be a dramatization of the rearming for war, giving the background with flashbacks and quotations. Technics peculiar to radio, such as "man-in-the-street" interviews and remote pickups will be incorporated.

About 80 people will be in the production, including a 24-piece orchestra and a male chorus of 12. Edward A. Byron, formerly of WLW and the William Esty agency, is in charge of productions. Music is handled by Harry Salter.

All facilities of United Press, including correspondents, morgue and library, will be used by its radio division. The work wire services have done for other programs, such as supplying newspaper headlines and oddities to such programs as *We, the People*, and the Philip Morris productions, has caused them to realize that radio is a big market. Fact that press associations do have material for radio, that there is a call for it and that the problem was to shape such material for radio's needs has also been registering with Kings Features. Hearst group has just issued sales material stressing its programs and writer-talent available for broadcasting.

United does not expect opposition from the dailies it services, as its half-hour show will not be an actual news flash. UP will take a credit line in all directions and dailies will probably be sold the idea that readers will be made conscious of its wire service over other wire lines.

### Marathon Show's Audience Survey

NEW YORK, May 3.—Decision as to the status of the three-hour seven-day-a-week General Mills program on WMCA is to be made early this week. Execs of the company and Knox Reeves ad agency arrived in town at the end of last week to give the show a thorough check. Over the week-end Ross Federal research organization was engaged to make a study of the program's audience in New York.

Already one of the largest daytime deals effected by a local station, possibility exists that the program may be kept on by General Mills as an all-year-round affair. When signed, if proving okeh after a test, it was to run over the summer.

### NBC Shifts Talent Execs

NEW YORK, May 1.—National Broadcasting Company Artists' Service has made several shifts of personnel. Lawrence J. Fitzgerald leaves his post as artists' service contact with the program department to peddle concert and operatic talent to ad agencies. John J. Collins, of D. S. Tutthill's offices, switches to the audition division as Ernest J. Cutting's assistant.

### Steed Succeeds Gedge, Jory Also Moving UP

DETROIT, May 1.—H. M. (Hy) Steed, assistant manager and program director of WMBE, has succeeded the late Wright Gedge as manager. Steed and his Commodores Orchestra were formerly well known around New York.

William (Bill) Jory, former chief announcer and sports editor, becomes program director and assistant manager. He will continue to hold his sports program and will fill in with some announcing stunts as well for the time being.

### ACCOUNT PLANS

MAX SCHLING, florist, is using a series of spot announcements on WQXR, New York.

PROCTER & GAMBLE Company is running a test campaign of daily announcements on Jewish programs on WBNX, New York, for Crisco. Placed thru Roesler & Howard by Compton Agency.

STANDARD OPTICAL Company, Salt Lake City, has started a 52-week e. t. series on KSL, Salt Lake City. Sketches are called *Captains of Industry*.

U. S. VITAMIN Corporation has placed a series of one-minute spot announcements on WCAE, Pittsburgh, and WREN, Lawrence, Kan. Frank Presbrey Agency placed the account.

LUCKEY-BOWAN Agency has placed three spot announcements for Lexol, leather conditioner for gloves, books, etc., on WQXR, New York.

DECORATIVE CABINET Company, now on WOR, will probably use spot announcements on other stations. Edwin M. Phillips Company places the account.

DELY face cream has branched out from WOR to WEAN, Providence. Jack Berch does the entertaining. Erwin Wasey the agency.

## Anti-Nazi League's Letters on WBNX Pro-Nazi Charges

"April 29, 1937.

"Federal Communications Commission  
"Federal Radio Building  
"Washington, D. C.  
"Gentlemen:

"I take the liberty of calling your attention to New York Radio Station WBNX, which on the 20th of April broadcast a series of Hitler birthday celebrations which were in a vein not only un-American but decidedly anti-American.

"We are inclosing copy of an editorial which will speak for itself as well as our letter of protest, which was sent to the station direct.

"We urge you to investigate this matter and compel the station to discontinue the abuse of an American broadcasting station license by transmitting programs or by approving the transmission of programs which are inspired if not controlled and in favor of a foreign government.

"Your further communication and earnest consideration of this matter will be appreciated.

"Very truly yours,

BEN: IB

"(Signed) Dr. Boris E. Nelson,  
"Executive Secretary."

"April 29, 1937.

"Mr. Frank Johnson, Program Director  
"Radio Station WBNX  
"Morris avenue and 161st street  
"New York, N. Y.  
"My dear Mr. Johnson:

"We herewith wish to file our protest against your radio station because of the abuse of your broadcasting facilities in permitting numerous German programs to be broadcast in celebration of Hitler's birthday. No American broadcasting station for business or any other reason should take permission upon itself to broadcast the *Horst Wessel* song, which symbolizes race hatred and persecution as well as incitement against democratic principles and institutions.

"I understand that several times previous your attention has been called to your various German programs which are either partly or 100 per cent Nazified. In your last communication you have assured us of your complete knowledge of what was going on on your station and so we must conclude that these Nazi programs were broadcast with your knowledge and approval.

"We therefore feel compelled to lodge a strong protest with you, copy of which is being called to the attention of the Federal Communications Commission in Washington.

"Very truly yours,

BEN: IB

"Dr. Boris E. Nelson,  
"Executive Secretary."

# Equity Looks At Radio Anew

**Wagner Act spurring actor group to again attempt a radio organization drive**

NEW YORK, May 1.—Dormant in the radio field since its council was convinced radio actors did not want to unionize, Actors' Equity is now planning, on the strength of the Wagner Law to organize radio players. Equity came to the first conclusion mentioned after several attempts at getting the ether performers into the fold, such as dues reduction and elimination of back dues, brought but a scattering of new radio members.

Frank Gillmore, Equity president, said yesterday that the association is now making a study of the Wagner Bill and that radio organization steps would be taken shortly. Head of the actors' group said that because they were busy now with the American Theater Council the radio thing would have to wait a while.

Equity has been severely criticized in some quarters because it has not organized radio, covered in its charter. Equity had started such steps during the NRA, but dropped them when the NRA was killed. Equity's answer to these claims has been that the radio actors had repeatedly shown no desire for unionization. A fortnight ago *The Billboard* reported steps being taken by radio performers to unionize, possibly joining Equity as a radio adjunct. These union plans are still in the works, it is claimed. Equity's NRA radio survey showed that about 55 per cent of the New York radio performers had Equity cards.

## Unions To Start New England Drive

BOSTON, May 1.—New England radio station announcers and operators may be unionized, according to New England headquarters of the Committee of Industrial Organization and Kenneth I. Taylor, legislative agent for the Massachusetts State Federation of Labor. Neither union has begun unionization or collective bargaining operations.

Taylor said that he had conferences with radio station employees and he and Francis P. Fenton, New England representative of the American Federation of Labor, will go ahead with a campaign to organize announcers and operators.

CIO reports its representatives are currently busy concentrating on the employees of large radio manufacturing equipment factories.

## MATERIAL PROTECTION BUREAU -- A Free Service for Readers

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

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

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

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

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

### Labor News

NEW YORK, May 1.—On this page will be found numerous stories applying to labor activities as affecting radio stations and their employees. Stories cover movements being made in key cities in the wake of passage of the Wagner Act.

## L. A. Musicians Face Pay Slice

**Coast local's new law puts limit on number of week-long broadcasts men can do**

LOS ANGELES, May 1.—Proposal that would restrict musicians to a limited number of transcontinental broadcasts per week as part of Local 47's increased employment drive was passed here this week by a majority of 3,875 for and 281 against. Vote was taken at an all-night general membership session which drew the largest turnout in the local's history.

Ruling, which will, it is claimed, increase radio employment for musicians approximately 10 per cent, is tentatively to go into effect in 30 days. However, regulatory measure will first be presented by Frank D. Pendleton, president of 47, to the board of directors for a legality test, and then probably to AFM executives for confirmation.

Voted as an amendment to the price list, provisions limit musicians on seasonal or steady employment, including radio station staff orchestras, who are not earning more than \$35 weekly, to not more than two transcontinentals of not more than 90 minutes' accumulated time in one week. Those earning more than \$35 per week are prohibited from playing more than one hour on transcontinental commercials during the week; while those not employed on station staffs are permitted two and one-half hours per week or four one-half hours on Coast-to-Coast commercials. Ruling includes contractors.

This is the first time in local radio that the union has stepped in to limit maximums on individual earnings of its members, and follows recent Local 47 tightening of regulations on the indie stations in increased musician employment campaign.

## New Brinker Commercial

CHICAGO, May 1.—Kaye Brinker has landed a new commercial with her original monologues over WBBM, beginning May 11. Show will be heard 1-1:15 p.m., CDST, Tuesdays, Thursdays and Saturdays, and will be sponsored by the Commonwealth Edison Company, Chicago. Milton Charles, organist, will appear with Miss Brinker.

## N. Y. Stations, Networks Arrange Time Cuts; Union Deals Pending

NEW YORK, May 1.—The Wagner Act decision has spurred the unionization trend in radio, but several of the larger organizations have been making voluntary reductions in working hours in what is regarded as attempts to beat union organizers to the gun. Other stations are negotiating with union representatives or have signed contracts.

Immediate effect of this activity is a reduction in the number of working hours or working days per week and a slight increase in personnel.

Four companies, two network and two local, followed fast with announcements or reductions in working hours. A day-by-day record of important labor developments of the past week follows:

April 27—National Broadcasting Company announced a five-day week for all announcers, production and sound effect men. Reason given was that because of "irregular hours" staff would benefit from "two full days of relaxation a week." New system will go into effect after schedules are worked out.

WNEW announced a 40-hour

## CIO Opens West Coast Office To Start Radio Unionization

LOS ANGELES, May 1.—Unionization drive in local radio by the Committee of Industrial Organization got under way here the past week with establishment of a Los Angeles office and initial campaigning by field men. First steps were the organization of three locals for communications and electrical workers and the revival of the old, more or less dormant broadcasters' charter of Local 15, American Radio Telegraphists' Association, to take care of the announcers.

Membership in Local 15 had fallen away the past few years to 10 announcers, but CIO officials, C. H. Jordan and V. G. Mathison, claim to have received 50 new membership applications from announcers since opening shop. A strong portion of technicians has also registered for membership in the electrical and communications groups.

Lining up the 150 technicians and 75 announcers employed at the 17 independent stations in this territory is expected to be completed by the end of May, when the announcers will be re-organized under a United Communications Workers' charter.

Two groups have been reported active here for several months in attempting to organize radio actors but the CIO office denied being connected with either of the undercover thespians' unions. However, one local actor who had been approached, stated the organizer had claimed the group was to be admitted to the CIO on a special charter if and when the territory is sewed up.

A strictly non-union town, Los Angeles is paying, according to Jordan, lower salaries for announcers and technicians than any other comparatively large city in the country. Wages are approximately one-half those paid elsewhere. Some announcers here are reported drawing as little as \$17.50 weekly, and technicians striking an average of \$27 and falling, in some instances, as low as \$22.

## Chi Union Heads Continue Drives

CHICAGO, May 1.—Organization talk within the ranks of announcers, production and sound effects men is the reported reason for NEC's announcement that the aforementioned staff men will be put on a five-day week plan to come into effect "as soon as satisfactory schedules can be worked out and additional personnel trained."

Men have been complaining of irregular hours and other unsatisfactory conditions. Recently a local delegation came into the open with plans to organize and demand improved conditions and more regular hours.

NEC's action is expected to have an immediate effect on indie stations where staff men have brought similar complaints.

Organization leaders state that the chain's move will not retard plans to unionize the men. They feel that a lasting improvement in working conditions can be accomplished only thru a strong organization. They are still hopeful of getting a labor leader interested in their need to get them together.

## Yankee, Colonial Webs Add Two New Spots

BOSTON, May 3.—Yankee and Colonial Networks added two more New England stations, WNLC, New London, Conn., and WNBX, Springfield, Vt., yesterday. WNLC, owned and operated by the Thames Broadcasting Corporation, is managed by Gerald J. Morey. WNBX operates on a full-time power of 1,000 watts and claims a coverage of New Hampshire, Vermont and parts of Massachusetts.

John Shepard III is president of both networks.

## Philco CIO Union Votes for Strike

PHILADELPHIA, May 1.—More than 8,000 employees of the seven plants of the Philco Radio and Television Corporation voted yesterday to call a strike in demand for a new contractual agreement from the management, calling for a general wage increase of 10 per cent an hour, 5 per cent differential for night work and seniority privileges in layoffs.

Locals 101 and 102 of the Radio and Television Workers' Union, affiliated with the United Electrical and Radio Workers' Union and the CIO, called the strike. No picket lines were formed in order to prevent the possibility of violence. It was hoped by the union officials to have an early conference with the company representatives and quickly iron out the differences, the combined Philco plant being the city's largest industrial establishment.

## Four A's Installs New Ad Execs on Board

WHITE SULPHUR SPRINGS, May 1.—American Association of Advertising Agencies elected the following new officers at its annual convention: Chairman of the board, Henry Eckhardt, Kenyon & Eckhardt; vice-president, Shelley Tracy, Tracy-Locke-Dawson; secretary, E. M. Dancer, Henri, Hurst & McDonald, and E. DeWitt Hill was re-elected treasurer. Hill is vice-president of McCann-Erickson.

Don Francisco, Lord & Thomas, was elected board member at large to fill the two-year unexpired term of Albert W. Sherer, who recently resigned.

John Benson, elected president for a four-year term last year, continues.

## WNOX's New 5,000-Watt Plant Helves Friday

KNOXVILLE, May 1.—Dedication of its 5,000-watt transmitter by WNOX next Friday will be accompanied by a blow-out attended by Gen. Hugh S. Johnson, Scripps-Howard columnist, Merlin H. Aylesworth, former NBC president and now a Scripps-Howard official, and by several officials of Continental Radio Corporation, including Jack Howard, president, and James Hanrahan, executive vice-president.

Knoxville Chamber of Commerce has planned a dinner Friday night honoring General Johnson and the station. Forty newspaper editors from East Tennessee and the Southern Appalachian section will be guests of the station and *The News-Sentinel*, with which WNOX is affiliated.

A two-hour auditorium show featuring a name band will be staged after the banquet.

The new transmitter, situated four miles north of the city, is equipped with a 500-foot vertical-radiator tower. Day-time power will be boosted to 5,000, with night wattage remaining at 1,000.

**WHEATIES**  
"THE BREAKFAST OF CHAMPIONS"



**WHN**  
DIAL 1010  
THE STATION OF STARS

Naturally, New York's No. 1 Showmanship Station produces some of the biggest star-studded shows on the air-waves... Our affiliation with Loew's Theatres and Metro-Goldwyn-Mayer gives us the inside track on the world's greatest talent.

**WHN**  
1540 Broadway

More and more advertisers are using WHN to their profit in order to reach the New York market effectively and economically.

Represented by **E. KATZ SPECIAL ADVERTISING AGENCY**

# Air Briefs

## New York

**DECISION** on the new singer on the Procter & Gamble Drene series is due for settling this week, with Larry Taylor and Elmo Tanner favored. If either one doesn't get the job exclusively, replacing Jerry Cooper, Taylor will do the live show, Tanner the platters. . . . **WOR** brings back Elder Solomon Light-foot Micheaux from Washington on May 17. Good news . . . Niles Trammel, NBC vice-prez, in town last week, and you can't stop those reports of Lenox Lohr going to the World's Fair. . . . John von Cronkhite, the news man, also a New York visitor last week. . . . Mann Holiner is taking a Coast trip.

over WHN from WLW and also at a local dinner from WMCA, same day and date, Thursday. Local radio editors were confused, particularly when it came to box listing. Actually Farley spoke on WLW and WHN, while a letter expressing regret was read over WMCA. Letter was said to be dated April 20, but had been returned because of "insufficient postage."

Elevator operator at 383 Madison avenue reports that "all the nuts get off at the 10th floor." B., B., D. & O.'s radio department headquarters there. . . . Ruthrauff & Ryan readying a new show. . . . J. Walter Thompson will have 12 July shows against 10 winter productions. . . . A boy each to WOR's Frank Singler and Stan Lomax, while Nat Brustloff and Mark Hawley are daddies to daughters. . . . Murray Grabhorn in and out of Boston. . . . Philadelphia Radio Broadcasting Company is trying to put across a new method for better reproduction of sound. Use of two of everything on a broadcast—two mikes, two transmitters and two wave lengths used. And, of course, two receivers. Understood a mess of greenbacks going into the firm to put the idea across.

Notes on programing. It happened on CBS when the Studebaker program signed off last week. The usual eulogy closed the show and *Let Freedom Ring* followed. Opening scene was laid in the exec office of an auto factory. An inventor presented a new discovery that would revolutionize the industry, as they say, but which would mean tremendous and immediate expense. Instead, the invention was buried away. Rest concerned man's progress and inventions thru the age. Another mixup of the week was the Jim Farley speech. The chief mall man was scheduled to talk

## Chicago

**JOHN VAN CRONKHITE** has signed **WJKB**, Detroit, for his news service. . . . Carolyn Rice, **WAAF** blues singer, started a new sustainer on Monday, Thursday and Friday mornings labeled *Blue Moments*. . . . Don Gallagher joined the *Modern Cinderella* cast. . . . Pillsbury Flour Mills, thru the Hutchinson Advertising Agency, renewed its *Today's Children* serial, which originates in the NBC studios here. Will continue to be piped Monday thru Friday at 9:45 a.m. . . . **WMAQ** added a new sustaining news show, using UP reports three times daily and twice Saturdays. . . . John Walsh, *Betty* and *Bob* actor, and Roma Ricci, local school ma'am, will say "I do" June 12. . . . Charlie Gilchrist, *Daily News* radio ed, is in Hollywood shooting in a daily column from the Coast.

**WJJD**. . . . Don and Helen Bush, of KQV, Pittsburgh, are now harmonizing over WLS here. . . . The Selviair Broadcasting System agency set Wane Van Dyne, with Bob Trendler, for a new commercial over WGN, starting last Monday and continuing thrice weekly. Sponsored by a local furniture firm. . . . Julian Bentley, of WLS, is now one of the busiest news commentators in town. Pipes five news shows daily.

Tom Shirley back on **WBBM** as narrator of the *Tomahawk Trail* playlets. . . . Lester Tremayne, of the *Betty* and *Bob* show, is leaving on a three weeks' vacation to Florida Friday. . . . Homer Griffith completed a six months' engagement at **WFAA**, Dallas, and returned here to do a new series of programs over

Lovely Lady Cosmetics will sponsor a new weekly half-hour commercial, starting Sunday, to originate at WGN here and to be aired also over **WGAR**, Cleveland, and **WSAI**, Cincinnati. Show will be known as *Your Parlor Playhouse* and will be of the variety nature. Artists to be featured include Rowena Williams, Lovely Lady Quartet, Molton and Musmanno, Elmore Galley, Norman Ross, Fores Lewis, Jean Juveller, Jeanne DeLee and Robert Trendler. Hour is 9:30 p.m. . . . Bowman's *Fireside Theater* program May 12 will present the play *Molly Yorick* and feature the best artists of the past six months. Heading the cast will be Marjorie Lamie, Mrs. Richard Gambrill and Jimmie Russo.

## From All Around

**LOS ANGELES** and Hollywood. . . . Jimmie Dickie, comic-strip artist, has been tied by Transamerican and transcriptions based on his strip. Platters will include drawing lessons for kids. . . . Post-office broadcasts on **KEHE** and **KRKD** were suddenly yanked by orders from Washington the past week but no explanation forthcoming. . . . Hal Bock, local NBC press head, fighting the flu miseries at home for a week. . . . Sam Pierce, former *Calling All Cars* producer, now writing on *Hollywood Hotel*. . . . Bob Collier, former Fox-West Coast press agent, going in for radio agenting. . . . Charles Gilchrist, radio ed of *Chicago Daily News*, in town for look-see. . . . Ken Frogley, former radio editor of *Illustrated Daily News*, now auto ed on same sheet. . . . Wallie Alderton, former Fawcett mag editor, on Jimmie Fidler's staff. Lloyd Pantages, former Hearst movie chatter, slated for an NBC Coast spot for a cosmetic firm.

long pilot of NBC's "Sunday Special," has had his show moved to a Friday night spot!

San Francisco. . . . John B. Hughes, **KFRC**'s newscaster, only Pacific Coast representative present at National Association of News Writers and Commentators' Chicago meeting. . . . Don Francisco's Latin American group again airing over **KFRC**. . . . Wilt Gunzendorfer, local manager of the Thomas Lee Artist Service, will shortly be transferred to the Los Angeles office. . . . Colonel Rod,

Ann Dhyne, blues soloist with **WXYZ**, Detroit, and the Michigan Network, was operated on for appendicitis last week at Highland Park Osteopathic Hospital, Detroit, in an emergency seizure. Convalescing satisfactorily. . . . Jack Foster, sport announcer for **WHBL**, Sheboygan, Wis., is now on the air with a five-minute daily spot review for Central Laundry. . . . Ione Quinby Griggs, *Milwaukee Journal* columnist, is featured on a new twice-weekly 15-minute program, *Tell Mrs. Griggs*, over **WTMJ**, Milwaukee. . . . Guy Wallace, announcer at **WBRV**, Waterbury, Conn., resigned to take a similar position with **WTAM**, Cleveland. . . . Thornton Stiel, announcer at **WDRG**, Hartford, Conn., for some time, resigned to go with **WCOP**, Boston. . . . **WNLC**, New London, Conn., affiliated with the Yankee, Colonial and Mutual networks May 2. Gerald J. Morey is manager.

**WDZ** has welcomed since February 1, 1936, seven and one-half tons of babies or 3,049 babies to date. Program is *Their Majesties, the Babies*, originated by Station Manager Clair B. Hull. . . . Benny Cash now singing over **WDNC**, Durham, N. C. . . . **W. C. (Billy) Woods** doing *Midnight Revue* over **KDON**, Monterey, Calif.

## Colo. Asks Breaks For KVOD, KFEL

DENVER, May 1.—Asking that the pending applications of Denver radio stations **KFEL** and **KVOD** be given special consideration, the Colorado State Legislature has sent to the Federal Communications Commissions a memorial to that effect. Petitions ask that **KVOD** be granted a new wave length with full-time operation, and that **KFEL** be allowed full time on its present wave length. At present both stations are operating on the same wave length, each half time.

State Legislature has asked that the petitions be granted "to the end that the people of the Rocky Mountain region may have increased national radio entertainments."

## NBC Signs Pic Tenor; CBS Setting New Acts

NEW YORK, May 1.—National Broadcasting Company's Artists' Service has placed Larry Burke, Irish tenor, under management. He's slated to start on a sustaining show as soon as schedules permit. Burke hails from pictures, having done the vocals in *The Informer* and *The Plough and the Stars*.

**CBS**, likewise, is continuing to sign a batch of new talent almost every week, in line with its recently chosen policy of broadening the scope of its talent division. Set last this week were Raymond Scott, conductor and arranger, whose chorus work has been attracting considerable attention lately. Scott's real name is Harry Warnow, a brother of Mark Warnow, **CBS** house leader. Carl Carmer, songwriter, is another to be ticketed, starting his own series May 31.

## Future List

### Important Anniversaries, Etc., for Possible Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts. It has been newspaper custom for years to observe such dates, radio adopting newspaper practice right down the line. Frequent additions and revisions of the list will be published.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

- June 1. Dr. James Rowland Angell, Yale president, retires.
- 2. Giuseppe Garibaldi died 55 years ago.
- 3. Robert E. Lee took command of Confederates, 75th anniversary.
- 4. Premier Leon Blum took office, preceded by wave of sit-down strikes, 1st anniversary.
- 7. Baldwin succeeded MacDonald as Prime Minister, 2d anniversary.
- 8. Senator Robert Wagner's 60th birthday.
- 8. Solar eclipse in Peru.
- 13. C. M. T. C. opens in New York State.
- 14. Harriet Beecher Stowe, author of *Uncle Tom's Cabin*, born 125 years ago.
- 14. Flag Day.
- 15. Permanent Court of International Justice opened at The Hague, 15th anniversary.
- 15. U. S. bonus bonds distributed.
- 16. Roosevelt signed the NRA, 4th anniversary.
- 17. Mark Hopkins, educator, died 50th anniversary.
- 18. U. S. declared war against Britain (War of 1812), 125th anniversary.
- 20. Victoria ascended British throne, 100th anniversary.
- 20. Alaska sold by Russia to U. S., 70th anniversary.
- 21. Summer officially here.
- 23. Daniel Guggenheim concerts at Lewisohn Stadium, New York City, open, 20th anniversary.
- 26. First U. S. troops landed in France, 20th anniversary.
- 26. Annual glider contest opens at Elmira, N. Y.
- 28. Rousseau born 225 years ago.
- 30. Hitler purged the Storm Troops, 3d anniversary.
- Boy Scouts national jamboree opens at Washington, D. C. Fiscal year ends for U. S.

(Other events for June: Commencements, vacations, national open golf championship, Poughkeepsie regatta, Wightman cup tennis matches. Knox College will celebrate its centennial.)



# Law May Kill Top Hub Acct.

**Bill barring dental adverts.—one Boston company using five local shows**

BOSTON, May 1.—Proposed State legislative amendment to regulate advertising by dentists over the radio is still before the joint House-Senate Committee on Public Health. Amended section says that no person practicing dentistry shall include in radio or other manner of advertising any written or spoken words of a character tending to solicit patronage for his business, or any inducements to persuade persons to patronize his business.

Yankee Network thru WNAC is the broadcaster of New England's largest dental (and optical) sponsor, Community Dentists. This advertiser plants plenty each week for *Voice of the Community*, Adrian O'Brien; Terry O'Toole's *Irish Echoes*, on Yankee and Colonial networks, and *Community Notebook* over WEEK. The E. R. Parker Dental System uses Yankee.

George J. M. Riseaman, Commonwealth Advertising Agency, handling the Community Dentists' account, said: "With the elimination of advertising, less activity would probably follow. . . . Proposed legislation should be judged not from business standards but from the common welfare viewpoint. Radio advertising has been used to sell dentistry and particular advantages of the advertiser. . . . If advertising is withdrawn from the dental profession, the average . . . will be subjected once again to the high fees of so-called ethical dentists who are primarily interested in their own income."

Leland Bickford, editor-in-chief of the Yankee and Colonial news services, claimed, "Sponsored and lobbied by a group of dental practitioners who have glorified their business activities by assuming the term 'ethical dentists,' the prime purpose of this proposal appears to be the abolition of those institutions which, by doing business in a large volume, are able to give the average citizen good dentistry at a lower figure. . . . Prime purpose of this dental bill is to legislate out of business certain competition which members of the Massachusetts Dental Association have taken it upon themselves to deem unfit. Eliminate competition from any field and you create a monopoly which is not to be considered a healthy condition in any business or profession."

## Promotion Shorts

For the 12th year KPRC, Houston, and *The Houston Post*, ops of the station, are co-operating in sponsoring a radio June wedding on June 1. Any young Houston couple planning an early wedding is eligible and final selection will be made for fulfillment of certain qualifications. Houston merchants are co-operating in furnishing gifts for the newlyweds' home. Staged in the Scottish Rite Cathedral, the wedding is open to the public free of charge.

A quarter-page ad in *The Dayton News*, Dayton, O., focuses attention on WHO's sport news. The ad appears on a sport page and consists of a diamond, with men at the bases and copy in the center. Games and sponsors are mentioned in the text. Daily owns the station.

CBS offers a 200-page booklet containing broadcast speeches pro and con on the Supreme Court revision question to listeners for 25 cents. The court tome is offered at various times by CBS.

KFEL, Denver, sets its mike up in the

## Radio Pix Lure

HOLLYWOOD, May 1.—Newest stunt in customer lure at neighborhood movie houses was instituted at the El Rey here, with half hour being set aside each Sunday night for Eddie Cantor or Jack Benny broadcasts on the house loudspeaker system. Management figures alternate broadcasts each week will bring air fans to the house and yet allow them to catch their pet programs.

## Cold Facts

PHILADELPHIA, May 1.—The cold chill that gets over Jerry Stone when he starts his daily announcing chores over WDAS is not due to an air-conditioning system. Program department has him giving spot plugs for Kelvinator, Crosley, Norge, General Electric, Stewart-Warner, Frigidaire and Universal refrigerator boxes.

## Deal Between WIP, MBS Held Possible

NEW YORK, May 1.—Rumors that WIP, Philadelphia, may replace WFIL in that city as Mutual outlet are denied by Ben Gimbel, WIP president; Bert Lehbar, sales and general manager of WMCA, with which WIP is now affiliated, and Fred Weber, of Mutual. At the same time the possibility of a deal between MBS and WIP is admitted, altho the Gimbel station would still retain its WMCA hookup.

Rumor started on the strength of claimed Mutual objection to WFIL joining the WLW-WHN line, giving WFIL three network affiliations, other being with NBC. Question was raised as to whether WFIL would have enough time for Mutual. WIP-WMCA contract runs until the end of 1938. Currently WMCA is placing about 20 commercial hours weekly on WIP. What may eventuate is an arrangement whereby WIP's deal with WMCA, now exclusive, is placed on a basis where Mutual deal is allowed; but with Intercity (WMCA) getting first preference.

## Goodman Quits as WKRC Prez

CINCINNATI, May 1.—Timothy S. Goodman has resigned as manager of Station WKRC, local Columbia outlet, and will be succeeded by John McCormick, who has been assistant manager. Ruth Lyons has been named as the new assistant manager. Goodman's resignation becomes effective May 15.

Capitol Building every morning and members of the State House and the Senate are given a chance to explain and defend their stands on legislative matters. Equal time is given to advocates and opponents of bills so that there can be no charges of discrimination.

WHN recently issued a four-page brochure called *Home Town*. A picture of downtown New York covers the booklet, while inside copy is headed "New York: Home Town to 7,000,000." WHN is cited as the town's "home-town station" and a list of well-known people heard over the station follows. Back copy lists special New York features heard regularly over WHN.

As a pre-exploitation stunt for the opening of the new studios on July 15 WFIL, Philadelphia, has arranged to give listeners an air picture of the building activity as it progresses. Starting Thursday, for a quarter hour weekly, WFIL announcer will drag a mike among the carpenters, engineers and electricians to explain how a new modern home for the station is being built.

## N. Y. Station Publicity Chart

NEW YORK, May 1.—Below is *The Billboard's* regular compilation of publicity breaks for New York stations, majors and indies. For the seventh successive time, WABC tops all others, keeping the position it has had for a number of years. Order of the stations is substantially the same as the last listing, which covered the period of this year from January 24 to February 20. Listing below covers from February 28 to March 20. Records are kept on a basis of 13 months to the year, four weeks to the month, to provide accurate comparison periods from year to year.

WOR has moved up a notch in this listing, now coming in fourth, next to three major network outlets. Only other change in the order affects WINS and WNYC (non-commercial city-owned sta-

# U. S. Radios Total 33 Million. New CBS Research Studies Show

NEW YORK, May 3.—Columbia Broadcasting System's annual presentation of radio circulation, set ownership, listening hours, listeners' incomes and other statistics, as compiled for the chain by Dr. Daniel Starch, is being mailed this week. In it data presents the case for *Radio in 1937*, the book's title, listing improvements all along the line.

Book is statistics crammed, including an indirect answer to the newspaper charge that radio, as an advertising medium, cannot be measured for circulation. In addition, radio set ownership by States is presented for 1937, CBS giving these figures in the absence of such a compilation by the Joint Committee on Radio Research (representing advertisers, ad agencies and broadcasters), which listed such statistics as of January 1, 1936. CBS has projected these figures for this year by taking in new set sales and the like. A powerful note is listed by the network's sales department in saying that "28 more radios will be bought in the minute it takes to read this page."

Starch's survey was made in 152 cities, ranging in groups of population from 2,500 to 250,000 and over. Towns less

than 2,500 were not surveyed. Homes of \$5,000 or more income have 98.6 per cent set ownership; from \$2,000 to \$5,000 have 96.3 per cent set ownership, and 90 per cent of all homes have sets. CBS plugs that radio has wiped out the "distinction between class and mass circulation." Ownership by homes in cities, also given, average again being 90 per cent for homes in all cities. Other figures cover time zone ownership and listening habits, plus the relation between auto owners and radio set owners. CBS offers that for 1937, 4,500,000 autos are radio equipped.

During the day and thruout the country there are 95,500,000 "family hours" of radio listening, the survey maintains. This was based on the number of sets thruout the country listening in some time daily, multiplied by the average daily listening length, which for 1937 is 5.1 hours, a boost over previous years. After 6 p.m. 64 per cent of all radios are in use, before 6 p.m. 57.6 per cent of the sets are. Breakdown also shows listening hours by income levels, cities' sizes and time zones.

Sex of radio listeners is another chart, broken down into those younger and older than 18 and for morning, afternoon and evening, winter and summer. Figures here are used as a boost for daytime radio.

The record-breaking figure of 33,000,000 plus is proffered by the network as a "basis" for advertisers to figure present-day audiences. In presenting the State-set ownership, CBS added the overall gain of 7.1 per cent for the country to each State's total.

## CANDID CAMERA

(Continued from page 3)

for newspaper advertising. At most burlesque houses and the Roxy, Radio City Music Hall and Loew's State theaters candid shots have superseded other pictorial representations in the posters in front of the houses.

At the Oriental four front rows of seats have been set aside Tuesday evenings for snapshot enthusiasts. The Minsky brothers offer a \$25 prize, plus passes, to the producer of the best photographic subjects taken during performances. Other burlesque houses strained themselves to be cordial to the camera patrons until the publicity became a boomerang. Since the closing of the Gotham and the clergymen's drive to revoke licenses of other burlesque theaters managers worry lest some of the snappers are disguised vigilantes or free lancers who sell the evidence to raiding authorities.

When Leon and Eddie's turns the house over to the picture takers Monday evening they allow them access also to the dressing rooms. Jerome Zerbe, society enthusiast, snaps away nightly at the El Morocco for the management, which in turn uses the shots for advertising, since the subjects are usually names that attract. Bal Who's Who, a direct mail pamphlet issued by the Club Ball, consists wholly of candid camera shots taken by Katrinka Suydam on assignment from the management.

Circus performers were among the first camera fans, snapping events along their travels. At the Cole Brothers-Clyde Beaty Circus in the New York Hippodrome this spring camera owners peppered the auditorium. The intimacy of the layout gave them greater opportunity for close-ups than can be maneuvered at the Madison Square Garden. At the Dallas exposition amateur photographers abused the privileges accorded them, expecting admission granted exclusively to the press. Milling camera persons became so troublesome that officials had to enforce stringent regulations regarding when and where

pictures could be taken. The popular, the fad has not interfered with the picture postal card concessions, for the latter have the advantage of official stamps.

On Broadway the McClintic-Cornell shows have banned the practice as a nuisance to the actors. In other legit houses, however, shots are still taken, with the actors themselves indulging in the sport backstage.

NEW ORLEANS, May 1.—Candid camera nights at the Blue Room have been popular. Camera bugs come out in droves. Squatters drape almost every square inch of the spot in an effort to get the best shot to win awards offered by the management. One chap announced that he took 144 pictures. Posing by members of floor show and band goes over big.

LOS ANGELES, May 1.—Newest stunt tried here is a candid camera night, which is getting a break-in engagement at the Paramount. First four rows of the orchestra are being set aside Monday night for the photo fiends, with books of passes and other minor awards for best shots of the Fanchon & Marco stage unit as a whole or individually. First night of stunt, it is reported, 750 candid cameramen showed up, sprawled over the seats and camped in the aisle, with the Fanchonettes' leg display getting the biggest play.

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

**GOBEY**

## VINCENT LOPEZ

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

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

tion), the Hearst outlet replacing the city's station in the number eight spot. Only column mentions and highlight (best bet) breaks are counted, no special daily-station teups being included, nor city desk or other breaks.

Station	Column Mentions	Highlight Mentions	Year's Total	Total 1936
1. WABC	1,144	357	1,501	1,208
2. WJZ	1,019	323	1,342	983
3. WEAF	867	277	1,144	1,031
4. WOR	438	194	632	333
5. WMCA	363	156	519	417
6. WHN	178	122	300	286
7. WNEW	197	36	233	184
8. WINS	136	82	218	210
9. WNYC	87	21	108	89
10. WQXR	86	13	99	no rec. 1936
11. WEVD	60	14	74	100
12. WBNX	4	9	13	14

# Program Reviews

EDST Unless Otherwise Indicated

## Dale Carnegie

Reviewed 8:30-8:45 p.m. Style—Talk, with orchestra. Sponsor—Emigrant Industrial Savings Bank. Agency—N. W. Ayer & Son, Inc. (New York). Station—WOR.

Dale Carnegie hasn't been on the air serially for some time, his last steady chore being an odd fact series (and an interesting one), plus occasional guest star shots in the interim. Since then his bulider-upper book, *How To Win Friends and Influence People*, has skyrocketed him into prominence, the book a steady best seller. No doubt he'll have an audience on his new show; no doubt he was, and is, on the strength of the book, a natural for radio.

None the less, this reviewer reports that listening to the type of pap disseminated by Carnegie is an assignment exceedingly difficult to perform with any regularity and one that it is hoped need not be repeated. It may be inspiring to some, helpful without question to many, but if there is anything more depressing than the psychology passages as here-within broadcast, it's hard to think of where to find it. In admitting the helpfulness of Carnegie's talks there must be a measure of restraint, for while they may help in lifting one out of a depressed mood which they may help to create self-confidence, they are also probably the cause of introspection that falls to cover mediocrity. A world of successful people would be pretty awful, even doubling the present amount of successes, whatever one considers success, has disadvantages. Similarly, dishing out methods of psychological cure-alls is not a joyful fact or action for contemplation.

The proof that this analysis is probably all wrong is in Carnegie's own success. Or does it prove what Barnum said? J. F.

## Grace and Scotty

Reviewed Tuesday 12-12:25 a.m. Style—Songs. Sustaining on WJZ (NBC network).

This "musical cocktail," with Grace as the Southland's belle and Scotty representing the land of heather, is a pleasant mixture of song and patter. Numbers heard on the program reviewed included *Boo Hoo*, *When the Poppies Bloom* and a novelty horse song. The faster comedy bit appeared to be more suited for this type of act than the poppy song. In addition to warbling Scotty included a short recitation; the sort of thing the noonday fem audience probably goes for.

More Scotch dialog is in order. There's little of it on the air and the pleasing contrast of Grace's speech backgrounding Scotty's burr should be emphasized. It is different from other acts heard on the kilocycles. B. H.

## "History in the Making"

Reviewed Sunday 6:30-7 p.m. Style—News dramatizations. Sponsor—Evans Fur Company. Advertising Agency—Auspitz & Lee, Chicago. Station—WBBM (Chicago).

A good show smacking of *March of Time* flavor. Aired on one station only, it has the advantage of carrying dramatizations of local news developments. Episodes are well written and acted. Selections at this hearing included a variety of topics, among them an oddity at the Spanish front, the history of the dirigible and a dog's loyalty displayed in a mining town.

Feature is fast-paced and interesting. Burr E. Lee was the narrator and he turned in a grand job. Vincent Pelletier handled the commercials impressively, plugging the firm's great assortment of furs and its cold storage facilities. Hon.

## Tap's Turf Talks

Reviewed Friday 12:55-1 p.m. Style—Turf commentary. Sustaining on WCOP (Boston).

Daily five-minute turf spels by Tap Goodenough. *Boston Evening American* (Hearst) sports scribbler, are proving as the right prescription for pony fans who want spot lowdown on what's going to

happen at the tracks that same afternoon. Today Tap gave some info on Kentucky Derby winner aspirants, naming War Admiral and Pompoon as good possibilities. Other Blue Grass State horse dope was dished out, followed by his selections, best long shot and best bet at Jamaica.

Tap can spiel his stuff out in good manner, since he knows his business. Has an individual voice that's okeh to listen to. Has built up a wide listening belt.

Tap's sheet and WCOP could promote this program for some dough, now that the current turf season around here is in its infancy and a ready-made audience is theirs. Good possibilities.

S. J. P.

## "A Trip to Our National Parks"

Reviewed Sunday 11-11:30 a.m. (PST). Style—Special events. KPO (NBC network).

First of a series of summer programs designed to call attention to the nation's national parks, most of which are in the Far West, was nicely dispatched by Don Thompson, in charge of special events broadcasts for NBC's Western Division, and several guests.

Program originated in a United Air liner 15,000 feet above Rocky Mountain Park in Colorado, except for a few moments when controls were shifted to Washington for Charles West, undersecretary of the Department of the Interior.

With Thompson in the plane, from which reception was excellent except for two or three minutes, were park supervisor, his assistant, a ranger, a naturalist and a couple of pilots, all of whom he interviewed. Mainly it was like waiting in a dentist's reception room in which the only reading material is an ample outdoor vacation resort folder—plenty of facts, statistics, oddities and information, but so what?

Obviously most of Thompson's plane guests were trying to read with the ease of accomplished air performers and falling far short. However, the program

was a fine display of technical perfection, and educational for those who go in for that sort of thing. Same material, presented from a studio, would have been terribly dull. P. K.

## "Globe Inquiring Microphone"

Reviewed Thursday 12:30-12:45 p.m. Style—Interviews. Sponsor—Globe Department Store. Station—KSO (Des Moines).

Altho the inquiring microphone has long been a popular type of program, its possibilities seem unlimited in appeal so long the program is handled by the right kind of fellow, and Dale Morgan fits that description. He has the ability to keep the program going at a good pace without ever appearing to cut off the interviewee. A good personality and sense of humor carry the program entertainingly no matter what type is stooging.

On the program heard Morgan interviewed six women and four men in addition to letting Little Jimmy say hello to grandma. Altho stock questions were ready for use, he didn't hesitate to pose more pertinent inquiries.

Broadcast was held in the women's ready-to-wear department on the second floor of the store and each person interviewed was given a ticket to a local theater and candy from the store.

Art Smith handled the commercial end. R. W. M.

## "Fun Fare"

Reviewed Tuesday 7:30-8 p.m. PST. Style—Variety show. Sponsor—Superior Spaghetti Company. Agency—Advertising Art. Station—KFAC (Los Angeles).

Considering the strictly limited budget with which he's working, Jimmy Tolson, as producer and emcee, is turning out a neatly knit little show with the talent with which he has to work. Highlights are Dave Weber, appearing as Snuffy, kid character spotted for comedy and sympathy, with Tolson playing foil, and a well-planned blackout series. Tolson is a genial emcee, handling the procession deftly and singing one number each show. He has a well-balanced voice and should use it more often.

Only visible bad point in the series, of which show caught was the fifth, is a burlesqued Britisher, a stock character referred to as Jeffries, who doesn't add

anything to the comedy. Other singing talent includes Camille, spotted also for love interest; the Three Blackbirds, colored trio, and Ladies Three, girls' group. Script by Herb Leonard knits the acts together nicely and plays for comedy. S. P.

## N. Y. BURLY

(Continued from page 3)

First day heard the field damned by many religious groups, mostly Catholic, with no defense from burlesque at all. Second and last day featured a letter from Cardinal Hayes protesting against burlesque, in addition to further complaints from religious groups. However, burlesque was on hand to defend itself, the defenders of burlesque including Jacob I. Goodstein, lawyer; Tom Phillips, head of the Burlesque Artists' Association; Harold Raymond and Emmett Callahan, theater operators; Murray Lewis, actor, and Sam Scribner, veteran burlesque operator. Moss reserved decision so that he could peruse the testimony before deciding the fate of the houses.

Thursday night a surprise move was staged in Brooklyn when District Attorney Geoghan instigated raids at the Star, Minsky's and Oxford, which raids aroused Moss, who claimed them to be illegal, and also riled the police department, which preferred to issue summonses and not make arrests. Arrested at the Star were Leonard Raymond and Jerry Adler, operators, and performers Poppy O'Hara, Mimi Lind, Maria Voe, Toots Brawner and Jerry Dean. In the Oxford arrest were Fred Franklin, manager, and performers Helen Green, Billie Holmes, Mildred Clark and Evelyn Gunderson. Minsky arrests involved Johnny Kane, manager, and Peggy Gillespie and Irene Renee, performers. All were released on \$500 bail, with the Star and Minsky cases to be heard May 7 in Bay Ridge Court and the Oxford case to be tried May 28 in Snyder Avenue Court.

Local theater operators banded together Thursday and Friday night and tried to line up plans for the protection of theaters. For a while they agreed to stick together and fight this battle as a group, but they are now working individually. Up until the time they were ordered to close down and since the Gotham conviction the theaters toned down their shows. Since the hearings the shows were exceptionally clean, the strippers even retaining brassieres at the finish of their numbers. At their meetings some operators were even for eliminating stripping entirely. The BAA went to the commissioner in an attempt to bring about censorship of burlesque rather than shutdowns, pointing out the organization was in a position now to do that, inasmuch as it was a 100 per cent union of burlesque performers in the city.

Closing down of burlesque theaters has far-reaching effects, providing a loss of employment to about 1,200 performers and about 1,000 stagehands, musicians and front-of-house employees. In addition, it brings about considerable monetary losses on theater leases, concessionaires and supply firms.

In 1932, when Commissioner Geraghty headed the license department, burlesque found itself in a similar predicament. Following hearings and the like, burlesque theaters ran along for about a month before their licenses were renewed. The license department, especially during Moss' reign, has been battling steadily with the theaters but never made any progress in court until the recent conviction of the Gotham Theater for giving an indecent performance. The license revocation followed the conviction. Moss in 1934 refused to grant a license to the Apollo Theater, but when the matter was taken to the Supreme Court the verdict compelled Moss to issue the license.

While the refusal of license renewals is of considerable annoyance and monetary loss to theater operators, they feel they will get their licenses when the cases are brought into Supreme Court. They base this attitude on past performances in court with the licensing authorities.

CHICAGO, May 1.—All's peaceful on the local burly front, with License Collector George F. Lohman stating that the current drive on strip teasers in New York will not alter the picture here. During the last several months almost no complaints have come in from organizations fighting indecency in theaters. The strippers in local houses know their limits and the authorities are leaving them alone.

# 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.

WICC, Bridgeport, Conn., has received a certificate of merit from the National Research Bureau, Inc., Chicago, for its service in connection with the rehabilitation program of the Fairchild County jail. Station has broadcast performances of the jail's guests, and clothing and money which were offered to the entertainers are presented to them upon their release. Telephone polls determine the winners.

*Let's Talk About Stars*, Sunday sustainer at WAAT, Jersey City, employs four men in an interview-form program. Inside stuff, so-called, about film names and sport heroes passes pleasantly enough, but a bit more sensational material would jazz up the routine and give it more originality. Film passes are awarded to those who submit winning questions.

*Camel Caravan* with Jack Oakie has dropped several pegs in entertainment value since its inception. Oakie's college was really funny in its early days, but evidently the cap and gown can't stand the wear and tear of radio. All of Oakie's scenes dragged dismally and showed considerable need of pep tablets. A dissertation on snores, in particular, was pointless, long-winded and wound up on the end of a limb. "Quick, Watson, the needle."

Best commercial heard in moons is the Lucky Strike presentation of the tobacco mart auctioneer selling his wares. These auctioneers open their spiel on the final bid slowly, then work to an unbelievable rapidity of speech with a definitely liquid effect. It's impelling

listening and aids sponsor identification to the nth degree.

Jan Savitt, KYW music master, took his Top-Hatters swingers up in a TWA Douglas plane. From a hospital cot in Oncologic Hospital here Carlotta Dale, ork's songstress, added her warbling to the music from the air. The flying-high tooters were unable to hear her voice, but she was able to hear the music by ear phones and take her cues from the plane.

Plane flew more than 5,000 feet above Philly, contact with the ground carried on by a transmitter on the plane. Broadcast from the plane was relayed on a special wire to the hospital, going out on another wire to the station, where it mixed with the wire from the plane, finally reaching the listener.

Due to the limited space in the plane band had to leave behind the piano and guitar. This, coupled with the dead tone due to the shell of the ship, makes entertainment appraisal unjustified. And to top it all the plane transmitter blew a short circuit just as Miss Dale was set to pick up her cue.

Notwithstanding, it was a smart stunt on part of KYW, even if it didn't pan out as well as it did during the afternoon dress rehearsal. Special permission was obtained from the FCC, and NBC recognized its novelty worth by carrying it Coast-to-Coast. E. H. Gager, KYW plant manager, made all the technical arrangements; Ted Cloan, engineering supervisor, was in charge of operations from the plane, and program details were arranged by Jim Begley, station program manager.

# WEBER WARNS AGAINST CIO

## CIO-Petrillo Battle Looms

CHICAGO, May 1.—Committee for Industrial Organization will attempt to invade the ranks of local musicians' union despite challenge issued by James C. Petrillo, president and virtual dictator of the Chicago music field. Encouraged by the victory of the American Guild of Radio Announcers and Producers, a CIO union, in placing all NBC announcers, producers and sound effects men on a five-day week, the American Federation of Labor opposition will make efforts to spread out into other departments here, with its chief objective at the present time being the musicians.

After learning that CIO's AGRAP group is threatening to seek local recruits from his organization, Petrillo declared:

"If the CIO wants to fight me let 'em come. I defy them. They won't get as far as the depot." Petrillo has consistently refused to recognize the CIO as a reputable labor group. On several occasions he hurled charges of treason at John L. Lewis, dominating force in the CIO, and declared that intrusion on his activities will mean war.

## N. Y. Musicians Form New Club

NEW YORK, May 1.—A new musicians' organization, without any political involvements, has been organized under the name of Professional Musicians' Club. Membership includes musicians, teachers, conductors, etc., and is not limited to members of Local 802. Indications are that the new body is concentrating on "class" members. Wives of members admitted.

Group plans to run a dance June 1 at the Savoy Ballroom in Harlem.

By-laws, constitution and dues are to be decided upon at a meeting this week. Dues will probably be around \$12 a year. Officers are Arthur Lief, president; Sterling Hunkins, secretary; Adlo Ricci, chairman of the executive committee, and Gerald Rudy, treasurer.

## Hold Up Vermont Cafe Licenses

MONTPELIER, Vt., May 1.—State Liquor Control Board has declared war on beer gardens and has refused to renew the licenses of half the liquid dispensers in the State. All licenses must be renewed today.

He declared that there have been numerous complaints against those spots which featured dancing, and general opinion here is that licenses may be obtained if dancing is dropped.

WILDWOOD, N. J., May 1.—Reopening today of the Plaza Ballroom, operated by George Coombs and Guy Hunt, officially starts the season for this resort. Music will be supplied by the Rex Donnelly Orchestra under direction of Wentz Kosta. Band has returned from Miami.

## Who's Looney Now?

NEW YORK, May 1.—Vincent Travers, musical director at the French Casino, tomorrow will introduce an "original symphonic suite" depicting the progress of an 18-hole golf match.

What brought on this brainstorm is the annual golf tournament of the Night Club Owners' Association, slated for the last week in July. Those skedded to tee off thus far are Nick Blair, the Paradise; Joe Moss, the Hollywood; Herman Stark, Cotton Club; Billy Hardy, Gay 90s; Joe Hellock, Onyx Club; Jack Kriendler and Charlie Berna, 21 Club; Lou Richmond, Dizzy Club; Eddie Davis and Leon Encken, Leon and Eddie's, and others.

All are invited for the debut of Travers' golf-ball aria.

## Emergency Commercialized

LINCOLN, Neb., May 3.—When Ray Herbeck, ork leader, was stranded by heavy South Dakota snows last week and no word was heard of him or his band for three days KFAB here sent out a broadcast for information of him for the wives of three of the musicians.

Announcer aired the request for information several times, always ending it with "please communicate with Mrs. \_\_\_\_\_ at the Lindell Hotel, Lincoln." The last time on the air with it he added: "Rates from \$1.25."

## Chicago Music Reps Limit Free Sheets

CHICAGO, May 1.—Local and branch music publishers and representatives are clamping down on the hordes who plague them daily for free professional copies of the latest orchestrations. They feel the give-away practice has passed the point of good advertising, when everyone from cops to kids taking piano lessons turn up for the free music.

The cost of printing an orchestration hits around 25c per copy and only reason for distributing complimentary songs was to see that they were put in hands where the most good might be done, music men claim. However, the pubs are finding it hard to discriminate, because they can never tell when the fellow they ignore today will be the toast of the town tomorrow. Boys agree, tho, that the slicing must be done to keep the queues from their office doors.

## Says "Chiseling Agents" Are Back of "Rump Union" Attempts

Warns locals that disgruntled and expelled members are trying to organize musicians into rival industrial unions—will lead to lower scale, he says

NEW YORK, May 1.—President Joseph N. Weber of the American Federation of Musicians warned union musicians not to be stampeded into rival musicians' unions coming in the wake of the spectacular success of industrial unions. The blast is aimed at attempts in many cities to organize musicians into industrial unions, presumably under the banner of the Committee on Industrial Organization. In a letter to all locals, Weber said: "Chiseling agents who have had their licenses revoked are back of the movement to form these unions so that they can continue in their price-cutting." Several hundred agents have had their license revoked, and many more have been refused licenses by the AFM, so that this group, it is pointed out, might find it expedient to encourage rival unions. This would enable them to offer "union bands" to employers even tho the union is not the AFM.

## Nelson Opens Ballroom

BURLINGTON, Vt., May 1.—George Clarey, owner of Bayside Pavilion, Vermont's largest dance hall, at Malletts Bay on Lake Champlain, has announced the opening date will be May 4, with Ozzie Nelson's Orchestra as the attraction. Name bands will be used thru the summer.

## Hotels Hire Lobby Pianists

CHICAGO, May 1.—Two prominent hotels here are trying out the lobby pianist idea, its adoption in other hotels depending on the success the feature will enjoy here. Manfred Gotthelf is entertaining at the Hotel Morrison, and Alene Bowman at the Allerton. Gotthelf plays nightly sessions, while the Allerton presents recitals twice weekly.

## Reviews of Records

By M. H. ORODENKER

### Brunswick

LEON BELASCO gives way to the Andrew Sisters, harmony trio, whose tricky rhythmic disposition of *Jammie* (7863), listens beaucoup well, but on the B-side, *Turn Off the Moon*, band drags the lunar body down with an overfussed arrangement. EMORY DEUTSCH banks on his pash fiddlin' for *Never in a Million Years* (7862), content to wave the wand over his undistinguished instrumentalists for the *It's Swell of You* side. JAN GARBNER lands a Lombardoque double with *Did Anyone Ever Tell You?* and *When Love Is Young* (7861). ALICE FAYE, in a couplet from her *Wake Up and Live* flicker, *Never in a Million Years* and *It's Swell of You* (7860), is pleasing piping with Cy Feurer's Ork painting the background.

### Vocalion

EARL (FATHER) HINES has young pianistic ideas for *Planology* and *Flang Doodle Swing* (3501), but the tooters fail to cut it as clean as the keyboard wiz. And if memory serves, this lid is a re-issue, collectors placing a premium on the original waxing. LITTLE JACK LITTLE, piping to his own planology, gives *Ooh, But I'm Happy* and *It's Swell of You* (3498), with a new band that is several shades under his original (Mitchell Ayres) gang. ISHAM JONES also has a new combo up, making standard syncopation with *It Must Be Love* and *Now You're Talking My Language* (3499). Eddie Stone still on tap for the tonsiling. SKEETER PALMER peddles stock stuff on *Did Anyone Ever Tell You?* and *When Love Is Young* (3502). TOMMY TUCKER, whose rhythmpation is sturdy stuff for those who like it with a lift, shows plenty life on *Wake Up and Live* and *There's a Lull in My Life* (3500).

### Melotone

DICK McDONOUGH passes up his usual barrel-housers for conventional, but top row, dansapators on his vocals for *Beginner's Luck* and *Shall We Dance?* (7-05-18). STERLING YOUNG falls to distinguish himself with *I'm Bubbling Over* and *Never in a Million Years* (7-05-21).

### Decca

For a major lesson in pop rendering,

RUTH ETTING gives rare chanteuseing with *There's a Lull in My Life* and *It's Swell of You* (1212). BING CROSBY gets his inspiration from JIMMY DORSEY, doubling a dandy in *Never in a Million Years* and *In a Little Hula Heaven* (1210). GLEN GRAY, with Kenny Sargent on the vocalistics, syncopates sophisticated-like to *Never in a Million Years* and *There's a Lull in My Life* (1211). And for those who like their organ music on wax, REGINALD FOORT, Paramount Theater's pipe pumper, has *Oh Promise Me* and *I Love You, Truly* (1218), Milton Watson giving voice to the soulful ballads.

There's no bang when the British come again, but a brand of fox-trotology that is highly palatable even for those who dote on swingin'. It's AMBROSE and his ork from the Mayfair Hotel, London. And as a gang of jolly, good waxers, toot away on *The King's Navee* and *Back to Those Happy Days* (1214). Latter side is in the novelty register, an English counterpart to our *The Old Gray Mare*, and our boys will undoubtedly take to it for their own repertory. DICK ROBERTSON, a potent songs salesguy, makes it sweet suave for *My Little Buckaroo*, with just enough jiving to let you know their hot horns will take the dampness out of the *September in the Rain* side (1215).

CHICK WEBB, with four sides, gives smooth treatment to *Wake Up and Live* and *It's Swell of You* (1213). Ella Fitzgerald showing the way with classic rendering for the cats on *You Showed Me the Way* (1220), while the boys steam mitts for *Clap Hands! Here Comes Charlie*. Hand-clapping is rated by Fulford, his new ivory messenger. JIMMY LUNCFORD gives the smarter set sending to *Linger Awhile* and *Count Me Out* (1210). Undoubtedly a noble experiment in having LOUIE ARMSTRONG jive with Andy Iona and his hula-hula Islanders for *Hawaiian Hospitality* and *On a Little Bamboo Bridge* (1216). But in spite of the topical tunes the two styles fall to jell on wax. Might try linking Stuff Smith with the police and firemen's band.

### Victor

If you're gushy on gut-bucket, TOMMY DORSEY gives you the scorchiest swingeree with his *Clam Bake Seven* on

*Twilight in Turkey* and *The Milkmen's Matinee* (25568). It's been a full year since Victor waxed the cream of the Dorseyites, and this session Pee Wee Irwin, Johnny Mince and Bud Freeman hot their horns to the solid sending of the rhythm section. Another welcome addition is KAY THOMPSON and her Rhythm Singers, with a tonsil tang that tantalizes for *Carelessly* and *There's a Lull in My Life* (25564). GUY LOMBARD has a stylized double that's dandy in *The Lady Who Couldn't Be Kissed* and *I Know Now* (25568). XAVIER CUGAT couples *Hold Me Tight* and *I Hum a Waltz* (25567), both three-four timers that more than meet the fancy for that tempo. FATS WALLER is a distinct disappointment on *San Anton* and *You Showed Me the Way* (25565), offering nothing but his reputation.

### Bluebird

For a classic in corny capers BOB SKYLES is a must for his *I Hear Your Music* and *The Drug Store Cowboy* (6923). CLARENCE WILLIAMS has another Dixie double with his Washboard Band on *Cryin' Mood* and *Wanted* (6932). As a collector's item, Williams has Buster Bailey on clarinet, Edward Allen tooting trumpet, Prince Robinson on sax, Cyrus St. Clair's grunting on the tuba and Floyd Casey wooing the washboard, vocals listed on the label. TED MACK waxes in waltztime with *A Love Song of Long Ago* and *I Hum a Waltz* (6934). SHEP FIELDS carries on as the label's best-seller with four sides, rippling the rhythms for *I'm Bubbling Over*, *There's a Lull in My Life* (6933), *You're Here*, *You're There* and *When Two Love Each Other*.

# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEA (NBC) and WABC (CBS) from Friday, April 23, thru Thursday, April 29, and also, for comparative purposes, from Friday, April 16, thru Thursday, April 22. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			April 23-29 Net. Ind.	April 16-22 Net. Ind.
1.	Carelessly	Berlin	38	22
2.	September in the Rain (F)	Remick	33	21
3.	Too Marvelous for Words (F)	Harms	26	21
3.	Where Are You? (F)	Feist	26	18
4.	Boo Hoo	Shapiro, Bernstein	22	14
5.	Never in a Million Years (F)	Robbins	21	21
6.	Sweet Is the Word for You (F)	Famous	20	23
6.	How Could You?	Remick	20	20
7.	Love Bug Will Bite You	Santly-Joy	19	24
7.	There's a Lull in My Life (F)	Robbins	19	19
8.	Swing High, Swing Low (F)	Famous	18	21
8.	Sweet Lellani (F)	Select	18	8
9.	Let's Call the Whole Thing Off (F)	Chappell	18	25
9.	When Love Is Young (F)	Miller	16	10
9.	That Foolish Feeling (F)	Feist	16	7
10.	Little Old Lady (M)	Chappell	15	17
10.	They All Laughed (F)	Chappell	15	15
10.	On a Little Dream Ranch	Shapiro, Bernstein	15	10
10.	To a Sweet and Pretty Thing	Shapiro, Bernstein	15	8
10.	Wake Up and Live (F)	Robbins	15	8
11.	It's Swell of You (F)	Robbins	14	12
11.	You're Here, You're There, You're Everywhere	Marlo	14	12
12.	Moonlight and Shadows (F)	Popular	13	17
12.	Blue Hawaii (F)	Famous	13	14
12.	I'm Bubbling Over (F)	Robbins	13	12
13.	You Showed Me the Way	Robbins	12	21
13.	What Will I Tell My Heart?	Crawford	12	18
13.	They Can't Take That Away From Me (F)	Chappell	12	17
13.	Jammin'	Popular	12	6
14.	Trust in Me	Ager, Yellen	11	17
14.	Rockin' Chair Swing	Red Star	11	4
14.	It Looks Like Rain	Morris	11	1
15.	I've Got My Love To Keep Me Warm (F)	Berlin	10	19
15.	Turn Off the Moon (F)	Popular	10	6
15.	Was It Rain? (F)	Santly-Joy	9	16
16.	Vienna Dreams (F)	Harms	9	8
16.	Wanted	Sherman-Clay	9	6
16.	Johnny One Note (M)	Chappell	9	5
17.	Serenade in the Night	Mills	8	17
17.	My Little Buckaroo	Witmark	8	13
17.	Where Is the Sun? (M)	Mills	8	11
17.	You're Precious to Me	Marks	8	9
17.	Where or When? (F)	Chappell	8	9
17.	Maybe	Donaldson	8	8
17.	When Two Love Each Other	Davis	8	5
18.	I've Got Beginner's Luck (F)	Chappell	7	9
18.	Spring Cleaning	Berlin	7	10
18.	Fifty-Second Street	Harms	7	7
18.	In a Little Hula Heaven (F)	Famous	7	6
18.	Just To Remind You	Donaldson	7	6
18.	I Dream of San Marino	Crawford	7	5
18.	I'll Never Tell You I Love You	Mills	7	5
18.	Jamboree (F)	Feist	7	4
18.	I'm Hatin' This Waitin' Around	Harms	7	3
18.	Shall We Dance? (F)	Chappell	7	3
19.	Gee, But You're Swell (F)	Remick	6	13
19.	Just a Quiet Evening (F)	Harms	6	7
19.	Mr. Ghost Goes to Town	Exclusive	6	4
19.	Whoa, Babe	Lincoln	6	4
19.	Love Song of Long Ago (F)	Feist	6	4
19.	Our Song (F)	Chappell	6	4
19.	When My Dreamboat Comes Home	Witmark	6	3
19.	The Mood That I'm In	Broadway	6	2
19.	Summertime (M)	Chappell	6	2

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended May 3.

## Chi Drive on Peddlers Seen

CHICAGO, May 1.—While definite commitments from the local ASCAP office are not as yet forthcoming, music row here expects the organization to launch a wide drive against street song peddlers in the near future. Plans for action neared boiling point when ASCAP learned that the Department of Justice in St. Louis indicted two tune peddlers on a charge of violating the Federal copyright laws.

Proof against local violators, including the printers, is said to be ready to be seen by the proper authorities in Washington.

Peddlers have been dotting the streets here, especially during theater hours, selling books of lyrics for 5 and 10 cents.

## Exclusive Opens Chicago Branch

CHICAGO, May 1.—Richard Mills is using desk space in local Ager, Yellen & Bernstein offices until he opens his own in the Woods Building to represent Exclusive Publications, Inc. Mills is going to Pittsburgh June 6 to marry Shirley Heller.

*The Fly Out Flew the Flea*, authored by Larry Shay, Terry Shan and Jimmie Eaton, has been introduced by the King's Jesters. Milton Weil publishing.

## Regan Signs With Brunswick

NEW YORK, May 1.—Phil Regan, tenor, who will soon appear at the Criterion Theater here in the pic, *Hit Parade*, has been signed by Brunswick to make 24 records yearly.

## Music Items

SIDNEY MILLS, son of Irving Mills, is now general manager of Mills Artists, Inc. He is still associated with Exclusive Publications, another of his dad's numerous musical enterprises. Exclusive has just issued two new tunes by Duke Ellington, *Carnival and Scattin'* at the *Kit Kat*.

JOHN GURNEY, Met Opera House baritone, has selected all five numbers from *The Singing Marine*, new Warner musical, for his broadcasts.

ROCCO VOCCO, representing Witmark and Harms, Inc., left New York last week on a special business trip. He will visit Chicago, Cleveland and other key cities.

WORDS AND MUSIC has accepted a new song, *Meet Myself and I*, by Gordon, Kaufman and Roberts.

BILL LOW, head of the Canadian Musio Company, who handles Warner songs and publications in Canada, is in New York vacation bound.

HARRY KESSELL has been appointed to succeed Arthur Plantadosi as Pacific Coast representative of Feist, Inc. Took over his new assignment May 3.

CHESTER COHN, general professional manager of Feist, Inc., entertained Jan Garber, orchestra leader, May 2. They are old friends.

It is understood that a concerted effort will be made shortly to eradicate promiscuous reference to the music publishing industry as Tin Pan Alley. Many believe that such a description of large business is outdated, besides casting a sort of odium upon its numerous creators and others involved. The expression came into being many years ago when most of the firms were located in one particular street in the old Tenderloin District in New York.

ANDY RAZAFF AND FATS WALLER, who prospered as a song-writing duo a decade or more ago, may supply the text and score of a new all-colored musical talkie. The pair are responsible for such successes as *Ain't Misbehavin'*, *Honeyuckle Rose* and *My Fate Is in Your Hands*.

HARMS, INC., is sponsoring *Little Old-Fashioned Music Box*, by Mack David, George Meyers and Pete Wendling. It is getting a No. 1 plug.

PETER MAURICE AND JIMMY PHILIPS, of the Peter Maurice Company, Ltd., London, sailed for home May 3 following a brief visit in New York. They came to America to arrange tleups for their songs.

Many writers who have been successful in the past are taking advantage of the return of their songs, especially past hits, by publishing them on their own. Joe Howard is among those who is already finding an excellent outlet and revenue by taken over personally his expiring copyrights originally listed thru other firms. Revival of interest in old-time numbers has been helped by their introduction in films calling for "atmosphere."

GUS LEONARD, Maury Goldsmith and Barnett B. Lester, trio that gave Hoover and Roosevelt their campaign songs, have combined to clef out these tunes: *Leader of the Band*, *Stuff 'n' Things* and *Love in a Plane*.

A. COLEMAN, musical director for A. B. Marcus show, currently in Australia, is using the Leonard - Goldsmith - Lester tunes of *Gypsy Dream*, *Manhattan Swing*, *On the Up and Up*, *I Gotta Dance* and *Blue Reverie*.

WITH THE RECORD companies giving his *You Oughta Learn To Dance* a play, Johnny Fortis is introducing a new original, *Living in the Past*, on his NBC shows from KYW, Philadelphia.

W. C. HANDY has written what he claims is the nearest thing to another *St. Louis Blues*. It is *East St. Louis*, patterned on *St. Louis Blues* but, according to Handy, really the inspiration of the famous tune.

## Sheet-Music Leaders

(Week Ending May 1)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Little Old Lady (Chappell) (11)
2. Boo-Hoo (Shapiro) (2)
3. Will You Remember? (Schirmer) (4)
4. Moonlight and Shadows (Popular) (3)
5. Love Bug Will Bite You (Santly) (5)
6. September in the Rain (Remick) (13)
7. Too Marvelous for Words (Harms) (11)
8. Sweet Lellani (Select) (8)
9. Blue Hawaii (Famous) (7)
10. What Will I Tell My Heart? (Crawford)
11. Never in a Million Years (Robbins)
12. Carelessly (Berlin)
13. Where Are You? (Feist)
14. When My Dreamboat Comes Home (Witmark) (11)
15. My Little Buckaroo (Witmark)

PHONOGRAPH RECORD best sellers will be found on page 83.

## New ASCAP-MPPA Setup in Force

NEW YORK, May 1.—Monday morning John G. Paine, heretofore chairman of the board of Music Publishers' Protective Association, takes his post as general manager of the American Society of Composers, Authors and Publishers. He succeeds E. C. Mills, who will now devote himself to bucking State legislation hostile to ASCAP.

Harry Fox, recommended by Paine to succeed him at MPPA, takes the latter's position.

With Paine as general manager, the setup now includes an administrative committee, named by the board of directors, including Gene Buck, E. C. Mills, Irving Caesar, Walter Fischer and Louis Bernstein.

## R-O'K Books Aragon Ballroom

NEW YORK, May 1.—Supplanting MCA, the Rockwell-O'Keefe office has booked Bob Crosby and orchestra to open at the Aragon Ballroom, Chicago, May 29. Office has also set Art Shaw to open the season for the Willows in Pittsburgh May 21; Del Courtney came from the West Coast to open at the Nederland Plaza, Cincinnati, May 1; Woody Herman, Art Shaw and Al Donahue have been booked to appear at Brighton Beach, New York, this summer; Glen Gray, Benny Meroff and others booked for summer dates at Manhattan Beach, New York.

## Frisco's 3-Day Fiesta

SAN FRANCISCO, May 1.—John Charles Thomas will be the singing star of the Golden Gate Bridge Fiesta Pageant, which will be staged for three nights in a specially constructed theater in the Presidio here beginning May 27. Charles Hart, woodwind and string group director on NBC, will direct. There will be a cast of 3,000 persons and a symphony orchestra of 100 pieces for the spectacle, which will portray the history of California from the days of the Spanish dons.

## 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.

## Goldkette To Run Mich. Inn

DETROIT, May 1.—Gene Goldkette, veteran impresario of ballrooms and orchestras, is planning to manage the Blue Lantern at Island Lake, Mich., for the summer.

New Casino at Walled Lake opened for the season last Friday. Last year's policy of presenting two orchestras remains.

Arle Simmons and Chic Scoggin orchestras open. Dancing Friday, Saturday and Sunday nights.

## Nebraska Advances Anti-ASCAP Hearing

LINCOLN, Neb., May 3.—Nebraska's Legislature has advanced the anti-ASCAP measure to third reading by unanimous vote.

The bill, which makes illegal the operation of the society, seeks to write the Sherman Anti-Trust Law into the Nebraska statutes. It is authored by Senator Frank Brady, who wants to break up the heavy levy on hotels, theaters, radio stations and dance halls.

There has been a good deal of argument as to the bill's constitutionality by the Legislature's constitutionality committee, which split in a 2 to 1 decision against its chances of standing a brush with the Supreme Court.

CHICAGO, May 1.—Back from Springfield after confabs with various legislators, E. S. Hartman, local ASCAP head, is of the opinion that the anti-ASCAP bill, now on the House docket, will die before coming up for a vote.

## Moss Leaves CRA; Opens Own Office

NEW YORK, May 1.—Harry Moss left the one-night stand department of CRA today to open his own office handling Fats Waller, thru an arrangement with Philip L. Ponce, Inc. Moss is also personal representative of the bands of Johnny Messner, Julian Woodworth and Dick Dixon.

Billie Shaw steps up as head of the one-nighters department of CRA, with William Wolf, of the club booking department, assisting.

## Musicians Hold Picket Meeting

NEW YORK, May 1.—Musicians' Local 802 had a meeting of its pickets yesterday morning, the talk centering around pulling out all pianists and organists from RKO theaters. Local is currently picketing 28 RKO spots.

Activity at the theater drive headquarters was marked, new volunteers apparently signing up for the drive.

## Union Says Wax Ban Retroactive

CHICAGO, May 1.—That local recording companies and orchestras signed contracts before the Chicago musicians' union ruled against the manufacture of records for airing purposes does not change the status in the least, James C. Petrillo, head of the musicians' local, declares.

His opinion was made public in answer to a Decca application for a permit to record numbers by the Bob Crosby and Anson Weeks orchestras, which had contracts with the recording firm before Petrillo's ruling went into effect.

Petrillo demanded that Decca sign an agreement assuring the union that the records made here will be manufactured for home consumption only. Decca refused to do so, canceling its contracts with the orks for the time being.

### Authentic Stuff, Boys

PHILADELPHIA, May 1.—In spite of what musicians think about the music strummed out by Hawaiian ensembles, the Hula Boys, an Hawaiian orchestra heard over WDAS, have one claim to individuality. Not one member of the group is Hawaiian.

# Indie Band Agents Need Not Fear the Big Offices, Says Booker Frank Fishman

NEW YORK, May 1.—Independent orchestra booking agents are crying loud, long and sincerely, deploring the fact that they are being "driven out of business by unfair competition and virtual monopoly by big corporations." But, according to Frank Fishman, who for over 10 years, except for several short periods, has been an independent booker, "independent band bookers need not fear large booking corporations.

"Out of 1,026 extant licensed bookers," he says, "66 are in the employ of the large corporations. The remainder are independent agents who negotiate approximately 25 to 30 per cent of the total gross booking business. This also means that the rest of the business is done by a few large corporations. That is a major achievement. To secure that standing and prestige, and to build good will of that type they must have been of real service to their bands and to their clients. But these corporations have started from scratch—started small—even as the independents of today are small. Their success has been due to smart and efficient management, intelligent planning, foresight, sincere hard work and hustle.

"Now the case of the independent booker. About one-fourth of the total income from band bookings goes to these people. To start with, the independent booker has even less knowledge of his business than is generally supposed. Most of them are in the business by chance. They recognized a money-making racket and they became bookers. No qualifications, no experience, no information required. They just became bookers; simple as that. They started on a chisel, and they continue in the same way. With the exception of a score, or even less, none of these men command the respect of the executives of the large corporations which they fear.

### Negotiate, But Can't Deliver

"With few exceptions, independent bookers print stationery which boldly proclaims that they manage, book or otherwise negotiate business for dozens of name bands. They advertise that they are affiliates of, or tied to, the big corporations. They offer name bands cheaper than the companies which actually control these names. They negotiate contracts and then are unable to deliver. In many cases they sell dates, take deposits, then try to substitute local or lesser known names. They resort to all this chiseling and misrepresentation and then they cry to high heaven because the legitimate agencies refuse to deal with them.

"Band leaders are at fault to a great extent," Fishman says. "The average band leader is ready to deal with anybody who claims to be a booker and they are notoriously poor business men.

"On the other hand, this fact also presents the golden opportunity to the independent orchestra agent. Band leaders need managers. They require personal representation. Band employers prefer to deal with band managers and the big corporations prefer to negotiate with a personal representative. However, the personal representative must command some respect.

"Our independent agents claim they can service a location, whether it be hotel, night club or a one-night stand far better than a large corporation. They could, but they don't. Lacking the connections to secure name bands, the indie agent will ridicule those which his client wishes to engage, point out the unfair price requested and then hold out his own Joe Doakes as a better attraction. His comparisons are so foolish that he has made a fool of himself. Then the big corporation moves in with its facilities, its names, semi-names and smaller attractions, adding further to its own good will; while the indie loses the respect of his client and of the business. Shoe-string operators, they can in no way benefit the band they manage or the spot they attempt to service.

### A Place for the Indie

"Nevertheless," claims Fishman, "there is a definite place for the independent booker in the orchestra business. It is impossible for the few large corporations

to control the entire industry, or to serve all the good bands or all the good spots. The big money for bands is in the hinterlands and there the indie should hire himself. Thru personal contact and ethical dealings he can create and develop good will among the promoters. No matter how small his band may be in name the agent can, by diligent work, make friends for himself and his band. He can spread his operations to include more and more territory. He can learn something about that territory and its needs. He can really service it. Bands are always available and names can be secured thru the proper channels if he can prove his honesty and sincerity.

"If he is the judge of talent he claims to be the agent will secure the right to manage the bands that will be the names of the future. Most of the big names came from the small towns and all of them had their experiences with the small booker. Some managers have grown with organizations of this type and have become truly independent. If he secures a diamond in the rough the big companies will be his best friends. If he finds an idea with merit he can secure any assistance he needs to further it.

"The independent agent is in a position to make personal contacts with employers and buyers of music which, if used properly, will make him independent of any factor existing in his competitive surroundings. To date he has not used these contacts properly. He has earned his bad reputation. He has brought his outcast position upon himself. He has forced his former clients to look far from home for agents whom they can trust.

### AFM Forced To Supervise

"It is probably because of the activities of the independent agent mainly that the

AFM has been forced to assume supervision of bookers and bookings. Agents who operate ethically and have no fear of this supervision and can use it to protect their own interests.

"Indie bookers should not fear the large corporations," Fishman insists. "Rather, they should respect them. They are setting the high standards that the small fellow must attain. They have made big money possible and the small timer must profit by their example. He must study his own business possibilities and lay his plans accordingly. He must make his own contacts and develop his own clientele. If his band is not too well known he must see that it becomes more popular. He must work to that end. If his band lacks merit he is wasting his energy. Above all, he must stop CHISELING and he must stop CUTTING IN!

"As a rule the small booker is not associated with any particular band and that is usually his undoing. His salvation is to definitely establish himself with some attraction, large or small, and stay with it in a managerial capacity. Proper or at least successful and profitable exploitation and management of one band makes it possible to sell other bands on their own merits and is the only way to success.



"The indie's only fear should be of himself. Unless he stops to take stock of himself he'll push himself right out of the business. He must operate legitimately and ethically and, by all means, respect his elders."

### Langan Booking Bands



SCRANTON, Pa., May 1.—Ray Langan, back from his recent trip to the West Coast, is once more active in band booking locally and in New Jersey and New York. Langan also plans to take over a night club in the Poconos for the summer.

### Publishers Fete Jerry Cooper

NEW YORK, May 1.—Farewell dinner tendered to Jerry Cooper at the Hickory House last week, in honor of his departure for Hollywood, was attended by 60 music publishers.

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
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# Summer Openings Pile Up; Band Bookings Are Heavy

**Floor show bookings lag—production shows being avoided—competition might bring them in later in season—scores of summer spots announce openings**

NEW YORK, May 1.—With the summer season close, scores of new spots are announcing openings throught the country. In this area, the Blossom Heath Inn, Larchmont, N. Y., opens tonight with Dave Schooler's Band; Marden's Riviera, in Fort Lee, N. J., opens May 27, with Mickey Alpert heading a big production show; Claremont Inn here opens June 1, with Jolly Coburn's Band again featured; Tavern-on-the-Green, in Central Park, resumes tonight, with Hughie Barrett's Band; Ben Riley's Arrowhead Inn here Band; the Westchester Biltmore Country Club opens June 2, with Henry King and band set. In the outlying district there are also the Atlantic Beach Casino, Westerly, L. I.; Canavan's Grassy Point Hotel, Broad Channel, L. I.; The Patio Club, West Hempstead, L. I.; Playland at Rys, N. Y., and Brighton Beach Pavilion, Brighton Beach, all set for early openings.

Most of the bands for the bigger spots have already been set, although floor talent bookings are still light. Pre-season indications are that bands will get a heavy play, with production floor shows being avoided by most spots.

PHILADELPHIA, May 1.—Mirror Room of the Philadelphia Hotel is first to call it a season on May 15.

Activity in the roadhouse zones promises to take up any slack in the city proper. Cutie Clark takes over the Sunset Inn, Drexel Hill, Pa. Bill Rovner is reading the Overbrook Villa at Lindenwood, N. J.

First Swing Club here opens Friday atop the Logan Theater. Spot was originally to open past New Year's Eve, with Blanche Calloway leading the show and band.

ALBANY, N. Y., May 1.—The HI hat new night resort, opened this week. Has a continuous floor show and a spacious dance floor.

WICHITA, Kan., May 1.—Openings include Cedardale Manor, five miles southwest, and Riverside Supper Club, just over the city line south.

Cedardale is managed by Jean Moelinger. Shorty Atkinson and band opened, with Betty Lea doing vocals. Riverside, closed for a year, reopened without music but it is to book within the first week.

HOLLYWOOD, May 1.—Marty Schwartz, manager of the Westwood Village Theater, is the latest night club operator. He has resigned to take over the Club Eugene on the Sunset Strip. Club will be renamed The Marti.

CLEVELAND, May 1.—Readying to open is Skillet, newest night spot in the Playhouse Square district. Designed by Jac Lassman, of New York, one of the features is a sunken cocktail lounge. Food will be served direct from skillet to plate, with Joseph Bock in charge. Louis Cina and his orchestra will furnish dinner music, followed by continental music and entertainment after the theater. Charles Goldberg is president of the new enterprise.

DETROIT, April 24.—Several new spots are being booked from local offices. Jack Dickstein, of the Gus Sun agency, reports the Mayfair, east side night club, just reopened for the season, as well as the Palmetto Garden.

Lionel Kaye, of the Amusement Booking Service, reports taking over the Deauville Inn, midtown night club.

## Wrestling in Night Club

MILWAUKEE, May 1.—Tommy Teris has inaugurated wrestling at his Theatrical Club here Monday and Thursday nights.

Regulation ring has been set up in the center of the niter's 240-foot H-shaped bar. There is no cover charge and a 10-cent beer permits the public to hear dance music and view a floor show and at least four wrestling matches. Gordon Leggold is emceeing at the spot.

## The Payoff

CHICAGO, May 1.—Charles Rubens, escape artist, boasts of one of the most unusual remunerations on record.

For freeing himself from supposedly fool-proof handcuffs in the offices of the Detective Publishing Company here he was paid with a crop of hair that allegedly came from Gangster Dillinger's mustache.

# Club Chatter

New York City:

MAURICE AND CORDOBA, recently at the Ritz-Carlton, sailed on the Ile de France May 1 for their Coronation engagement at the Dorchester House, London, opening May 8. . . . RANDOLPH AVERY TRIO opened at the Hotel St. George, Brooklyn, May 5 for two weeks. . . . HARRIS AND YVONNE ASHBURN have been engaged for the summer at the Essex House with Nat Brandwynne's Orchestra. They come from run at the Chez Paree, Chi. . . . BALLANTINE AND PIERCE, song and dance team, sailed April 28 for Havana, where they open at the Sans Souci for a six-week engagement. . . . THEODORE AND DENESHA have been signed by the Walter Batchelor Office for pictures. They open at the Royal Frolics, Chicago, May 7. . . . ALEC TEMPLETON, blind pianist at the Rainbow Room, may be concert toured by MCA soon. . . . RAYMOND WALKER, piano accordionist, is currently playing Zit's Little Casino. . . . RAY SAX, under F. & M. management, returns to New York in June after two years in Europe. Recently closed eight months at the Palladium, London, and currently at the Scala, Berlin.

Chicago:

HELENE MILLER booked as soloist with the Jack Denny Orchestra, which succeeded Paul Whiteman at the Drake Hotel May 7. . . . BUDDY AND SELMA are in their sixth week at the Mayflower Casino. Set by Sligh & Tyrrell.

ENGLISH DANCING team of Tala and Jaime are doing a nice job at the Gold Coast Room of the Drake Hotel with Paul Whiteman. . . . BARBARA PARKS, Joe Sanders' former vocalist, opened at the Chez Paree Friday for an indefinite engagement.

LITTLE MOROCCO came in from Akron and opened at Frankie's Casino. . . . THE DUANOS have been held a third week at the Bismarck Hotel. . . . FURMAN AND LORRAINE followed Owen and Parco into the 885 Club. . . . BILLY STEARN enlarged the floor bill at his Gay 90s this week. . . . JOHN AND EDNA TORRENCE, dance team, joined Chez Paree show. . . . LILLIAN ROTH filling a two-week stay at the Stevens Hotel before sailing for a London engagement.

MARION AND IRMA, control and acro artists, are leaving the College Inn show May 21 for Hollywood and Paramount. . . . THE SIOUX INDIAN Pow-Wow Revue is leaving on a four-month tour, opening in Kalamazoo, Mich., next week. . . . WILLIE SHORE staying over at Colosimo's.

Here and There:

THE WONDER DANCERS concluded their engagement at Netherland Plaza, Cincinnati, Friday (29) and opened the following day at the Congress Hotel, Chicago. . . . THE VARONNES (Carlos and Dolores), who opened last week at Lindy's Club, Minneapolis, for a week's stand, are being held for four. . . . JOHN LONAS, after a fortnight's stay at Doris Inn, Pontiac, Mich., has moved to the Night Hawk, Detroit. . . . CROSBY AND DE GAGE, Paul South and Ted Lane, Una Cooper, Simpson's Marionettes, the Southland Rhythm Girls and the Stroud Twins comprise the floor-show layout at Jimmy Brink's Lookout House, Covington, Ky. . . . NEW SHOW at Cincinnati's Cat and Fiddle Club includes Stanley and Hill, Jimmy and Myrtle Dunne, Elmer Kovitz, Billy Owens, Helen and Flo Murphy and Benny Rafalo, emcee. . . . PAUL GORDON, Frieda Sullivan and DeMar and D'Andre are the new floor-show features in the Pavilion Caprice, Netherland Plaza, Cincinnati. . . . BELLE BAKER, Countess Emily Van Lozen, Jackie Green, DeAngelo and Porter, the Five Jansleys, Billy Severin, the 16 Lovely Ladies and Clyde Lucas and his California Dons make up Sammy Rose's Spring-Swing Revue, opening attraction for Pete Smith's new Beverly Hills Country Club, Newport, Ky., which gets under way May 5.

DOROTHY LULL, dancing comedienne, is now filling engagements in the South for Duke Yellman. Her former partner, Sonny Joy, is in Chicago.

COOKIE FAYE, dancer, is at the Grand Jeu in Paris. . . . OLIVE MAY, singer, is at the Monte Cristo in Paris. . . . GILLETTE AND RICHARD, dancers, are at the Ambassadeurs in Cannes, France.

## Chicago Night Spots Ask Ad Positions

CHICAGO, May 1.—Kicks registered by the more reputable night spots against publicity breaks and ad positions given the small-timers caused *The Daily News* to limit space on the night club page. So far *The News* is the only paper of the local dailies running night spot departments to pay any attention to these squawks.

Heat was turned on by the Chez Paree last week when its ad was topped by a spot it considered inferior to its own.

## New Dorothy Granville Acts

NEW YORK, May 1.—Dorothy Granville, local booker, has placed under exclusive management and is bringing to this country soon the following Continental acts: Trixie, 17-year-old acrobatic juggler; D'Anselmi, European ventriloquist; Kuda Bux, the "Man with the X-Ray Eyes," and Frakson, the magician. Marlora, another Granville importation, just closed at the Chez Paree, Chicago, and began a series of theater engagements this week at the Chicago Theater there, booked thru the William Morris office.

## Rochester Agency Adds Clubs

ROCHESTER, N. Y., May 1.—Bookings of H. S. Theatrical Exchange now cover Hornell, Gowanda, Elmira, Syracuse, Wayland, Fairport, Bath, Buffalo and Albany; Bradford, Pa., and about 20 clubs in Rochester.

## Rochester Wants Girls

ROCHESTER, N. Y., May 1.—Local area is currently witnessing an influx of acts, chiefly owing to the strikes in Michigan and Ohio, which resulted in closing of many clubs. Most of the talent comprises ex-vaude singles and doubles. Clubs here are able to cope with the oversupply, but are still faced with a shortage of girls.

## Walsh Set for London

NEW YORK, May 1.—Mary Jane Walsh, radio singer, recently on the Rudy Vallee program, opens at the new Whirling Top Club April 20. Also booked for four weeks at the Mayfair, London, beginning May 24.

## Chicago Bookers Line Up Talent

CHICAGO, May 1.—Local bookers are in a race for summer spot dates. What the leaders are doing is signing up as many good acts as possible to have them on hand when calling on the club proprietors.

MCA, CRA, Sligh & Tyrrell and the William Morris Agency are certain to get most of the better clubs. Sammy Clark, night club department head for the William Morris Agency, is taking to the road this month to sign clubs. The New York office is extending full co-operation in producing the talent wanted in this area.

Sligh and Tyrrell, boasting a long list of acts under personal management, are trying to attract buyers mostly by direct mail.

Eddie Elkort, of MCA, working with Lou Wasserman, of the publicity department, is wasting no time putting his wares on the map. Similar efforts are under way in the CRA office, where Leo Salkin reports several new spots landed by the local staff.

## Sacco Unit for Panama

CHICAGO, May 1.—Tommy Sacco, local booker, is sending a new show to the Moulin Rouge Club in Colon, Republic of Panama, June 28 for a three-month engagement. States that salaries are guaranteed by the government and each act selected must pass a rigid physical exam before being admitted into Panama. Shows clicking are held another three months.

## Benson and Clark Move

CHICAGO, May 1.—John Benson and Harry Clark are moving their offices to the Woods Building this week. Sammy Clark joined the William Morris Agency, while Paul Marr is going back with Sam Herman, booker.

# Detroit Cafe Bookings Boom; Looks Like Heavy Summer Biz

DETROIT, May 1.—Affiliated Theatrical Offices of America added five night spots. Booker Harry Goodman reports Five o'Clock Club and Low's Cafe, Detroit; Vollmer's and Talk of the Town, Toledo, and Paradise Cafe, Findlay, O. The Aunt Jemima Showboat Revue was booked by Affiliated to open its bill at the Clover Club, Masury, O., Monday.

New policy of dropping all night club bookings and concentrating on productions is announced by Harry Russell. Plans to draw talent from Chicago and will import his lines, as well as having his own wardrobe department.

Schlitz Club, class spot at Battle Creek, Mich., and the Red Rose Inn, Detroit, were added to the books by Henry Lueders. Both split weeks. In addition, the Russian Village, north end Detroit spot, was slated to add half a week of floor shows.

Further buildup of Detroit business was reported by the Ray Conlin office, with Ed Goff purchasing a location on Grand River road.

Mayfield Club, downtown night spot recently opened by Ted Lipsitz, is putting in a better type of floor show, booked by Abe Schiller, of the Del-Ray Orchestras and Entertainment Bureau. Opening bill includes Grace and Charles

Herbert, Rider Sisters and Natalie and Howard.

Also booking the Club Ten-Forty with Nan Blakstone, balladist, while Schiller's unit, the *Maybelle Van Adorables*, are celebrating their 25th straight week at this spot.

Peter Iodice has taken over two night spots, booking units into each. Harold Brown's *Side Show of Wonders* and Henry Nelsner open the show at the Maxine Club, east side spot operated by Phil Stefano. At bif Bellmeyer's Antlers Club Joe McCormick and his Beef Trust Revue open Iodice's first show. Val Campbell, of the Gus Sun Vaudeville Booking Agency, is handling all unit shows for the office, taking over the series of six units, now playing spots in Michigan and Indiana, originally produced by American Attractions.

Ace spot, Schneider's Garden, which was used to break in units, was destroyed by fire last week.

Harry Russell's Supreme Entertainment Offices has been enlarged in staff and office space. Besides Russell, staff includes Billy Stone, Mary Lou West and Victoria Dolores Kramer, associate bookers; Bob Fredericks, publicity, and Delene Wehner, office manager.

# CRA Adds Dance Dates

**Green to Const for Marco confabs—F & M Ice Show clicks in Washington**

NEW YORK, May 3.—Consolidated Radio Artists has lined up several added spots for its bands, some of them new and others being taken away from other agencies. Blossom Heath Inn, Detroit, gets its first CRA band, Paul Sabin, May 13. The Graystone Ballroom, Detroit, goes under exclusive CRA booking when it takes Harry Reser's Band May 26 for four weeks, to be followed by Tom Gentry, Austin Wylie and other CRA orks the rest of the summer.

When Playland, Rye, N. Y., goes on the CRA books May 15 with Les Brown's Band, it will get an NBC wire. Eastwood Park, Detroit, switches from MCA to CRA this summer. Opening band not yet set. New Penn Club, Pittsburgh, is new for CRA and gets the Clyde McCoy Band May 12, with Johnny Hamp set to follow. Paul Whiteman has been set for Billy Rose's club at the Fort Worth Exposition, opening his return engagement June 15.

Charlie Green, CRA president, is on the Coast now confabbing with Mike Marco, of F. & M. The F. & M. office here meanwhile is pushing its Ice Carnival unit. Opened it at the Shoreham Hotel, Washington, last week and is planning to duplicate the idea in the form of a vaude unit. Sam Shayon, of F. & M., has spotted Evelyn Chandler, champ ice skater, and her husband, Bruce Mapes, into the Hotel New Yorker, opening Tuesday in the hotel's second consecutive Ice Carnival.

# Europe Still Draws On American Talent

NEW YORK, May 3.—Europe continues to draw upon American talent, with next month seeing more sailings for dates abroad. Loper and Hayes will leave here June 2 on the Normandie to open at the Mayfair, London; Pablo sails June 12 on the Degrease to play for General Theaters; Three Blue Jackets leave June 19 on the Ile de France, and Marcy Brothers and Beatrice leave June 23.

Chilton and Thomas, who only recently returned after a nine-month stay abroad, have been rebooked to open August 9 at the Theater Royal, Dublin. Gloria Gilbert goes to South America May 22 to appear in Rio de Janeiro and to follow with Buenos Aires.

# 3 Agents in Commission Tiff

NEW YORK, May 1.—Robbins Family finds itself in the middle of a commission controversy among three agencies, each agency seeking commissions from the act's South American bookings. Artists Syndicate of America is suing for the commission, claiming the South American booking was originally started while Joe Sully was in that office. Sully is also seeking the commission, as is the Simon Agency, and both these agents will be party defendants in the suit. Robbins Family, thru its attorney, I. Robert Broder, reveals it owes commission, but does not know to whom.

# Flesh Back at Piccadilly

LONDON, April 26.—Piccadilly Theater, well-known spot is the heart of London's West End, up for public sale on April 20, will become a class vaude theater, with the opening set for May 3. Booking will be in the hands of the Windmill Booking Agency. House last ran vaude for 14 weeks in 1935.

# A la Minsky

CHICAGO, May 1.—The sedate Chicago Theater this week has made way for a runway, at the expense of its first row, to allow the damsels from its *Revue Paris Montparnasse* to tease the customers in revealing costumes. There's a stripper, too, disrobing in the *Midnight Bath* scene.



**BABE RUTH AND RALPH WHITEHEAD, executive secretary of the American Federation of Actors, exchanging greetings following the appearance of the King of Swat at the third annual benefit show last week at the Metropolitan Opera House. New York. Ruth was among the leaders in amusements and sports who praised the work of the AFA in aiding indigent performers. The Met benefit grossed more than \$12,000 for the relief fund of the actors' organization headed by Rudy Vallee.**

# Palladium's "Swing" Show A Floppo and Closes Soon

LONDON, April 26.—Termed unsuccessful and far below the standards of previous Palladium shows, the Jack Hylton-George Black production, *Swing Is in the Air*, is slated to fold several weeks ahead of its scheduled 12-week run.

Straight variety will be used, drawing upon a number of American "names," including Rudy Vallee, Harry Richman, Morton Downey, Arthur Tracey and Helen Morgan. Vaude will run until late in August, when the new "Crazy Show," with Nervo and Knox, Naughton and Gold and Flanagan and Allen, will come in after a two-week break-in at the Hippodrome, Brighton.

*Swing Is in the Air* underwent changes since the opening. Roy Smek, Moore and Revel, Fay Carroll and Gloria Day, all Americans, dropped out. One other act, Diane Raye, never even opened.

CHAZ CHASE returned to New York Friday on the Berengaria after a 17-month stay in Europe. . . . Shea and Raymond went into the Paradise Restaurant, New York, last week as replacements for Barto and Mann when Mann wrenched his knee. . . . Morris Silver, head of the Chicago office of the Morris Agency, was in New York for over a week. . . . A line of 16 Fanchon & Marco girls have been booked for a summer run at the Fox, Detroit, the troupe to open May 21 under the billing of Gae Foster Roxettes. . . . Olsen and Johnson unit has been booked by F. & M. into the Golden Gate, San Francisco, for the week of May 5, to be followed by a week at the Paramount, Los Angeles. . . . Letters from performers in England invariably carry a sticker sponsored by the Variety Artists' Federation, the stickers reading, "When Feeling Down, Depressed or Low, What You Need—Is a Variety Show."

URCAN SISTERS are a busy family of performers. Ann and Mary are singing singles, while Virginia and Eleanor are teamed up at dancing. . . . Al and Val Reno will return to Europe May 19 on the Normandie, to open June 1 at the National Scala, Copenhagen, with other dates to follow. . . . Wilma and Mack Brothers, tap and ballroom act trained by Eddie Mack, have been signed to a five-year contract by Fred LeQuorne. . . . Chester LeRoy and Leona Sharp, claiming to be the youngest team of ventriloquists, the boy being the son of the Great Chesterfield, have been brought east under the exclusive management of Ben Shainin, of the Simon

# Theaters Create Heavy Demand for Colored Units

**Colored shows find theater profitable pickings—demand mostly from burlesque—New York burly houses, under licensing pressure, may resort to these shows**

NEW YORK, May 1.—Colored vaude units are finding it profitable pickings these days in theaters, with the demand for these shows considerably on the up-beat, most of the work coming from burlesque theaters. Burlesque houses in Brooklyn, the Casino and the Century, and theaters in Newark and Union City have bought colored shows, finding that the shows tilt business about 50 per cent better than burlesque. Now with local authorities clamping down on burlesque there is much talk about the operators planning colored shows as substitute attractions. Reports are also rampant that a circuit of theaters for colored shows is being contemplated by Sam Stiefel and Issy Hirst in Philadelphia.

# AFA Organizes Chicago Cafes

CHICAGO, May 1.—Local branch of the American Federation of Actors announces plans to contact legitimate bookers in this area in an effort to license them and attempt to make working agreements with club managers.

Guy Magley, local representative, reports the encouraging increase in AFA membership here gives him reason to believe that the organization is now ready to serve local spots with 100 per cent union talent.

More than 32 emsees who have joined the AFA here within the last six months are now serving as deputies for the AFA, Magley reports. They check up on talent working in their clubs and are in an ideal position to know existing conditions. According to the local office, some 75 per cent of all club talent in this area are members.

The AFA will endeavor to protect local bookers by not licensing chiseling agents and by curtailing all direct booking. Club managers will be asked to use AFA talent exclusively and abide by the AFA's minimum wage scale.

# Benny the Bum Denies

PHILADELPHIA, May 1.—Benny the Bum, local night club operator, denies that he is converting the floor space into a boxing ring "in an effort to keep the spot out of the red." Claims spot has never had "one losing week" since opening.

# Vaudeville Notes

. . . . St. Claire and Yvonne, appearing at the St. George Hotel, Brooklyn, do a dance entitled *Vaudeville*, supposedly symbolic of a complete variety bill, the finish showing the team expiring to indicate the death of the field.

PAUL BLAUPOX, formerly with Major Bowes and an oldtimer in vaude circles, is the new manager of the Grand Opera House, Wilmington, Del. . . . Eddie Sherman booking the outdoor Sunday shows at the Philadelphia amusement parks—Woodside and Willow Grove. . . . Sybil Roth, acro dancer, goes into the State-Lake, Chicago, Friday, and will follow with European bookings this summer set thru James Witterfeld. . . . Cab Calloway has already played five of 15 consecutive vaude weeks laid out for him by the Irving Mills office.

DONALD NOVIS has been booked for the Orpheum, Los Angeles, week of May 19, marking his first vaude appearance in that city. Currently at the house is *Bell's Hawaiian Folies*. . . . Olsen and Johnson will close their tour May 13 at the Paramount, Los Angeles, then reporting at Republic Pictures for their next picture. . . . Don Santo this week celebrates his third straight year as emcee at the Manchester, Los Angeles, split-week house. Fanchon & Marco are presenting him with a new auto as a bonus.

FRED ZIMBALIST, harmonica player in the Ann Fritchard and Jack Lord act, is leaving for France early in June to fill vaude and night spot engagements. Expects to take in Russia, his native land.

# B'klyn Para's One Night Flesh Clicks

NEW YORK, May 1.—Brooklyn Paramount's "Professional Nights," wherein vaude is shown on Friday nights, has caught on to such an extent that other theaters in that territory are figuring to stage similar performances. There is a possibility of it catching on in the fashion of Bank Nights. Albee and Metropolitan are understood to be giving thought to the idea.

The Paramount, with shows being booked by Al Rogers, staged its fifth show last night, with every one playing to capacity, figuring about 60 per cent better than the usual Friday night with straight pix. Paramount also may extend the flesh to a week-end policy, provided the one-night idea holds up thru the summer.

# City of London Getting Its First Vaude House

LONDON, April 26.—City of London proper, which is only one square mile in extent, will have its first vaude theater in May when John Sothern, who formerly ran vaude at the London Pavilion, Balha, Hippodrome, Garrick and Collin's, Islington, opens a non-stop vaude house within the city walls. He will run it in the nature of a club so as to assure getting a drinking license.

Naunton Wayne will be master of ceremonies for the first bill, which will be composed of international acts. Sothern, relying on the club license, will employ nudes and may have Iris Young, first English strip-teaser, on his initial bill. Another unusual venture will be to drop the prices of admission on Saturday so as to attract city clerks who do not work on Saturdays.

# Set Dallas Expo Show

NEW YORK, May 1.—The first show for the casino at the Greater Texas and Pan-American Exposition in Dallas has been set by Charles J. Freeman. New additions are Borrah Minevitch and harmonica boys, Art Jarrett, Three Sailors and Jack Arthur. These are in addition to Ted Flo-Rito and ork, Stan Kavanagh, Georges and Jalna and 48 girls and 24 boys. Show is scheduled to open June 12.


# Vaudeville Reviews

Princess and Baby  
**YVONNE**  
"PSYCHIC WONDERS"  
"A NEW BOX OFFICE SENSATION"  
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PHENOMENAL PRESTIDIGITATOR

SOME RECENT ENGAGEMENTS  
29 WEEKS—ADELPHIA HOTEL, PHILADELPHIA  
15 WEEKS—URBAN ROOM, WILLIAM PENN HOTEL, PITTSBURGH  
8 WEEKS—STEVENS HOTEL, CHICAGO  
14 WEEKS—PARK PLAZA HOTEL, ST. LOUIS

NOW WITH RAY FABING'S "HOLLYWOOD INGENUES"  
THIS WEEK ORIENTAL THEATER CHICAGO

23 WEEKS' RECORD RUN  
EMPIRE ROOM  
PALMER HOUSE, CHICAGO  
BOOKERS BEWARE

There are only two Rosini's, Carl and Paul. Other mystifiers using this name are imposing upon reputations made by us.

**BEVERLY JEAN BRITTON**  
FEATURED SINGER, DANCER AND MISTRESS OF CEREMONIES  
Now Conducting  
16—"HOLLYWOOD INGENUES" ORCHESTRA  
THIS WEEK—ORIENTAL THEATER, CHICAGO

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

## Loew's State, New York (Reviewed Thursday Evening, April 29)

Business wasn't its usual self at this third show and it might be due to either the warm weather or the strong pix opposition from the Roxy and the Music Hall. The vaude show is an entertaining 81-minute layout, headed by Mitchell and Durant and Tito Guizar, while the pix fare is *History Is Made at Night*.

Helen Reynolds and her roller-skating turn, comprising eight femmes, is a strong flash opener. The girls make a grand appearance and their skating efforts are punchy, the work done in pairs, trios and quartets. All fast and furious, with the audience reacting heavily at the finish.

Wally Ward, aided by Mitzl Milford, is an entertaining dueler, a relief in that it's an act that hasn't been around here in recent years. A comedy, singing and mimicry act, mostly comedy, with Ward the mainstay with effective piano thumping, singing, general clowning and animal and other imitations. Miss Milford is a cute and clever foil. They fared well.

Tito Guizar was a show-stopper with his grand singing. There's naturalness and ease to his performance, plus a beautiful voice. He offered Spanish and English songs, with each and every one catching on handily. Had difficulty in taking his leave, but obliged with a couple of encores and was able to get off.

Mitchell and Durant hoked around aplenty in the next-to-closing spot and the audience laughed a lot. Not much substance to the comedy, but they wield it cleverly to bring the laugh results. Then when they do their brief gymnastics they go even bigger. That singing bit, which is done by Harry Pollard

offstage, is a big laugh. Florence and Alvarez, dance team, close with a very quiet act, yet one that's effective. They are a class ballroom team of much talent, doing three numbers, the best being to *Mood Indigo*. Work to piano accompaniment, their capable pianist soloing after the first dance. Sidney Harris.

## Palace, Chicago (Reviewed Friday Afternoon, April 30)

Another S. R. O. session for this house, the latest Astaire-Rogers musical, *Shall We Dance?* (RKO-Radio), in for a run. Stage bill playing second fiddle, also loaded with entertainment during its 40-minute duration.

Richard (Red) Skelton, likable chap, emcees and rocks the customers with his hilarious instructions on *How To Dunk Properly* and his imitations of different people walking. The boy has the personality and salesmanship and nothing should stop him from forging ahead.

The Three Bredwins, comedy athletes, stayed on for some five minutes and scored solidly. Two of the boys do some good knee and hand-balancing work, while the third gets plenty of laughs with his collapsible acrobatic stunts.

The Stanley Twins are on for their familiar shadow dance and still get a marvellous hand. An encore would be a fitting gesture, as their single turn takes only a little over two minutes.

Buster Shaver, with Olive and George, midgets, moved from the Casino Parisien to continue with their neat and novel dance revue. Funny that mites don't take advantage of their stature, however, to come thru with more comedy. When caught only one laugh worked in during Olive's ballroom number with Shaver. Team opens singing *You're Easy on the Eyes*, following with some wooden and rhythm dance work. Olive is a flexible and lovely package in Buster's arms, swinging and adapting to several tunes. Team closes with a feverish step routine. Big hand.

The 18 Roxyettes do three numbers and prove themselves one of the most capable lines on the road. Open the show with a tap routine, follow with an eye-filling fencing number and close with their novel wooden-ball novelty. Last one is tops, the gals going thru formations atop rolling balls. Several apparently planted bits in which some of the kids fall off accidentally have the patrons roaring. Sam Honigberg.

## Paramount, Brooklyn (Reviewed Friday Evening, April 30)

Lineup of sock acts the Brooklyn Paramount is presenting on its "Professional Nights" apparently insures the success of the innovation and will perhaps lead to a more extended vaude policy, according to emcee Don Kerr. Show last night jammed the house to the rafters, each of the acts drawing heavy applause. It was, in brief, one of those fast-moving stage shows packed with talent and supported thruout by the excellent work of Ben Nelson's 14-piece orchestra on stage. The patrons, starved for flesh, got it this time and showed no hesitancy in displaying their satisfaction. About three-fourths of the show was broadcast over WMCA, sponsored by Michaels Furniture Company. Kerr, doing the spelling, was tops. Acts in addition to Nelson's Ork were Pat Rooney and Pat Jr., Yascha Bunchuk, Ben Yost's Varsity Eight, Johnny and George and Ann Lester.

Following a few swingy tunes by the ork Johnny and George, colored songsters, offered tunes from *Hit the Deck*. With one of the boys doubling at piano, duo offered *Sometimes I'm Happy* and *Hallelujah*, ending with *St. Louis Blues*. Renditions and arrangements had snap, singers are vocally gifted and the old tunes scored heavily.

Yascha Bunchuk, master cellist, gave two numbers, the second of which was a Russian composition of his own. Audience, not used to cello solos, went for the stuff amazingly and gave Bunchuk a round ovation.

Ann Lester, blues singer, sang two sock tunes and was forced to do a third. Girl has one of those throaty voices and handles it amazingly, timing her phrases with a beautiful sense of rhythm. Offered *I've Got Love*; *Swing High*,

*Swing Low* and *Dinah*. Definitely a talented warbler.

Pat Rooney Senior and Junior came on to heavy applause, went thru their hoofing turns, gagged, and then the spotlight found Mrs. Rooney in audience. Went on stage for sentimental business, Rooney Sr. giving the patrons a heart-to-heart talk on supporting vaude. Act went off terrifically.

Closer was Ben Yost's Varsity Eight, a thrilling harmony turn. Team's style is thoroughly masculine, the boys showing good sense in specializing in operetta music of the Romberg-Friml type. Offered *Stout-Hearted Men*, *Softly as in a Morning Sunrise*; *Lover, Come Back* and *Song of the Vagabonds*. Wound up with a medley of college tunes. Boys have verve, arrangements, voices and should check anywhere.

Fix, *Swing High*, *Swing Low* and *Racketeers in Exile*. Business excellent. Paul Ackerman.

## Earle, Philadelphia (Reviewed Friday Afternoon, April 30)

House modifies the name-band policy this week, embellishing the featured tooters with standard socko acts, giving the stub holders a right tight 50 minutes of variety entertainment. Sharing the bill is *Fifty Roads to Town* (20th Century-Fox).

Milt Britton's musical maniacs have the top flight for their familiar but ever receptive zanysims. Lads show here without the mad maestro/ Britton being on the sidelines for the last two months due to ill health. But it's an act that doesn't require a leader. Dave Van Horn, one of the tooters, exhibits a pleasant self-effacement for the substitute fronting as the boys go thru their seltzer-bottle squirtings and mayhemistic meanderings. It's a new band since he last showed here and it carries on ably with the fiddle-busting tradition. Still on hand are Walter Powell, who uses his trombone for sound effects, and Tito, accordion wiz, as ringleaders of the musical culprits. And for good measure Sybil Kaye, who formerly warbled for brother Frank's band, is on hand for a swing hymnal.

Another welcome stranger, not having shown here for some time, is Hal Sherman, who has the troy spot and ties it up. An eccentric stepper of big-time proportions, Sherman gives out more comedy with his walkers than most comedians with sure-fire scripts.

Dueller spots the Three Sophisticated Ladies, new faces for this burg, altho one member of the trio is a home-town product. Gals, working in evening dress, operate diligently and don't miss on the self-annihilation theory. Only on for five minutes and their knockabout acrobancing is a literal mopup of the stage as they manœuvre the rostrum with their falls and splits to roll up a nice applause score.

Walford's Pets split the sheets, this time bringing on a gang of dachshunds for delightful doings. Great stuff for the kiddies, and oldsters will be surprised no end to find what a dachshund can be taught to do.

Biz only fair for the opening show, filling up slowly for the second ride. Oro.

## Oriental, Chicago (Reviewed Friday Afternoon, April 30)

Stripped of its undressing artist, a former *Stars and Strips* unit came in as a vaude revue and dished out some fine entertainment. Only fault at this showing was the haphazard emceeing from off stage. It annoyed the customers.

Ray Fabing's Hollywood Ingenues, versatile 16-girl musical outfit, make a nice opening with *St. Louis Blues*. Beverly Jean Britton is an attractive leader but weak on voice. Florence Hin Low, Chinese dancer, follows with an acro-contortionistic turn done with ease. Ork next accompanies Beverly Jean, who sings *This Is My Affair* in so-so fashion.

A knockabout act that is different in talk and routine is Wilkey and Rae. Boys do some difficult tricks sandwiched in between genuine laugh bits. Jimmie Rae's back somersault, with a full-and-a-half twist before landing on his hands, is a sock feat. Finish with fast competition turns. Two bows.

Corinne follows with a daring but tastefully performed dance. Works in almost invisible shorts and reveals a shapely and trained figure.

Ingenues continue with their *Parade of Instruments*, in which most of the gals display their talents on banjos, harmonicas, saxes and squeeze boxes. Pat Haley, harpist, singles with a well-played



arrangement of *The Night Is Young and You're So Beautiful*.

Violet Carlson, engaging singing and dancing comedienne, had an easy time winning the patrons with her infectious work. *I'm the Hottest Tamale in Town* is a cute number and her couplets are very amusing. Standout bits include satires of a prima donna and a ballroom dancer. Her partner for latter number is Dennis Wilkey, of Wilkey and Rae.

A medley featuring ork's xylophonist precedes the appearance of the weekly local amateur contest winner. This time it is Eddie Rickard, concertina-playing youth, who did well on *Chinatown* and *Some of These Days*. Also demonstrated that he can handle the instrument in many poses. Lacks stage appearance, naturally, but has a sound musical act.

Paul Rosini, magician, proved once again that it pays to mix showmanship with trickery. He has an unusual knack of keeping the audience interested and at the same time mystifies it with puzzling tricks. Employs the Ingenues for a bit of deceiving and the result was most gratifying during the parasol trick, simultaneously done by himself and three gals. Works with a stooge for his closing tied thumbs-ring tossing turn, which nets a big hand.

A stirring march finale brings the lineup back for another bow. On screen, *Song of the City*, Metro quickie. Yanked next day for Edward G. Robinson in *Thunder in the City* (Columbia). Biz fair second show opening day.

Sam Honigberg.

**Metropolitan, Boston**

(Reviewed Thursday Afternoon, April 29)

Metropolitan starts its summer solo of flesh fare with an array of acts highlighter by that likable singing comedian of the flickers, Fuzzy Knight; the comedy acro work of Mady and Cord, Parisians, and Chilton and Thomas, sock tapsters.

Star Time marches on with a novel Leo Morgan X-ray flirtation opening, in which the Score and Four Lovelies click

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as match-stick dollies and salloettes. Frank and Peter Trado just fun along with snatches of gag and vocals and amuse with a burlesque of a movie pest and one who wants to enjoy the flicker. Windup is a two-high stilt bit, injected with hoke slips, strutting and hoofing. Something different and okeh. *Silver Birches and Urban Blue*, enhanced by a full moon, is the top production number, with a ballet by the line and featuring the world's youngest ballerina, Eileen O'Connor, who, yet young, is headed for Harriet Hoctor heights.

Chilton and Thomas prove beyond doubt their versatility in eccentric tapology. Young lady also can tickle the ivories and has a sweet scat voice. The boy does a difficult triple elevated pedestal bit that's ace. A mighty good team. Mady and Cord come back to Boston after five years to offer a swiftly paced acro turn with spontaneous comedy moments that shoot this act into okeh brackets. Never a dull moment.

Fuzzy Knight, featured in *Trail of the Lonesome Pine* and *Mountain Justice* (WB), current flicker here, is one Hollywood product that doesn't come out with a cinema city spiel. He offers *A Melody From the Sky, Twilight on the Trail* and some of his own concocted tunes. Went over nicely.

Finale is a gay *High Seas Buccaneers* production number with the line neatly costumed. Beautiful backdrop creates pirate atmosphere. Six Lucky Boys, Risley and acro business lads, use a bunch of snapback props for comedy bits and shoot their act thru football formations. One lad completely somersaults thru a hoop and returns to foot balance. Bald-headed crayon bit is a pip. Good biz. Sidney J. Paine.

**Earle, Washington, D. C.**

(Reviewed Friday Evening, April 30)

The Warner house moves along its promised "swingtime in springtime" course, with Roger Pryor's outfit, augmented by specialty artists, stepping in behind the Horace Heidt aggregation to make up an all-musical stage bill. Band-unit shows have always gone well here, and customers seemed to like this one more than a little. Pic is *Mountain Justice* (First Nat.), with big good supper show opening day.

Opening is a rhythmic medley by band, after which Pryor intros Howard Nichols for work with the hoops. Fellow knows the full bag of tricks, balancing, rolling, juggling and spinning the wooden circles on arms, legs and neck. He works fast, is backed up well by music men and gets fine hand.

Edna Sedgewick scores on a flawless tap bolero. Returns later for series of whirls, but second try doesn't mean as much. Bolero is a superb effort, however, and gal takes an easy encore to warm up flashy item which mixes touch of Harlem with the Latin stuff.

Ames and Arno sell their fall hoke all the way, house roaring. Gal gets full share on her mugging. An ancient turn, but hands here make it look long way from thru. Red Hodgson does rube song, *When He Played on His Old Cornet*, interspersing snatches on horn, finishing with sock hot licks, then matchless *Sugar Blues*.

Rating No. 1 with audience is California Varsity Eight, male octet. Boys are decked out in breath-taking white regalia, boots, capes, etc., and get on top at start with dashing entrance. A fine collection of voices, doing best on *Stout-Hearted Men*. Medley from *The Student Prince* is cleverly done, and group of college songs makes sock encore. Response thunderous.

The music of Pryor's boys is okeh all round, with medley of yesteryear's favorites a featured hit, giving everybody chance. Finish on Pryor's talk-singing of *Cee, But You're Swell*. Lighting for show rates especial commendation. Chris Mathisen.

**Victoria Palace, London**

(Week of April 19)

Kurt Robitschek's current program, in for a two-week stay, has Helen Morgan, back in England after an absence of 10 years, as the headliner.

Harry Marconi, accordion single, opens and fares well. Lataasha and Laurence, acro and adagio dancers, have several new ideas, the man putting in a couple of minutes with a contortion number in skeleton makeup. Act has good possibilities but needs better production and arranging. Wal Langtry, veteran English comic, is the third British act in a row. Strictly for the sticks, his ancient gags mean nothing here. Reception poor. Brookins and Van, colored American

entertainers, are the first hit in the show. Gaggling is weak, but the boys make up for it with their hoofing and singing. Gene Sheldon, pantomimist, and Loretta Fischer, high-kicking dancer, click heavily with a well-knit routine that holds several new bits since their last London showing. Sheldon also proves a capable banjoist.

Despite obvious nervousness, Helen Morgan made an emphatic hit on her opening. Wowed them here with four swell numbers, including *Why Was I Born?, Can't Help Lovin' That Man and My Bill*. Could easily have rendered two more but left the outfronters wanting more.

Crayon, Continental cartoonist with ideas, and some of them not so clean, is an okeh opener for the second half. Billy Caryl and Hilda Mundy, best of all English mixed teams, are swell entertainment. Work smoothly together and get the laughs without any forcing. Albert Whelan, one of the older school of whistling monologues, has shelved the vehicle that held him in good stead for 30 years. Now goes in for impersonations of film stars. Some good and some mediocre, but generally liked. Joe Jackson, famous pantomimist and most imitated of all "bike stealers," does that gem of a hobo act that holds a laugh a second. Easily the laughing hit of the bill and comes near stopping the show. Les Trois Matas, man and two femmes, are the closer with a satisfying balancing act.

Business pretty good, with Helen Morgan and Joe Jackson both drawing customers. Bert Ross.

**PICKETS HALT—**

(Continued from page 3)

shop demands. Later in the morning sympathy strikes were also declared by the machinists and stationary engineers, both studio-recognized groups, with the Studio Utility Employees, Local 724, unrecognized, immediately quitting work, too, and setting plans in operation for a strike vote in the afternoon. Also out on strike are the cooks and waiters in the studio restaurants.

The no official orders had been issued by leaders of the Screen Actors' Guild, many of its members reporting for work this morning observed the picket lines and refused to enter the studios. SAG officials last night decided for the present to leave question of passing over picket lines up to individual actors, as well as question of whether actors will do their own makeup where makeup artists are on strike.

While leaders of the IATSE company unions were siding with the producers and studio in the strike issue, a strong portion of the Big Five, IATSE, EBEW, carpenters, transportation workers and musicians' union members, were reported refusing to pass the pickets. Meanwhile the Federation of Motion Picture Crafts, of which the striking painters' international is a keystone, sent letters to all affiliated crafts, asking members to respect the lines.

About 3,500 workers were already on strike, maintaining picket lines of 1,800 strong around the affected studios on a 24-hour per day basis, with six-hour shifts. Studios against which the strike was called are Columbia, MGM, Paramount, RKO-Radio, 20th Century-Fox, United Artists, Universal, Warners and Hal Roach, all members of the producers' association.

Production of 33 feature pictures and numerous shorts in the strike-bound studios was not seriously hampered today, and producers were reported not greatly disturbed by the walkout, believing that IATSE company unions would furnish all the skilled workers needed and that police would protect the studios and see that men wanting to work were not kept out of the plants by picket lines.

Meanwhile IATSE leaders moved in to fill the void created by departing workers and offered free initiation and union cards to those ordered to quit work. About 600 Class B cards were granted laborers, mostly at 20th Century and MGM, before the strike order became effective. The recruits were to replace the studio utility workers. Work cards were also offered makeup and scenic artists and hairdressers.

Laborers who accepted the IATSE cards get a pay hike of from 60 cents to 82½ cents per hour. Special classifications were also offered painters, with pay tilts from \$7 to \$7.70 per day.

Strike had been hanging fire virtually all week, concurrent to conferences between producers' representative, Pat Casey, and officials of the painters' international over closed shop and recognition requests.

RAY FABING PRESENTS Violet Carlson IN HIS "HOLLYWOOD INGENUES" UNIT COMEDY BILL HEADLINES AT PALACE By CECILE LAINE "Fresh as a spring breeze by comparison, Violet Carlson, whose slap-stick has enhanced several Broadway revues, convulses spectators with her broad but honest comedy and ridiculous caricatures of men and women you have known" — Wisconsin News, Milwaukee. "We give top honors to the attractive little blonde Violet Carlson, a comedienne who has 'it.' Violet formerly appeared with 'George White's Scandals' and in 'Naughty Marietta' and has that certain way of putting herself over with the customers. She has an entertaining line of comedy that is sure to 'click.'" — Daily Times, Davenport, Ia. ENTERTAINMENT REGISTERS HIT AT COSMOPOLITAN EXHIBITION Comedienne Provokes Undignified Hilarity By Walter A. Simmons "Headline honors go to 'screwy' Violet Carlson, blonde, dead-pan comedienne." Funster Pews 'Em "Miss Carlson panicked Thursday night's audience as a coliseum audience rarely is panicked. Her humors ranged from the elfin to the elephantine, but they were uniformly tickling." "She made her entrance singing, in a not-bad voice, and clad in a fluffy something which made her look excessively feminine. The number over, she executed a buck step which revealed a pair of unmistakably male galoshes. Her comedy throughout was based on similar incongruities. . . . Fast costume changes (which you can watch if you sit in the first few rows on the left-hand edge of the auditorium) added to the fun and confusion. . . . It was all sheer insanity, but it was also sheer entertainment, good for half a dozen belly laughs and a procession of giggles or chuckles, whichever you indulge in." — Daily Argus Leader, Sioux Falls, S. D. "It is Violet Carlson, one of the best comediennes on the Iowa stage for a long time, whom the audiences like best." — Cedar Rapids Gazette, Cedar Rapids, Ia.

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# Night Club Reviews



## Casino Parisienne, Hotel Morrison, Chicago

Novelty reigns supreme in the new Casino Parisienne show labeled *Springtime in Paris*. The new production is as elaborate as its predecessors. There are four big production numbers, beautifully costumed, and each packs a wallop. These Casino Parisienne shows are giving other local night clubs something to shoot at.

Show opens with a number titled *At the Circus*, the ensemble making the grand entry as "trained horses" to the strains of *The Billboard March*, played by Lou Breeze and his orchestra. An equestrian director in conventional red cutaway and top hat and sporting a huge mustache puts the "horses" thru their paces. Following the grand entry, Bob Ripa, boy juggler, comes on for a session of amazing juggling feats that win him a tremendous ovation.

Harriet Carr, "girl with the violin voice," introduces the second number, *La Bonne Fortune*. In addition to being an excellent singer Miss Carr has a trick voice that imitates a violin perfectly and she put across a couple of numbers in great style. Casino Parisienne Charms on Parade come on in exotic costumes as a prelude to the turn of Pirooska, Russian dancer, who executes difficult Russian routines entertainingly. Next the Lucky Girls, in playing-card costumes, followed by the Hudson Wonders, two attractive misses who are tops as acrobatic dancers. They have an amazing repertoire of difficult and entertaining routines and proved to be absolute show-stoppers. These girls have developed until today they are one of the finest acrobatic dance duos extant.

In next number, *Shooting Gallery*, the ensemble appears in an Indian tomahawk dance. There is a shooting gallery background and as the Four Kraddocks, comedy acrobatic troupe, come on each member takes a shot at a girl atop the gallery. At each shot a piece of the girl's apparel drops, leaving her practically nude at the last shot. The Kraddocks then go into a session of comedy and straight acrobatics that is astounding in its variety. Seemingly impossible

feats are accomplished with the greatest of ease. Act a big hit.

*Fan - Fantastique*, fourth production number, opens with Harriet Carr doing a pleasing vocal number. Ensemble on in a beautiful fan routine, followed by Arren and Broderick for a smash finish. This famed vaude team, Charlotte Arren and Johnny Broderick, are funnier than they were in the old vaude days. Miss Arren is a finished comedienne and Broderick a wiz at the ivories. The former puts over some great comedy stuff and acts stops the show cold.

There is a beautiful finale with the girls grouped for a shell effect background.

Lou Breeze continues to furnish excellent music for the show and Breeze's and Lou Diamond's orchestras alternate for the dancing.

Show should be a smash hit.

Nat Green.

## Frolics, New York

The former Montmartre in the Winter Garden Theater Building is now the Frolics, the place being still the same materially, but considerably different in policy. Whereas the Montmartre was extremely ultra, with \$2 and \$3 cover charges and formal dress, the Frolics has a popular policy, with a \$1.50 minimum week nights and \$2 week-ends and holiday, but no minimum for the dinners (\$1.25 to \$2.50). At those prices, this spot is a bargain, what with the beautiful surroundings, excellent show, nice music and okeh food. Drinks range from 45 cents up. Arthur Jawitz is the 29-year-old owner of the place, which seats 350.

Floor shows are scheduled to go on at 7:30, 12 and 2, but this dinner show didn't get started until 8. It is a highly entertaining variety layout of the intimate brand, paced by emcee Joe Lewis, and runs a snappy 50 minutes. Lewis, of course, is the comedy bulwark, introducing the acts, but always on ahead for a couple of minutes of his quiet humor that's got a lot of sparkle to it. Oshlins and Lessy provide other comedy with their turn, which is refreshing in that it's different, doing harmony singing of special tunes packed with comedy, as well as comedy characterizations. Their Chinese Crosby and typical emcee delivery are great.

Jack Gilford is the show's mimic, a clever youngster who mugs his studies excellently. Some of his takeoffs are Langdon, Vallee, Laurel and Hardy, Jessel, Ted Healy and Charles Butterworth. Terry Lawlor does an outstanding job as the show's fem singer and makes a grand appearance. Does three songs in swell voice, including *Gee, But You're Swell*, *This Is My Last Affair* and *Night in Manhattan*.

Dorothy Fox and Charles Ames are but adequate as the ballroom team, doing two numbers. Andrews Sisters provide okeh flash as the opener with rhythm hoofing. Lewis winds up the show with his *Trees* and *She Shall Have Music* numbers.

Ralph Watkins and ork, 10-pieces plus a mixed team of vocalists, Jerry Lee and Marjorie Carroll, play the show well and also do a nice job on dance music. Relief band is the Don Martan rumba outfit.

Sidney Harris.

## Village Barn, New York

Because of its peculiar attraction in decoration and atmosphere, this spot is interested more in making patrons feel at home than in stunning them with extraordinary talent or impressive decor.

Proprietor Meyer Horowitz has built up a solid following for his place and there is no reason to believe that his new booking tieup with MCA will work any changes in the quality of floor shows or in the policies of the place.

Larry McMahon continues as emcee. With flashing smile and a breezy but terribly corny, "Boy, is that good," to follow up to every effort, he serves no more than just adequately as ringmaster for the acts. He also gives out, in fair voice, with *Was It Rain?* and *Trust In Me*.

Jerry Withee, shapely blond mles, performs two tap routines, the first a rhythm and the second a tango to taps, getting over well with personality and fair talent. The height of both her offerings were the exceedingly fast turns with taps.

Barbara Bush sings in a clear but

small voice that is somewhat colorless and limited in range. *Much, Too Much* and *Gee, But You're Swell*, were her only offerings. She is a young and lovely looker and could overcome the slight negativity in voice and personality by loosening up in selling tactics.

The McArthurbs go thru smooth routines of ballroom, modernistic and swing-tempoed offerings, concentrating on precision rather than on exaggerated effects. The aeroplane spins in the first two numbers and slight hoking in the last were the extent of their digression from the orthodox. Two items may be held against them; first, that both are blonde, and, second, that their last dance, a fast, sprightly turn, should have been sandwiched in between the other two straight numbers.

Supposedly headlining the bill, but causing no more than a passing flurry of interest, is Willie Solar, pasty-faced comedian. An offering that one time was a sure-fire laugh provoker, today his sing-song ditties, facial contortions and ventriloquial squeals and grunts work up but a ripple of applause.

Tex and his Hillbillies are made-to-order entertainment down here and are received and rewarded enthusiastically. Several instrumental and vocal solos as well as group chanting, plus rousing razz-ma-tazz by Tex on his home-made "hootenany," round out their bit. A natural.

Flying Whirtos, a skating trio of boy and two girls, close the show with thrilly ball-bearing stunts. A tap dance on skates is featured by one of the girls. Rest of act is taken up by requests for volunteers for trial spins. A fast act that incorporates a few novel features.

Milt Mann and boys provide dance music and musical background.

No minimum of cover. Dinner, \$1.25 up. George Colson.

## Golden Spot, Chicago

Typical of a number of smalles dotting the neighborhoods in this area, this North Side club asks for no cover or minimum, serves food and liquor at moderate prices and presents three informal floor bills nightly.

When caught, the featured attraction was Tommy Sacco's *Sioux Indian Pow-Wow Revue*, headed by the Clifford Wayne Family. Novel is the presentation of modern songs and dances by members of this war-dancing tribe. Clifford does a little emceeing of his own, speaking in perfect English and being very gracious all the way thru.

Mrs. Wayne sopranoed with *Tomahawk Blues*, and her daughter, Ramona, offered a neat toe number. Brothers Clarence and William, in tails and top hats, do a fast rhythm tap, finishing with difficult competition steps. Mrs. Wayne returns to sing *The World Is Waiting for the Sunrise* and son William encores crooning, impressively, *Night and Day*. Clarence is also back for some fiddling and a well-trained leg dance.

Don and Marya, Indian dance team, strut modernistically to tune of *Manhattan Serenade* and finish off with some neat arm-lock work. Earlier in the show the male partner, Don Roberto, appears for his warring *Dance of Bow and Arrow*. Princess Naomia, talented soprano, is spotted twice, offering *Indian Love Call* and *Only a Rose*. Good hand.

Bob Wyatt, the spot's personable emcee, who is on and off thruout the bill, sings in round tenor voice *I Can't Lose That Longing for You* and *There's No Two Ways About It*. Youth displays promise.

Myrtle Hibbard is the strolling and singing guitarist. She is also included in the bill, singing *Is It Rain?* Danny Cassella and his five-piece ork furnish the music. Sam Hontigberg.

## Avalon, Cleveland

Out at the Avalon Club on Carnegie avenue a new program is launched this week with more than an average amount of entertainment.

Trudy De Ring tops the floor show with a dance labeled "exotic." It is all of that. Nichols and Haley inject nonsense and rhythm into a well-planned turn that moves fast and smoothly.

Frank Reynolds is a baritone who gets away from the run-of-the-mine stuff usually offered by this type of singer and is the better for it. Eddy Powell and his little red piano offer sophisticated songs after the fashion of Dwight Fiske.

As an added attraction, there is Jan Dale, who reads the cards while you wait.

Three revues are staged nightly and the spot is drawing after-theater crowds as well as early dinner patrons.

H. R. Hoyt.

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**College Inn, Hotel Sherman, Chicago**

Current layout is not up to usual College Inn standard. The show, on the whole, lacks entertainment. Only a couple of good turns during a 60-minute concoction, which is not enough. Caught at midnight when certain numbers were out of order, such as a mentalist and a lengthy table-tennis session.

A line of eight lively girls opened the show with a fast rhythm tap. Shapely Marcella Sherr led the number. Myrus, mentalist, on next, inviting patrons to write out questions which he endeavors to answer later in the show. He proved himself a good worker, but his act is not the type that socks after midnight. Another poor feature is his assembling of all questions and then answering only several of them. This, naturally disappoints many. While time does not permit him to act otherwise, he should ask for and take up several question slips only.

The Three Songies (Arlene Owens, Jack Wilcher and Russell Crowell), vocalists from Red Nichols' Band, harmonize engagingly. They work on the order of Babs Ryan and her brothers.

Texas Tommy and his highly educated pony do around 11 minutes, entertaining the customers with familiar and a few new tricks. Rather a novelty on a night spot floor, the customers seemed to enjoy it.

Marion and Irma, athletic blondes, were the feature of the bill with their excellent acrobatic, control and hand-balancing work. While some of their work is labored, their act rated unusual attention. Sock finish wins a big hand.

Line returns for a colorful Congo number before ushering in Coleman Clark, table-tennis champ, and Bill Price, his opponent. Game is not particularly exciting, altho the boys have been around long enough to play up the tricks the patrons enjoy.

Dance and show tunes furnished by Red Nichols and his 11-piece ork. Outfit dishes out some swell music and boasts of continuously infectious rhythm. Arrangements by Nichols, Manny Strang and Frank Marks. *Sam Hontigberg.*

**Martin's Rathskeller, N. Y.**

This is one of a raft of night clubs that dot 86th street, between Lexington and First avenues. Most of them are German, Austrian or Bavarian atmospheric spots, and cater to both neighborhood and visiting trade.

Operated by Mr. and Mrs. M. Martin, this is a basement cafe with an informal atmosphere, modest prices and a fairly entertaining floor show booked by George Caplane. Show is Della Martin and *Tip Top Girls Revue* and comprises Miss Martin, eccentric and versatile dancer; Doris Spencer, acrobatic and contortion dancer; Kitty and Ann Mattick, military tap combo, and Louise Nicholas, singer and mistress of ceremonies. Miss Nicholas holds attention, while the others come thru with average-run specialties.

New emcee set to follow Miss Nicholas is Buddy Cole, coming in from an 18-week run at the Brooklyn Hofbrau. He succeeds Billy Mahoney, who played this spot for a long time.

Robert Kunzer leads the four-piece band, which supplies a variety of danceable rhythms.

Three shows a night. No cover and no minimum. *Paul Denis.*

**Cocoanut Palms, Eastwood Park, Detroit**

Eastwood's 1,100-seat night spot has reopened with an elaborate and well-presented show that lifts it right up among the better class night clubs of the city. Operated in conjunction with the park, the cabaret proper has its separate entrance and draws its own crowd. It has been taken over for the first time by the park management, with Max Lerner in charge.

Spot is equipped to present a class floor show, with an elevated stage used for dancing, projecting about 50 feet into the house, making the ballet numbers especially effective from any position. Lighting and other stage equipment are unusually elaborate.

Gene Youngblood, as emcee, opens. Background by Phil Sillman's Band. Incidentally, a couple of the band boys doing vocals deserve a mention. Gene does a couple of acts on his own, including a *Nasty Man* a la Joe Penner and a rube comic solo with costume and stutters that was riotously received. Glenn Rowden, pleasant baritone, gave

**Doubling as Cooks**

CHICAGO, May 1.—A performer booked into Tinney Cosgrove's Club South Bluff near Peru, Ill., doesn't have to be a cook, but it helps. It seems that in addition to his salary he is furnished with room and board. Performers sleep in the club quarters, but the kitchen help live in the distant town and don't report for work until evening. During their rising hour performers have to make their own breakfast or they don't eat.

several numbers, being especially popular with *I've Got To Go Where You Are*.

Monte and Carmo, team of four-foot acrobats, went thru a novelty tumbling and strength routine that got them a good hand. Their size makes the act all the more spectacular.

Frances Gordon, platinum torch singer, did a *Lazy River* number with too much reliance on the mike, making her voice shrill.

Valado and Yvelle, in a highly individual Marihuana dance, followed. Their routine, basically like the apache, has a fast rumba portion and a number of individual specialties. They follow later with a finely controlled ballroom number.

The 12 Little Cocoa-Nuts do several well-presented numbers involving about every ballet routine and costumed with unusual elaborateness.

Jim Bennett and Ella Sears handle the production and wardrobe, with acts booked thru Gus Sun office. *H. F. Reeves.*

**Palm Room, Hotel Commodore, New York**

This room closed for the summer Saturday night, Tommy Dorsey's Band completing a successful run of several weeks. Will reopen the room September 30.

Given a heavy publicity campaign as one of the country's great swing outfits, the Dorsey Band has been attracting the younger element, which had not been patronizing this room.

Dorsey's trombone work is, of course, the standout. Considered one of the greatest trombonists in the business, the bespectacled Dorsey leads the band's other two trombones (they're good, too) and swings the band thru feet-tingling rhythms that get the customers out on the dance floor. Jack Leonard, soft-voiced baritone, does some of the vocals and is joined by a couple of other boys in trio vocalizing. Edythe Wright, a comely young gal, is the canary, and a good one at that.

The floor show, going on twice a night, comprises a ballroom team, Sandino and Fairchild, and a dance specialist, Norma Gallo. Not much, but satisfying for this type of patronage. The team makes a fair impression, lacking sufficient polish to compel close attention and lacking also strong enough stunts or tricky enough routines to make their audience sit up.

Miss Gallo, a vaude veteran, goes thru two varied acrobatic routines with confident smoothness, but fails to do anything more than get mild attention. Offered an acro waltz and a parasol number.

Glenn Ireton, head of the hotel's press department, is doubling as emcee temporarily. Dorsey, who ordinarily emcees, hasn't been feeling well.

Room has been doing swell dinner business, dinner being \$1.75 and up. *Paul Denis.*

**Barney Gallant's, New York**

This is Man-About-Town Gallant's latest night club venture. Back in the Greenwich Village section, where he started in 1920, Barney is once more in his element after a short-lived venture uptown.

On University Place, the new spot is a long double room decorated in rather severe Swedish motif. The walls are striped, with red leather benches, small tables and an outer bar completing the layout, except for an additional upstairs room used for parties.

Entertainment is more of the informal type and there is no attempt to present it as a floor show. Current talent comprises Three Musical Rogues (Alfredo Seville, Ralph Seville, Charles Selgel), Meri and Miriam Niemi, June Elkins and Luan King. The Rogues stand out with their smooth singing, piano and violin work. Alfredo's honeyed baritone soothes

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the ladies, while Siegel's excellent piano and Ralph's violin provide that added dash of instrumental background.

The Niemi girls provide pleasing accompaniment, while Miss King offers effective singing of pop tunes, and Miss Elkins, recently of *The Great Waltz*, also comes thru with good singing.

The star attraction, of course, is Barney himself. A former newspaper man, a genial hand-shaker and an old hand at getting publicity, Gallant is quite a figure. He knows the literati and the theatrical crowd, and they know him.

Dinner is \$1.50 and the main item is that fancy hors d'oeuvres stuff. *Paul Denis.*

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# Orchestra Notes

TOMMY TUCKER opened at the El Patio Ballroom, San Francisco, May 1 with Coast-to-Coast air time on Mutual.

BOB SAUNDERS goes to Gurneewood Park on the Russian River, San Francisco, for three months. One of Associated American Artists' best bands.

FRANK BARTON, NBC announcer, sent a congratulatory message to Carl Ravell on his opening at the Lexington, New York. Frank played trumpet in the band when Ravell of New York was Ravezza of Oakland and Alameda, and even before that when the band belonged to Tom Coakley.

AL KAVELIN'S opening at the Mark Hopkins, San Francisco, last week was not near the event that Joe Reichman's opening at the Fairmont across the street was the week before.

EARL HINES and orchestra opened at Sebastian's Cotton Club, Culver City, Calif., following Les Hite's Band. Ida Mae James comes in as feature singer, MERLE CARLSON and ork have opened at Casino Gardens, Ocean Park, Calif.

JIMMY GRIER celebrated the third year of his stand at the Biltmore Bowl, Los Angeles. Observance had a party motif, with cast of *Wake Up and Live* being feted by Grier.

ELLIS KIMBALL, currently touring the Coast with his band, opens May 11 at the College Inn, San Diego.

REX DONNELLY takes his band to the Wildwood Crest Pier, Wildwood, N. J., for another season's run, his spot at the Oakes Ballroom, Philadelphia, taken over by Ray Derr.

PLAYING HIS FIRST theater date at the Nixon-Grand, Philadelphia, since his return from Europe, Jimmy Lunceford reveals his stay in the States is being cut short. Taking his band back to Europe for another tour this summer.

AFTER PUTTING in two consecutive years at the Parrish Club, Philadelphia, Charlie Gaines moves his musikers to the Club Morocco, Walt Wolfert's Parisians moving in at the Parrish spot.

BILL HONEY playing a return date at the Kit Kat Klub, Philadelphia, following a limited engagement of Hal Rous' Band. Other changes has Vincent Norman replacing Kenny Fryer at the Evergreen Casino.

JOHNNY BLACKBURN and band have just completed 11 months at the Pioneer Club, Leadville, Colo., and moved into the new Golden Gate nitery, Salida, Calif., for the summer.

HERB JONES, editor of *Ad Lib*, Chi mag, will head a band this summer in conjunction with Ange Lorenzo, writer of *Sleepy Time Gal*. Jones and Lorenzo have collabed on a new tune, *Watching for Your Shadow*.

CHICK WEBB'S one-night stand has proved a profitable one at every date. According to CRA, he walked out with \$850 from the Savoy, Pittsburgh, date last week.

WHEN FRANK DAILEY and his band opened at the Meadowbrook, Cedar Grove, N. J., which happens to be his own spot, he made a contract out to himself in which he inserted a "four weeks with options" clause. Frank will decide after the first four weeks whether he should stay or not.

AL DONAHUE and orchestra will provide the music for the official Bermuda Coronation Ball at the Hotel Bermudiana May 12. Returns to the States May 17 and opens at the Rainbow Room, New York, June 2.

BOB LYON and band go to Chateau Lake Louise for C. P. R. from June 12 to September 15. Outfit closed two years at the Vancouver Club and claims to be the largest organization west of Toronto.

BENNY STRONG, erstwhile emcee, has put together a new combination and is currently playing the Brown Hotel, Louisville.

WIT THOMA and his Princetonians are now in their fifth week of an original two-week booking. Set by MCA.

LEON NOVARRO and orchestra are the latest addition to the CRA roster of bands.

CARL RAVELL and orchestra made their initial bow to the East when they opened at the Lexington Hotel, New York, April 29.

GUY LOMBARDO and orchestra, terminating their engagement at the Roosevelt Hotel, New York, April 28, have already been signed to return for the fall and winter seasons. Charles Dornberger succeeded Lombardo.

TED WEEMS and orchestra return to the Trianon Ballroom, Chicago, May

8 for a three-week engagement. Will be followed by Red Nichols, who moves in May 29 for a week.

HUGHIE BARETT and band opened the new season of the Tavern-on-the-Green, Central Park, New York, May 1.

JIMMY JACKSON and 11-piece orchestra have moved into the Chateau Country Club, Milwaukee, with broadcasts over WTMJ.

JERRY JOHNSON and orchestra, featuring Mickey Barrie, vocalist, opened at the Schroeder Hotel, Milwaukee, May 1, replacing Keith Beecher. Air twice daily over WTMJ.

FRANK CAENEY and 11-piece band opened Silver Lake Beach, Oconomowoc, Wis., April 18. Spot will have modern trailer camp this summer.

BILL CARLSEN and ork are scheduled to play the Trianon Ballroom, Chicago, for a week's engagement, beginning May 29.

PAUL CORNELIUS and his Royal Cavaliers will open the Royal Moonlight Gardens in Peony Park, Omaha, May 15. Band has just finished the season in the park's new Royal Villa. In addition to swinging the baton, Cornelius will also smsece the floor show in Moonlight Gardens. Gypsy La Rue is the new voice with the band.

PEARL HEADRICK'S all-girl ork is playing its fifth month at Manhattan Danceland, Johnstown, Pa. Lineup includes Pearl Headrick, Betty Meeker, Iola Roddy, Anita Livengood and Betty Luker.

PHIL LEVANT and ork concluded a successful two-week stand in the Hotel Gibson Florentine Room, Cincinnati, last Friday (29) and will play a string of lucrative one-nights thru the East the next several weeks. The Levant combo will open the season at Kenwood Park, Pittsburgh, with a fortnight's engagement late this month.

JACK SPRIGG has been engaged to begin the summer dance season at the Netherland Plaza, Cincinnati, after the Pavillion Caprice closes next week. Del Courtney Band is the current feature at the Plaza. Dixie Francis is vocalist with the latter combo.

TOM BROWN and orchestra, now playing East Market Gardens, Akron, O., will leave there May 15 to begin a string of one-nights. Personnel comprises Art Odell, Harry Sponseller, Dell Boyer, Paul Ward, Les Hickie, Jack Howry, Louie Milette, Jimmy Jacoby, Harold Nelson and Tom Brown. Band is on a co-operative basis.

"FRENCHY" GRAFFOLIER and ork will wind up a four-month stand at Southern Mansion, Kansas City, Mo., May 12 and will follow with two weeks of one-nights in Tom Archer ballrooms. Band begins its third season at Okoboji Resort, Arnold's Park, Ia., May 27.

BILL McCUNE and his Staccato-Styled Music will be the feature of the Marine Roof of the Hotel Bossert, New York, beginning May 20. Hal Atkinson and Vince Laydell are the vocalists.

ART KASSEL and his "Kassel in the Air" have followed Bobby Meeker into the Claridge Hotel, Memphis.

DICK FIDLER and band replaced Johnny Hamp at the Peabody Hotel, Memphis. This is Fidler's first time in Memphis.

BILLYE NICKLES and her ork concluded a 16-week engagement at the Waldorf Club, Los Angeles, April 25, and opened the following day at the Club Lido, Hollywood.

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# Reviews of Acts and Bands

## Nathane Brothers

Reviewed at the Hotel St. George, Brooklyn. Setting—Floor show. Style—Novelty acrobatic. Time—Five minutes.

Novel combination offering with duo opening with playing of mandolin and violin and soon going into light form of acro work and balancing, continuing their playing thruout. Their best trick is the head-to-head stand, the inverted top man performing on the fiddle and the understander plucking the mandolin. They discard instruments in last half and engage in usual hand-to-hand lifts and control work, spicing up routine affair with bits of hoke and knockabout. Slightly novel, not spectacular, but fast turn, okeh for opening of either floor show or stage show. G. C.

## Fuzzy Knight

Reviewed at Metropolitan Theater, Boston. Style—Comedy, singing, piano. Setting—Full stage (special). Time—Thirteen minutes.

Forrest (Fuzzy) Knight, likable Fairmont, W. Va., product, who was in the flicker *Trail of the Lonesome Pline*, headlines the bill this week in connection with his latest screening, *Mountain Justice*.

Fuzzy, with his fuzzy set of pipes, delivered *Twilight* in much the same manner as he did in the Technicolor pix. He preceded it with a bit of an insight of behind-the-camera stuff. Other tunes were *A Melody From the Sky* and several of his own concocted ditties, like *Buckwheat Cakes*, *North Dakota* and other tune twists. Some of his hoke were excursions around his self-played studio piano, with a lot of inimitable comedy characteristics.

Southern twang gets the patrons. Knight omits any Hollywood spiel or gushy "glad to be in Boston" stuff. He comes on to say later, however, that anyone from Hollywood isn't supposed to do anything anyway. His naturalness and willingness to entertain is on the level—nothing high-hat. S. J. P.

## The Three Flames

Reviewed at Palace Theater, Chicago. Style—Roller skating. Setting—Special. Time—Five minutes.

Something different in roller-skating acts. Two men and a girl working on an elevated platform within a cavellike setting. Are dressed like Roman gladiators and do one number to properly stirring music. Close on a darkened stage, with their radium-light costumes making a colorful picture. Hon.

## Mady and Cord

Reviewed at Metropolitan Theater, Boston. Style—Comedy, acrobatics. Setting—Full stage (special). Time—Eight minutes.

From start to finish this mixed Parisian team goes thru a rapid pace of acro comic business. Were last here in 1932 at the Keith Memorial and come to the Met after closing at the Casino de Pares in Paris. They're to be in the U. S. A. for two months prior to returning for a spot in a revue scheduled for London's Palladium.

Naturalness, spontaneity and method in putting her comedy over is a credit to Madeline Mady, whose height of four feet six inches adds much to put sock into this act. Good-looking Joe Cord, Mady's teacher since she was 15 (she's

23 now), combines with the gal to make a nice synchronized team. It's amazing how they can keep a steady pace of difficult feats and at the same time throw in a bunch of laughable antics without, exhausting themselves.

The fem clicks heavily with her cake-walking, strutting and similar footwork. Whatever she does is sudden and the audience likes. Cord is a perfect foil and knows his acro. S. J. P.

## Carolyn Marsh

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

A throaty-voiced brunet able to sell her clever arrangements, even tho she is not so forte on high notes. Stayed on for two numbers, opening with *Where Are You?* and bowing out with *He Ain't Got Rhythm*. Poor house responsible for no encore call. Hon.

## Fritzi Wick

Reviewed at Oriental Theater, Chicago. Style—Novelty. Setting—Special. Time—Three minutes.

Miss Wick is a Windy City model who landed a theater engagement thru some of her allegedly daring posing at an artists' ball and the subsequent front-page publicity. There is little doubt that after the exploitation effects wear off, Miss Wick will be back in a studio, where she belongs, posing for ads.

When caught she worked in front of an aggregate magazine cover drop, reciting and disrobing like any other stripper. In this case she did away with the preceding parade and tease work. Hon.

## Cyril Smith

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

An Englishman whose brand of humor may be all right for the British but is definitely out as far as Uncle Sam's patrons are concerned. When caught act fell flat. Told a story about Albert, a youngster who was eaten by a zoo lion, and imitates noises made by a funny old man. There is no basis for his humor and the seriousness of his delivery supports that fact. Hon.

## Joe and Jane McKenna

Reviewed at Palace Theater, Chicago. Style—Comedy knockabout. Setting—In one and two. Time—Seven minutes.

The team is still doing the same act, opening with the slapping routine and closing with their adagio burly. Only change is in Jane's waistline. She has added weight and, while she still retains her sweet-smiling personality, her form is none too attractive. The adagio bit is still good for plenty of laughs, brother and sister capable of taking plenty of punishment with good nature. Hon.

## Ralph Watkins and Orch.

Reviewed at the Frolics Cabaret Restaurant, New York. Style—Dance and show music.

This outfit, 10 men including Watkins, is one of the younger orks, originating nine months ago at Ben Marden's Riviera, when it had 17 men. Carries two vocalists also. The band is A-1 musically, most adept at playing danceable music and also doing a thoroly competent job of playing a show. Too young yet to have achieved a definite style but headed in the right direction by not being too radical. Rather it is confined to taking stock music and cutting it up into nice arrangements. A band is worth plenty when dancers can glide evenly and when a floor show can play smoothly without musical handicaps. And that's what the Watkins crew can do.

Watkins is a youthful and neat-looking chap, leading the boys competently during the dance music. His instrument is the sax. Mac Ceppos, violinist, conducts the ork during the show and does it swell. The other instrumentation comprises Al Weinstein, Tony Nap and Dave Drubach, saxes; Katsie, trumpet; Herm Crone, piano; Clarence Granlie, bass; Ed Walker, guitar, and Arthur Marotti, drums. Doubling affords three fiddles and there's also electric guitar and vibraphone music. The vocalists are Jerry Lee and Mar-

lorie Carroll, both in possession of nice pipes. Do their chirping during the dance music. S. H.

## Lathrop Brothers and Virginia Lee

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

A smooth and graceful soft-shoe tap trio whose turns are refreshingly different. They open with a *Tea for Two* routine and Miss Lee follows with an individual tap turn. The girl has loads of personality and is a good saleswoman. The Lathrops return for a tap walk and are joined by Miss Lee for a finish. A nice flash. Hon.

## Max Richer's Fashion Show

Reviewed at the Penthouse, Bradford Hotel, Boston. Style—Fashion show. Setting—Full-stage special. Time—Four minutes.

Max Richer is breaking the nitery belts with a fashion show. Presentation here used an elaborate stairway garden setting, vocally introduced by Billy Payne, tenor-eseee, with *A Pretty Girl Is Like a Melody*. Nine Boots McKenna Girls start their promenading in the latest cod designs, directing a bunch of leashed dogs.

Applause for the smartness of the ladies of the ensemble was appreciative. Short, snappy review clicked here. S. J. P.

## Carmen Trudeau

Reviewed at the Penthouse, Bradford Hotel, Boston. Style—Singing. Setting—Front of band.

From WMEX sustaining shows to song delineator with Frankie Ward's Ork is the rapid rise of youthful brunet Carmen Trudeau. Pretty and fetchingly gowned in black, she makes nice appearance. Vocal apparatus is a throaty rhythmic type, on the formula of a Mary Small, synchronizing nicely with the band. Likable, lively, untiring singer who definitely likes her work.

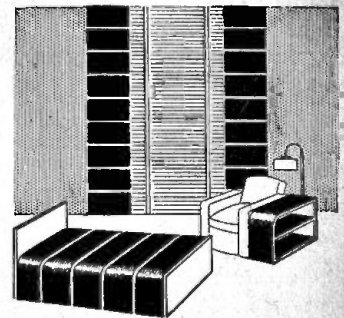
Quality of voice is of the best. Here 11 weeks, she's improved immensely. When caught she was featured in the finale production also. Spot has a WMEX line. S. J. P.

## Eight Ambassadors

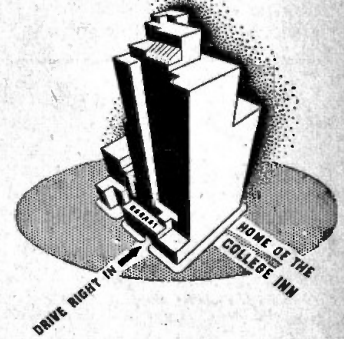
Reviewed at the St. George Hotel, Brooklyn. Setting—Floor show. Style—Male chorus. Time—12 minutes.

Something new in the way of night club entertainment is the offering of this young male chorus, rendering regimental songs and a good selection of lovelier blenditions. Youthful, fresh and gayly outfitted in colorful military uniforms, they make an eye-peeling and spirited appearance.

Following their opening of selections from *Rose-Marie*, they sing *The Musketeers*, with a bit of drill formations thrown in. A medley of college songs and the pash tunes *Sylvia* and *Lover Come Back to Me* round out the offering. A decided hit, they were recalled for several encores. G. C.



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# Opposition Grows Against American Theater Council

**Constitution under fire as tending toward company unionism—Frank Gillmore makes a plea for support—AFM and Dramatists' Guild may oppose—convention set**

NEW YORK, May 1.—During the week opposition to the American Theater Council crystallized, some of it being attributed to the insurgent faction within Actors' Equity. With the convention scheduled to open May 24 at the Astor here, Equity President Frank Gillmore Thursday issued a plea for unity among the different theater groups voicing dissatisfaction. These include musicians' local 802 and the Dramatists' Guild, International Association of Theatrical Stage Employees, according to James Brennan, head of Local No. 1, will participate in the role of interested observer. Ralph Whitehead, executive secretary of the American Federation of Actors, will also attend as a delegate. According to Bert Henderson, vice-president of the American Federation of Musicians, the International has taken no definite stand on the ATO. Drama Critics' Circle, too, will not participate as a group.

Position of the Dramatists' Guild rests upon its close feeling of sympathy with the theatrical unions. It has already threatened to pull out in the event the unions do not participate.

Constitution of the American Theater Council, drawn up supposedly with a view toward protecting interests of the various theatrical unions, has evoked criticism, one of the charges being that the document hinted at company unionism. Gillmore has tried to stress the point that the constitution in itself is not as important as a concerted effort on the part of all to revive the stage, create employment for actors and subsidize writers. Opinion in Equity, however, is that some group would be necessary, after the convention, to take advantage of and act upon suggestions made. Should the constitution, however, create too much friction, Gillmore is willing to scrap it.

Gillmore's statement of Thursday reads:

"No matter what the result may be, the American Theater Council is an honest effort to bring all groups in the theater together to devise means to bring in more playgoers to the theaters, to stimulate the production of more plays and to provide more employment for everyone in the theater. I hope and plead with all other groups to give the Theater Council a chance to try to bring about that result."

## Detroit WPAers Hold Bag; Want AFA, But Get Equity

DETROIT, May 1.—WPA project actors are the orphans of the present union wave, it appeared here this week. Local WPA actors have indicated a general interest in joining the American Federation of Actors, but Walter Ryan, local representative, was forced to tell them that jurisdiction over their field is in Actors' Equity. A few of the WPA people would be eligible to the AFA as former vaudevillians, however.

No move has been made locally by Equity to organize the WPAers, who, consequently, are without regular representation, altho large groups of other WPA employees have joined the AFGE, and the Theater Project has co-operated with that union on joint ticket or benefit arrangements, etc.

A plea for a local organizer to be appointed by Equity was made by Ryan.

## Cornelia Otis Skinner Scores

LONDON, April 20.—Cornelia Otis Skinner, American actress and actress, is scoring a big hit with her one-woman program at the Little Theater here. She opened successfully with her original solo-dramas, including *The Wives of Henry VIII*. Later in her present season she will present *Manston on the Hudson*, which calls for the enacting of six scenes—all by herself.

## "Doll's House" for C. C.

DENVER, May 1.—Richard Aldrich, director of the sixth annual festival in Central City, Colo., announces Ruth Gordon will appear in a Jed Harris production of a "new version" of *A Doll's House*. Play will run for three weeks, beginning July 17. Recent revivals at the Central City Opera House were *Camille*, *Othello* and *Merry Widow*.

## "Blue" Set for Coast

NEW YORK, May 1.—Red, Hot and Blue will be presented on the West Coast this summer by Harry Howell, stage director. Plans to open it in San Francisco and then move it to Los Angeles for an indefinite run. Howell will probably draw up the necessary contracts with Vinton Freedley around May 3 and then leave for Hollywood to see who is available for the Durante-Merman-Hope roles.

## N. Y. FTP Players to Detroit

DETROIT, May 1.—Three players from the New York Federal Theater have been loaned to the Detroit Federal Theater. They are Louise Gerard Huntington, formerly a popular member of the Majestic Theater cast and of the Woodward Players here; Theodora Mumford Peck and Robert Lowes.

# New Equity Slate Named

**Opposition puts own group up for council posts—set-up on prez election stays**

NEW YORK, May 1.—Present setup of forces opposing the administration of Actors' Equity will probably remain as is until the election, May 11 being the deadline for sending in petitions for independent candidates. With Walter Hampden definitely refusing to run against Frank Gillmore, incumbent president, the Equity opposition will concentrate on getting its men into the council. In addition to the independent nominees, Ilka Chase, Wayne Arey, Clarence Derwent, Richard Gordon, Edward Everett Hale, Paul McGrath and Edward J. McNamara, the opposition will support Edith Van Cleve, Burgess Meredith, Richard Whorf, Glenn Anders and Mary Morris, all of whom are on the regular slate.

E. J. Blunkall, Equity member, who announced last week he would run for the presidency, stated Thursday night he was definitely going thru with his plans, all of the candidates on the ticket having been contacted with the exception of two or three. Blunkall has already stated his party would adopt a middle course, would favor organization of radio actors and progress in general. He denied any tieup with the insurgent group once known as the Actors' Forum.

Opposition having decided upon its independent ticket, is momentarily expecting to set up campaign offices, hire a press agent and form committees to tackle problems of publicity, tactics and strategy. Formal announcement of platform is expected soon, some of the probable issues being the American Theater Council, cut in salaries of Equity executive officers and reduction of personnel staff.

Ballots go out 14 days before the election, latter slated for June 4.

## "Orchids" Closed by Philly's Galahad

PHILADELPHIA, May 1.—Following a report by the Board of Theater Control here that Charles H. Abramson's new musical, *Orchids Preferred*, was "not a credit to the theatrical profession," Mayor S. Davis Wilson banned the show. Play opened at the Forrest Theater Wednesday.

Assistant Police Superintendent Howard Sutton, together with a bevy of coppers, saw to it that money for Thursday night's performance was refunded to the natives. No tickets will be sold for future performances.

Abramson, believing in the intrinsic purity of his show, persuaded Mayor Davis to attend a special performance in the belief that His Honor would see fit to differ with the censors. Davis, tho, pulled out after the first act, having seen enough, so he says, to convince him to close the proceedings.

## Violet Carlson for "Violets"

CHICAGO, May 1.—Richard H. Berger has signed Violet Carlson for the comedy lead in *Wild Violets*, which he will produce at the St. Louis Municipal Opera August 23. This will be the initial production of the show in this country. It was a big hit in London several seasons ago. It is said that the American production is under the guidance of Max Gordon, who will produce the show at the Center Theater, New York, next fall if the St. Louis tryout is successful.

## Hamlet, on Home Ground

LONDON, April 20.—The Old Vic Dramatic Company of London is to give performances of Shakespeare's *Hamlet* on the very spot at which the Prince is supposed to have seen his father's ghost. They journey to Denmark in June, and Laurence Olivier, well-known English actor, will appear as "Hamlet" when the play is enacted at Kronberg Castle, Elsinore, which spot dominates the Sound between

# From Out Front

By EUGENE BURR

Most things come true if you wait long enough.

Some time ago I emitted in this precinct a long-drawn wall at the absence of the one-act play in current theatrical life—an absence that not only ruled out a powerful and legitimate art-form, but that also closed off another avenue leading in the general direction of repertory. Now comes the announcement that plans are under way for establishing a theater to be devoted solely to the production of one-act plays. The organization, which is known quite logically as the One Act Play Theater, is being sponsored by a group that includes, among others, Alfred Kreymborg and William Kozlenko, the latter editor of the new *One Act Play Magazine*. It is now negotiating for a theater and its first bill of plays.

Just how the One Act Play Theater will turn out commercially is a question open to doubt. Professional mourners on Broadway have always maintained that the one-acter, commercially, didn't have a chance—tho the success of Noel Coward and Gertrude Lawrence in *Tonight at 8:30* did a lot to refute the claim. It is to be presumed, however, that Messrs. Kreymborg, Kozlenko, et al., will fall to find players of the drawing power of Mr. Coward and Miss Lawrence, so the fate of their organization remains in the lap of the theater's mad gods. There is an outside chance that they will be successful—and I, for one, earnestly hope that it will come thru.

Just how the organization will turn out artistically, of course, is also a moot point. Certainly there is a wealth of dramatic material from which to choose—but how the One Act Play Theater will come thru in the matters of players and presentations can hardly be prefigured accurately. In the production of full-length plays, money is the most important factor, usually; but in the production of one-acters that far rarer quality, taste, is even more important.

There ought to be enough actors around town—and I mean actors—to provide good casts. Actors, rather than personality players, are needed for one-act repertory bills—and that is one of the chief reasons I'm a rabid one-acter fan.

In any case, it's a courageous attempt, and one to be encouraged. I hope the quality of the productions of the One Act Play Theater turns out to be as high as the organization's aim.

At about the same time as the announcement of the formation of the new group the first issue of Mr. Kozlenko's magazine made its appearance. It is a handsome volume, containing a certain amount of editorial matter, but devoting most of its pages to the complete scripts of four one-act plays. I haven't read them yet, but they include A. A. Milne's *Miss Marlowe at Play*, Gabriel Timmory's *To Kill a Man*, Philip Freund's *Simon-Simon* (not to be confused with Simone Simon) and Michael Blankfort's *The Brave and the Bold*.

Mr. Kozlenko, in his editorial preface, talks of the present renaissance of the one-act play—a hopeful thesis based chiefly, as a later article by Isaac Goldberg makes clear, on the success scored by Odets, Shaw and other left-wing exponents of the short drama. Such an approach raises natural fears that the *One Act Play Magazine* will be an organ for the embattled young writers who toss in the toils of class-consciousness; but such fears are laid to rest by Mr. Kozlenko in a fine statement of editorial policy. The aims of the magazine, he says, are three:

"One, *The One Act Play Magazine* is interested in publishing the dramatic efforts of known and unknown playwrights, both of Europe and America. The only consideration for being published will be the aim and merit of the play submitted.

"Two, *The One Act Play Magazine* has no political ax to grind, tho it is genuinely interested in plays of tendency.

"Three, *The One Act Play Magazine* insists on no restrictions regarding choice of theme, subject, treatment or form. It is interested in all aspects of the one-act play: sketches, skits, comedy, satire, farce, agitprop plays, etc., but, of necessity, it must impose a limit as to duration of playing-time. It is well to bear in mind that no one-act play should exceed one hour in performance."

In addition to the scripts of four plays, the magazine contains comment on plays in book form, and two articles, one by Kozlenko and one by Goldberg, both hailing the renaissance of the short drama. Goldberg's is a somewhat discursive piece that wanders into a rather foolish position by defending the difficulty of writing a one-act play—a difficulty that is doubted by no one who has had anything to do with the form.

There are two book reviews, the longer being an appraisal by Goldberg of Maxwell Anderson's plays in verse. In a general discussion he makes several excellent points, particularly when he defends Anderson's use of poetry in depicting the modern scene, and when he excuses and justifies what he calls the poet's plethora of words. He spends so much time in general discussion, however, that he has none left in which to evaluate the plays that he is reviewing. He satisfies himself, instead, by handing down brief dicta concerning each. He offers a weak and vapid defense of the discursive and ineffective *High Tor*; he presents a pointless blurb for the overblown and muddled *Masque of Kings*; and he gives a round paning to *The Wingless Victory*, a paning that is baseless except, perhaps, to suggest that Mr. Goldberg is himself incapable of rising to those heights which, in his general discussion, he demands of all valid critics of Mr. Anderson's sky-wrapt verse.

As for the other book review, on Boltho's life of Marie Tempest, it is too short to be valuable or even useful. If *The One Act Play Magazine* intends to run reviews, it should give them enough space to allow them to present the books fully.

Also, as a minor criticism, there is in the first issue perhaps too much shouting that the one-act play has returned. It smacks suspiciously of a session of whistling in the dark. But these, after all, are only small criticisms of a magazine which, if it keeps to the standard set by its first issue, will be a handsome and valuable addition to any theatrical library.

More power to it, and to the theater which it is helping to sponsor.

OUT-OF-TOWN OPENINGS

"Orchids Preferred"

(Philadelphia)

A musical in two acts; books and lyrics by Fred Herendeen; music by Dave Stamper; presented by Charles H. Abramson; staged by Alexander Leitch; hats and gowns by Jenkins; dances by Robert Sanford; orchestra conducted by Louis Gress, at the Forrest Theater, Philadelphia, for two weeks, beginning April 28.

Cast—Hilda Knight, Frances Thress, Doris Vinton, Elsie Edwards, Margie Conrad, Lillian Carlson, Violet Carlson, Lucille Rich, Vicki Cummings, Eddie Foy Jr., James Babbitt, William Chalmers, Ethel Barrymore Colt, Julie Sterling, Jack Gifford, Fred Donald, Audrey Elliott, Benay Venuta, Bill Pillock, Jack Curry, Fay Long, Phyllis Avery, Bob Berger, Eunice Long, Henry Russell, Bob Rice, Verda Twiford, Dilys Miles, Helen Martin, Mary Brown, Walter Brown, John Donaldson, Jack Whittridge, Helen Leitch and Leslie Austin.

Program peddles it as a musical in two acts, and during the course of the unwell one is never quite sure whether it's a musical comedy, revue, vaude show, tab unit or even burly. As a result, it's a paste-job of stand-out variety talent, individually top-row, but adding up hardly to any bouquet in the botany book, let alone orchids.

It's as intimate as an f. and b. court session at the onset, Eddie Foy Jr. pulling nifties as the matrimonial-bound, night-lifting bon vivant. Which all serves as a good start to rib the debu-tramps of the Stork Club's snooty smart set, only here it's the Crystal Bar with Ethel Barrymore Colt, no less, as the hat-check gal.

Most inopportune, here's where the plot enters the play. Not that it would have been missed, for who hasn't read the story of Cinderella? Vicki Cummings, demure and dainty damsel, really a farmer's dotter, meets up with John Donaldson, not only a poor juve lead, but not even the traveling salesman, rather, the play-boy heir of a Wall street bear. Sufficient to say that virtue and virginity are triumphant, and the poor little gal weds up with the rich big man.

Forgetting the fish-tush of the book, there is enough talent on tap to revive the Palace. And if the dozen or so gorgeous creatures couldn't make pewholders skip pulse beats on the pep, there is a triple-threat combo in young Foy, Benay Venuta and Jack Whitridge. Even the Barrymore klanlsady turns torchy for the *Swing a Little Spring Song* ditty. Mary and Walter Brown are in show-stop style for a burly on ball-roomatics. The Orchid Trio (Verda Twiford, Dilys Miles, Helen Martin) are pleasing enough as harmonizers, their inning with the *Never Trust a Pig* ditty, which the networks will never let you hear. And for that downright Dwight-Fiskiness, the Four Men of Gotham go Milwaukee on *The Three Rs of Movieband*, *A Rape, A Ride and a Rescue* and *Minsky Is Running the Opera Now*.

While the musical score provided by Stamper does on double entendre, there are several tunes one would dare whistle in the parlor without offending Aunt Emma, notably *A Boy, A Girl, A Moon*, and *A Million Dollars*.

It's summery fare, and once they find a way to junk the book, letting it run its true course as an intimate revue, *Orchids Preferred* should please blasé New Yorkers. And even shock the naïve ones.

"Close Quarters"

(Chicago)

A play in three acts. Adapted by Gilbert Lennox from the play *Attentat*, by W. O. Somers. Staged by Peter Godfrey. Settings by Watson Barratt. Starting April 28 at the Selwyn Theater.

A two-character play with Gladys Cooper and Philip Merivale.

It is to the credit of Miss Cooper and

Boots!

DETROIT, May 1.—The melancholy refrain of Klipping's *Boots*, *Boots*, will probably long be a memory in the mind of J. Richard Gamble, who is playing the role of the French officer, General Assolant, in *Paths of Glory*, now being produced by the Detroit Federal Theater at the People's Theater.

After playing the role on opening night in the full glory of his regalia, including glossy black boots, he found that the boots refused to come off. They were faster than false teeth treated with non-slip powder. Finally the general was obliged to go home with the boots on and, faring far worse than Son John of Mother Goose fame, who "went to bed with one shoe off and one shoe on," the general had to go to bed with both boots on. In the morning the entire company was called in to lend a hand, but without success. At last shears were resorted to, and, with the "most unkindest cut of all," Gamble was finally shorn of his finery.

Mr. Merivale that they carry the interest of this three-acter and make it more important than it really is. They portray an English couple whose lives are wrecked by the murder of the husband's political enemy. Thruout the play they let their consciences have full sway, casting evil suspicions on each other. Circumstantial evidence links the hubby to the scene of the crime, while his wife's confession of having had an affair with the victim and having shot at him makes her appear the murderer.

They decide to end it all and soon afterwards a news report coming over the radio furnishes a trick ending by broadcasting a later development in the murder case.

The play itself is nothing more than an old-fashioned murder mystery, in this case developed by two characters. Its box-office success on these shores is doubtful, the small cast being bound to have an effect on the cash patrons. From an art angle the duo contributes some magnificent emoting; they heighten the interest of the piece considerably. Merivale, as a left-winger, lends realism to the role, while Miss Cooper acquires herself nobly as his loyal mate.

Sam Honigberg.

Detroit FTP Presents "Paths"

DETROIT, May 1.—WPA Federal Theater got off to the second best start in its present incarnation at the People's Theater last Friday night with Sidney Howard's *Paths of Glory*. Opening house was nearly filled, being exceeded only by the combination admission and dance policy heavily pluggued by all local WPA projects for opening of *The Spider*.

Present show utilizes 45 males, with the veteran Nelda Lamb as the sole femme of the play. As a counter-balance the women are working on *Cradle Song* for the next production, using only two men. Meanwhile they are giving private showings of an all-female version of *Lysistrata* to women's clubs as a publicity stunt for the theater.

Latest by-product of the Theater Project is a baseball team, organized last week and out to win some kind of title on the local sandlots.

Merman Blamed For "Blue" Brodie

CHICAGO, May 1.—Ethel Merman's refusal to submit to a salary cut is the reported reason for the closing of Vinton Freedley's *Red, Hot and Blue* at the Grand Opera House tonight after a run of only two and a half weeks. Show never got started, but management wanted to hold on to it a while longer under a lower operating unit. Merman's contract with the show expired in New York and she came on with the understanding that her salary would not be sliced. Merman is going to the Coast for six work, while Jimmy Durante and Bob Hope, other stars in the show, are staying in town to work club dates.

The Grand's availability moved up Katharine Cornell's dates here. She is coming in for two weeks May 17 and will alternate between *The Wingless Victory* and *Candida*.

*Close Quarters*, the new tenant at the Selwyn, is another doubtful candidate for the summer. It is a two-character play and is not expected to roll up a long run. Continuing to good business are *You Can't Take It With You*, which goes into its 13th week at the Harris Monday, and *Idiot's Delight*, which ends its month's engagement at the Erlanger on Saturday.

Summer Theater Plans Still Under Way as Deadline Nears

NEW YORK, May 1.—Summer theater announcements continue on the tracks of dying urban drama, the indications being that the season will shape up in much the same fashion as the last. Most of the fermenting is going on, as usual, along the lines of Eastern States, with the New England folk apparently set for the bulk of woodland drama.

Some of the more interesting items follow. Charles O. Carey, who managed the Harbor Theater at Governor's Island last year, will play around with a half-dozen or so theaters in Connecticut. His season will last 12 weeks, with presentations at New Milford, Litchfield, Danbury and Washington, the latter spot to serve as his center of operations.

Season at Ogunquit, Me., opens June 28 and will continue for 10 weeks, according to Walter Hartwig. At Mattaponeck, R. I., the Theater By the Sea opens June 29 under the management of T. Edward Hambleton. Halsted Welles will direct the 10 plays scheduled.

In Pennsylvania, the Hedgerow Theater in Moylan-Rose Valley will house a series of George Bernard Shaw plays starting with *Arms and the Man* and including *Too Good To Be True*, *Candida*, *You Never Can Tell*, *Getting Married*, *The Devil's Disciple*, *Misalliance*, *Androcles and the Lion*, *Heartbreak House*, *The Dark Lady of the Sonnets* and *Saint Joan*. The Tamiment, Pa., plan thus far is to start with *Musical Landslide*, a revue, May 29. Max Liebman is managing.

Summer session at Keene, N. H., opens July 5 for a seven-week season under the general direction of Freeman Hammond. Herbert V. Gellendre, manager of the Keene spot the last five years, is withdrawing.

BRIDGEPORT, Conn., May 1.—Plymouth Theater, Milford, Conn., will open

its 10-week season June 30. The stars, supporting company and plays are now being placed under contract in New York by Charles Kebbe, pending the return from London of Marcus Merwin, managing director. Also returning will be Richard Gage, director; Charles Rogers, designer, and Charles S. Monroe, business and publicity manager.

In addition to the regular company a group of 12 apprentices has been added. Latter group will in no way be a school, since in contrast to practically all summer theaters the Milford group will charge no tuition.

GRAND RAPIDS, Mich., May 1.—For the first time Grand Rapids is to have a Spring Drama Festival. The presentation this year is under the direction and promotion of Martin Burton.

Josephine Dunn, stage and screen actress, was signed to appear in the opening presentation, scheduled for this week. William Whitehead was signed as the leading man for the drama festival. Others to appear include Fred Leslie, English actor, and David Campbell. Selena Royle has been booked to appear in the second offering, *When Ladies Meet*.

The theatricals will be presented in the auditorium of the Ladies' Literary Club in this city.

BROADWAY RUNS

Performances to May 1, inclusive.

Table with columns: Dramatic, Musical Comedy, and Opened Perfs. Lists various plays like 'Amazing Dr. Clitterhouse', 'The (Hudson) Bellini Hot Lights', 'Boy Meets Girl', etc., with their respective opening dates and performance counts.

Artists Settle Strike With Chicago WPA

CHICAGO, May 1.—United Scenic Artists' Local Union 350 settled its 26-day strike with the Federal Theater Monday when nine men reported for work at a new rate amounting to \$1.66 2/3 per hour. This represents an increase of 16 2/3 cents per hour. Agreement was reached at a business conference held between L. E. Donigan, union's business representative; Ralph Light, WPA employment supervisor here, and Jim Burke, labor adjuster.

Men will work six hours daily. On pay roll now are one designer, one charge man and seven painters. They are readying *The Lonely Man* for the Blackstone and an as yet untitled play for the Great Northern.

Chorus Equity Notes

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

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

The constitution of Chorus Equity defines a member in good standing as one who on May 1 or November 1 of any year has paid his dues six months in advance. All members holding cards good to May 1, 1937, will on that date owe \$6 to November 1, 1937. The Chorus Equity contract provides that the holder is a member in good standing and will remain a member in good standing for the duration of the engagement. That clause is as important as any other clause in the contract.

Remaining in good standing is your responsibility. Don't wait for someone to come and collect your dues. In mailing dues to the office send a money order or check made payable to the Chorus Equity Association. Do not send cash.

Members who are out of employment and unable to pay dues should apply immediately for an extension of time. With this extension they are saved the delinquency fine of 25 cents a month and have the same use of the employ-

(See CHORUS EQUITY on page 27)

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# Thru Sugar's Domino



**N**OW that the Federal Theater Project faces a real threat of extinction thru the evidently inevitable cutting off of funds from the source at Washington, it is timely to review the case for and against this rather important factor in the show business. In our comment we shall—because of its inextricable connection with the general employment problem—treat also to a limited extent of the Federal Music Project.

According to figures made available recently, the FTP has on its rolls more than 11,000 persons of which more than 5,000, or 48 per cent, are assigned to the New York program. In the music project there is a total of more than 13,000 workers and of this number exactly 1,939, or 14 per cent, are connected with the New York wing. Considered from the angle of employment, these figures represent a problem with which many branches of the amusement industry cannot avoid being concerned.

One might regard the FTP and its allied projects in the arts division as a blight upon the show business and a splendid example of governmental bungling. Or one might bless the FTP as the greatest factor contributing towards the recovery of the show business from economic doldrums. Regardless of how one feels about the FTP it must be conceded that as an item in the panorama of our business it cannot possibly be ignored. This, therefore, seems to be the time to either exert every effort to save the FTP or to give a push against the boulder that threatens to leave its precarious place on the hill and roll down to smash to destruction what Hallie Flanagan has reared from a delicate babyhood.

\* \* \*

An attitude of sportsmanship towards an institution approaching the crossroads with one fork leading to the slaughterhouse prompts us to present first the case for the FTP.

To be said in favor of Mrs. Flanagan's wing of the work relief agency of the Federal Government are many things that cannot possibly be dealt with in detail here thru lack of space. Presenting the most important of these should serve the purpose, however.

The FTP has been responsible for the production of a fair number of good plays. It has been charged that too many of these plays were radical, arty and controversial. To which the answer can be given that a project uninterested basically in the box office can do such things with impunity. If the plays produced by the FTP were entirely too conservative, opposition would come from the hell raisers who welcome the slightest manifestation of governmental influence in curbing free speech thru the medium of the theater.

Thousands of actors, technicians and others of the theater have been rehabilitated thru their work in the FTP. Their self-respect has been restored; they have been able to again obtain decent clothes; fill their bellies with food and they have become—temporarily, at least—dependent of the bounty of individuals and organizations competing with the government in the milling of red tape.

An appreciable number of good actors have been reclaimed from the scrap heap by the intelligent casting and encouragement of the FTP. Most of these reclaimed thespians have been returned to the commercial theater; far better situated than many of their confreres that have not been forced into the relief category.

Included in the maze of functions tied up with the operation of the FTP are craftsmen not originally of the theater but who were assigned to the FTP when talents were indicated in such specialties as lighting, set designing, costuming, etc. These persons are definitely fitted to establish themselves in the commercial theater. Were it not for the FTP they would try in vain for years or would perhaps never succeed in receiving recognition from the commercial theater.

Because of its requirements in regard to theaters, office space, work shops, etc., the FTP has helped theatrical real estate to no little extent; particularly on Broadway. Of the theaters now in possession of the FTP, several were dark for a considerable time and would most likely still be dark were it not for the government's activity in relieving unemployment in the show business.

Theatrical supply firms of every variety have been helped by the FTP. For the first time in their lives these firms have been brought face to face with the rare phenomenon of a customer paying on the line and not resorting to chiselling.

The FTP has absorbed 2,000 stagehands in its rolls and in New York alone a considerable relief burden has been taken off the stagehands' union's hands by inclusion in the project of 400 stranded road men. As for musicians, a good number of union men have been recruited for concert projects, pits of FTP shows and other activities permitting musical interludes. This phase of the FTP and the music project is not to be regarded lightly. The musicians for the most part, we are informed, belong in the category of non-jazz artists and symphony men. The worst dips of the depression found opportunities still plentiful for employment of so-called jazz musicians; it was the classical or arty type of musician who felt the employment crisis the most.

Perhaps not to an extent to please zealous Ralph Whitehead but enough to relieve the situation, variety actors and circus-type performers have been taken into the FTP. The effect of Mrs. Flanagan's efforts is not to be minimized in respect to the aid given to acts that are no longer salable in the open market and to legit actors a little the worse for wear and tear and the ravages of age.

The FTP has been responsible for a revival of interest on the part of the low-income class in marionettes, puppet shows, magic, shadowgraph novelties and concert dancing. While it is difficult to tie this up with the commercial theater there can be no doubt in anybody's mind that this revived interest will be reflected eventually in the box offices of attractions following the path made by the FTP programs.

Before the FTP was launched the various theatrical charities were overwhelmed by demands for aid. The FTP did not alone relieve the situation, but it helped probably more than any other factor to relieve the crushing burden placed on the backs of amusement industry charities by the depression. Whether or not the FTP is solely responsible, it is interesting to note that several months ago one of the sectarian guilds gave conclusive evidence that it is in the money again. This guild donated \$1,000 to the Amusement Industry Fund for flood relief.

We conclude the case for the FTP with a few remarks about its effect on the mass audience. For the first time in many years fairly good shows (several of them excellent) were offered to the low-income classes at prices suited to their pocket-books. The FTP has from the beginning created new audiences for the living stage.

(See SUGAR'S DOMINO opposite page)

# The Broadway Beat

By GEORGE SPELVIN

**A**L NILSON, engineer with WOR, lives with his wife and three boys on a Chinese junk he owns. A former mariner who sailed around the world on the junk before he bought it, he has it moored at a beach at Nyack, N. Y. On his days off, Nilson takes his kids into the sampan (rowboat, if you've forgotten your Chinese) and rows to the middle of the Hudson to read *Treasure Island* or *Robinson Crusoe*. When they come back, the kids shoot heap plenty Injuns along the Hudson shore. The junk, named the Amoy, is to be exhibited at the World's Fair.

Advice to pigeons: there's a new statue in Longacre Square. Which reminds us that when *The Billboard's* pigeon fancier went to the opening ball game, he became so interested in watching *The Journal's* pigeons fly from the field with pictures that he couldn't stop looking at the sky and still doesn't know who won the game. . . . The magazine, *Life*, has dropped its suit for damages against the Hollywood Restaurant, which used a reproduction of its cover to ballyhoo Benny Fields' opening there. The mag's cover, dopes, the eatery hasn't any. . . . Stepin Fetchit, recovered from his wrestling match with an El pillar, is to go into vaude with Willie Bryant's Band. . . . Dudley Digges sailed last week for Ireland. Week before Theron Bamberger sailed for Europe. . . . Report is that Libby Holman is taking dramatic lessons and will finance herself in a play with moosic next fall. She is also to co-produce *Periphery* on Broadway. It was tried out on the Coast a week or so ago.

Kirsoff, of the night club act of Tania and Kirsoff, says the snake he uses is so tame that when picked up the serpent goes into its routine automatically. Wanna try it? . . . Marcus Griffin spills the inside on the wrestling business, as it's called, in his aptly-titled book *Fall Guys*. . . . Bill Lieblich and Audrey Wood have a new playwrights' service called, oddly enough, Lieblich-Wood, Inc. . . . Will White, writer and husband of Ruth Morris, of the Morris agency, is back after three months in Trinidad. . . . The soles of Mr. Spelvin's feet itch, a sure sign of vacation time in the offing. Or maybe just the need of a bath. . . . There's a funny twist to 20th Century signing Buddy Clark as a singer. Clark did the song dubbing for Jack Haley and clicked strong. Now he can't be seen under his own phiz at all. Clark, incidentally, is another of *The Billboard's* possibilities to come thru. . . . Benny Goodman goes to the Coast at the end of June.

Once burlesque pinch meant good business. Now, because the customers know a pinch means all houses clean up, it hurts all around. . . . At a benefit for the Detectives' Endowment Fund Association, Alan Corelli, of the Theater Benefit Authority, finished up a talk with Dinny Mahoney, head of the dicks' group, by pickpocketing Mahoney's watch. . . . For a rest for the eyes, walk on 57th street during the afternoon. Swellest looking gals in town perambulate there. . . . A gypsy tea joint that reads your fortune with each meal couldn't foresee its own folding, which took place last week. . . . Somebody offered the Musicians' Union and the AFA, in their campaign to bring back flesh, the idea of giving a couple of hundred men admish prices, some sandwiches and have 'em go into the theaters before noon, to hibernate therein for the whole day. . . . Long-distance headline writing, as practiced by the English *Melody Maker*: "Provincial Committee's Painstaking Work Succeeds in Spite of Miserable Apathy on Part of Many of Those Who Have Already Gained Most" . . . Are you panting?

# Chicago Chat

By NAT GREEN

**A**FAMOUS landmark of the gay '90s passes with the razing of North Side Turner Hall. . . . Built in 1863 by the Turn Gemeinde, destroyed in the Chicago fire and rebuilt in 1872, Turner Hall became the most famous place of entertainment in the Windy City and the rendezvous for Gold Coasters of the '90s. . . . It was operated by Charles Louis Appel (Gladhand Charlie), father of Lila Lee, picture star, during the World War, and besides a gym, library, beer hall and bowling alley, it boasted a large auditorium where music hall shows of the gay era were staged. . . . Coming of prohibition put Turner Hall on the skids and it rapidly went to rot. . . . In few days only a vacant lot will remain where once the blue-bloods frolicked.

One of the acts that opened at the Casino Parisienne last Thursday was the Hudson Wonders. . . . We "discovered" them some nine years ago when as kids they played as a free attraction at the Kankakee Fair and gave them one of their first notices. . . . Even then they were very good and made a tremendous hit. . . . It has been a pleasure to watch them develop into lovely young womanhood and achieve stardom. . . . Today they are internationally known and have just returned from a sensational tour of Europe and South America.

Billy House, rotund comedian, who recently closed at the Palace, is going back to his New England home for a while and then will go to Hollywood to make a picture. . . . Billy's hobby is collecting antiques, and he has an extensive collection. . . . The circus is another of his hobbies. . . . In the dim and distant past Billy went broke one summer when he was working in the Kansas harvest fields. . . . He needed a job quick and, happening upon the Gentry Bros' Circus, he joined out as property man and doubling as a vocalist—singing *Meet Me Tonight in Dreamland*. Later Billy got into the tab game, graduating from that to vaudeville and musical comedy.

Leon (Abner) Weaver, of Weaver Brothers and Elviry, writes from Memphis that the show closed there April 27 after a very good season of spot booking. . . . They have signed with Warner Brothers and will make a picture next fall. . . . Some of the guest stars we have heard on the air recently should be radiostratized. . . . Four winners in the Chicago charter jubilee celebration Talent Parade held the other night are to make a covered wagon tour of 15 States and two go to Hollywood for screen tests. . . . We were invited to be one of the judges of the contest, but declined, as we already have plenty of headaches, thank you! . . . Tom Fizdale off for an extended trip to the West Coast. . . . Kitty Kirk, former operator of stock and rep companies, recovering from a serious operation at St. Joseph's Hospital. . . . Jess Kreuger, Hearst promotion chief, in from New York for a visit with home folks. . . . Lovely Lillian Roth, stage, screen and radio star, is headlining the Stevens Hotel 10th anniversary week celebration in the Continental Room. . . . This will be her last American appearance before she sails for London, where she has extensive bookings during the coronation. . . . Lou Brees, Casino Parisienne ork leader, claims the distinction of being the only musician who can play the *Second Hungarian Rhapsody* on the banjo.



"Murder Goes to College"

(PARAMOUNT)

Time, 68 minutes. Release date, March 5. Director, Charles Reisner. Screen play by Brian Marlow, Robert Wyler and Eddie Welch. Cast—Lynne Overman, Roscoe Karns, Marsha Hunt, Larry Crabbe, Astrid Allwyn, Harvey Stephens, Earle Fox and others.

Produced in a style aping Metro's The Thin Man, this picture by no means equals the film that inspired it, but, at the same time, Paramount has a more than satisfactory program feature, with a fairly intriguing mystery and a pretty good supply of laughs. It's handicap, obviously, is absence of marquee names, none in the cast being potent enough to pull 'em in. Still the picture should earn a profit, even as a double-featurer topper, which is indicated.

Overman gives a better performance as the private cop who forces his way into a murder situation. A college professor, partners with Strike Belno, numbers racketeer, acts as Belno's brains and is bumped off in his college room. Overman, picked on by the local constabulary, manages to solve the mystery but takes a shellacking as to pay. Even tho the premise of the story is silly, as well as almost totally incredible, the story moves along at a good pace, delivers its laughs and, miracle of miracles, is almost devoid of the erstwhile Hollywood "must" of love interest. Acting is fairly satisfactory, altho Crabbe outglazes all previous gangster actors, including Bruce Cabot. Maybe he ought to go back to his trees or be given better casting breaks. Jerry Franken.

"The Outcasts of Poker Flat"

(RKO-RADIO)

Time, 67 minutes. Release date, April 16. Director, Christy Cabanne. Screen play by John Twist and Harry Segall from Bret Harte story of the same title and The Luck of Roaring Camp. Cast: Preston Foster, Jean Muir, Van Heflin, Virginia Weidler, Margaret Irving, Frank M. Thomas, Cy Jenks, Dick Elliott, Al St. John and others. Reviewed at the Rialto Theater, New York.

Exhibitors had better capitalize on Bret Harte's popularity rather than rely upon the attraction of Miss Muir and Foster. The two leads and a few in the mob scenes were not able to transplant themselves with conviction from sumptuous Hollywood of 1937 to the rip-roaring, unsophisticated era of the '49 diggers. The ultra modernity of Miss Muir's sculptured coiffure typified the inconsistency with which she portrayed a pioneering school teacher. It takes more than white-starched jabots, high toppers, bustles and turbelows to make a gambling lord and his company ring true to Harte's descriptions.

The screen play is still good fun, tho it isn't orthodox. Oakhurst runs his gambling establishment with much success just so long as he keeps by his side little Luck, the child born to one of his hostesses, and abides by the heman code established by his patrons. When he aims to reform Luck, send her to school and encourage the building of a church, he changes the course of

his life. He suffers business depression first. Then his compatriots lose faith and his power and life are threatened by neighboring gamblers. He wins at the shooting but is driven from the town, a couple of faithfuls hanging on, including the teacher. Additional hard luck befalls him while the party sleeps in a makeshift encampment. An eely member flees with all the provision, stranding Oakhurst, the Duchess and the teacher. The ensuing blizzard completely defeats his morale. With the Duchess dead from cold and starvation, and the teacher headed in the same direction, the gambler applies his faithful shooter to himself before the rescue party arrives and rescues the teacher.

Harte's being on the recommended reading lists for high-school students should help the picture's possibilities. If grown folk have to accompany their 15-year-olds to the pictures they'll not mind chaperoning to this one. Sylvia Weiss.

"Wake Up and Live"

(20TH CENTURY-FOX)

Time, 91 minutes. Release date, April 23. Screen play by Harry Tugend and Jack Yellen from a story by Curtis Kenyon. Directed by Sidney Lanfield and produced by Kenneth McCowan. Cast: Alice Faye, Jack Haley, Walter Winchell, Ben Bernie, Patsy Kelly, Ned Sparks, Walter Catlett and others. Reviewed at the Roxy Theater, New York.

A pleasant surprise. The bromide that could have excusedly been expected from a picture that capitalized the nationally spread interest in the "feud" of Winchell and Bernie was turned into a gayly romantic comedy, not, of course, by the two friendly enemies, but by the work of two people who, up to know, have not really shown very much. This pair, Alice Faye and Jack Haley, redeem themselves for past disappointments, especially in the case of Haley. After colorless and unfunny flounderings in shorts and one or two full-lengthers, this really excellent light comic has found a glove-fit vehicle and he makes the most of it. In fact, he steals the thunder of Winchell, Bernie, Faye et al.

Cast as a mike-frightened aspiring singer employed in a broadcasting studio who becomes the sensational "phantom crooner" of Bernie's orchestra when he unsuspectingly sings into a mike believed by him to be dead, he evokes pleasantly delightful sequences out of his predicament and also carries on deliciously the love interest with Alice Faye, who, as a worker in the same studio, spots him as the much-sought mystery voice, now the line of contention in the "feud" between rival broadcasters Winchell and Bernie. She decides to aid him in getting rid of his mike-fright and at the same time provide the much-sought singing to Bernie's frantic sponsors by making him believe that she is only training him and having him sing into a live mike that he thinks dead.

An unscrupulous agent, Catlett, gets wind of the real identity of crooner Haley, kidnaps him and is foiled by Winchell—and Haley finally discovers that he has been the center of all the commotion. Of course, he is signed up for a fabulous sum but is no good at all until Alice Faye smiles at him reassuringly and stuff.

Whatever scenes and lines Bernie and Winchell do they do acceptably enough not to irk and that fact will naturally label them as terrific and bolster their ordinary drawing powers no end. Alice Faye gives an unusually natural, sympathetic portrayal and does equally well with several singing assignments. Good work is done by Patsy Kelly, as Winchell's Girl Friday, and her big moment

Ned Sparks, in the role of Winchell's secret operative.

Good story, lively music and flashes of entertaining specialties in production numbers round out a film that will please all but the very critical. George Colson.

"Navy Spy"

(GRAND NATIONAL)

Time, 56 minutes. Release date, March 13. Producer, George A. Hirliman. Director, Crane Wilbur. Screen play by Crane Wilbur. Cast—Conrad Nagel, Eleanor Hunt, Judith Allen, Jack Doyle and others.

This almost appalling offering from

Grand National must have been produced in 19 minutes, less agent's commission. If it took more it was a downright waste of time. It's one of those things that pop up every once in a while and surprise everybody who may be unfortunate enough to see it. A navy lieutenant, played, as it is laughingly claimed, by Jack Doyle, also called a heavyweight fighter, is developing a new airplane fuel. If it's not been guessed by now, foreign government agents capture him, rest of the story concerning the activities of Nagel and Miss Hunt, as federal agents, on rescuing him. The acting is as might be expected, but the actors can't be blamed for that. Jerry Franken.

SUGAR'S DOMINO

(Continued from opposite page)

This is an educational process that can be fostered only in a non-commercial venture. The average commercial production is primed for only one purpose: the enrichment of its own box office. The average commercial producer doesn't give a tinker's dam what happens to the theater 10 years from now as long as a profitable run is assured his production of the moment. But the FTP has been so set up that a long run constitutes a definite problem because of the necessity of a rapid turnover in the casting bureau. Besides, the FTP has been oblivious to the box office; concentrating instead on a rapid turnover in plays and attracting large audiences, regardless of the price per head and the total in the till at the end of a week.

Tales can be spun by the hour of experiences of FTP workers with audiences that were as unused to the theater as a lifer released after 30 years in prison would be to air travel, the telephone and electrical appliances. When a project reaches with its plays youngsters in CCC camps who had to be taught to applaud (thanks to the movies' monopoly of amusements in their towns) and when it reaches full-grown adults who have never seen a full-length play it can't exactly be doing the commercial theater any harm.

\* \* \*

Let us cast out of our system any good thoughts about the FTP so as to give full vent to the case against the brainchild of the charming little lady from Vassar.

It is charged that there is entirely too small a percentage of professionals connected with the FTP. Even with the weeding out that has been done since the project was launched, it is alleged that there is still a preponderance of workers who have never been connected in any way with the commercial theater.

Mrs. Flanagan is attacked as one unfit to head the project because of her non-commercial background. This ties up with the old prejudice of the show business against those who enter its ranks in high places without starting from the bottom. It is also charged that most of Mrs. Flanagan's supervisors are non-commercial; that they are entirely too academic and are nothing more than glorified Little Theater busybodies.

Certain showmen minimize the favorable effect of the FTP on the commercial theater of today and tomorrow by stating bluntly that the project represents unfair competition to the commercial theater. Their general brief is that any entertainment that charges admission and that is proximate in location to commercial theaters is not only potential but real opposition.

From still another corner of the dissenters' ranks comes the cry that the FTP is engaged in the booking business; therefore in opposition to commercial bookers. The FTP engages in a typically commercial manner in percentage deals in certain theaters, auditoriums, etc., when no theaters are available for leasing or when it is impractical to enter into a lease. The FTP also books private entertainments, a considerable source of revenue to agents formerly identified exclusively with vaudeville. (In fairness to the FTP, it must be interpolated here that the private entertainment booking charge is met with the explanation that the FTP books only those private entertainments that are definitely established as being non-competitive to commercial offices.)

The FTP is attacked for advertising in daily newspapers on the ground that it hurts the commercial theater by reaching out to attract a public to plays that are unsuitable for public consumption. This has the effect, it is claimed, of spoiling the public's taste for commercial productions. This stand is based on the theory that the public does not distinguish in its judgment of the theater between commercial and FTP productions.

The usual charge of red-tape entanglements is made against the project. Replacements are difficult to engineer and the structure, it is alleged, is so complex as to make it practically impossible to take advantage of situations favorable to the better aspects of the project.

The purpose of the FTP as a constructive and educational force in the theater is defeated by the concentration of production activity in New York and the other large centers. The FTP could be of great help to the theater, it is further alleged, if it spread its activity out thru the sticks, thus creating new audiences for the road of the future and removing from an already crowded market (on Broadway) the opposition that it now represents. (Here again a charge must be met with an explanation: FTP officials point out that a project has to follow relief recipients; the workers cannot follow a project. Despite their great need, relief actors and others would rather take pot luck in a large center on their own than be torn away from their families and perhaps opportunities that may arise in the commercial theater. Another factor militating against the diffusion of FTP activity thruout the smaller towns and villages is the prohibitive transportation expense, which would absorb funds now being used to keep the rolls in the higher numerical brackets.)

The FTP is opposed on general principles by many of the theater's denizens because it represents a stepping stone to a Government Theater. Those opposing the project on this ground hold that a Government Theater is tantamount to the worst aspects of censorship. A Government Theater, it is opined, would represent the Administration. This would mean the end of a free theater, undisturbed and uninfluenced by the whims of dictatorial bureaucrats, jingoists and other species of dangerous politicians.

The case against the FTP is brought to a close by the charge that it encourages incompetency. Meaning that the intrusion of the FTP into the dismal picture of unemployment made thousands of discredited incompetents on their way out of the theater retrace their steps to a berth in the project. Show business, it is claimed, would be far better off if those has-beens and coarse-grained artisans and artists would leave the theater to find in some way employment in other fields or retreat from other sources. If the FTP is perpetuated it will have these incompetents on its hands until the end of their days. If it ceases to exist these sad travesties on what they would like to be will be back in the mart again, adding to the toll of suffering in a depressed business and, by their sheer weight, lowering price scales in their respective divisions.

\* \* \*

So there you have the case for and against. Regardless of the soundness of the proponents' arguments and the hard, sad allegations of the opposition, it seems likely that the money men in Washington will pass on the fate of the FTP without the slightest thought of any factor other than how much to cut out of the relief budget and where to cut so as to engender as little antagonism as possible towards the party slate at the next election. If the show business feels that the FTP is worth saving a loud rumbling will be heard by attentive ears in the city along the Potomac that is equipped with the best human seismographs in the country. The same course is open to the dissenters, too.

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## Republic Stripped Of Cash in Holdup

NEW YORK, May 1.—Second robbery of a burlesque theater within a week took place last Saturday night at the Republic, when Dave Bell, treasurer, was held up in the office of the theater and stripped of a \$2,200 pay roll. A robbery earlier in the week was staged at the Oxford, Brooklyn, which was nicked for \$1,100.

Bell reported to police that three armed men did the stickup, invading the offices at the theater while the burlesque show was going on. The gunmen escaped without difficulty.

## Fulton, N. Y., Sets Plans

NEW YORK, May 1.—While the fate of burlesque here is being tossed about by city authorities in football fashion, Abe Minsky is going ahead with his plans for two-a-day burly at the Fulton, scheduled to open May 15. Show will be split up into two sections, the first burly and the other a band show. Burly cast so far includes Harry Clark, May DeVoe, Evelyn Myers, Valerie Parks, Crystal Ames, Ben Hamilton, Florence Mann, Harry Fields, Shorty McAllister, Tommy Raft, Joe Lyons, Toots Brawner and Brownie Sick. Britton Band is being negotiated for as the band attraction.

## Frisco's Burly Flurry

SAN FRANCISCO, May 1.—Lofta, hotcha revue, which opened the new Davies burlesque house this week, is offering stiff competition to Frisco's three other houses. To meet it the Liberty will close for 10 days for extensive alterations. Capitol has added new specialty dancers. Harry Ferris, owner of the Liberty, and Anthony Bow, manager of the Davies, are working out a deal for a chain of five houses in which the chorus will remain the same, but the principals will rotate. Houses are the Davies and Liberty in Frisco, Moulin Rouge in Oakland, Mission in Sacramento and Rex in Fresno.

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ON PAGE 3 of this week's issue appears a detailed story concerning the drive being waged in New York City against burlesque theaters.

## Pittsburgh Keeps Running; Jaffe After Other Spots

PITTSBURGH, May 1.—Burly biz is so good here that George Jaffe has decided to keep his Casino Theater open until mid-June. He is in New York lining up talent for a stock company to supplant indie shows, which wind up for the summer May 15.

Seeking three or four comedians, several strippers, including one who can talk, and a dozen or so chorus gals, Jaffe intends to maintain the same prices that has brought him his most profitable season in a decade, 25 cents until 12:30, 35 until 5:30 and 40 evenings.

Jaffe's son, Ben, manager of the Casino this year, is so hepped on burly possibilities for cities smaller than here that he's planning to open three more houses next fall, figuring on Dayton, Cumberland and Erie.

## Wilner Out of Irving Place

NEW YORK, May 1.—Tony Miccio is now in sole possession of the Irving Place Theater here, following litigation in Special Sessions Court recently. Max Wilner was a part owner in the theater but has stepped out.

## Hirst Making Circuit Tour

NEW YORK, May 1.—Issy Hirst, president of the Independent Circuit, left Philadelphia yesterday on a tour of the circuit. His stopoffs will include Baltimore, Washington, Pittsburgh, Toledo, Detroit, Chicago, St. Louis and Indianapolis. He will be gone for about a week or 10 days.

Hirst will enter into individual discussions with the operators of the circuit, getting into plans for next season and the like. A general meeting, probably taking place here, will most likely be held late this month or early next month.

## Rialto, Chicago, Stock

CHICAGO, May 1.—Lineup for stock policy starting at the Rialto here Friday is announced by Milt Schuster. Cast will include Harry Country, Kenny Brenna, Rags Ragland, Sam Raynor, Jack Buckley, Murry Briscoe, Jack Richards, Maxine DeShon, Marlon Morgan, Claire Stone, Margie Kelly, Dagmar, Zee Zee, Deone and the regular house chorus. Zee Zee and Marlon Morgan will double between club dates opening week. Fred Clark will act as producer, with Natalie Carter his assistant. Jack Harvey is technical director.

# Burlesque Reviews

## Gem, Chicago

(Reviewed Monday Afternoon, April 26)

This is the largest of a quintet of local burly houses attracting the fans from the poorer neighborhoods with a 15 and 25-cent admission policy. No matter how bad the entertainment may be the customers get their money's worth, seeing 90 minutes of screen fare (including a major feature) and 45 minutes of footlight frolicking of one kind or another.

Billy Gordon is producer, and considering the size of the stage and material on hand is doing a good job. Molded several nice production numbers with four line girls, a juve, straight and two strippers. Doubles as comic and netted some laughs from a lazy house.

Line gals here also do individual strip numbers, which gives kids an opportunity to display their disrobing possibilities. That was a lively quartet caught, superior to some of the line gals seen in better houses.

Featured women are Joan Dee Lee and

Nellie Bryant. Both experienced teasers and capable of enticing a hand for an encore. Nellie warbles *He's My Man of War*, while Joan wails *Look Down That Lonely Road* before going into their undressing sessions. Both go thru usual walking exercises.

George DeVolt as a juvenile is poor. Handles lines fairly well but has no singing voice. Billy Frazier is a passable straight. House needs a good tenor to put more life into the production turns.

Screen bills change thrice weekly, with revue routines switched every Friday. House seats 400 and business wasn't bad during first afternoon show.

Sam Hontigberg.

## Gaiety, New York

(Reviewed Thursday Evening, April 29)

Last show played to a nice house, well sprinkled with femmes, this in spite of because of the terrific blasts against burlesque in local dailies. Business was off part of the day, but the late show (See *Burlesque Review* opposite page)

# Burly Briefs

CHARLES FRANKLYN finished his season Saturday with the Indie Circuit. He worked out of the New York office. . . . Eve Frankfort is a new addition to the secretarial staff, now numbering two, of the Burlesque Artists' Association. . . . Boo LaVon joined the Indie's *Ladies in Lingerie* this week in Toronto, replacing Marlon Hollis. . . . Phil Silvers was out of the Oriental, New York, cast for several days due to illness, with Tommy Raft doubling into his scenes. . . . Joe DeRita is delaying his trip to New York, remaining on the Indie Circuit until June 6. . . . Crystal Ames was put back into the Oriental, New York, cast when the BAA interceded in her behalf and she'll finish out the regular notice. . . . Charlie LaFord and Lew Fine went up to the Cameo, Hartford, Conn., on its last week.

LEE LAUREL, strip principal for a while, is now in the chorus of the Gaiety, New York. . . . Nat Mortan's bookings include Virginia Jones, Gaiety, New York, this week; Slim and Eddie, Eitinge, New York, this week, and Tess Noll, May 7, and Annette, May 14 for two weeks, and Aloha, Oriental, New York, May 7. . . . Lovey Lane, colored dancer, is back at the Harlem Uproar House, New York, after closing at the Republic Theater. . . . Alvena, dancer, is now at the May-

fair Club, Newark, N. J. . . . Sunny Nash replaced Marie Oliver, who was taken ill, in the Indie's *Beef Trust* show when it played the Century, Brooklyn. . . . Jeanne Pardon, recently of People's, New York, is now at the Sky Club, Wilkes-Barre, Pa.

MARION MORGAN has received offers to go to Havana and Panama. . . . Margie France came in to Chicago from Hollywood. . . . Stock cast at the Gaiety, Milwaukee, is now headed by Bobby Vall, Hal Rathbun, Pat McCarthy, Jack O'Malley, Babe Davis, Dolly Dawson and Darlene Lucky (featured). Paul Morokoff is producer and Bob Simons house manager. . . . Margie Kelly is featured at the Roxy, Cleveland, this week.

Charmaine will fill a return engagement at the Casino, Toronto, starting May 24. Betty Blossom concluded a nine-month stay at the Liberty, San Francisco, and invaded Chicago to work for Milt Schuster. . . . Recent Schuster placements include Collette, Vanya Karanova and Jeane Williams, Roxy, Cleveland; Harry (Shuffles) LeVan, Gaiety, Milwaukee; Louise Phelps, Capitol, San Francisco; Bobb Vall, Palace, Buffalo, and Dale Lynn and Chuck Gregory, Roxy and Casino, Toronto, respectively.

# U-Notes

By UNO

HELEN TROY, last in burlesque at the Palace, Buffalo, and who won beauty contests, was signed April 24 by John D. Singer, agent, to do a featured strip in a unit to play Ohio houses for 12 weeks, opening at the Palace, Lorain.

JAN MURRAY, new eccentric comic, formerly emcee in niteries, made his debut at the Eitinge, New York, April 23, replacing Lew Fine.

MARKEE WOOD left the Red Ram Inn, Mountain Top, Pa., to open April 30 at the Star, Brooklyn.

RUSSELL TRENT, after a two-week battle with a pesky carbuncle, reopened April 30 at the Apollo, New York.

NADINE MARSHALL, with the *Beef Trust*, in receipt of a letter from Granville Sweet, artist, for her to do commercial poses for Howard Chandler Christy.

BABS BARTLETT, showgirl, promoted to strip-tease principal by Harold Weinstein in recognition for past emergency services when she filled in whenever any of the regular principals were out.

MANDY KAY, comic, just off the Indie Circuit, replaced Gus Schilling in the Weinstein fold April 18.

ROSE LaROSE, at the Gaiety, New York, all afliutter over a visit backstage recently by Constance Cummings, movie star, and Benn Levy, playwright. Also when she accompanied them the day after to see Lord Hubert Griffith, another playwright, off on the Queen Mary.

MIMI LYNNE, before leaving New York for Toronto, celebrated a birthday April 30. With Sunny Lovett she opens May 9 at the Casino for four weeks.

ARMORY GOODWIN, former Rockette of Radio City and who was with the Weinstein-Miami Beach outfit, is now assistant producer to Beverly Carr for the Weinstein, Brooklyn, and New York shows.

DONNA DAVIS, agent, placed Anna Claire into the Orientak, New York. Comes from niteries and vaude. Also Arline Stewart into the Rialto, Chicago, for four weeks and after that into the Gaiety, New York. Fred Werner, another Davis act, held over for two more weeks at the Eitinge, New York. Lester (See U-NOTES on opposite page)

The Essence of Tap Dancing  
**MADGE CARMYLE**  
Ultra Nudes Modernists  
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Comic. Talking-Strip.  
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Superior Strip-Teasing, Singing and Talking.  
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Enjoying This Season on the Indie Cir.  
WINSOME  
**WINNIE GARRETT**  
Burlesk's Newest Strip Sensation.

# Tab Tattles

**CHES DAVIS**, one of the best known of the tab managers and producers, was a visitor at the desk Thursday of last week, while in Cincinnati to play a one-day stand at the Rialto Theater. Davis, whose 20-minute unit has been touring the Kemp houses in the South and now playing a string of dates for Bob Shaw, of the Sun office, has had an attractive offer to take his troupe to the Coast. After augmenting his show to 25 people and adding his own advance agent, Ches will begin his westward trek in about 10 days. He reports business during the winter a bit below that of a year before. . . . Charles (Kid) Koster, well known to the tab-olders, left Philadelphia Sunday (2) to handle the publicity for George Abbott's newest comedy, *Room Service*, which opens at the Maryland Theater, Baltimore, May 10. . . . Bert Sothern, veteran comic, is still on tour with the Ches Davis company. As Davis explains it: "He goes with the lease." . . . Cliff Cochran, tab and burly funny man, is in his second year with the Federal Theater Project in Cincinnati. . . . Bob Snyder, also a comic, has just rounded out his 18th month with the same project. . . . Charles (Slim) Vermont, or anyone knowing his whereabouts, is asked to shoot in his address to this column. Holding an important message for him.

**W. REX JEWELL**, well-known tab director, whose record includes six years at the Rivoli, Denver; three years at the Roxy, Salt Lake City, and a year for Public in San Antonio, has framed a 25-people unit for a stock run at the Central Theater, Oakland, Calif. New outfit was slated to get under way April 30. This is the first stage show for the house since the days of Jack Russell. Jewell is serving as emcee and is augmenting his shows each week with two or three vaude turns. House is managed by Ralph Ford, with "Tiny" James as his assistant. Art department is headed by Bill Stewart. Company will do three a day, with a change of show twice weekly. . . . Johnny Jordan, manager of the Six Sensation Jordans, featured with *Rhapsody in Blue*, was badly injured while performing on the stage of the Capitol Theater, Atlanta, April 28. . . . Tabdom lost another of its popular veterans in the recent passing of George (Honeyboy) Fields, who in recent years was teamed with Johnny Welsh in the well-known NBC radio team of Honeyboy and Sasafra. He was on his way to see a physician for an examination April 25 when he was stricken with a heart attack. He was with numerous tabs in the past and had a legion of friends in the show world. Further details in Final Curtain, this issue. . . . Hal and Ray Hamilton, acrobatic dancing turn, have separated. Hal is now doing comedy, and emcee with Harry Clark's new show, *Monte Carlo Revue*, which opened at Postoria, O., April 29, and Ray is working a single in clubs, currently at El Dorado, St. Petersburg, Fla. . . . Russ Ferris' *Casino De Artists Revue* is heading eastward after completing a string of Ohio dates for the Gus Sun office. Personnel includes Al Rome and Betty Wood, Aeroway Trio, Two Treymoures, Three St. Clair Sisters, Dorothy Linn, La Petite Marie, "Shikie" Cuisaullo and his six-piece ork; Doc Farnham, accordionist, and Russ Ferris, emcee. . . . Has a visit last Saturday from Christine Cole, formerly featured for several years with the old Lew Beckridge tab. Christine, who has been out of the business the last half dozen years, was in Cincy for a two-day visit. She now makes her home in Charlotte and Albemarle, N. C.

**BURLESQUE REVIEW—**  
(Continued from opposite page)  
packed 'em in. Production as a whole was a vivid demonstration of the fact that burly still has plenty of life and doesn't have to fine-comb the cesspool for its material. Comedy and production were both good and the stripping gals won nice hands, tho they all acted within reasonable bounds. House seemed to realize that the peels were working under orders and didn't insist on complete undraping. Production scenes, while not lavish, were colorful and good use was made of the line of 16 to enhance all scenes as well as one bit. The opener, a tableau scene depicting

stairs, an opium den scene and a flower number were well done.  
Comedy, and it would be a good thing for burlesque as a business if this became a trend, was above par. Bits included the antiquated three-times-three, but several other sketches with twists and fresher treatment counterbalanced this hoary veteran. Other numbers included a baseball and dentist's office bits, both of which nabbed plenty of palm pelting, and the lemonade red wine and banana split numbers. Another funny one was the union label bit, which should be surefire in all union towns. It's real comedy about something with which many burly patrons are familiar and can't offend the most thin-skinned union man.  
Men in the company actually dominated the show, possibly not in running time, but in their contributions and audience reaction to their work. Comic Herbie Faye has a lot of appeal, he works deftly and not too obviously. Easily the topnotcher of a list of male principals that included some good people. Jack Rosen; Phil Stone, warbler, who also worked in scenes; Leon DeVoe; Floyd Hallicy and Frank Silk completed the lineup.

Stripping specialists tended heavily toward the brunet side of the fence and needed a fair head or so to balance the lot. June Marshall, working in a luscious but sweet style, got the boys to get off their palms. Barbara Doane, who uses the languish method; Rose La Rose, peppery and hot, and Roxanne (Mrs. Kingfish Levisky), who employs sensual showmanship, put themselves and their personalities across the footlights to good results. Peggy Reynolds, who inclines toward the plump side, and Zonia Duval, who sang-talked *Good Night, My Love*, worked with careful technic rather than the abandon method and sent the house away in a good mood.  
Maybe it's taking the combined effects of religious and civic groups to teach burly magnates that burlesque doesn't have to roll in the sewer to be entertaining. This production is proof that it doesn't. *Benn Hall.*

## Detroit Burly Slump

**DETROIT**, May 1. — Local burlesque houses are still feeling the slump following the recent automotive strike. Afternoon business took another blow this week from baseball. Townfolks can't forget their Tigers won their first pennant two seasons back and spend the afternoons either at Navin Field or huddled in front of the radio.

## U-NOTES

(Continued from opposite page)  
and Daniels just finished two weeks at the Oriental.

**SHIRLEY O'DAY**, recently of the Casino, Brooklyn, spotted by Solly Shaw, agent, into the Red Ram Inn, Mountain Top, Pa. Mark Lee, comic, another ex-burlesquer, also at the Red Ram.

**ANN VALENTINE** joined the Star, Brooklyn, stock April 30. She and Markie Wood replaced Mimi Lynne and Sunny Lovett.

**RAY SYRACUSE**, stagehand and captain of the Galety, New York, baseball team, launched the first of a series of games in Central Park May 2. Opposite faction were the Terminals or the Eltingers, captained by Fritz Farlio. Batteries were Syracuse and Phil Cohn for

**TEDDY HAYES** is still sojourning in Miami.

**MARION YARDELL**, back in tip-top shape again, left Chicago last week to make the start in the New Jersey show.

**EDDIE BURKE** and Hank Shelby are back with the Flint Park Refreshment Company, Flint, Mich., for the season.

**KENNY GRUWELL**, of Pasadena, Calif., posts that after being out of the endurance game for some time he is planning to be back in the business real soon. His last contest was the derby show in Houston.

**LEW STUTZ** pencils from Ocean Park, Calif., that another C. L. Langley walk-

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**\$2000 CASH PRIZES \$2000**  
And You Get It.  
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**RED—BLACK, 3 Ft., Doz., \$3.60**  
(Black Balloons suitable for "Behind the Eight Ball Dance.")  
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Stock up on these Balloons while this price lasts. Guaranteed to keep in good condition for one year in any climate.  
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## WILLIAMS COMEDIANS & MUSICAL COMEDY REVUE WANTS VERSATILE DRAMATIC AND MUSICAL COMEDY PEOPLE:

Clever Comedy Team or Trio, Leading Man and Woman to Produce, Singing, Dancing, Soubrette, attractive Chorines with Specialties, Musical Organized Orchestra or Duo, Working Men on canvas, Electrician, Mechanic, Cook. WANT good Agent. WILL BUY scenery, also 60' or 70' Dramatic Top. Playing under canvas till Fairs, then Grand-Stand Show. Winter in Theatres. Would consider PARTNER. Have wonderful proposition to offer. Show opens May 21. All address stating lowest first letter.  
**CARL WILLIAMS, care General Delivery, Bolivarville, Ill.**

the Galeties, and Farlio and Johnny Mancuso for the Eltingers.

**GEORGE PRONATH** has been re-engaged for next season at the Eltinge, New York, this time for 40 weeks. To start rehearsals August 30. His first 1937-'38 show opens September 3. Closes a 25-week contract May 14, when he leaves to spend the summer at his home in Manitowish, Wis.

**JIMMIE WALTERS**, of Spaeth and Walters, was feted on his birthday April 27 backstage of Minsky's, Brooklyn.

**BORDINE AND CAROL**, dance team, formerly in burlesque, just closed a lengthy stay at the Wivel Restaurant, New York, and are now filling in two weeks in a Gloverville, N. Y., nitery.

**GERTRUDE HAGER**, dancing chorine, and Pearl Shutta, showgirl of the Oriental, New York, have decided to form a strip-tease sister combo and become principal principals under the name of the Esty Twins.

**MOTHER ANNIE ELMS**, familiar figure backstage at all Greater New York burly houses, will reach her 100th birthday May 20. Julius Roth, operator of the Variety Club in the 40s, arranging for a big celebration. Ditto, Ann Corio, Buster Sanborn and owners of the Hotel Claridge, New York, where she resides.

## CHORUS EQUITY

(Continued from page 23)  
ment bureau as the members who are paid up.  
Members who plan to leave the theatrical profession for an indefinite period should apply for honorable withdrawal cards. Holding a withdrawal card, if the

## BURLESQUE MANAGERS—WARNING

Theatre Owners, Theatrical Managers, Cabaret Owners, or Show People of any nature using my title of 34 years will be prosecuted to full extent of the law.  
**The Beef Trust The Chicken Trust**  
Also my two-act Musical Comedy, "KRAUSEMEYER'S ALLEY," The Law Protects My Right Priority of U.S. MY TRADE MARK. MY COPYRIGHT (Registered)  
Law Allows No Infringement on My Living or Any Infringement.  
Yours Respectfully,  
**BILLY WATSON,**  
Watson Building, Paterson, N. J.  
**HON. ROBERT H. ELDER,** Former Pres. Kings County, N. Y.

## "TINY" EPPERSON

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## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by **MARTIN C. BRENNAN,**  
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absence is for a year or more, the member returns to the profession and pays current dues only. If the member returns within a year he pays dues from the time the card was issued, but no delinquency fine.

In recent years producers of musical comedy have complained of the difficulty of casting musical productions—that is, casting for the principal roles—because so many important musical comedy principals have gone to California or are employed in radio. The obvious place to look for new material and replacements is in the chorus—among the people who have already served an apprenticeship in the theater. We feel that producers have been remiss in overlooking a field that, we are certain, can supply plenty of talent. On the other hand we feel that our members, in many cases, have not shown sufficient zeal in their chosen profession in preparing themselves for the opportunity when it comes.

An excellent training ground can be found in the various summer stocks throuthout the country. In an effort to help our ambitious members the Chorus Equity employment bureau is compiling a list of summer stock companies where employment may be found. We hope our members will take advantage of these lists.

Do you hold a card good to November 1, 1937? Do your part toward making your company 100 per cent in good standing.  
**DOROTHY BRYANT,**  
Executive Secretary.

# Endurance Shows

ashow will be launched shortly and that he will again be business manager.

**DUCKY NACCARATO** is now at his home in Los Angeles.

**BOBBIE WHITE** writes from Atlantic City to inform that Joe Kade and Lucille Yalla, both well known in the endurance field, were secretly married recently.

**GEORGE PUGHE** Derby Show, now in its seventh week in Fresno, still has nine couples and a solo in the running. Operating strictly within the California law, show is operating 12 hours daily and is drawing increased crowds. The Battle of Champions, as it is billed, is located on Chance Field in Fresno.

## Tolbert Reported Drawing Good Biz

McCOMB, Miss., May 1.—Milt Tolbert Revue, tent show under the management of Buddy Hale, which opened April 11 in Dothan, Ala., is reported to be enjoying the biggest business in the show's history.

This year's show is an all-revue production, with the band on the stage throughout the main show and concert. Lassie White and Honey Wildes are featured, appearing once in the big show without cork, and coming back in the concert in black.

The band, under the direction of Red Jenks, who is featured with his trumpet, starts things off. Stan Stanley, emcee, follows with the introduction of the girls in a parade number, after which Toby Eastman, Stan Stanley and Lois Behmer do a fast scene. Three production numbers, bits, varied types of vaudeville and an all-company production finale make up the main show.

Three new Chevrolet trucks and trailers have been added. There are two new light plants, two new middles, a new flash lobby, two box-offices and seven private cars.

The staff is: H. D. Hale, owner; Buddy Hale, manager; H. W. Hale in charge of equipment; Ollie Hamilton, general agent; Slati Gunnells, No. 1 billing car; Smith Hamilton, No. 2 billing car; H. G. Hale, concessioner; I. S. Daniels, lot superintendent, with a crew of 18.

Cast and features of the main show are: Toby Eastman, comic and producer; Slim Williams, comic; Stan Stanley, emcee; Dorothy Cannon, ingenue and chorus producer; Pansy Brown, soprano; Lois Behmer, prima donna; the Andre Sisters, dancers; Lamoaa and her Hawaiian Girls; Dixie Connors, toe-tap; Gretchen Nickleson, acrobatic and baton specialist; Wylie Kilpatrick, rhythm buck; Red Jenks, band, and a line of 10 girls.

In the band are Paul Herbert, tenor sax; Bob Norris, alto sax; Johnny Moore, bass fiddle; Pee-Wee Boggs, electric guitar; Wylie Kilpatrick, drums; Irving Behmer, piano, trumpet and trombone.

Features of the concert are Lassie and Honey, Slim Williams, blackface; Lois Behmer, blues singer, and Beatrice Powers, strip teaser.

## Numerous Repts Ready for Early May Opening

LINCOLN, Neb., May 1.—Tent rep season will open with a bang all over this and surrounding territory within the first two weeks of May judging from activity on several circles now in operation, which will be closed in favor of canvas. Those shows not on winter circle operation are in the midst of painting and canvas repair, readying for the pasture setups.

Before May 15 the following shows are expected to be on the road: Justice-Romain Show, in Northern Nebraska; Hal Stone, Iowa; Chick Boyes, Nebraska and Kansas (two shows); Ed and Mone Hart, Nebraska; Auger Bros., Southern Minnesota; Ted North, Kansas; Hazel McOwen, Nebraska; Biehl Sisters, Missouri; Tilton-Guthrie, Iowa; Original McOwen Show, Kansas; Hila Morgan, Missouri and Iowa; Harry Hugo, Nebraska, and the Ray Bash Players, Nebraska and Iowa.

Skip Dean, comic on the M. & M. show, South Sioux City, Neb., said before leaving here that the M. & M. would go over the usual Northern Nebraska and South Dakota ground, beginning late in May.

## Ann Nielsen on the Mend

NEW YORK, May 1.—Annie May Nielson Quintard, known on the stage as Ann Nielsen, daughter of Hortense Nielsen, is mending nicely after undergoing an operation at Post Graduate Hospital here. Her mother has canceled her engagements to be near her daughter.

## WANTED IMMEDIATELY

For the Gagnon Pollock Tent Rep Show People in all lines. Those doubling specialties or orchestra given preference. Name salary, pay your own. Address BERT C. GAGNON, Seymour, Wis.

## PHILLIPS PLAYERS

WANT QUICK Juvenile Team or Singers. Prefer people who double instruments, Piano, do Specialties. Suits all. Join on wire. Rehearsals 7th. EDW. A. PHILLIPS, Bristol, Ind.

## Prosit!

MINE RUN, Va., May 1.—Jack Rippel, tent rep showmen, stopped off recently at a filling station in Virginia, ordered a bottle of beer and plopped down quarter. The proprietor served the beer, but tossed the two-bit piece back to Rippel.

"What's the idea," asked the latter, "your birthday?"

"Nope," replied the f. s. p. "Your Rippel, ain't you?"

"That's me," answered the tent showman.

"Well, when I was a kid I sneaked into your show," continued the filling station man. "Didn't have any money, so this makes us even. Have another one."

## Palmerton Plans 2 Summer Shows

WORCESTER, Mass., May 1.—Guy Palmerton, whose stock troupe is in its fifth week at the Worcester Theater, announces the opening of his Lake Whalom Theater, outside of Fitchburg, Mass., for June 21. Opening bill will be *Yes, My Darling Daughter*, if present negotiations with the owners of the play materialize. Palmerton has another location slated to open July 1.

Worcester company will present *Three Men on a Horse*, opening Monday, and is slated to follow with *Candlelight*, *When Ladies Meet*, *Rain and Boy Meets Girl*.

In the local cast are Nell O'Day and Frank Lyon, leads; Ernest Woodward and Nancy Duncan, seconds; Walter Cartwright and Vera Tatum, characters; Larry Williams, juvenile leads; Adrienne Earle, ingenue leads; John Gordon, director; Harry Burkhardt, Walter Hall and Don Hamilton.

## Keene Barn Opens June 28

KEENE, N. H., May 1.—Third season at Keene's country playhouse opens June 28, with Freeman Hammond directing. The New Hampshire barn will be the scene of three tryouts this summer. Seven shows make up the schedule. With an apprentice company of 20, the school will also do seven productions.

BERT C. GAGNON informs that the Gagnon-Pollack Tent Show will begin its 37th season in Seymour, Wis., the last week in May. Organization will play Wisconsin and the Upper Peninsula of Michigan.

## Kansas City Jottings

KANSAS CITY, Mo., May 1.—Sonny and Ardye Dexter have closed with Scotty's Comedians and signed with the M. & M. Show for the canvas season.

Mac and Maree McDonald have signed with the Ben Wilkes Show for the tent tour.

Jimmie Murphy and Beverly Sutherland have closed their circle after being out all winter and have signed with the George Roberson Stock Company for the summer.

Eddie and Lois Lane, who have been playing the better night spots in and around the village all winter, are signed with Hal Stone's Comedians.

Freddie and Lilyan Poole left here recently to join the Frank Smith Players, who began rehearsals this week in Missouri.

The Madden-Stillian Players opened the tent season recently in Lake City, Ia. Hal Stone, manager of Hal Stone's Comedians, sojourned briefly here this week to fill his cast for the tent season. Show will open about May 15 in Iowa. Mr. and Mrs. Stone spent the winter in Florida.

Lane-Shankland Players opened the tent season at McLeansboro, Ill., this week.

Skippy Lamore's Comedians began rehearsals this week in Colon, Mich.

Mona Rapier has signed with Nell Schaffner Players for the run under canvas.

Jimmie Hooper has signed with Eddie and Mona Hart Players, who will tour Nebraska this season under canvas.

Harry and Agnes Clarke, who closed

## Biz Is Tops for Peruchi Players

CHATTANOOGA, Tenn., May 1.—Two guest artists are featured with the Peruchi Players in *Cradle Snatchers*, which opened at the WDOO Playhouse on Market street Tuesday night. They are Alice Cavanaugh and Jack Marco, former members of the Art Players Company.

Since opening at the Playhouse several months ago, Peruchis have been playing to packed houses, especially since seats have been raised to give a better view of the stage. *St. Elmo* last week was a hold-over, due to popularity of Augusta Evans' story in Chattanooga, where most of the scenes are laid. Opening on Tuesdays, plays runs thru Sunday, with three matinees.

Miss Cavanaugh and Marco will remain with the Peruchis for several weeks, Manager "Pa" Peruchi announces.

## Burleigh Will Direct At Pittsburgh Playhouse

PITTSBURGH, May 1.—Frederick Burleigh, director of the Indianapolis Civic Theater and graduate of Dartmouth and Yale's Baker School, will be director of Pittsburgh Playhouse when that theater opens next fall, trustees announced today.

Business manager will be appointed within next few weeks, to be followed by parley between Burleigh and board members on future policies, including local or imported talent, Equity, plays and technical management. Burleigh succeeds Herbert Gellendre, at Playhouse for past two years, who will travel to Scandinavia this summer and locate in New York in the fall.

## Mrs. Sweet Sells Show's Equipment

STORM LAKE, Ia., May 1.—Mrs. George D. Sweet, widow of the well-known tent showman who died suddenly last November from an infection resulting from injuries sustained in an auto accident, left here this week for her home in Hot Springs, Ark., after disposing of all the Sweet show property to Vincent Dennis, for many years associated with the Sweet organization.

The sale does not include the Sweet Show title. Dennis will operate the tent show as Vincent Dennis' Famous Players.

It had been rumored that Mrs. Sweet would operate the Sweet Players under canvas herself this year. She dispelled the report by saying that the past season saw the end of the Sweet Players.

their Central Missouri circle recently, have joined the Majestic Showboat.

George Jacobson and Greta Gibson recently joined Chick Boyes Players.

Marcella Clifford recently joined the Hila Morgan Stock Company.

Frank Ginnivan Company is scheduled to open today at Ashley, Ind.

Reports reaching here are that the Justus-Romain Company opened to good business in Nebraska last week.

Ted North Players are said to be finishing their stock engagement at Topeka, Kan., next week and will open under canvas immediately at Salina, Kan.

Taylor Bennett and Ivy Bowman have signed with the Favorite Players, who began rehearsals at Palestine, Ill., this week.

Tom Wiedermann Show will open under canvas in Mississippi soon.

George Roberson Show is scheduled to open in Illinois about May 15.

O. Kirkman recently joined Porter's Comedians on the West Coast.

Madlyn Newton is a new arrival in the village. She will sign with a Midwest rep soon.

Bob Gentry and Margie Brennan left here recently to join Frank Wilder's circle in Minnesota.

Louis Ostrander left here this week to join the Hila Morgan Show.

Jeff and Beth Unruh have joined the Norma Ginnivan Show for the tent season.

Tilton-Guthrie Players are opening the tent season this week at Lake City, Ia.

## Rep Ripples

ROBERT (BOB) WHITE, of Henley and White, is still with the Federal Theater Players in Cincinnati. He played the role of Socrates in *No More Peace*, last week's production. A native of Cincinnati, one of his first engagements was with the Nellie Barth Players at the old Robinson Opera House, Cincinnati, in 1911. He appeared in *The Divine Question* and *The Virginian* with William S. Hart, and with Klaw & Erlanger attractions on tour. In more recent years he has been with the Rosalie Nash Players, the Wright Players and the Mildred Austin Stock Company.

JOEY AND MAE LA PALMER joined Fred and Bonnie Brunk's Comedians at Safford, Ariz., after winding up a successful season with a road-show picture.

HARRY F. (DOC) WARREN, formerly general business man with the Art Callahan, Arlie Marks, Gould Players and Walter Savage shows, has opened a booking office in San Francisco to handle his own attractions. He has been on the Coast for the last six years. "Would like to hear from my old pals back East," Warren writes.

AUSTIN AND GLADYS RUSH are rehearsing with Jack Kelly's No. 1 show in Laingsburg, Mich. The team is sporting a new sedan.

CHOATE'S COMEDIANS opened the season in Cambria, Ill., April 15. Show is totting a band and orchestra and will play the same territory as in past.

MR. AND MRS. AL FREELAND, veteran stock and rep team, are still making Cincinnati their home. Mrs. Freeland is back in tip-top shape again after a winter of bad luck, which began with a bad fall down stairs and wound up with an operation on her jaw. Al is in his second year on Station WLW's dramatic staff. They were visitors at the rep desk Thursday of last week.

TOM (WILD CAT) AITON, well-known rep agent and manager, is the new general agent with the Tinsley Shows, carnival company.

## Billroy Show Briefs

JOHNSON CITY, Tenn., May 1.—Roster of the show this season includes Billy Wehle, owner-manager; Daisy Mae Murphy, secretary-treasurer; Al Windlass, assistant manager; Don and Della Palmer, contracting agents; Sid Lovett, head of billing crew; Charles and Ruth Underwood, 24-hour representatives; Eddie Mellon, boss canvasman; Ted Heckman, mechanic; J. B. Scarborough, electrician; Eddie Ames, stage carpenter; Maye Holland, props; Charles Ames and Hamill Crider Jr., in charge of concessions. Working crew comprises 28 men.

Cast consists of Morris Nelson, master of ceremonies; Hal Crider, Carl Brown, Elihu Dobbs, Braxton Grady, Wayne Bartlett, Marion Roberts, Bennie Mack, Margie Noble, Bessie McNabb, Marie Wilson, Raby Crider, Arline Beyers, Gladys Duncan, Edith Farley, Grace Ames, Grace Crider, Rosalie Marce, Jessica Woods and Anita Reyford.

Orchestra is made up of Gus Schulze, pianist and leader; Art Farley, drums; Bob Heidelberg, alto sax; Buddy Hawkins, tenor sax; Charles Catanzaro, tenor sax; Russ Lewellen, trumpet; Eddie Walton, trumpet; Shorty Duncan, trombone and Leonard Fye, bass.

Cal West is again featured in the concert, together with Yolanda and a line of 12 girls.

Visitors this week included Jack Moore, Opal Feuts, Connie Austin, Mrs. George Bartlett, Bud Brewer and wife and Winona Wehle, in from a short vacation from school in Macon.

Weather has been cold and rainy for the past few days but some people show up for parade in the mornings with dark glasses on even if the sun isn't shining. I wonder why.

Senator E. C. Wehle left for his home in Louisville after a several week visit with his son, Manager Billy Wehle.

That's all. See you next week.

WAYNE BARTLETT.

FEROL BALLARD, former stock juve, opened May 1 at the Tokay Club, New York, after four weeks at Eddie Peyton's night club in Pittsburgh.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

HOWARD is playing schools and theaters in Southeastern Ohio.

JOHN C. GREEN, international illusionist and magician, is playing along the Eastern Coast of Nova Scotia and reports that business in that French district is good, with the lobster fishermen doing unusually well this season. Green has just finished an engagement in Weymouth, home town of that famous colored battler, Sam Langford.

BILL DORNFELD is reported to be very busy on magic dates in the Oklahoma territory.

FRANK FRANKINI recently concluded a seven-week engagement in the Continental Room of the Stevens Hotel, Chicago.

JOE BERG, Chicago magic manufacturer, infos that he has been very busy these days preparing new effects to be introduced at the forthcoming SAM and IBM conventions.

THOSE MAGICIANS who have been accused recently of giving shows for 3 cents, 5 cents, eggs, vegetables and whatnot reminds us of the story of the criminal who was up before the English judge for sentence, having been convicted of beating to death an aged woman for a measly farthing. "You're the most despicable criminal I've ever had before me," lectured the judge. "The very idea of murdering an aged, defenseless woman for a mere farthing is appalling. What have you to say for yourself before I pronounce sentence," demanded the judge. "Well, your honor," wailed the criminal, "a farthing here and a farthing there—it soon 'mounts up.'"

THE GAYETY THEATER, Minneapolis, recently presented a novelty in the person of a real Oriental, Miss Lee Ching, who preceded a hotcha strip-tease number with a graceful cig production.

BLACKSTONE, while playing the St. Charles, New Orleans, recently went into immediate action when word reached him that an aged couple and their niece had had a miraculous escape from death while on their way to the theater to see him. Going to the hospital shortly after he heard of the mishap, Blackstone put on a performance there just for the trio. A local daily put out a fine story about the affair and played up the belief by the aged couple that Blackstone had helped to perform the miracle of saving their lives, as their car plunged 60 feet over a bridge rail and stopped upside-down in four feet of water.

MILBOURNE CHRISTOPHER, youthful Baltimore magish now meeting with success on European dates, writes from London: "Had a swell time in Paris, where we played the Alhambra. Met Willardy, French cigaret manipulator; visited Agosta-Meynier and made the rounds of the magic shops, including Dickman's and Vincent's. Have been at the Victoria Palace here for the last two weeks on a return engagement. Attended a Magician's Club ladies night, had Louis Gautier, E. Morelle (the nitwit magician), George Braund, Temple and several others back stage at the Victoria Palace for visits. Saw Russ Swann's last theater show here; saw the Jasper Maskelyne act; visited Murray, illusionist, and congratulated George Davenport on the new addition to his family. From here we go to Manchester, then across the Irish Sea to Dublin and Limerick. Cardinal follows us at the Victoria Palace, Gall-Gall is at the Governor House, Kuda Bux and David Godfrey at the Chelsea Palace, Chris Charlton at Clacton and Naunton Wynne at the Dorchester."

CHARLES HOFFMAN, the magic bar magish, is being publicized these days by a handsome four-page three-colored folder prepared for him by the Music Corporation of America, which firm handles his bookings.

FRED E. PERKETT, the "rollicking mad magician" who started out as Frederick the Great, with black cape, with red lining and high hat, recently discarded the cape and high hat when some of the boys in New York accused him of copying a well-known magish. Next he discarded the Frederick the

Great moniker when he learned that another magician was using that label. Perkett has returned to his home in Glens Falls, N. Y., after an absence of three years, during which time he has played schools, clubs, theaters and under canvas in New York, Pennsylvania, West Virginia, Ohio and Illinois.

JOHN BODLEY, director of the Trenton, N. J., Magicians' Club and manager of the Gaiety Theater there, entertained a delegation from the Philadelphia ring of the International Brotherhood of Magicians recently.

MRS. WALTER H. DOMZALSKI, wife of magic's well-known "Dom," is seriously ill in Detroit. Friends are urged to drop her a cheery note. Domzalski address is 8835 East Outer drive, Detroit.

ISOLA BROTHERS are presenting their illusions at the Empire in Paris.

FRAXSON, card, coin and cigaret manipulator, is at the Odeon in Marseille, France.

DR. FRANZ J. POLGAR, psychic, will appear together with stars of stage and screen in a *Night of Magic*, skedded for the Capital Hotel, New York, May 2.

CARL ROSINI, magician, closed his holdover engagement at the La Salle Hotel, Chicago, May 1.

ALBERNICE, magician, opened last Saturday at the Hotel Biltmore, New York, booked by Music Corporation of America. Albernice has just completed a South American tour.

WORCESTER ASSEMBLY, Society of American Magicians, held an entertaining session at Hotel Aurora, Worcester, Mass., Wednesday night of last week. Show was opened by Jack Seiden Jr., of Springfield, Mass., with Robert Porter acting as emcee. Others taking part in the program were Norman Todd, president; Ernest Miske, secretary-treasurer; Paul Noffke, Springfield, Mass.; Harrison Hoyt, Boston, and the Rev. Willard Smith, East Jeffrey, N. H.

DON WHITE, Minneapolis magus, is slated to open soon with an Interstate Circuit unit.

"THE FABLE of Too Many Magicians."—Well-known magician plays swanky night spot. Several magician friends catch show as his guest. Several other local boys "crash" show, telling the management they are friends of the performer and magicians themselves. Manager clamps down lid—"too many magicians as free guests." Tells performer that the spot is closed from now on to all but CASH customers; magician's parents and friends included.—Sen R. Badley.

ROY BECKER, Milwaukee magish, featured with the *Red, Hot and Beautiful Revue*, was the guest of T. C. Crowder and Paul Smith, of the Chattanooga Magic Club, during the show's engagement in the latter city recently.

AMEDEO, magician, sails from Quebec July 1 on the *Empress of Australia*, touching at Sweden, Norway, Russia, Italy and England. He will perform both on board and ashore during the two-and-one-half-month itinerary. Said to be the first time an American act has been booked on such a cruise. Ship's talent will also include an English dance team.

THORNTON THE MAGICIAN headed the stage show beginning April 30 at the Tiffany Theater, Bronx, New York.

AL MONROE, Detroit magician and promotion manager of *The Detroit Times*, was host to Detroit magicians at his home last week. About 30 guests attended.

DURKAS is at the Casino de Paris in Nice, France.

MAX REYWILS, illusionist, is at the Empire in Philippeville, Africa.

JOE FAGUY, Montreal business man-ventriloquist, gave a banquet at his residence to a number of local magicians April 18. After the banquet Paguy had



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For LEGIT DRAMATIC

DOROTHY STRATTON — dramatic student caught recently at performances of the Alviene School in New York, playing ingenues and leads. Stood out above the rest of the student casts with her sense of assurance and her restrained but understanding interpretations. Has stage presence and plenty of potential ability.

that would make a good flash for a musical film. Ensemble tappers, working an unusual and clever routine that is a takeoff on a military drill. Nice looking troupe, the lads all young, with appearance enhanced by full-dress outfits.

SYLVIO HERNANDEZ — young Mexican, who plays the union leader in the Mexican government's film production, *The Wave*. Cast is un-billed and is said to be made up of "native fisher folks," but Hernandez has far more than a "fisher folk's" ability when it comes to acting. Good looking, possesses a noble bearing that the gals should go for heavily, and his playing is restrained yet full-bodied. Language might prove a stumbling block, but one that could be overcome. Hollywood can use him.

## For FILMS

SIX DEBONAIRS—half a dozen lads who offer a dancing novelty at the Hollywood Restaurant (New York)

and Larry Schomo. Rev. Charles Wyman acted as the interlocutor.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

CLAIBORNE WHITE, colored advance agent, is still posting bills in Memphis.

RICHARD (DICK) J. JOSE, vocalist, born Cornwall, England, June 5, 1869. First minstrel engagement with Charles Read's Minstrels, San Francisco, March 2, 1886; Birch & Cotton's Minstrels, Lew Dockwader's New York Minstrels, 1886; then George Thatcher's Minstrels; then William H. West's Minstrels. He took out his own minstrel company, 1901-'02. Has recently broadcast his famous song, "Silver Threads Among the Cold," from San Francisco, where he is living.

AL TINT, the "yodeling minstrel," posts from the Windy City: "Sorry to read of the passing of my old boss, Gus Hill. Was with the Gus Hill Minstrels from 1917 to 1923. He had one of the best minstrel shows on the road. His first minstrel had 60 men, with one band in front and one in the rear of the parade."

ED MCGOLDRICK, said to be the only living member of the old Dumont Minstrels, has refused a tidy sum from the Eastman Kodak Company for the aged chromo of the original Dumont troupe, which adorns the walls of his Minstrels' Tavern on West Chester pike and city line, near Philadelphia.

WPA MINSTRELS, under the direction of Jimmie Cooper, are reported to be drawing crowds in Texas, Arkansas and Louisiana. The group of 20 former minstrel men from New Orleans are one-nighting in CCC camps in these States.

CHARLES McNAMARA is rounding up old favorites for the second annual minstrel show being sponsored by the Holy Name Church, Camden, N. J. End-girls as well as stand-by endman will feature this year's production, McNamara says.

"DO YOU REMEMBER," queries the veteran Buck Leahy, "when Rodney Harris played cornet with the Yarborough Band on the John R. Smith carnival? When Lew Hershney, Frank Graham, the Leahy Brothers, Johnny Lambert, George Link, Harry Pepper, George Taft, Billy Bowman and Herman Myers were with the DeRue Bros.' Minstrels? When the Morales Brothers, Happy Benway, Henry Keyes, Harry (Dick) Richards, Henry Messier, Harry Daniels, Harry Prince and Tom Post were with the Guy Bros.' Minstrels? When Harry Baugh was a minstrel man?"

WITH A CAST headed by Jack Gross as producer and Hy Heath, Sammie Adler and Henry King as endmen, the Dixieland Minstrels played a one-nighter recently at the Shreveport, La., municipal auditorium. The free show drew a house of over 5,000 people. Chevrolet Motors sponsored the show.

WALTER BROWN LEONARD'S *Minstrel Memoirs*:

### XII

Now there comes a grand ensemble. Called *The Gathering of the Clans*. In their kilts and plaids and bonnets, Carrying golf sticks in their hands. See their intricate maneuvers As they march to Scottish tunes; In a flash the stage is darkened, They're in skirts and pantaloons. To the music, a mazurka, Stomps the sweet *One Heart, One Soul*. All these agile, graceful hoofers Doffly change their dancing role. Hear them tapping out the rhythm With their glided wooden shoes, Tho the routine's long and varied, Not a single step they lose.

WILLIAM P. ABBOTT informs from Oneonta, N. Y., that a minstrel conducted at Universalist Church there carried a cast including Wilson S. Winney, old-time minstrel and endman, now retired to a farm near Oneonta; Oscar J. Wells, endman; Claude Champlin, Bill Abbott and F. Ames. Vocals were done by Byron Chesebro, Kenneth Kniskern

invited about 150 guests to attend a magic show put on in his private theater, which seats about 200 people and is fitted up like a regular theater. Following magicians took part: Joe Stutz, Howard McLeod, Bud Ebb, Tom Palley, Norman Clement, Calman, Joe Faguy, and Sidney N. Levine, master of ceremonies.

CHATTANOOGA MAGIC CLUB at its regular meeting April 27 made final arrangements for its annual show to be held May 14. Profits derived from the event will be used to defray the club's (See *MAGIC* on page 76)

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

**Inclosed find a clipping from The Oil City Derrick of April 8. Being a steady reader of The Billboard and a carnival man, I thought you would be interested to know that the Chamber of Commerce of Franklin is trying to have shows banned from these towns and Rocky Grove.**

**Rocky Grove Volunteer Firemen have held a fair for several years and they have bought engines, hose and all other equipment for their fire department with funds raised thru this annual event. I take my concessions there each year and would naturally hate to see the fair abandoned.**

**Oil City is a wonderful show town. Johnny J. Jones Exposition plays here each year, also Downie Bros., Ringling Bros. and several smaller circuses.**

**What can be done to show the people of these towns that carnivals are a necessity in the lives of grownups and children?**

**In my opinion the man who runs a show by legitimate concessions is the cause of all this trouble. Who ever heard of anyone spending a dime on the Merry-Go-Round and then yelling that he got gypped? Why don't showmen clean up instead of waiting for the law to do it?**

**If I would get a petition signed with say 200 or 300 names, would it help any?**

**In the three towns named in the clipping there are close to 50,000 people within a radius of 10 miles. Surely this territory should not be closed to clean carnivals.**

J. A. HEITZER.

Saginaw, Mich.

**Could I ask a little favor of you? Would you kindly ascertain thru The Billboard the whereabouts of some of the troupers of 1904 with the Ferari Carnival? It would certainly please me to hear from any of these boys: Frank Doherty, sensational cyclist of Cincinnati; Edward Smithson, of Lamoth Brothers; Unita and Paul; Bombay, Indian juggler; Russel, strong man; Bill Wyatt, Ferari's right-hand man; John Carter, loop-the-loop man, better known as Divalo, and "Dutch" Barrell, Dutch comedian, who took a big black bomb with a long fuse, placed it in the arena and lit it, then ran about 30 yards from it. After the fuse was burned he sneaked back to the bomb, opened it and took out a bottle of Connellsville beer, drank it and said: "A nice bottle of Connellsville beer made by the Pittsburgh Brewing Company." He made his living this way and certainly did very well.**

**I am 61 years old. In 1933 I lost my wife, who lingered for four and one-half years with diabetes. The city here is paying me \$7.80 per month with a check of \$3.90 every two weeks, and you know what a fellow can do with that amount.**

J. DAMBACHER.

Atlantic City.

**I read with interest Walter L. Main's letter in The Forum about an elephant being stolen from the J. H. Eschman two-car circus on Prince Edward Island, Canada, in 1914, as it reminded me of when I was legal adjuster with Coop & Lent's Circus in 1917. On May 8 in Defiance, O., an elephant keeper with the circus stole three elephants after the night show. With Chief of Police Julius Spangler and Sheriff Edward Staley, we located the elephants about 10 miles from Defiance with the keeper, who ran away when we arrived and lost himself in the dark. When we arrived within half a mile of town the elephant keeper, who must have followed us, made some strange noise and the elephants broke away and raced back thru the country, where we lost all trace of them. The show moved on, but I left a man in Defiance with instructions to wire when they located**

**the elephants. On May 10 he phoned that the elephants had been captured as well as the keeper, who was in jail. The elephants were found on the farm of Frank McCann, about six miles south of the city. Plenty of suits for damages were brought by farmers. I worked until after midnight with an attorney, settled 10 claims, had the attachments dismissed and the elephants released, as well as getting the keeper out of jail so he could help me to get the elephants loaded into a box car. We worked all night to get them in, as they knew it was not their elephant car, and I was instructed to get them out of town before morning as there would be plenty more claims filed if some farmers knew the circus man was in town. On May 12, 1917, in Kenton, O., with the train ready to leave, the elephant car caught fire and burned all five elephants with the show. This was another all-night job, as I had to make some arrangements to remove the dead elephants. When morning came the stench was terrible, so I had the board of health and all other city officials helping me remove the burned car with the carcasses about five miles to a fertilizer plant. I was glad to get rid of them or I would have had to arrange to have them buried at a cost of plenty of time and money. The elephants were leased and had cost their owner more than \$12,000. A circus legal adjuster has a rocky road to travel; his trouble begins when the show opens and never ends until the band plays Home, Sweet Home.**

JAMES J. BROWN.

Syracuse.

**There are now on the road, or will be shortly, a number of small circuses and most of them are very good considering their size. They are equipped with many fine, elaborate trucks and trailers and the managements apparently stop at nothing when it comes to laying out money on equipment. But they evidently will not put more musicians in the big-show bands. They seem determined to keep down to 8, 9 or 10 men. Just why? I wish someone would tell me. The band is a very valuable asset to the show in every way. It entertains crowds coming in and greatly aids performers to sell their art. There are always many music lovers in circus audiences who delight in hearing good snappy bands. The band on an exceptionally fine truck show last season numbered just 10 men, and with a 2½-hour show to play at that. In Fort Dodge, Ia., Karl King complimented that little band and complimented the man-**

**Plugging for More Pieces in Circus Bands**

**agement on the high type of show, but also remarked that there should have been eight more men in the band stand—and he knows what it is all about. Patrons often are heard to remark upon the wonderful bands carried by a couple of big circuses. Managements of some of the smaller shows could have the same reputation for good music if they chose to do so. I do not believe a show of any consequence can be played satisfactorily with 10 men, even if every man is an artist on his instrument. The quicker the managements realize this the better.**

KENNETH (DOC) HAINES.

Lynn, Mass.

**It was with sorrow that I read of the sudden death of Maude Odell, who was in the New York Tobacco Road Company. Miss Odell joined the famous old Boston Castle Square Stock Company in**

**Maude Odell As a Heavy in Old Stock Days**

**January, 1893, making her first appearance as Antoinette De Mauban in The Prisoner of Zenda. Her personal appearance and dramatic ability made her a favorite at once and as long as she remained with the company she was held in high esteem by the patrons of the house. Miss Odell was a Southern girl, born in Beaufort, a small town upon an island in South Carolina, and her first stage work was with E. H. Sothern in The Master of Woodbarrow. She was a prominent member of the old Lyceum Stock Company (Frohman's). As Lady De Winter, in The Three Musketeers, Miss Odell was at her best, for it was a part that fitted her like a glove and she took full advantage of the many opportunities it offered to show her talents. She played the part with Eugene O'Neill, father of James O'Neill, of Monte Cristo fame. I was a weekly patron of the old Castle Square Stock Company, of Boston, for years and have never seen equalled the picture of human beauty of Maude Odell, the brunet type, with Lillian Lawrence, the blond type, acting together, Miss Lawrence playing leads and Miss Odell heavies. Alas, 'tis true; grief is the only friend that memory can call its own.**

FREDERICK KELLY.

Algona, Ia.

**There have been occasional letters in the Forum about boss hostlers and there was one regarding some outstanding horses on the Ringling show, all of which I read with great interest. A neighbor of mine, George Sponberg, played in the band on the Barnum show in the early 1900s. The other day he told me about a 40-horse band wagon dropping thru a pavement in Wilmington, Del. There was so much power that the hitch was torn off and the horses went down the street as if nothing had happened. Mr. Sponberg was on the second band wagon and they**

**When Charlie Rooney Talked To His Horses**

**got off and walked back to the lot, while the band on the first wagon got on the second and the parade went forward. Also the horses were broken by Tom Lynch on the site of the Pyramid Mosque of the Bridgeport (Conn.) Shriners, Jim Thomas drove them thru most of their career. Being unusually strong, he handled the 80 pounds of leather. What could be greater sport than watching outstanding horses, well driven and directed by such great men as Tom Lynch, Steven Finn, Henry Brown, Charlie Rooney and Mike Tschudy! There were and are other boss hostlers but they are men I haven't come in contact with. One admirer of Charlie Rooney wrote about how, in terrible conditions in New Jersey, Charlie talked to the horses and they seemed to understand the necessity of getting the wagons of the lot. Two years ago in Fort Dodge the lot was wet from the only rain we had all summer. Red Finn finally had 44 horses on the pole wagon, and did they take it! Let us hear about smart horses and famous pulls made by outstanding teams and good drivers.**

WILLIAM DURANT.

# The Billboard

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Vol. XLIX. MAY 8, 1937. No. 19

**Saranac Lake**  
By JOHN C. LOUDEN  
Edith Lemlick is our latest guest-patient. She hails from New York and is much impressed with new surroundings. Was formerly a member of the Warner Brothers staff in New York.  
Dr. Carl Fischel, superintendent of the Will Rogers Memorial Hospital, left last week to spend a few days in New York and Atlantic City.  
Haryel Coleman celebrated another birthday last week and received many lovely presents from her friends in New York and Saranac Lake. She is the "hello" girl at the lodge.  
Dr. George E. Wilson, medical director of the WRMH, has returned after a visit to New York and Pittsburgh.  
Harry Martin, of the vaudeville team of Stewart and Martin, spent a few days here last week, visiting his friend Eddie Ross.  
Mrs. John C. Loudon has returned to Saranac Lake after a three-week visit to Puerto Rico.  
Harry Kruse, of New York, is here visiting his wife, Dorothy, who recently underwent the final stage of a rib operation and is improving in grand style.  
Camille Carpenter is another one who celebrated her birthday last week. She received some nice presents from her friends in Boston and Saranac Lake. Camille is making excellent progress.  
Write to those you know at Saranac Lake.

## Government Theater Should Not Propagandize

THE WPA Living Newspaper production of "Power" raises a fine question of propaganda. Previous Living Newspaper dramatizations were generally conceded by the conservative, liberal and Stalin press to be something Left of Center. Propaganda there may have been, but its twin, censorship, with the exception of the Ethiopian episode, did not get very far.

The current production makes the propaganda question more acute than it was in previous productions. The propaganda is more immediate and direct. "Power" is a meaty, lusty indictment of the public utilities. It is not only a vivid the somewhat choppy production but a carefully documented one. Its case is strong, and there can be small brief for the utilities it lashes. Their treatment at the hands of the government dramatists is, if anything, fair and considerate.

But the whole business of a government-supported production attacking what, at best, may be a dirty business and further espousing certain administration policies is a vicious precedent. The ending of the play on a hope of note for the Tennessee Valley Authority, worthy or not, seems somewhat out of keeping for a theater supported by both Democratic and Republican taxpayers' funds.

By the same token, had Mr. Landon's supporters swept him into office and, continuing with suppositions, had he continued with the WPA theater project, a government production damning government control or ownership of utilities might have been exhibited.

It is not the poor, mistreated utilities nor the nobility of the TVA that deserve pity or scorn. It is the mistreatment of the Living Newspaper project that bears watching. Its future productions will bear careful scrutiny. The supporters of a continued WPA theater or national theater should make their criticisms articulate. If the theater of the government is to become a revitalizing force to the theater in general it cannot be an administration mouthpiece.

# The Final Curtain

**BARRETT**—Joseph, 79, superintendent of the Newport (R. I.) Casino from 1885 to 1926, at his home in that city April 26. His daughter, Lillian Barrett, conducted the Casino Theater there for eight years. He leaves also a wife, another daughter and two sons.

**BARTHELMESS**—Mrs. Caroline Harris, 70, actress and mother of Richard Barthelmess, the actor, April 23 in her New York home after a short illness. Upon the death of her husband in 1895 Mrs. Barthelmess went on the stage under the name of Caroline Harris to support herself and son. She appeared with Minnie Maddern Fiske in *Mary of Magdalen*. In 1909 she had the role of Mrs. Abraham Lincoln in *Lincoln at the White House*. Later she appeared with Percy Haswell Stock Company. At the request of Lee Shubert Mrs. Barthelmess taught English to Mme. Alla Nazimova, thru whose influence Richard Barthelmess received his start in moving pictures.

**BERGEY**—Nickola, 55, in Brooklyn April 19. He was a sword fighter with Oriental exhibitions at Buffalo and St. Louis expositions. In later years he was with Barkort Shows and other carnivals.

**BONSACK**—Alex, 83, musician, April 20 in Underwood Hospital, Woodbury, N. J., after a long illness. He was leader of the Paulsboro Band, Paulsboro, N. J., where he also taught music. Surviving are three sons, two daughters and a sister.

**BROWN**—E. H. (Doc), formerly with Dodson Bros.' Shows and last year with Miller Bros.' Shows, in Cleveland April 7 of a heart attack. Survived by widow, Dorothea De Mills Brown; three brothers, Ernest, Clarence and Russell Brown. Funeral in Louisville.

**BRYAN**—Vincent, 54, author of many song hits, including *In My Merry Oldsmobile*, *Tammany* and *Is It a Sin?*, found dead in his hotel in Hollywood April 27. He had been ill for several years. During the early screen days he served as co-director with Charlie Chaplin and Harold Lloyd. Survived by his widow, Leota.

**CAREWE**—Arthur Edmund, 52, veteran stage and screen actor, in Santa Monica, Calif., April 22 from a gunshot wound. He began his film career with Jesse Lasky, and his most recent picture was *Thunder in the Night* in 1935. Survived by a brother.

**CREAMER**—J. Bryon, 23, actor, suddenly at Fort Lee, N. J., April 26.

**CUNNINGHAM**—Maurice Fremont, 75,

father of Jack Cunningham, screen playwright, in Los Angeles April 22. He was a retired building contractor and in the early '20s had constructed several of the motion picture studios and stages.

In Loving Memory of  
**GENE DE KOS**  
Who Died May 6, 1934.  
IRENE

**DONDERO**—Emil, 67, April 27 in the Marine Hospital, Detroit, after a long illness. He was until two years ago stage-door manager of the Cass Theater and had been connected with the theater for 40 years. Dondero was a veteran of the Spanish-American War. Survived by his widow, two daughters, two brothers and two sisters. Burial in Woodlawn Cemetery, Detroit.

**FABRIS**—Pasquel, 35, violinist, suddenly in Hollywood April 27.

**FIELDS**—George, 43, radio comedian,

formance as Freeman's Tight-Wire Act. He leaves his wife. Burial in the United Cemetery, Pittsburg.

**GADRY**—Lucien, French dramatic artist, in Paris recently.

**GATES**—Roy, 50, concessioner with West Bros.' Amusement Company, in Huber Memorial Hospital, Pana, Ill., April 23 following an operation for ulcers of the stomach. Survived by his widow; a step-daughter, Mardelle Oxborough; a brother and three sisters. Burial in Eagle Grove, Ia.

**GILLINGWATER**—Mrs. Carlyn, 63, wife of Claude Gillingwater, stage and screen actor, in Beverly Hills, Calif., April 22. Survived by three children besides her husband.

**GLEASON**—William F., 55, dramatic and movie critic for *The Philadelphia Bulletin*, April 25 at his home in Philadelphia of pneumonia. Survived by his widow, a sister and a son. Funeral at the Church of St. Francis de Sales, Philadelphia.

## WILLIAM GILLETTE

William Gillette, 81, actor and playwright, died in the Hartford (Conn.) Hospital, April 29 of pulmonary hemorrhage. Since contracting a cold last fall his health had been failing, but his condition did not become critical until last week.

He was equally talented as actor, director and playwright, but to Americans he was Sherlock Holmes, the character he originated and impersonated in the play of that name. On the premise that the public liked criminals in its plays Gillette took to A. Conan Doyle's detective. He first presented the play at the Garrick Theater, New York, in 1899. Its success tempted him to carry it to England, where, when he was acclaimed again. In his production of *Sherlock Holmes* he initiated the fadeout, letting his stage slowly darken before the curtain came down. He made use also of ending an act quietly instead of finishing at the climax with an abrupt curtain drop. He became an exponent of the repression style of acting, abolishing strut and stride; his entrances were subdued.

Gillette was born July 24, 1855, at Hartford, the son of Senator Francis Gillette. His interest in the theater from his early manipulation of a toy project displeased his parents, but before he retired he proved a gentleman could be an actor and actor a gentleman. He gained his first experiences with stock companies, taking daytime courses at Harvard, Yale, Massachusetts Institute of Technology and Boston University.

His New York debut was at the Park Theater, 1877, in the *Gilded Age*. *The Professor* represented his first effort as a playwright. He appeared in the title role of this work when it was staged at the Madison Square Theater, New York, in 1881.

Second in popularity to his Sherlock Holmes characterization is Gillette's own play *Secret Service*, which is said to have helped modernize the American stage. Following three seasons as the master detective, he acted in *The Admirable Critchton*, *Samson*, *Dear Brutus*, *A Successful Calamity* and *The Dream Maker*, his own play. His later compositions were outmoded in modern currents. Following *Clarice*, therefore, he acted in plays written by others.

When he put on his last Broadway appearance as Holmes in 1929-'30, Booth Tarkington wrote: "I would rather see you play Sherlock Holmes than be a child again on Christmas morning." His final detective role was offered in Wilmington, Del., March, 1932.

Ill health prompted Gillette to withdraw from theatrical activity many times, but his last performances followed a road tour of Austin Strong's *Three Wise Fools*, revived in 1936. His farewell was given for one week in New York.

He was one of the only two American actors elected to the American Academy of Arts and Letters, the honor being conferred in 1915. Of the charter members of *The Players* he was the last. Since 1895 he had been an honorary life member of *The Lambs*. The actor's retiring years were spent in seclusion in his castle at Hadlyme, Conn.

suddenly April 25 in the Pennsylvania Railroad Station, New York, of a heart attack, as mentioned briefly under *Late Deaths* last week. He was Honeyboy of the radio team Honeyboy and Sassafraz, which had been on a national hook-up over the National Broadcasting Company networks since July, 1934. At the age of 16 he had run away from home with a pony show. Before meeting Johnnie Welsh (Sassafraz) in 1929 he played in medicine shows, vaudeville, musical tabs and stock. When the comedy team was organized Fields and Welsh appeared over local stations in Detroit, Pittsburgh, Wichita Falls, Kan., and in smaller localities thruout the Southwest. He leaves his wife, the former Helen Carroll, of Claremore, Okla.

**FLAIG**—Edmund, 59, veteran actor, in Los Angeles April 26. He was prominent on the stage 25 years ago and for many years was in Louis James' Shakespearean company. In later years he played in films. Surviving are his widow, Nelle LaCroix Flaig, and his daughter, Eleanor Flaig, former premiere danseuse with the Pavley-Oukrainsky Ballet.

**FREEMAN**—James H., 54, tight-wire performer, April 17 in a hospital at Auburn, N. Y., from heart attack. He was a member of NVA and billed his per-

**GLENNEY**—James, 66, veteran actor, of a heart attack in the State Theater, Pontiac, Mich., April 25. He was born in Liverpool, England, the son of a Shakespearean actor. At one time he produced stock plays in Pontiac at the old Opera House and the old Howland Theater. Survived by his widow, Frances Eudora.

**GOLLINGS**—Colin C., 51, screen character actor known professionally as Colin Chase, in Hollywood April 25. He discontinued screen work a year ago because of ill health.

**GOODELL**—Rev. Dr. Charles LeRoy, 82, radio preacher, of heart disease April 27 at Doctors' Hospital, New York, after a brief illness. He was best known for his Sabbath Reveries, a one-hour service conducted over WEAJ every Sunday morning for years, though he had preached regularly for the last eight years on the program aired under the auspices of the Federal Council of Churches. He leaves a wife, daughter and four sons.

**GREENBERG**—Abraham, 76, theater operator, April 22 at his home in Camden, N. J., after a long illness. Greenberg built and operated for many years the Grand Theater there and then became connected with the Warner Brothers-Stanley Theater Company. Surviving are his brother and a step-daughter.

**GRIFFIN**—James William, 56, former actor, at his home in Fort Worth, Tex., April 22 after an extended illness. Survivors include two brothers and a sister. Funeral in Fort Worth April 24.

**HANDYSIDE**—Mrs. Blanche Sharp, retired actress and widow of Clarence Handyside, April 23 at the New York Hospital for the Ruptured and Crippled. During her 25-year career she played for Keith-Orpheum vaudeville, after which she returned to drama. Her last stage appearance was in Channing Pollock's *The Fool* with her late husband. Since that time she did radio work. Survived by a brother, Robert Sharp. Burial in Kensico Cemetery, New York.

**HANNER**—Louis, 77, who for 16 years owned and operated The Farm, Toledo's best known summer theater and cafe, at his home there April 14. Survived by widow. Funeral in the Elks' home and burial in Forest Cemetery, Toledo.

**HENDERSON**—Mrs. W. D., 66, business manager of the Ann Arbor (Mich.) Dramatic Season and mother of Robert Henderson, theatrical producer, at St. Joseph's Hospital, Ann Arbor, April 27. She was instrumental in starting the annual dramatic season, which is rapidly becoming one of the leading drama events in the Midwest. Survived by her husband, Professor Henderson, and son, Robert, director of the Dramatic Festival, who will now become business manager as well.

**HOFMEISTER**—William, 86, director and treasurer of Associated Theaters, in Baltimore recently after a short illness. He leaves two daughters and several grandchildren.

**JEWELL**—James F., 81, father of Jack Jewell, impersonator, April 25 in Columbia, O., after a lingering illness. Burial in that city.

**JOYCE**—Elizabeth C., 47, mother of Elizabeth Ann Joyce, of *The Drunkard* Company of Los Angeles, in that city April 25.

**LADD**—Mrs. George U., 69, actress, in Worcester, Mass., April 29. She was a member of the original company of *Way Down East*, and her stage name was Ella Hugh Wood.

**LINCOLN**—Harry J., 59, music publisher and composer, April 19 at his home in Philadelphia of heart attack. He was a professional pianist and conductor. Lincoln headed two music publishing firms in Williamsport, Pa., which he merged with the Harry J. Lincoln Music Company when he moved to Philadelphia in 1918. He wrote the *Repas Band March* and was musical arranger for the late John Philip Sousa for many years. His widow and a son, Harry J. Lincoln Jr., survive.

**McCASHIN**—Frank B., 40, secretary of the Lowell, Mass., local of the musicians' union, of a heart attack at Worcester, Mass., April 26. His widow, Mrs. Dorothy Thompson McCashin, and two daughters, Christine, 18, and Elizabeth, 11, survive. Burial at Lowell.

**MacMAHON**—Henry L., 65, author and publicist, in Los Angeles April 22. A number of years ago he had been in theatrical publicity, later turning to pictures as special exploitation man. He handled *Birth of a Nation*, *The Bluebird*, *Ten Commandments*, *Orphans of the Storm*, *King of Kings* and *The Big Parade*. In collaboration with Jeanie MacPherson he also wrote book versions of *Orphans of the Storm*, *Ten Commandments* and *King of Kings*. He started his journalistic career as a reporter on *The New York Sun*. Later he went to *The Brooklyn Citizen* as dramatic editor.

**MacPHERSON**—John Douglas, 76, chief engineer of Michigan State Fairgrounds, Detroit, for the last 12 years, at his home in Royal Oak, Mich., April 21. Survived by his widow and a son. Burial in Woodlawn Cemetery, Detroit.

**MONT**—Mrs. James, 25, the former Helen Kimm, actress, of gas asphyxiation in her New York apartment April 24. She had appeared in the Theater Guild's *Roar China* and *The Chinese Princess*.

**NESTEL**—Eliza (Queenie), 80, the last survivor of the well-known troupe of midgets who toured the United States and Europe as the American Lilliputian Opera Company, at her home in Fort Wayne, Ind., April 25 of senility and grief over the passing of her midget brother, Charles, who died April 17. The Nestels began their theatrical career in 1861, when they appeared in the late Colonel Ellinger's production *The Little People*. In the '80s they joined P. T. Barnum's troupe. Burial in Lindenwood Cemetery, Fort Wayne, following services by the

(See FINAL CURTAIN on page 79)

### Mrs. Ivah Wills Coburn

Mrs. Ivah Wills Coburn, actress and wife of Charles D. Coburn, with whom she had appeared in theatrical productions for the last 35 years, died April 27 in the Lenox Hill Hospital, New York, after a week's illness of intestinal influenza.

Since her first stage experience in a walk-on role with the company of Ellen Terry and Sir Henry Irving during a Chicago engagement in a Shakespearean repertory at the beginning of the century, Mrs. Coburn has played more than 300 roles. With her husband she produced scores of plays, including many of the classics.

She began her Broadway career as one of the three ladies-in-waiting in E. H. Sothern's production of *Hamlet*. Then she joined Amelia Bingham's company in *The Chimbers* and toured the Middle West and South. Upon her marriage in 1906 she and her husband formed the Shakespearean Players, under which most they presented 16 Shakespearean plays for about a decade. To their repertoire they added the Greek classics and a Moliere play. The Coburns, who frequently played opposite each other, acted in *The Yellow Jacket* for over 19 years. Their last New York appearance together was in their own production of Aristophanes' *Lysistrata* six years ago. Mrs. Coburn's most successful roles were Lady Macbeth, Rosalind, Mistress Ford; Minta, in *The Farmer's Wife*; Lady Duckworth, in *So This Is London*, and the mother in *The Yellow Jacket*. Upon the invitation of President Dixon Ryan Fox of Union College, Schenectady, N. Y., the Coburns directed the Mohawk Drama Festival in 1935 and 1936, intending to undertake the work again this summer.

Mrs. Coburn was a member of Actors' Equity Association, Actors' Fund and the Players. Besides her husband she leaves her mother, Mrs. Anna Kunz Wills, of New York, and a half-brother, A. C. Wills, of Grants Pass, Ore.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post
Barr, Barbara, 4c
Bartlett, N. E., 15c

Ladies' List

Adams, Mrs. Kate
Adrienne, Madam
Ainsworth, Gertrude
Akins, Alice I.

Krawl, Sam
Kyle, Bee
Lake, Viola
Landrum, Mrs. Nacmie
Lands, Mrs. Jack
Lang, Mrs. Joe

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.

Arrows, Herman
Avery, Gena
Avery Entertain-
ment Bureau, The

Dale, Dr. J. H.
Dale, Tex
Dane, Ernest
Dare, John O.

Fish, James E.
Fisher, Mart
Fitch (Pony Man)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used. See LETTER LIST on page 69



ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
Aarrens & Broderick (Casino Parisien) Chi, no.
Abbott Dancers (Palmer House) Chi, h.
Aces, Aero (Gloria) Charleston, S. C.; (Royal) Wilmington, N. C., 10-11, t.

B
Bacon, Faith (Tower) Kansas City, Mo., t.
Bailey, Bill (Cotton Club) NYC, no.
Bailey, Mildred (Gibson) Cincinnati, h.
Bailey Sisters (Lookout House) Covington, Ky., no.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cook & Brown (Uproar House) NYC, no.
Cook, Eileen (Village Casino) NYC, no.
Cook, Ted (Tower) Kansas City, Mo., t.
Cooler, Evelyn (Kit Kat) NYC, no.
Cooper, Una (Lookout House) Covington, Ky., no.

Gordon, Don (Place Elegante) NYC, no.
Gordon, Paul (Netherland Plaza) Cincinnati, h.
Gould Sisters (Colosmo's) Chi, re.
Gower & Jeanne (Biltmore) NYC, h.
Graf & Dayton (Club Chateau) Milwaukee, no.

H
Hale, Shrlay (Famous Door) Boston, no.
Haley, Marshall (Variety) NYC, no.
Hall, Frank (Park Plaza) St. Louis, h.
Halladay, Ruby (Chez Brummel) Cannes, France.

I
Ice Ballet (Boston) Boston.
Idler's Trio (Rosevelt) Pittsburgh, Pa., h.
Irene's Trio (Netherland Plaza) NYC, h.
Irving, Jack (Bagdad) Miami, no.

L
La Centra, Peg (Meadowbrook) Cedar Grove, N. J.

Laevini, Rene (Brevoort) Chi, h.
Lafayette & Laverne (Jefferson) St. Louis, h.

La Rue, Bobbie (Ballyhoos) Columbus, O., nc.
La Sala, Bob (Colonial) Dayton, O., t.

Laurence, Adele (Brown Derby) Boston, nc.
Lawrence, Lucille (Valhalla) NYC, nc.

Linda, Helen (Belmont) NYC, nc.
Lindsay, Helen (Belmont) NYC, nc.
Ling, Soc (Garden) NYC, nc.

Linn, Ann (Zell's) NYC, nc.
Lineback, Lucien (Colonial Club) Jackson, Miss.

Lion, Avon (Ubangi) NYC, nc.
Lopez & Anita (Brill's) Newark, N. Y., nc.

Lynn, Dalo (608 Club) Chi, nc.
McArthur, The (Village Barn) NYC, nc.

McCabe, Sara Ann (Ritz-Carlton) NYC, h.
McCawley, Jean (Mirador) NYC, nc.

Moke & Poke (Upstar House) NYC, nc.
Monroe & Adams Sisters (State-Lake) Chi, t.

Mortan, Alvia (Club Minuet) Chi, nc.
Morton, Eddy (Club Frontenac) Detroit, nc.

Murphy, Fred (Sullivan's) NYC, nc.
Murray & Alan (Bagdad) Miami, nc.

Murphy, Eddie (Barbary Coast) NYC, nc.
Myrus (College Inn) Chi, nc.

Nary, Charles (St. Regis) NYC, h.
Nelson, Brod (Clark) Brooklyn, h.

Nolan, Marion (Adelphi) Phila, h.
Noland, Nancy (Queen Mary) NYC, re.

Norman & McKay (Casino da Urca) Rio de Janeiro.
Norman, Fay (Paddock Club) Louisville, nc.

O'Connor, Eileen (Met.) Boston, t.
O'Donnell, Ione (806 Club) Chi, nc.

Olson, Joan (Stevens Hotel) Chi, h.
O'Neill, Catharine (Royal Palm) Miami, nc.

Rector, Roy (Le Mirage) NYC, nc.
Reed, Etta (806 Club) Chi, nc.

Reis Brothers (Royale-Frolas) Chi, nc.
Rekkofts, The (French Casino) NYC, nc.

Reynolds, Helen (State) NYC, t.
Reynolds & White (Tower) Kansas City, Mo., t.

Rhylan, Boys, Three (Caliente) NYC, nc.
Richards & Garson (Paradise) NYC, nc.

Ross, Joe (Frolie) Albany, N. Y., nc.
Roth, Lillian (Stevens) Chi, h.

Rosette, Mildred (Butler's) NYC, re.
Rosini, Paul (Oriental) Chi, t.

Santelli, Countess Lida (El Gauchio) NYC, nc.
Santoro & Loraine (Hollenden) Cleveland, h.

Saxon, Lou (Caliente) NYC, nc.
Scott, Mabe (Kit Kat) NYC, nc.

Sherman, Hal (Earle) Phila, t.
Sherman, Arthur (McAlpin) NYC, h.

Temptations, Four (Edgewater) Lafayette, La., nc.
Texas Tommy (College Inn) Chi, nc.

Thomas, Audrey (Kit Kat) NYC, nc.
Thorne & White (Chez Paree) Chi, nc.

Tucker, Johnny (Venezia) NYC, nc.
Tudor Sisters & Avery (Shrine Circus) Ft. Wayne, Ind.

Tramp Band (Loew) Montreal, t.
Travis, Mildred (Parody Club) Chi, nc.

Trueman, Carmen (Penthouse) Boston, nc.
Turry, Dorothy (Chateau Moderne) NYC, nc.

Valdez, Vern (Club Frontenac) Detroit, nc.
Valton, Nannette (El Gauchio) NYC, nc.

Varley, Tommy (Barney's) NYC, t.
Velas & Yolanda (Plaza) NYC, h.

Vestal, Florida (Astor) NYC, h.
Vic & Lamar (Ambassadeur) Cannes, France, nc.

Villon, Renee (Mirador) NYC, nc.
Virre, Helen Dean (Chez Casino) Brooklyn, nc.

THE NONCHALANTS

Now playing REX THEATER, Paris, France

Performed by the MUSIC CORPORATION OF AMERICA

Nolan, Marion (Adelphi) Phila, h.
Noland, Nancy (Queen Mary) NYC, re.

Norman & McKay (Casino da Urca) Rio de Janeiro.
Norman, Fay (Paddock Club) Louisville, nc.

O'Connor, Eileen (Met.) Boston, t.
O'Donnell, Ione (806 Club) Chi, nc.

Olson, Joan (Stevens Hotel) Chi, h.
O'Neill, Catharine (Royal Palm) Miami, nc.

Ortega, Rosita (Yumuri) NYC, nc.
Ortons, Four (Met.) Boston, t.

Oshins & Lessey (Frolies) NYC, nc.
Ost, Sally (Harry's New York Cabaret) NYC, nc.

Paco & Blanche (Bal Tabarin) NYC, nc.
Page, Helen (Theatrical Club) Phila, nc.

Panche, Yumuri (Royal Palm) Miami, nc.
Park, Helen (Bal-Bali) Chi, nc.

Parish, Deane (Chez Maurice) Montreal, nc.
Parker, LaRue (Kansas City Club) Kansas City, Mo., t.

Parks, Barbara (Blackhawk) Chi, nc.
Parsons, Kay (Sawdust Trail) NYC, nc.

Paul & Esther (Leon & Eddie's) NYC, nc.
Patton, Glen (Lincoln Highway Inn) Mishawaka, Ind., re.

Payne, Billy (Penthouse) Boston, nc.
Payne, Frank (Hollenden) Cleveland, h.

Pecoraro, Dick (Monte Rosa) NYC, re.
Pegue, Paul (Gloria Palast) NYC, nc.

Pellegrini, Fred (Sullivan's) NYC, nc.
Perry, Frank (Tuxedo Club) Phila, nc.

Perez, Ernie & Nada (Shea) Toronto, t.
Peterson, Ivor (McAlpin) NYC, h.

Petrie & Harris (Sapphire Room) NYC, nc.
Pierce & Roland (St. Moritz) NYC, h.

Pirocka (Casino Paristen) Chi, nc.
Piere & Temple (Biltmore Bowl) Los Angeles, h.

Plant, Mark (Town Casino) Miami, nc.
Platz, Jerry (Dizzy Hall) NYC, nc.

Platz, Trini (El Gauchio) NYC, nc.
Pol, Les (Silver Bowl) Sacramento, nc.

Podson, Marlon (St. Regis) NYC, h.
Pritchard & Lord (Pal) Cleveland, t.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, nc.

Raborn, Beth (Caliente) NYC, nc.
Racketchers, Three (Yacht) NYC, nc.

Raddcliff & Rogers (Lyric) Indianapolis, t.
Ramon & Le Moyne (Webster Hall) Detroit, h.

Ramon & Renita (Town Casino) Miami, nc.
Ray, George (St. Regis) NYC, h.

Rancheros, Los (El Obico) NYC, nc.
Randall, Peter (Village Casino) NYC, nc.

Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Waldorf-Astoria) NYC, h.

Ray, Georgia (Chicago) Chi, t.
Ray, Vivian (Bali) NYC, nc.

Raye, Buddy (Edison) NYC, h.
Raye, Primo & Clark (Yacht Club) Chi, nc.

Reid, Etta (806 Club) Chi, nc.
Reeves, Billy (French Casino) Detroit, nc.

Regar, Charlotte (Skylight Club) Cleveland, h.
Reis Brothers (Royale-Frolas) Chi, nc.

Rekkofts, The (French Casino) NYC, nc.
Renard, Jerl (Open Door) Chi, nc.

Renard, May (Royal Long Island, N. Y., nc.
Renda, Rita (Mirador) NYC, nc.

Renée & Estelle (Cotton Club) NYC, nc.
Renee (Jimmy Kelly's) NYC, nc.

Rene & Rome (Dutch Village) Toledo, O., nc.
Rey, Alvino (Biltmore) NYC, h.

Reynolds, Helen (State) NYC, t.
Reynolds & White (Tower) Kansas City, Mo., t.

Rhodes, Pearl (Mirador) NYC, nc.
Rhodes, Dale (Northwood Inn) Detroit, nc.

Rhodes, Dorothy (Kit Kat) NYC, nc.
Rhodes, Doris (Hi-Hat) Chi, nc.

Rhythm Commanders, The (State-Lake) Chi, t.
Rhylan, Boys, Three (Caliente) NYC, nc.

Richards & Garson (Paradise) NYC, nc.
Rickard, Carl (Open Door) Chi, nc.

Rickard, Vernon (Sapphire Room) NYC, nc.
Rios, Rosita (El Chico) NYC, nc.

Rivero, Rudy (Pelican) Houston, Tex., nc.
Roberts, Three (French Casino) NYC, nc.

Robinson Twins (Yacht Club) Chi, nc.
Robins, A. (Capitol) Washington, t.

Rock, Mildred (Mayflower Casino) Chi, re.
Rock, Chuck (Windsor) NYC, nc.

Rogers, Harley (State) Sandusky, O.; (Garden) Lock Haven, Pa., 10-11, t.
Rogers, Sally (Skylight Club) Cleveland, nc.

Rogers, Three Musical (Barney Gallant's) NYC, re.

Rohmer, Billie (Fontenac) Detroit, nc.
Rohrkaste, Marianne (Brown) Louisville, h.

Roland, Mary (Paradise) NYC, re.
Roland & Roberta (Stevens) Chi, h.

Rolph, Wynne (Wivac) NYC, re.
Romano, Caesar (St. Regis) NYC, h.

Romero, Arturo (Buckingham) NYC, h.
Rosaland & Annette (Tokay) NYC, re.

Roselle, Mildred (Butler's) NYC, re.
Rosini, Paul (Oriental) Chi, t.

Rosita & Fontana (Versailles) NYC, re.
Ross Twins (Bagdad) Miami, nc.

Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.

Ross, Joe (Frolie) Albany, N. Y., nc.

Roth, Lillian (Stevens) Chi, h.
Royal Jesters, Three (Dempsey's) Miami, re.

Royal Moscovians (Miami) Dayton, O., May 7, h.
Roxettes (Pal) Chi, t.

Rue, Enos Trio (Pioneer Tavern) Longview, Wash.
Russell, Johnny (Paradise) NYC, re.

Russell, Ruth (Gypsy Tavern) NYC, nc.
Ruth, Lona (Venezia) NYC, h.

Ryan Sisters (Como's) Buffalo, N. Y., nc.

Santonio, Countess Lida (El Gauchio) NYC, nc.
Santoro & Loraine (Hollenden) Cleveland, h.

Sargent, Jean (Hollywood) NYC, re.
Satch & Satchel (Mirador) NYC, nc.

Saunders, Ate (Terminal) Augusta, Ga., h.

Schaefer, Annie (Lorraine Grill) Montreal, Can.
Shannon, Dick (Rendezvous) Houston, Tex., nc.

Sharon, Mrs. Revuc (Grand Terrace) Wichita, Kan.
Shaver, Buster (Pal) Chi, t.

Shaw, Art, & Orch. (Capitol) Washington, t.
Shaw, Helen (Caliente) NYC, nc.

Shaw, Winn (Pal) Cleveland, t.
Shea, Doris (Club Mirador) Pittsburgh, h.

Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.

Sherman, Hal (Earle) Phila, t.
Sherman, Arthur (McAlpin) NYC, h.

Sherbros, Brown (Brown Derby) Boston, nc.
Shore, Willie (Colosimo's) Chi, nc.

Shurtz, Bobby (Riverside) Milwaukee, t.

Short Waves, Three (Blackhawk) Chi, nc.
Shorta, Ethel (Royal Palm) Miami, nc.

Sibony Quartet (Le Mirage) NYC, nc.
Sissman, Dan (Fort Pitt) Pittsburgh, h.

Skelton, Red (Pal) Chi, t.
Skyrocket, Four (Globe) Chi, nc.

Sloan, Greta (Astor) NYC, h.
Snyder, Glyde (Cocoanut Grove) Minneapolis, nc.

Solar, Willie (Village Barn) NYC, nc.
Sophisticates, Three (Earle) Phila, t.

Spencer, Cap (Mayfair) Detroit, nc.
South, Paul (Lookout House) Covington, Ky., nc.

Spear, Harry (Levaggs's) Boston, re.
Stanley, Jane (Du Plerrot) NYC, re.

Stansley, Gail (Castel Terrace) Columbus, O., t.

Starks Strips Revue, Unit 3 (Colonial) Dayton, O., t.

Steele, John (Whirling Top) NYC, nc.
Stephenson, Gail (Castel Terrace) Columbus, O., t.

Stevens, Jean & Lois (Bal Tabarin) Paris, nc.
Stevens Sisters (Pal) Cleveland, t.

Stone, Dick (Essex House) NYC, h.
Strickland, Charles F. (Buckingham) NYC, h.

Stroud, Claude & Clarence (Colosimo's) Chi.
Stuart & George (Jean's) NYC, nc.

Stuart, Joe (Imperial) Boston, h.
St. Onge, Joe (Police Circus Coliseum) St. Louis.

Sullivan, Frieda (Netherland Plaza) Cincinnati, h.

Sunde, Mary (Colosimo's) Chi, re.

Swann, Russel (Palmer House) Chicago, h.
Swifts, Three (French Casino) NYC, h.

Symington, Eve (Waldorf-Astoria) NYC, h.

Tania & Kirovff (Hollywood) NYC, re.
Tappen, Maxine (Essex House) NYC, h.

Taylor, June (St. Regis) NYC, h.
Templeton, Alec (Rainbow Room) NYC, re.

Temptations, Four (Edgewater) Lafayette, La., nc.

Texas Tommy (College Inn) Chi, nc.
Theodore & Deneha (Book-Cadillac) Detroit, nc.

Thomas, Audrey (Kit Kat) NYC, nc.
Thorne & White (Chez Paree) Chi, nc.

Thury, Iona de (Tokay) NYC, re.

Tito, Tito (Adelphi) Phila, h.
Tolley, Betty (Gypsy Tavern) NYC, nc.

Tom & Charlie (Du Plerrot) NYC, nc.
Tomasch, Sid (Ramble-Pringos) Chi, nc.

Toudley, Ubangi (NYC), nc.
Torrence, John & Edna (Chez Paree) Chi, nc.

Towde & Knott (Commodore) NYC, h.
Trade Twins (Met.) Boston, t.

Tramp Band (Loew) Montreal, t.
Travis, Mildred (Parody Club) Chi, nc.

Trueman, Carmen (Penthouse) Boston, nc.
Turry, Dorothy (Chateau Moderne) NYC, nc.

Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Underwood & Underwood (Round Up) Boston, nc.

Valdez, Vern (Club Frontenac) Detroit, nc.
Valton, Nannette (El Gauchio) NYC, nc.

Varley, Tommy (Barney's) NYC, t.
Velas & Yolanda (Plaza) NYC, h.

Vernon, James & Evelyn (Ambassador) NYC, h.
Vestoff, Florida (Astor) NYC, h.

Vic & Lamar (Ambassadeur) Cannes, France, nc.
Villon, Renee (Mirador) NYC, nc.

Virre, Helen Dean (Chez Casino) Brooklyn, nc.
Vox & Walters (Roosevelt) New Orleans, h.

Waddell, Toby (Anchor Club) Sandusky, O., nc.

Wages, Johnnie (Miles Royal) Akron, O., t.
Wahl, Dorothy (Club Minuet) Chi, nc.

Waite, Kenneth (Shrine Circus) Springfield, Mo., 10-15.

Walker, Buddy (Yacht) NYC, nc.
Walker, George (Savarin) Buffalo, N. Y., nc.

Wallace, Babe (Upstar House) NYC, nc.
Walker, Fats, & Band (Lyric) Indianapolis, t.

Walsh, Mary Jane (Whirling Top) NYC, nc.
Walters, Gene (Jimmy Kelly's) NYC, nc.

Watson, Vere (Palm Garden Club) Columbus, O.
Ward, Mae (Lido) Tulsa, Okla., h.

Ward, Finkle & Terry (Colosimo's) Chi, re.
Ward, Sid (Miami Club) Milwaukee, re.

Ward, Wally (Wally's) NYC, t.
Warren & Bodee (Mirador) NYC, nc.

Washington, George Dewey (Cotton Club) NYC, cb.
Waters, Ethel (Cotton Club) NYC, cb.

Wayne, Ruth (Callender) NYC, nc.

Weber, Kay (Congress Hotel) Chi, h.
Weich, Harry (Merry-Go-Round Bar) NYC, nc.

Wellman, Alice (Le Mirage) NYC, nc.
Wells, Wally (Barney's) NYC, nc.

Wenzel, Dorothy (Italian Gardens) Pittsburgh, nc.
Whalen, Jackie, Streamline Steppers (Club Stanley) Montreal, Can.

Whitlos, The Flying (Village Barn) NYC, nc.
White, Jack (18 Yacht) NYC, t.

White, Belva (885 Club) Chi, nc.
White, Danny (Merry-Go-Round) Brooklyn, nc.

White, Paul (Kit Kat) NYC, nc.
White, Lawrence (Mont Paris) NYC, re.

Wilkey & Rae (Oriental) Chi, t.
Williams, Art (Club Alabama) Chi, nc.

Williams, Jack (Chez Paree) Chi, nc.

Williams, Rubberlegs (Southland) Boston, nc.
Wills & Gilmore (Maple) Detroit, nc.

Wills, Francis (Royal Frolies) Chi, re.
Wilson, Lee (Gypsy Tavern) NYC, nc.

Wither, Jerry (Village Barn) NYC, nc.
Wolf, Tiny (Yacht) NYC, nc.

Worle, Lorna (Trocaero) Dallas, nc.
Worrie, Grace (London) h.

Wright, Edith (Commodore) NYC, h.
Wright, Earl (Red Gables) Indianapolis, re.

Yanyego Voodoo Dancers (Le Mirage) NYC, nc.

Young, Ben (Blackstone) Ft. Worth, Tex., h.
Young, Maxine (Tower) Kansas City, Mo., t.

Zaska (Chicago) Chi, t.

Ziegler, Billy (New Earle) Baltimore, nc.
Zita & Marselle (Chez Paree) New Orleans, nc.

Zinc (Merry-Go-Round Bar) NYC, nc.
Zonia (Variety) NYC, nc.

Zorine (Mayfair) Detroit, nc.
Zudella & Co. (Indiana) Indiana-Harbor, Ind., t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abbott, Dick; (Emerson) Baltimore, h.
Abrams, Al; (Mayfair Casino) Cape May, N. J., nc.

Adcock, Jack; (Continental Room) Phila, nc.
Aikin, Jack; (Village Casino) NYC, nc.

Aldin, Jimmy; (Gino's Cedar Gardens) NYC, t.
Allen, Ray; (Purple Derby) Phila, nc.

Armstrong, Louis; (Paramount) NYC, t.

Arnheim, Gus; (New Yorker) NYC, h.
Arthur, Zinn; (Roseland) Brooklyn, h.

Ashman, Eddie; (Tokay) NYC, re.
Atkinson, Connie; (Berkeley-Carteret) Asbury Park, N. J., h.

Auwater, Fred; (Flamingo Club) Orlando, Fla., nc.

Ayerll, Bud; (Paradise) Los Angeles, h.
Ayers, Mitchell; (Hollywood) NYC, re.

Baer, Billy; (Deshler-Wallick) Columbus, O., h.
Baer, Ted; (The Stables) Topeka, Kan., nc.

Baer, Ted; (The Stables) Topeka, Kan., nc.

Barker Trio: (Lincoln) NYC, h.
Barris, Harry: (Uptown) Portland, Ora. b.
Barrow, Blue: (Southern Tavern) Cleveland, O. h.

Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss. h.
Gibbert, Don: (Casa Valencia) NYC, nc.
Goho, Billy: (Checkerbox) Buffalo, c.

Mayhew, Nye: (Glen Island Casino) Long Island, N. Y. nc.
Maddox, Bob: (Versailles) NYC, re.
Mells, Michael: (Top Hat) Union City, N. J., nc.

Stoeffler, Wally: (Utah Empire) Salt Lake City, h.
Stuart, Nick: (Tavern) Reno, Nev., nc.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

See ROUTES on page 94

## H-W Advance Reorganized

Arthur E. Diggs joins as brigade manager—show going east immediately

CANTON, O., May 1.—Halted here two days until the advance of the Hagenbeck-Wallace Circus was reorganized, the No. 1 advertising car, in charge of Barney Kern, proceeded east Sunday, April 25, after C. W. Finney, actively in charge of routing the show, recalled all agents and representative ahead of the show here for a conference.

Finney disclosed that the original route as laid out had been abandoned and that the itinerary would be switched to take the show east at once. Four stands in Indiana, a week in Ohio, then into Western Pennsylvania and the Pittsburgh district for a similar period, then east is the present plan for the show, according to Finney.

Summoned here for the conference were Barney Kern, in charge of the No. 1 advance car; George Degnon, contracting press representative; John Nevin, contracting agent, and others.

Arthur E. Diggs joined here as brigade manager. He formerly was with the Ringling-Barnum and 101 Ranch shows.

Finney indicated that a number of Ohio stands long regarded as H-W towns would be made on the show's swing back from the East later in the summer. The show plans to pass up West Virginia, always early H-W territory, even leaving Wheeling out until the show returns to the Middle West late July or August.

## Ringling Estate To State or City

SARASOTA, Fla., May 1.—Whether or not the vast estate left by John Ringling will be accepted by this State is one of the problems confronting the Legislature, now in session. Attorney-General Landis has recommended acceptance of the property by the State, but Representative John L. Earley, of Sarasota, has introduced a bill asking that the State relinquish its claims so that the museum and residence will go to the city of Sarasota. Attorney-General Landis has strongly urged acceptance by the State on the ground that the Ringling Museum would become a unit of the University of Florida and the Florida State College for Women. If the State declines the gift then Sarasota will claim the museum and it will be operated as a municipal venture.

The John and Mabel Ringling Art Museum houses one of the greatest art collections ever gathered under one roof. Whether or not the climate of Florida is conducive to the continued operation of a museum of this sort is a problem facing the State. Unless properly cared for many of the art objects will be eventually destroyed by the corrosive salt sea air.

The bodies of John Ringling and Mabel Ringling have not yet been placed in the crypt originally provided in the museum but are still resting in a vault in a New Jersey cemetery. If the State accepts the gift it is believed that steps will be taken to bring the bodies to Sarasota so that they may rest forever in the museum to which John Ringling gave his fortune and many years of his life.

## Cole Bros.' Brigade

PITTSBURGH, May 1.—Roster of Cole Bros. Circus brigade includes Clyde H. Willard, manager; Robert Hiatt, boss canvasser; James Gephart, boss lithographer, and following tackers: Lester Bidwell, Ralph (Ace) Patterson, Othel Corkrum, Herbert Goerke, Sammy Laughlin, James Litchfield; Sl Semon, banner squarer.

## Laws and Lawsuits

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



JOE C. DONAHUE, in addition to his duties as traffic manager for the Ringling Bros. and Barnum & Bailey Combined Circus, is doing similar work for the Hagenbeck-Wallace Circus.

## Cole Bros.-Beatty Sets Chi Record

CHICAGO, May 1.—The Cole Bros.-Clyde Beatty Circus closed its 16-day engagement here Sunday night. The show has been doing tremendous business at the Stadium and has set a new record for circuses here.

Last Saturday and Sunday the show played to turn-away business at the three performances. Business has been big all week.

Several of the acts appearing at the Stadium will not go on the road. Dennie Curtis and his comedy mule act are one of them, other bookings preventing them from continuing with the circus. Two Liberty horse acts which have not worked here will be added under canvas.

Show leaves here Sunday night and will play its first engagement under canvas at Rochester, Ind.

Zack Terrell, who was called to Owensboro, Ky., by the death of his mother, returned to Chicago Thursday night.

## S. W. Gumpertz Active in Drive To Raise Funds for CSSCA Home

NEW YORK, May 1.—Monthly meetings of the Dexter Fellows Tent of the Circus Saints and Sinners Club of America reached what was probably an all-time high Wednesday (28) when Sam Gumpertz, general manager of the Ringling-Barnum Circus and Fall Guy for the day, set the ball rolling for an intensive drive to raise funds for the club's home for old and indigent circus performers. Gumpertz announced to the assembled members that Mrs. Charles Ringling has signified definitely that she will donate at least 15 acres of Sarasota land to the project and that he (Gumpertz) will construct 10 bungalows on the land as a foundation.

Gumpertz pointed out that operating a home of the kind the CSSCA has in mind will be an expensive proposition and that plenty of money will have to be guaranteed before definite action can take place. Before he had talked for five minutes members were popping up here and there with \$100-a-year subscriptions and George Hamid offered to build five

## Wind Levels S-S Big Top

Occurs at Columbia, Mo.—show loses three stands in "Show Me" State

CINCINNATI, May 1.—Big top of the Lindeman Bros.' Seils-Sterling Circus was blown down at Columbia, Mo., April 23 following the night performance and it was necessary to pass up the next stand, Moberly, Mo.

The show was rained out at Eldon, Mo., and at Jefferson City it was unable to get on the lot.

The weather has been bad thruout the Midwest for outdoor shows.

## Belasco Engaged By Ray M. Brydon

CINCINNATI, May 1.—Ray Marsh Brydon, owner of the Dan Rice Circus, has engaged Jean Belasco as feature story man back with the show. He joined at Cumberland, Ky., April 29.

Belasco has been with Frank Wirth's and other circuses and is well known in press circles. He is a valuable acquisition to the Rice show.

## With Texas Longhorn

TYLER, Tex., May 1.—Jimmy Hamiter Circus has become a part of the Texas Longhorn Show and Dime Circus. Included in circus program are pony drills, menage numbers, performing canine revue and a mule act. Sara and Emma Magdlen are the menage riders and assist in the routine and Emma is prima donna.

## Mme. Bedini Recovering

CHICAGO, May 1.—Mme. Bedini advises from her home in Aurora that reports that she was threatened with pneumonia were incorrect. She is recovering nicely from the effects of a cold and expects to rejoin the Hagenbeck-Wallace Circus shortly.



S. L. CRONIN, manager of the Al G. Barnes-Sells-Floto Circus, which is scoring on the West Coast.

## Arlington Interest Is Bought by Bary

CHICAGO, May 1.—Negotiations were completed late last week whereby Howard Y. Bary took over the 12½ per cent interest of Edward Arlington in the Hagenbeck-Wallace Circus. This gives Bary the entire show, he having previously taken over J. Frank Hatch's interest.

Arlington and R. M. Harvey have left the show's staff. It is understood that Harvey will go with another well-known circus, and Arlington has plans which he expects to announce shortly.

Show played to a big house the closing night here. Dale Darling, Erie, Pa., sheriff; Morris Lowe, of Erie Lithographing Company, and Billy House, stage comedian, were among visitors to the show.

## H-W on 35 Cars; Will Add Five More

CINCINNATI, May 1.—C. W. Finney, general agent of the Hagenbeck-Wallace Circus, in a call at The Billboard offices last Tuesday, stated that five cars have been added (show is now moving on 35 cars) and that there will be five more in three or four weeks.

## Springfield To Allow Shows on Saturdays

SPRINGFIELD, Mass., May 1.—Mayor Martens stated that Saturday circus showings will be permitted here, having notified an advance agent of Ringling-Barnum to that effect.

Because of protest from the merchants' division of the Chamber of Commerce, the mayor had recently refused Saturday permits, but when he learned that the opinion of the merchants' division did not represent that of the Chamber as a whole he said he would reconsider the matter.

## 10,000 at Schultz's Show

MANITOWOC, Wis., May 1.—Billy Schultz's annual 10-day indoor vocational school circus terminated April 28, with approximately 10,000 persons seeing the performances. On April 24 the first Coast-to-Coast broadcast originating from Manitowoc was aired from 9:30-10 p.m. CST over NBC from the arena of the circus.

Emily Kletzien made 115 consecutive turns over the bar to beat her old record of 110.

Fifteen local young men and women, "graduates" of the school, are now on the road.

## Russell Loses Greenville

GREENVILLE, Ill., May 1.—Owing to extremely bad weather, Russell Bros.' Circus lost both performances here.

## Elements Play Havoc With Mix, Wallace Bros.; Stands Missed

AKRON, O., May 1.—With thousands idle here because of strikes and in the face of a two-week-old city-wide transportation tieup, the Tom Mix Circus, first in of the season, played to a fair matinee and a large night audience here April 28. Inclement weather and a muddy lot curtailed matinee attendance, but sun came out late in afternoon and thousands swarmed onto the lot at

night. Business, despite continued rain, has been satisfactory and has been near capacity at several recent stands, according to Manager Dall Turney.

The show arrived here several hours in advance of its scheduled engagement due to passing up Mansfield on Tuesday. According to Turney, lot was too soft to permit show to play on it. The Mansfield (See ELEMENTS PLAY on opposite page)

## Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.



# With the Circus Fans

By THE RINGMASTER

OFA.

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2880 W. Lake Street, Chicago, Ill. Secretary, James Bank, Norrick, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 1.—Visitors at office of White Tops during past week were Pans John Tetlow, of Peoria, and Dr. Roswell T. Pettit, of Ottawa, Ill.; Earl Shipley, former clown, and Chick Curtis, old-time ringling musician.

Tetlow is back in insurance business after a long illness and is located in the Rockford office of his company, week-ending to his home in Peoria. Tetlow, who raises Shetland ponies, recently sent six to the Ringling show. On April 23 he caught both shows in Chicago, Cole Bros. in afternoon and Hagenbeck-Wallace in evening.

Dr. Pettit, whose hobby is traveling around the country with a trailer, is

showing a trip to California with his family, starting early in June. Dr. Pettit caught both shows in Chicago April 24, also making the Atwell Luncheon Club at noon.

Shipley, who is representing the Columbian Enameling and Stamping Company, of Terre Haute, Ind., was thru here as part of his regular territory and states that he is making good on this job and so far has overcome the desire to go back with the circus. Curtis was on his way to Cedar Rapids, Ia., where he will make his home with his daughter.

Bill Montague attended an indoor show at New Haven, sponsored by Knights of Columbus. A well-balanced program was furnished by Frank Wirth.

Frank T. Ford, of Charlestown, Mass., who suffered a serious operation some time ago, is convalescing at home of Joe Cook at Landing, N. J.

Karl K. Knecht on his trip east attended the gridiron dinner in Washington, D. C. Spent Sunday with Marshall L. King in Washington and Alexandria, Va. Talked with Melvin D. Hildreth in New York City and caught closing performance of Cole Bros.' Circus. He made a matinee of the Ringling-Barnum at the Garden and visited five zoos on the trip. Spent a day and night at Joe Cook's estate and was his guest at the Shell Show broadcast evening of April 17. Spent a day at Fort Plain, N. Y., visiting with George Duffy and Bill Linney. Did not arrive home in time to see the Mix show at Evansville, but states did a swell business.

Walter B. Hohenadel attended Cole Bros. in Chicago evening of April 24.

A. T. Sawyer, of Monmouth, Ill., saw the Big Show in the Garden night of April 19. A high spot in his trip was a visit to the steamship Queen Mary.

Fred Schlotzauer, of Oquawka, was in Chicago April 17, making trip on the new Denver Zephyr, three hours from Burlington, Ia., to Chicago. Caught Hagenbeck-Wallace show Saturday afternoon and Cole Bros. Sunday afternoon, returning home that night.

## Canton, O., for R-B

CANTON, O., May 1.—Al Butler, of Ringling-Barnum, made preliminary arrangements for show to be here July 10. It will be first time in four years that the show has played here. Akron, Youngstown and several other Ohio cities will be played during July on the show's swing westward, according to Butler.

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DAN RICE CIRCUS, War, 6; Bradshaw, 7; Jaeger, 8; Wolch, 10; all West Virginia.

**JACK HOXIE CIRCUS WANTS**

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**TORELLI'S CIRCUS**

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Thanks to Messrs. Terrell and Adkins for a pleasant engagement at Hippodrome, N. Y., and Stadium, Chicago.

## Coincidence in Arrival Of Hickey in Cincinnati

CINCINNATI, May 1.—In the 15 Years Ago column in *The Billboard*, issue of April 24, it was stated that Robert E. (Bob) Hickey, handling the press in advance for the John Robinson Circus, was in Cincinnati lining up the newspapers for the organization's showing here May 1 and 2.

Here's a coincidence: Bob, this year with the Hagenbeck-Wallace Circus, was in Cincy this week planting press matter for the show's engagement here, the same dates that the Robinson show had in 1922. Incidentally, it was 15 years ago that this H-W press man started in the circus business.

## Rice Show Has Good Day at Everts, Ky.

PINEVILLE, Ky., May 1.—With Senate investigation of Harlan County activities in coal-mining labor troubles, Ray Marsh Brydon broke down all barriers in obtaining a license to exhibit at Everts yesterday, bringing the Dan Rice Circus there as a special reception committee was on hand to greet the circus folks.

Schools were dismissed at noon, while principal and teachers leading the army of youngsters visited the circus lot early and were allowed permission to gather in the menagerie tent, where a lecture on natural history took place.

Even "Doc" Hefferan listened in amazement as description of elephants, hyenas, lions and tigers and their modes of living was given to the children. Back for the afternoon performance, the children filled the entire grand stand and remained for the after show, that features Buck Sells and his cowboys and cowgirls. A straw house at night attested to the merits of the excellent performance and the sterling band under the leadership of Lee Hinkleley.

A new light plant arrived yesterday and was in operation for the night show. There is a liberal display of neon lights.

Saturday tents were pitched at Pineville thru co-operation of the Chamber of Commerce.

## Feltus Will Devote Time to Poster Biz

BLOOMINGTON, Ind., May 1.—Roy Feltus, manager of the Harris Grand and Princess theaters, announced that he has resigned his position with the theaters in order to devote his entire time to his outdoor advertising business. He was formerly in circus business.

Feltus is a partner with E. O. Shepard, of Brownstown, Ind., in the Hoosier Poster Advertising Company and the Dearborn Poster Advertising Service, which operate about 500 poster panels in 56 towns in Southern Indiana and Hamilton County, Ohio, near Cincinnati.

Before taking over his new duties as manager of the companies Feltus expects to take a brief vacation trip to California, where he will visit his daughter, Catherine, who is attending the Pasadena School of Theater.

## ELEMENTS PLAY

(Continued from opposite page)

field date was the first missed by the Mix show this season.

According to Turney, Youngstown will be the last Ohio stop for show on its hasty trek east.

CANTON, O., May 1.—Seeking to avoid becoming flood bound, Ray Rogers, manager of Wallace Bros.' Circus, ordered a switch in routing which resulted in the cancellation of the April 27 date at Wheeling, W. Va., where the fair-ground lot was reported several feet under water, the show moving from Cambridge to New Philadelphia. Despite only a few hours' newspaper announcement, show played to a near-capacity house at night.

From New Philadelphia show followed a high and dry route into East Liverpool, where, despite the switch in lots, the regular lot being under water, show did an excellent day's business as usual under sponsorship of the Elks.

Show moves east from here, with several stands in the Greater Pittsburgh area contracted for the next 10 days, but Rogers expects no further interruption from flood waters.

Rogers greeted many friends here, including K. O. De Long and son, Jimmy; Jack Nedrow, Jack Minehart and wife and "Fat" Bernhart.

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# Fair Trade Circus Code?

IN MIDSUMMER of 1936 one of the large motorized circuses played Freeport, Ill., just a few days ahead of one of the railroad shows. The management was chagrined to discover that almost every stand of paper that the motorized show had put up was covered by hits of the big railroad show, even the legiti-

By Paul M. Lewis

ly the individual, with his hat on the side of his head and a cigaret dangling from his lips is seen in a little two-by-four, "tossing the broads" or "playing the nuts" or "the tracks" and "skillos" and "duking the suckers in." Such practices are not a credit to us and must of necessity to some extent justify the public in their conception of us.

Not only in our contact with the public is the need for circus organization and fair trade practices between circuses indicated, but in our contacts and relations with one another. Warfare should be removed. Not only between the motorized circus and the railroad shows, but also between the motorized circuses themselves do we find vicious competition, enmity, employment of each other's workmen, employment of each other's performers and every type of chiseling, unfair and destructive competition imaginable continuing to give the circus a bad name, and to be a detriment to all shows and outdoor show people.

## Examine Situation

Let us for a moment examine the situation and see if there is really an opportunity for harmony between the railroad show and the motorized show. Starting with the old wagon show, as means of transportation improved in the United States, the shows took to the railroad. Then with the advent of the automobile, the automobile truck and good roads, it was a natural development that the motorized show should spring up. What the future holds forth is speculative, but it is too clear for words that legislation in various States has imposed upon the railroad shows a certain degree of motorization. Tractors which pull some of the heavy wagons from the trains to the lots are motorized equipment, and in many States circuses are compelled to have rubber tires on the wagons and trailer licenses. This is just an example of the apparent present-day trend.

Not only is there a kindred relationship by the natural course of development, but the fact cannot be disregarded that the smaller or motorized shows do serve as a training ground for new talent and often develop those who will become the great stars of tomorrow. To continue, no one can gainsay the fact that as the motion pictures eliminated the vast number of able actors from the vaudeville stage, most circuses attempted, to a large degree, to absorb this talent, or at least that portion of it which was suitable for circus work, which otherwise would have gone unemployed. And further, because of their large number,

it must be a conceded fact that the motorized circuses as a whole probably employ more people, or as many, than the fewer but larger railroad shows.

## Unfair Competition Exists

Yet, with all these things in common, we do not have an organization that brings harmony or co-ordination between the circuses, but rather there exists a state of unfair and vicious competition as before pointed out. The writer believes that the circuses should unite and combine in an organization which will establish fair trade practices. It is not the purpose of this article specifically to outline such a code of fair trade practices. The writer has, however, given a great deal of thought and has done a great deal of work in developing such a code of fair trade practices. Such a code should and does encompass in its natural selectivity the field of cleaning up the circus where it needs cleaning up, eliminating the grit that puts the circus into disrepute with the public. It is imperative, if we are to exist, that all unfair practices or deceptions practiced upon the public, whether it be in the form of over-zealous banner man or deceptive admission tickets, or whatever its nature, be absolutely eliminated and cleaned up.

It is imperative that circuses should not only institute a code of fair trade practices to better working relationships between themselves, and further, the circus organization should enter into a campaign of education and enlightenment so that the public is made to realize that the circus is trying to be clean, and that a great deal of the romance they have read is not to be relied upon, and that the circus is after all carrying on a clean legitimate business in a clean legitimate manner. Such a campaign of education and enlightenment can be properly carried on by a circus organization and in no other manner.

An organization among circuses adopting a code of fair trade practices would go far towards improving the industry in general. Thus, and thus alone, could unfair, competitive practices of pirating one another's titles, or taking one another's employees, or covering one another's paper, and many other unfair practices be eliminated by a code which can be inaugurated and can be enforced, promulgated and fostered by the circuses themselves. Not only could a circus organization and a circus code of fair trade practices function to the advantage of the circus in this respect, but the organization would be the logical and normal factor in preventing unfair and un-

reasonable legislation against the circuses.

## Other Companies Organized

The writer points out to the circus world in general that what he herein advocates is but the logical conformity to tendency of the times. In almost every other field, trade organizations, highly developed, jealously safeguarding the rights, privileges and immunities of its business, are discovered. We find lumber companies organized, coal dealers organized, grocer organizations, meat market organizations, photo finishers' organizations, plumbers' organizations, national in their scope and doing a constructive job of eliminating unfair and vicious competition, and of protecting the rights of men engaged in practice in their particular fields. A circus organization is a logical field. The good work it can do is almost infinite. In addition, it can be added that unless such an organization is speedily formed, and unless such a code of fair trade practices is established, the circus business will suffer and suffer greatly, and may even possibly be exterminated.

## H-W, Main in Day, Date at Alliance

ALLIANCE, O., May 1.—First day and date circus tussle in Eastern Ohio in more than a decade is in prospect here May 6, with Hagenbeck-Wallace and Walter L. Main playing the town. The H-W advance slipped in last Friday from the car at Canton and put up plenty of paper for the May 6 date, which originally was intended for Akron in the event the bus and trolley strike there was settled.

The Main show kept its contract here a secret until the rail show billed the stand and then came out with newspaper advertising announcing the show would exhibit on the old Patterson street show lot just outside the city in Mahoning County.

H-W show will play a close-in lot at Rockhill Park and has announced a parade.

No Main paper was up here at beginning of this week, but newspapers ads hit several days in advance of the H-W campaign. It was hinted that H-W may pass up the stand and hurriedly bill Akron for the date if the strike situation clears up to any extent.

## Agents Meet in Canton

CANTON, O., May 1.—The lobby of the Courtland Hotel here April 23 took on the appearance of a circus agents' convention when several executives of the major circus met and swapped yarns.

C. W. Finney had been here in the interests of the Hagenbeck-Wallace Circus, and his presence brought out of retirement Jack Nedrow, of Massillon, former H-W car manager and an old-time friend of Finney's. C. S. Primrose, agent of Lewis Bros.' Circus, happened in about the same time and joined the confab.

To top it off in walked Al Butler, of Ringling-Barnum Circus. Sl Semon, of Cole Bros.' advance, was here at the same time, as were other rail and truck show representatives.

## Robbins Greater Shows Moving on Eight Trucks

CINCINNATI, May 1.—The Robbins Greater Shows will open in Union City, Pa., today, according to Mrs. Ethel Robbins, owner of show. Will move on eight large Dodge semi-trucks. Show has new seats and tops. Mrs. Robbins has a group of wild animals handled by Mrs. Star Leong, trainer. An eight-piece band is conducted by Capt. Joe Prucci. Red Watson is electrician; Joe E. Turner, general agent; Fred Hays, special agent, and Mac Pollard, billposter. Mrs. Robbins states that H. W. Robbins is not connected with show this season.

## R-B Boston Sale Doubles

NEW YORK, May 1.—S. W. Gumpertz revealed today that the Boston advance sale for the Ringling-Barnum Circus is running at a rate of more than double that of last year. The Big Show, which closes a sensational 24-day run at Madison Square Garden today, moves on to Boston for a week's engagement before opening the tenting season in Brooklyn May 10.



PAUL M. LEWIS, owner of Lewis Bros. Circus, motorized, which has been on the road for a number of years.

mately contracted for in advance. Immediately the motorized show did the only thing that was left open for them to do. They notified their counsel that at all costs, even if it led to litigation between the shows at such time as the railroad show might play the home State of the motorized show, this practice must be eliminated.

In that particular instance the motorized show was, and is, large enough and powerful enough to protect its interests thru the courts, but the spectacle of show people resorting to courts for the protection of their rights has never been pleasant to the writer. Perhaps it is because the writer gained his schooling in the "good old days" of the circus when the slogan was rampant and adhered to that show people never cried "copper," but all will agree that such vicious, uncalled for and unfair competitive tactics are a reflection on the circus business and detrimental to the business as a whole.

## Shows Largely To Blame

It must be conceded that there has developed in the United States, along with the inborn love and admiration of the circus that every child seems to have, and that continues with each child into his or her maturity, a certain misunderstanding, disrespect and contempt for the circus. For this lack of respect, misunderstanding and contempt, the circus and the circus people are very largely to blame themselves, and with them lies the remedy. The reason for it is apparent. The fiction writer, the screen and even the radio in portraying their conception of circus life and background, resort to romantic details (generally sensational and often entirely false) and in so doing give the circus none the best of it.

The popular conception of the circus manager is an individual with a checkered suit, a huge diamond in his tiepin and two big lion claws dangling from his large gold watch chain. The popular conception of the circus queen is still the stout woman in spangled tights. The popular conception of the rank and file of the circus employees pictures a group of semi-desperados armed with clubs, flourishing iron stakes and singing at the top of their voices, "Hey, Rube," and beating up on the innocent populace. The popular belief is that every circus carries a group of crooks and ruffians whose practice it is to rob the clotheslines and the homes while the people are attracted to the circus lots. Of course, circus people know that these conceptions are erroneous, but what have they done to alleviate still existing evils and thus eliminate these conceptions?

All too frequently, even today, the circus midway is infested by grit in some form or other, and all too frequent-

# A Real Trouper

By BARRY GRAY

The show world has recently been apprised of the passing of one of the greatest of circus adjusters and a man beloved by everyone in the outdoor amusement profession—Frank A. Cook. His memory will live for ages. Much has been written of him and published in the daily papers thruout the land, especially in *The Billboard*. Quite recently, previous to his demise, I noticed a writeup in *The Forum* department of *The Billboard*, a letter of praise for the leading ones of today in that most difficult and important position—a position that not only requires personality, but wise judgment, level headedness and shrewdness. Frank Cook surely embodied all of those qualities and many more. He was a mixer, one of those hale and hearty good fellows. To the list of those mentioned in *The Forum* letter there was one other that might have been added but doubtless was forgotten, and that was "Uncle Charley" Andress.

Of course, "Uncle Charley" was of the old days, back in the '90s, when legal adjusting no doubt required different tactics. A very dear and close friend of mine, and from my association with him during the many years my wife and I were with him with the Ringling and Barnum & Bailey shows, enough

could be written of him to fill volumes. I will simply make mention of a few of the true incidents that may interest the readers of *The Billboard*—incidents that occurred in the daily routines of circus life 40 years ago.

In 1894, our first year with a circus, we opened at Baraboo, Wis., with the Ringling Bros. to do our marionette performance in the Side Show. It was what might be termed a "family show" at that time and had about 100 people with it other than the working force. There were then seven brothers connected with the show—John, Albert, Alf T., Otto, Charles, August and Henry. The last two named were not partners. Gus was manager of the advance and Henry had charge of the front door. All of them were musicians, as well as performers in some line, and often when the Big Show band would return from the evening street parade to town and circle in front of the main entrance the brothers would each take an instrument from a band man and play with the band previous to the night opening.

Col. Hugh Harrison was manager of the Side Show that season, and among the few attractions in the show was the "now veteran showman" of Atlantic City. (See *A REAL TROUPER* on page 63)

# AL G. BARNES AND SELLS-FLOTO COMBINED

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	<b>MAXINE HARBOUR</b>
	<b>Accordionist</b>
	<b>FRANCES O'CONNOR</b>
	<b>Armless Wonder</b>
	<b>JOSEPHINE MARTINEZ</b>
	<b>Snake Trainer</b>
	<b>LU-LUCILLE</b>
	<b>Annex Feature</b>
	<b>Woman Turning to Man</b>
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Another step towards perfection in the Circus World  
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The only girl in the world accomplishing the triple somersault from the teeter-board to the chair.

**HARRY BERT, Supt. Tickets**  
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<b>FRANK CHERRY</b>	<b>MIKE GARNER</b>
<b>DAVID LINDSEY</b>	
	<b>HOMER CODDARD</b>
	<b>CLIFF DOWNING</b>
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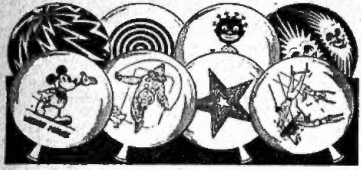
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A good long season for Combination Billers. State if you drive truck. Good treatment, best of salary, every night if you want it.

Wire or write HARRY L. HAMILTON, Princeton, W. Va., Wednesday, May 5; Clatto, W. Va., Thursday, May 6; Eckman, W. Va., Friday, May 7; Pineville, W. Va., Saturday, May 8; Mullens, W. Va., Sunday and Monday, May 9 and 10.

## RINK BROS. CIRCUS

Playing 8-day stands in cities, under strong auspices. WANT IMMEDIATELY—Promoters (Men or Women), reliable and capable of putting on advance ticket sales in a big way. WANTED—No join May 22. Concessions of all kinds, Grab, Juice, Novelities, Candy Floss, Candy Apples, Peanuts and Popcorn, Ball Games, Grind Stones, etc. Prize Candy Fitch open. WANT small Band, one operating some Concessions of their own preferred. WILL BOOK Side Show with own outfit. Address B. H. NYE General Manager, Valley Center, Kan.

## WANTED AGENT

For Motorized Circus (must have car) that can and will put up paper. Can also place ideas to work Ponies. All Privileges for sale. Can place Circus People in all departments, also 3 Colored Musicians for Side Show. Address BOX D-77, care The Billboard, Cincinnati, O.

### WANTED IMMEDIATELY

BARITONE AND CORNET.  
J. G. KOPRON, Seal Bros. Circus, Oakley, 5; Wakeeney, 6; Hill City, 7; Hoxie, 8; all Kansas.

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HOLLAND - DOCKRILL  
BAREBACK RIDERS.  
Four Horses and Transportation.  
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## WANTED

Acts for Big Show and Side Show, Musical Acts, Hawaiian Troupe, Colored Band, Dancers. CAN USE useful Circus People in all lines. Side Show People address J. C. McBRIDE; all others SEAL BROS., at per route.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# Under the Marquee

By CIRCUS SOLLY

JERRY KERN recently joined Howe Bros.' Circus and is handling banners.

MARK F. LYNCH is handling radio for the Cole Bros.' Circus.

EDDIE KECK, character clown, is with Downie Bros.' Circus.

JOHN F. DUSCH, band leader, took in the Tom Mix Circus at Columbus, O.

EVERT KNOX (She) will be in Side Show of Patterson Bros.' Circus.

WIRTH'S Circus opened its annual season in Sydney, Australia, March 19.

B. H. JOHNSON has eight-piece band and minstrels with Eddy Bros.' Circus.

KING BAILE'S Side Show with Sells-Sterling has 15 platforms. G. Burkhart is handling the inside.

FRED WADE visited Russell Bros.' Circus at Lincoln, Ill., which played to a good house at night despite bad weather.

MARTIN STODGHILL, former circus musician, is busy in Cincinnati doing dance work.

CARL HAGENBECK Circus, touring South America, is now playing in Buenos Aires.

CARMENE'S Circus Revue is getting rigging in shape at Williamston, Mich., for the fair season.

ALLEN LESTER has been transferred to contracting press on the Cole-Beatty Circus, and Bernie Head remains back with the show.

FEW KNOW how to handle men and get work out of them. If you want to correct them it is best to step behind the banner line and discuss it friendly, not blast in the marquee.

FRANK B. HUBIN and James Brown visited Ringling-Barnum at Madison Square Garden and greatly enjoyed the show.

SHORTY PRIDE, formerly with circuses doing trick and fancy riding, is with Packsaddle Adventure Pictures, of Billings, Mont.

WIRE ACTS at Kansas City Parent-Teachers' Circus were Macacua, Brazilian wonder; Kozack, "the Man from Moscow," and Bob Atterbury.

THE GREAT MEZA, "man on the flying rope," and wife, Clara, with Seal Bros.' Circus last year, have signed with Barney Bros.' Circus.

RUTH PYNE, sister of Mike Pyne, with Jack Hoxie Circus, and Dan Pyne, with Tom Mix Show, is seriously ill in hospital at Hamilton, Ont.

CHARLES E. ALLEN, 88-year-old cornetist and old-time circus trouper, has returned to his home in Pittsburg, Mass., after being confined in the Burbank Hospital for several months.

CRAIG FERGUSON has located in Miami, Fla., after playing bass drum on many circuses, including Ringling Bros., Hagenbeck-Wallace, Downie Bros. and Robbins Bros.

CLEDYS L. McLAUGHLIN, secretary-treasurer of the Wikom show, en route from San Diego, Calif., to Janesville, Wis., stopped off at Blytheville, Ark., visiting the Mix show and friends.

CHESTER WHITE, old-time trouper, has been sick most of the winter, but is now able to be up and about. He has reopened his cafe at Fort Dodge, Ia., where friends will be welcomed.

MRS. GEORGIA LAMONT, of Salem, Ill., wishes to thank Mr. and Mrs. Sidney Belmont and members of the St. Louis Police Circus for their pecuniary aid.

HENRY KYES' BAND on the Hagenbeck-Wallace Circus has in addition to the men mentioned in the published roster Arthur Hansen, clarinet and sax, and Joe Malivovsky, bass.

CRAWFORD DROEGE, billposter, vis-

ited the advance crew of Wallace Bros.' Circus at New Brighton, Pa., April 22. The same day Droege visited with the advance of Downie Bros.

J. K. BACON has been a fan ever since he was a boy. He saw such old-time shows as Dan Rice, P. T. Barnum, Adam Forepaugh, Batchelor & Doris, W. W. Cole, W. C. Coup and Sells Bros.

RALPH CLAWSON, legal adjuster of the Ringling-Barnum show, made a hurried trip home to Omaha last week to visit his mother, who is seriously ill of heart trouble.

AGENTS: Why do you spend so much time in hotel lobbies "cutting it up?" The smart agent is devising ways and means of selling more red tickets while the laggard is shooting off steam.

CARL DITON, husky colored singer with the Ringling-Barnum show, is scoring solidly in his rendition of *Old Man River* a few minutes before each opening spec.

ED KELTY'S (Century Flashlight Photos) shot of the Ringling-Barnum spec at Madison Square Garden in New York depicts the show's magnitude and splendor.

FRANK CLARK, old-time trapeze performer, of the act the Four Clark Brothers, has been confined to the State Infirmary, Ward E, at Tewksbury, Mass., for a long time and writes that he would like to hear from friends.

WILLIAM FALCONBERRY, formerly with Downie Bros., Hagenbeck-Wallace and Sparks advance, will not troupe this year. Says that the welcome sign is out at his home, 2820 Anderdon avenue, Detroit.

J. W. HARTIGAN JR. advises that Wallace Bros. had capacity attendance at Morgantown, W. Va., April 20 and that a noticeable feature is the consideration and courtesy shown to patrons by all employees.

J. S. ROBERTSON'S "Prince George," big parrot known as "bird with human brain," died April 18. He had it 10 years. He has added a big monkey and expects to replace George soon. Robertson is with Lewis Bros.' Circus.

BILLY BURTON, trouper, and party, his daughter, Dorothy; Racine Spencer and Lester Brown, visited Wallace Bros.' Circus at Beckley, W. Va., and were highly entertained. It rained heavily. Burton is located at Mullens, W. Va.

EDDY BROS., which for more than 40 years toured under the title of Hunt's Circus, features Hazel Williams, aerialist; Welby Cooke, the LeVines and the Charles Hunt troupe. Eddy Hunt is producing clown. Show opened recently at Freehold, N. J.

USUAL quota of head colds among members of the Ringling-Barnum show again indicates that altho it is one of the easiest dates the annual Garden engagement is by no means the healthiest. Maybe Sarasota weather is too mild and softening.

M. E. NELSON, better known as Logansport White, an old trouper, writes from the Grant County Infirmary, R. R. 5, Marion, Ind., that he is helplessly paralyzed there because his left side is constricted and would like to hear from some of his old trouper friends.

THE MASCHINOS, acrobatic troupe, and the Maysy-Brach Duo, artists of the unicycle, represented the Ringling-Barnum show at the American Federation of Actors' big benefit evening of April 25. Both numbers stopped the show at the Metropolitan Opera House.

FRANK A. SMALL, for a long time p. a. for Buffalo Bill's Wild West in this country and abroad and who of late years has been residing at Lake Worth, Fla., wants his friends who have written him to understand that the reason they have not been answered is his inability to wield a pen or tap a machine.

YOU CAN BUY lithograph paper for as little as three cents a sheet. But remember

by the time it is posted it represents a cost of 10 or 12 cents. A penny or two more will get you some real paper.

THE TORELLI SISTERS state that an item in a recent issue stating that Torelli's Animals were presented by Mme. Bedini at the Buffalo Shrine show was incorrect. They have never been worked by anyone but the Torelli Sisters, they state.

LUIS MARTINEZ, of Pedro and Luis, who was hurt in Tampa, Fla., at Victory Theater February 22, has returned to work, doing hand-to-hand, head balancing and fast tumbling. Act is with *Continental Follies*, which has a cast of 30 people. Pedro is still doing forward foot slide over the audience.

THE WALTER L. MAIN CIRCUS when it played Whitesburg, Ky., was host to the crippled children from the clinic there. They were taken to the circus grounds in caps furnished by the Rotary Club. Bobble Burns, press agent for show, is a member of the Kearsair Temple of the Shrine, Louisville, and is intensely interested in crippled children's work.

C. E. WEEKLY and wife left Fountain, N. C., April 24 to join the Blue Ridge Shows in Dandridge, Tenn. They had spent nine months on the Linger Show selling candy and bought a new truck and trailer and a new cookhouse outfit, Bertha Wood and C. E. Weekly had traveled with circuses a number of years as partners, doing aerial work. An accident caused Weekly to give up the work.

WHEN THE ADMISSION fee is more than 40 cents a tax must be collected for the government. It is customary with all circuses to add a small "service" charge. But be sure that it is small. Charging a "service" charge on comps equivalent almost to the price of admission cost a circus plenty last summer in Illinois when daily papers broadcast the fact.

W. P. (FAT) ANDERSON, circus novelty man until last season, has recovered from a recent case of fever. He visited on the lot of Walter L. Main Circus at Harlan, Ky., where the circus played April 20. The performance was enjoyed by eight of Fat's friends, his wife and mother. Anderson drives a cab in Harlan, his home town, in connection with one of the largest night spots in Southeastern Kentucky, displaying a beautifully painted cab with a combined advertisement of the club and his car.

PAUL LOWMAN, of Warsaw, Ind., plans to exhibit a surfboat-riding lion at his water circus at Winona Lake, Ind., this summer. The lion, formerly owned by Cole Bros.' Circus, is roped to the surfboat during the stunt. Lowman plans to have another lion which will ride the front of a speed boat that will make a 40-foot leap out of the water. Regarding these stunts, Lowman said: "The Humane Society claims that it is going to stop me from doing these stunts even if it has to take it up with (See UNDER THE MARQUEE page 50)

## WPA Concludes Week-End Runs at Ridgewood Stadium

NEW YORK, May 1.—WPA Federal Theater Project's circus finished the third of its week-end runs at Ridgewood Grove Stadium April 27. Biz was again heavy. Arthur Diggs, production manager, has resigned and a Mr. Toms has been appointed to succeed him. All new and flashy paper has been received by the advance department for the tenting season, which opens May 18 at Sunnyside under auspices of the mayor's committee for community study. Performers will have all new wardrobe for the summer and a sound truck has been obtained. Several new hands have been added to the advance brigade to handle heralds, etc.

Donald Kirkley, a staff writer on *The Baltimore Sun*, had a splendid feature story on the WPA circus in that paper recently. Dora Beckman is rehearsing a new cloud swing for the canvas season, reports Wendell J. Goodwin.

## McDonald Joins Texas Show

HOUSTON, May 1.—B. C. McDonald, who came in last week from King Bros. Circus to assume the duties of agent-secretary with Big State Shows, has been contracted by Texas Longhorn Dime Circus as special representative. Included in McDonald's duties will be the press work, formerly handled by Doc Waddell.



# The Corral

By ROWDY WADDY

EARLY RODEOS in Northern California are reported to be drawing the best gates in several years.

FAT KELLY will soon appear with Hoot Gibson's concert on the Wallace Bros. Circus, according to Eddie Shaboo, who is holding down the steer wrestling billet with Hoot.

RED CARMICHAEL has a string of bucking and saddle horses which are being used with the concert on the Jack Hoxie Circus. The horses are from the Cameron Nixon ranch.

COLBORN AND SORENSON Rodeo Company will again provide the main events at the Gooding, Ida., rodeo this summer under American Legion auspices. Event will be held about two weeks earlier than usual this year. Alex Watson is chairman of the committee in charge of the rodeo.

CHET HOWELL and the missus, the former Juanita Hackett, trick riders and rope spinners, recently made a cross-country tour with their horses from San Jose, Calif., to Copperhill, Tenn., to join the concert with the Jack Hoxie Circus. They were married last October at the Centralia (Wash.) rodeo, where they had been contracted for trick roping.

SUICIDE TED ELDER is recovering nicely from injuries sustained several weeks ago while performing his daredevil stunt of jumping two horses over an automobile, it was learned this week. Ted is said to be the only rider who jumps his horses over a burning automobile, a feat he has performed with great success. Elder, who has performed thruout the United States and in England, has numerous contracts for riding this year, one of which takes him to Hollywood for filming. It was at first feared that his injuries might be such as to force him to retire from further riding.

ALMOST ALL of the more than 5,000 reserved seats have already been sold for all performances of the first annual rodeo to be held in the new Sports Arena at Hershey, Pa., May 5 to 8, inclusive. It was learned this week. Arrangements have been made to have Frank Moore present in the capacity of general supervisor, with Colonel Jim Eskew furnishing the stock, the special exhibition events and directing the arena. Cowboy's Bronk Riding, Calf Roping and Bulldogging will be contested and other events exhibition. Fog Horn Clancy is assisting the regular Arena press staff (Alexander Stoddart-Harry Chubb) in publicizing the rodeo, said to be the first ever staged in Hershey.

AFTER A SUCCESSFUL spring opening in Indianapolis, Milt Hinkle and his Texas Rangers Rodeo are now quartered on Hinkle's ranch near Cloverdale, Ind. The ranch, which Hinkle purchased last year, has been christened C Lightning and during the winter new barns and sheds were erected and the entire spot cleared and fenced. All the stock and about 60 people, including Chief Winneshiek and his all-Indian band, are there readying for the show's opening at La Fayette, Ind., May 10. Organization is being booked exclusively by the George Hamid office and Hinkle infos that his season is practically booked, with present plans calling for a late closing in the South. Show staff includes Milt Hinkle, owner and producer; Jack Knight, secretary and business manager; Rubie Roberts, arena director, and Cy Compton, chief cowboy. Some of the people under contract to Hinkle are Alice Sisty, Earl Sutton, Oklahoma Curley, Poncho Villa, Buddy McFarr, Isora DeRace and Jewell Duncan, Heavy Henson, Marjorie Greenough, White Horse and family and White Eagle and family.

LOS ANGELES—First Annual Frontier Hippodrome presented by the Riding Actors' Association, Inc., under the supervision of President Cliff Smith at Victor McLaglen's Stadium April 11 was both an artistic and financial success. More than 300 mounted people, including Johnny Mack Brown, Nick Foran, George O'Brien, Cecilia Barker, Gene Autry, William S. Hart, Victor McLaglen, the California Lancerettes Troop of Girl Cavalry and the Santa Monica mounted police, headed by Chief Charles Dice, participated in grand entry. Fred Burns, Neal Hart, Buck Moulton, Tex Cooper

and Little Buddy Cox, the latter just contracted by Columbia Pictures, Inc., also appeared. Stock and equipment were donated by Andy Juaregui, Fat Jones, Walter Cameron, Joe Flores, Hudkins Brothers and Al Myers. Use of the stadium was donated by Victor McLaglen. Program, consisting of 20 entertaining numbers, made up of the usual, rodeo events, was arranged and directed by Sam Garrett, Johnny Judd and Lloyd Saunders. Abe Lefton announced the show. Event was presented in an effort to raise funds for (See THE CORRAL on page 46)

## Los Angeles

LOS ANGELES, May 1.—The Yankee-Patterson Circus is still in Southern California and when getting break in weather is doing nicely. Side Show is also doing good business, according to Bob Winslow. Harold New and George Emerson visited show at Venice.

Fred Shafer is here and stated might go east to join a show.

Charley Post, director of the Yankee-Patterson Band, is also the writer and publisher of many band and orchestration numbers.

Miley Thomas is directing a new dance orchestra.

Bill Fleck, whose orchestra is at one of the local swanky night clubs, is the Bill Fleckensten, former circus trouper.

Jake Posey, former boss hostler, noted downtown. Is enjoying himself at his new home in Baldwin Park. He and Mrs. Posey are in fine health.

Bill Foix, whose serious injury by a leopard prevented his touring with the Barnes show this season, is slowly recovering the use of the arm in which blood poisoning had developed.

Jack Schaller now has seven circus acts on tour, one of which is in the Orient.

A Hollywood restaurant and cocktail room called "The Circus" is one of the popular spots on Hollywood boulevard. A circus setting adds much to the furnishings of the place.

Doc Cunningham, who was announcer on the Barnes show for Los Angeles and Hollywood engagements, is getting his new small animal circus ready for the road.

Arthur Windecker left for Brooklyn to join Ringling-Barnum. Will be assistant to Austin King, inside lecturer and doing Punch.

## Kansas City Briefs

KANSAS CITY, Mo., May 1.—Howard Bray states that "Dutch" Loeber, of Fort Dodge, Ia., is the general agent for Atterbury Bros. Circus. Show is owned by Atterbury & Aiken. Opens at Dakota City today and then heads east into Illinois, Indiana, Ohio and Pennsylvania, Aiken's home State.

Howard Bray and wife were here last Sunday, both in advance of Chase & Son Circus.

The season for Conroy Bros. opens today. Show enters Wisconsin June 1 for a long run, probably four months.

Tent-show property here was being looked over by Bob Foley, from Sioux City, Ia. On second Saturday in May the Foley & Finn Show will open at Sioux City, Ia., and will play three-day stands. Show will have 60 with two 30s; six trucks, five back and one ahead;



The John Robinson Circus began its 99th tour at Peru, Ind., April 26. Fine performance, many improvements and first-class equipment. . . . An unexpected change in the executive staff of the Al G. Barnes Circus was made immediately following the organization's departure from San Francisco after a successful six-day engagement there, ending April 23, when Manager and General Agent Murray A. Penneck returned ahead of the show for the purpose of breaking in new territory. He was succeeded by Harley Tyler, who joined the show at San Francisco and assumed the duties of manager for the remainder of the season.

The case of the Rhoda Royal Shows, alleged bankrupts, was dismissed April 27 by Judge Henry D. Clayton, of Montgomery, Ala., on the ground of lack of territorial jurisdiction in the case. In pursuance to the order, the show property was immediately turned over to the owners by the receiver, Hugh Stuart. . . . The Frisco Meteor, southbound, crashed into the rear sleeper of the Patterson Trained Wild Animal Circus at the Girard (Pa.) siding April 23 and as a result Fleas (Blackie) Hart, show electrician, was killed and seven men, all but one being members of the organization, were injured. Show train was on its way to Pittsburgh. Neither the wrecked sleeper nor the engine of the Meteor was derailed.

Positive indication that Akron was slowly returning to normal was evidenced in the fight of circuses to make that stand. For the first time in many years the Sparks show signed to exhibit there May 3. Hagenbeck-Wallace arranged to make the spot on May 12.

Thirty-five occupants of the rear Pullman of the Gollmar Bros. Circus train were badly shaken up, but none seriously injured, when the sleeper was derailed at Florence, Ala., April 22. The train was preparing to pull out for Columbus, Tenn., when the rear Pullman became uncoupled and after running back 25 blocks left the track. . . . The Ringling-Barnum Circus had just concluded a five-week engagement at Madison Square Garden, New York City, and moved into Brooklyn for a week's engagement under canvas.

## Acts for Tower Show

LONDON, April 19.—The Tower Circus will open May 17 and will operate in the English summer resorts, Blackpool, England, for 23 weeks. Stanley W. Watson, impresario-agent for the circus, has been scouting for new acts for last five months and among acts he will present are the Three Codonas, flying trapeze; Five Kroleys, jockey riding, and the Five Marchanays, Arab tumbling.

about 30 persons in personnel. There will be a band and orchestra. Two men are ahead, one an agent and the other a biller.

## Discoverers

IT WAS exactly 50 years ago, in the 50th year of the reign of good Queen Victoria, that Buffalo Bill discovered England and at the same time was himself discovered by England and all Europe. On May 1, 1887, the great Buffalo Bill's Wild West opened its Jubilee season at Earl's Court in the heart of London and for six months to the day not only entertained "all of the world's metropolises but all the crowned heads of the world at large, for never before or since has as much royalty been gathered in such a small area as London. From every quarter of the globe civilized and otherwise people poured into London, and aside from entertainment provided directly by the reigning family of Great Britain no one contributed nearly so much to the gaiety of the year as did Colonel, the Honorable William F. Cody, Buffalo Bill and his company of cowboys, Indians, scouts, soldiers of all nations, rough riders of all countries where rough riding is an art. The great American scout was not only a wonderful success as a showman but was equally so as a social lion.

The Wild West camp became the favorite rendezvous of all classes from the royal family to the poorest costermonger from Cheapside. The people of 55 countries with a hundred subdivisions of the same came like the locusts of Egypt in unbelievable swarms to see the performances of the marvelous American exhibition. Since then it has visited many of the countries of Europe and no other show has ever shown in half so many different places and received such universal plaudits from so many diverse nationalities as was given this pioneer of all big shows from the land of Columbus to those of effete monarchies.

Colonel Cody went to his reward some 20 years ago but his memory is still green and the oldsters recall him with pleasure and have taught their progeny even to the last born to honor the name of America's great scout, guide, trapper, soldier, pioneer bullder and exhibitionist.

# Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, May 1.—The wanderings of a reporter at a Dexter Fellows luncheon, particularly the one at which Sam Gumpertz was the Fall Guy, and what a great Fall Guy. F. Dartus Benham landed early in front of the Commodore Hotel with a load of Big Show folks—Clyde Ingalls, the Doll midget; Count Pucci, midget; Dexter Fellows and the Fall Guy. After walking up one flight of stairs and facing the second ascent Ingalls almost surrendered. He was willing to walk anywhere but climb—no, sir. However, he reached the top step with three gasps and four grunts . . . met by the courteous Prexy Orson Kilborn and ushered into the East Ballroom . . . excuse me, onto the lot . . . where 249 members and guests were assembled to welcome him.

Dinner served promptly—chicken, string beans and potatoes, coffee and pudding. . . . Tent song, ritual and membership ceremony. New members taken up were Elliot L. Ward, Gerald Priestman, Henry G. Duvernoy, Roger Littleford Jr., E. E. Sugarman; Mel Pitzer, the writer of Westerns, and Seymour S. Lappert. The latter also copped a quart of Scotch in the drawing, Many popular guests present. Noticed Dudley Field Malone, Henry Sinclair Draga, Louis Fisher, Bob Sparks, Dan Halpin, Harry Mayer, Jim Knox; Eddie East and Ralph Dunkel, Sisters of the Skillet; John Gibbons, John Laurie, James Cullen, Capt. John Stausiuld, Charles G. Edwards, Dan O'Meara, James Wales and Jim Mitchell.

Jolly Bill Steinke was at his best in introducing the celebrities . . . the initiation of Sam Gumpertz by Tony Sarg was a wow. Sam was blindfolded and then dressed up in an ermine robe and a crown. Then a slide-show banner of a fat woman was placed behind him with two huge legs hanging down. Tony stated to the blindfolded Fall Guy that the Tent had purchased for him a fine big ham and he placed this under his arm (one of the fat legs) and also a fine imported flower vase, which he placed under the other arm (the other fat leg). Then Sam was unblindfolded and saw what he was holding. He passed and saw very humorous remarks about this before he went into his more serious talk about the home and the bungalows he intended building.

## Receives Tent's Medal

He received the Tent's Medal of Membership dubbing Mr. Gumpertz "The Father of the Freak Clinic. . . . A huge round of applause was given for Mrs. Charles Ringling for her generous gift of (See DEXTER FELLOWS on page 47)

## CALGARY STAMPEDE

Special Feature Attraction of the Calgary Exhibition.

**Calgary, Alberta, Canada, July 5th to 10th, 1937**

Eleven Hundred and Forty-Five Dollars Added to Prize List—Thus Making Total

### Prizes Over \$11,000

- North American Bucking—Purse \$1,800.
- Canadian Bucking—Purse \$900.
- North American Calf Roping—Purse \$1,700.
- Canadian Calf Roping—Purse \$700.
- Steer Decorating—Purse \$1,000.
- Chuk Wagon Race—Purse \$1,900.
- Barabak Bucking—Purse \$800.
- Men's Steer Riding—Purse \$500.
- Boy's Steer Riding—Purse \$250.
- Wild Cow Race—Purse \$510.
- Wild Cow Milking—Purse \$300.

Contestants in the North American Bucking to compete twice in preliminaries. Day Money in most contests double last year's. Final Money Divides 40, 30, 20, and 10%. Prize List Now Ready.

**J. B. CROSS,**  
Chairman.

**E. L. RICHARDSON**  
Gen. Mgr.  
Stampede Committee.

CALGARY EXHIBITION AND STAMPEDE, Ltd.  
Calgary, Alberta, Canada.

# STEEL PIER ENLARGES BILL

## Attractions Are Of Varied Types

40th anniversary year sees three big additions started—Gravatt is confident

ATLANTIC CITY, May 1.—Steel Pier has started plans for its 40th anniversary season, which will run the gamut of entertainment under one roof for one admission price. The pier, which started 40 years ago with Murphy's Minstrels, Vessella's Band and W. C. Fields as the "world's most comic juggler," has since, under direction of President Frank P. Gravatt, come to be known as one of the resort's biggest bookers of name summer attractions.

President Gravatt said workmen have started three big additions to the pier, one an increase in the 5,000 seating capacity of the outdoor stadium, installation of another steamer deck with lifeboats, etc., and enlargement of the mechanical deck. He is also planning installation of an additional theater, bringing the total of houses on the pier to five. This theater would show industrial and national exhibit reels.

### New Exhibits on Deck

Keeping pace with the pier's anniversary will be Steel Pier Minstrels under direction of Frank Elliott, which have been on the pier first under the title of Murphy and later Steel Pier since 1898 and have each year featured several names in the lineup, some of the older ones being Field, Tinney, the late Em—  
(See STEEL PIER on page 45)

### Perry Lessee of Pavilion At Geauga Lake, Ohio Spot

GAUGA LAKE, O., May 1.—H. W. Perry, for the last 15 years identified with operation of Eastern Ohio ballrooms, mostly in Canton and Akron, has leased Geauga Lake Park pavilion for the season and will inaugurate a weekend season of dancing on May 8. It will go on a six-night schedule on May 29.

He will also be on the park excursion staff. Name bands will be featured on Sundays and there will be a WTAM (Cleveland) wire into the ballroom for nightly broadcasting.

W. J. Kuhlman, again in charge of operations in the park, said extensive improvements are under way, including a new funhouse and new rides for the midway. Beer garden, one of the largest in the Midwest, will again be operated. Picnic bookings are heaviest in many years. Geauga Lake Park draws heavily from Greater Cleveland area.

### Galveston Splash Day Big

GALVESTON, Tex., May 1.—On Splash Day last Sunday thousands were attracted by a full day of entertainment and bathing at the traditional opening of the season. More than 8,000 saw a style parade that started a program, which ended with fireworks. It was the largest crowd in recent years, after the earliest opening. Glyndon, wire walker, gave exhibitions and continued during the week. Augie Smith, high diver, was at Crystal Palace pool.

### Acts Start in Kennywood

PITTSBURGH, May 1.—Free acts moved into Kennywood Park last Sunday for first of a series of Sunday shows, with Rhythmic Sisters; Bill Burke, juggler; Whirlwinds, skaters, and Mascera, magician, booked in by Frank Cervone for George Hamid. Two shows, 4:30 and 9:30, are augmented by band concerts.

### Laws and Lawsuits

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



MRS. FLORENCE PYNE, manager of Lake Nipmuc Park, Mendon, Mass., who anticipates a big season after an unexpectedly good period during 1936 and who credits that success largely to the innovation of presenting Lake Nipmuc Park Players, a stock company. The entire park profited thru big crowds drawn by the players.

## Riverview in Chi To Open on May 19

CHICAGO, May 1.—Riverview Park's 33d season will open on May 19 under direction of George A. Schmidt, president. Midway is being whipped into shape by a large crew of painters, carpenters and gardeners and plans for heavy exploitation are under way.

More rides are being added to the usually long list. Tops among the rides will be one called Fair-o-Chutes, a parachute drop from a high tower. Midway will be lined with refreshment stands, novelty games and funhouses. Park plans to follow the price policy initiated in 1934 to compete with A Century of Progress. On Mondays, Wednesdays and Fridays the management will open gates to kids for 2 cents and Tuesday and Thursday nights a nickel will buy general admission.

This spot has always been plugged hard in the Chicago area thru newspapers and radio. Direct mail was used for exploiting last year and results warrant another use of mails this season.

## Fansher on 'Pennies From Heaven'

Address of Fred Fansher, New York, 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.

Pennies from heaven, nickels from hades, unless they are stamped "United States of America," are not worth a ride on the Merry-Go-Round or a squirt at one of Bill Rabkin's strip teasers. This little talk is given with no apology. I am not going to punish you with telling you how busy I am and how speech-making is not in my line. When Barney Williams or Fred Markey or Wallace Jones or Danny Bauer say, "Fred, be a good sport and do something for us," I just naturally heed the call—and here I am. If you suffer thru the next few minutes just blame Markey, Williams & Company. They did not even suggest a subject, so I call this Pennies From Heaven or what the heck are we here for? I aim to please folks from all sections.

I am not here to exhort and tell you that you must do so and so or else you will be lost financially. I am no preacher.

I am not here to tell you that we are living in a world of changing conditions and that we must adapt ourselves to these changes. I am not here to remind you of the beautification of your park,

## Oldest Park Manager Celebrates His 64th Wedding Anniversary

HUNTINGTON, W. Va., May 1.—Mr. and Mrs. H. O. Via celebrated their 64th wedding anniversary on April 15, he by going about his duties as usual as manager of Camden Park. Mrs. Via has been an invalid six years.

The couple lived in Huntington, but went to Barboursville, then the county seat, for their license and were married there. The ceremony took place in the old Bernard Hotel with the Rev. Elda Ash, Baptist minister, pronouncing the vows. Mrs. Via, then Miss Emilia F. Wright, was 19 and he was 23.

Mr. Via was employed by the Chesapeake & Ohio Railway Company as wharfmaster here. At that time the railroad had not been extended past

Huntington, and freight consigned to points farther west was loaded on boats here and transported by river.

For 30 years Mr. Via has been manager of Camden Park. He lays claim to the title of the oldest park manager in the United States.

"I don't know anything about how old the others are," he said, "but I don't think there's likely to be any past 86."

In spite of his age, Mr. Via goes about his duties every day and is in good health with the exception of attacks of rheumatism. Unlike most men who approach the 90 mark, he has no recipe for long life, unless it would be hard work. Mr. and Mrs. Via have one son, G. E. Via, a traveling salesman, St. Louis.

## Playland To Bow With New Features

NEW YORK, May 1.—Herbert F. O'Malley, director of Playland, Rye, N. Y., announced last week that pre-season renovation is rapidly nearing completion and that all indications point to a lively season for the big Westchester County-operated amusement park. Plant will be dressed in new and gaudy garb and will offer several new attractions.

Funhouse, being built by Harry G. Baker, New York, is practically complete and should be prepared to greet kiddies on opening day, May 15. It is said to be one of the finest of its kind in this part of the country. Besides the Baker project park plans to offer 1937 patrons a renovated Old Mill, Laff-in-the-Dark, new Walk-Thru Show (Fred Fansher's) and new rides, Octopus, Eli Wheel, Flying Scooter and a couple of kiddie rides.

Paul C. Morris, in charge of promotion and general publicity, said picnic and special bookings are best in several years, more than 100,000 visitors having been signed by middle of April. Arthur Johnson, handling park publicity this year, landed several nice tieups thruout the county. Free-act setup, booked thru George A. Hamid, is supposed to be most elaborate and expensive in several years.

MOUNT ORAB, O.—With new acts platform and dance pavilion, Star Lake Park here will open its season on May 9 under management of G. B. Courts and with Morris Jones, Cincinnati, as amusement manager.

## Chippewa Is In New Hands

Beach announces purchase of Ohio spot at receiver's sale—revamping is on

MEDINA, O., May 1.—Parker Beach, many years associated with management of Chippewa Lake Park near here, one of the largest of northeastern amusement parks, announced purchase of the big playground at a recent receiver's sale. No stock company is being formed at present, according to Mr. Beach, details of an operating company plan to be worked out later.

Most of the old midway is being razed and rearrangement of rides and buildings is in progress. A new concrete  
(See CHIPPEWA on page 45)

## Stock Brings Good Season for Nipmuc

MENDON, Mass., May 1.—Facing last season with skepticism but finding business much better than expected, Mrs. Florence Pyne, manager of Lake Nipmuc Park here, predicts a good summer because of better legal conditions and the draw that is anticipated from Lake Nipmuc Park Players, a stock company.

"Undoubtedly a large measure of our success last year was due to the stock company, an innovation in this section," said Mrs. Pyne. "It drew excellent crowds and the whole park prospered as a result. The company will open on June 21 on a much more lavish scale."

"We are conducting a student group as well as the professional company. Students have been enrolled from California, Florida, Alabama, Ohio, Illinois and others from local points. Louise Galloway directs both the professional company and the student group, and Warren Reid is business manager of the company."

## Summit Beach Books Selden

AKRON, May 1.—Restoration of free-act policy in Summit Beach Park here by the new Summit Beach, Inc., now rehabilitating the well-known amusement center, was announced by John P. Flanagan, exploitation director. Opening on May 29 for nine days, A. E. Selden, "The Stratosphere Man," will appear. Polioy will be continued thruout the season with other standard acts. Park will have a free gate.

### Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

No, my friends of New England, you can't pay taxes by waiting for pennies to drop down like manna from heaven. You have to use whatever brains you are endowed with and work like the devil.  
(See "Pennies From Heaven" on page 45)

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

## Questions and Answers

Jules Silbur, Fort Dodge, Ia., wrote last week suggesting a most interesting pool problem, one which I think has presented itself to other pool men time and again. It is for this reason that I am going to take the liberty to reprint Mr. Silbur's letter before attempting to answer his question:

"I operate a rather small swimming pool in Iowa and naturally whenever occasion arises where I can cut down expenses I follow it thru if it isn't injurious to my business. Received an offer recently from a well-known brand of sun-burn lotion to permit that company to supply the pool with necessary mirrors for locker rooms in exchange for the company's ads on each of the mirrors. Now I need additional mirrors and this kind of tieup would save me a few dollars, but I'm wondering what you think of the idea. Have always valued your opinion in swimming-pool matters and would appreciate your views."

First let me thank Mr. Silbur for his valuation of this column's ideas. His belief in the department is something that we shall try to deserve as well as preserve. And I would say that in his particular case it might be wise for him to make the tieup. As he confesses, it would be a saving for him. Furthermore, his own admission is that he operates "a small pool," so that the advertising revenue possibilities that could be obtained from the same locker space aren't big enough to make him bother to go out and shop around for a better offer. In sum, it's a good deal for the pool and certainly a good stunt for the national advertiser.

However, while on the subject I most certainly do not think that big aquatic tanks situated in the heart of big cities are doing the right thing by making similar tieups. I know of plenty of big natatoriums which play to thousands of swimmers daily, the locker walls in which, to my mind, are valuable advertising space—and it's being given away free in return for some mirrors. If that space in big pools is worth so much to national advertisers, with it being reported that in one case this same lotion company supplied a tank with 1,000 mirrors, it certainly is worth twice as much to a local advertiser—and three times as much to the pool itself. I've always preached that tanks don't do enough advertising among their own patrons and that locker rooms are most logical places to ballyhoo coming attractions. Perhaps when they consider what national concerns are doing to grab free space in locker rooms thruout the country pool men will realize that there most certainly is some gold in them that walls.

Lucille Anderson, New York City, who won the women's division of the world's championship high-diving contest sponsored by this department last summer, inquires about this summer's plans:

"Have been reading *The Billboard* constantly with the hope of learning something about the 1937 contest," writes Miss Anderson. "Please keep me informed, as I am anxious to defend my title."

Written in a true sportsmanlike fashion by a champion of whom the entire profession should be justly proud. However, I regret to inform Miss Anderson, as well as the many other high divers who have been dispatching similar queries to the column, that it doesn't appear as tho there will be a high-diving meet this summer. Business pressure has kept me from following up on a great many out-of-town bids to hold the meet, all of which were far below the cash awards of last season. And then, too, something arose at Palisades (N. J.) Amusement Park which will prevent it from housing the meet for a second time.

To be sure, this department is not dropping the high-diving idea. You recall it all started two years ago with a challenge from Pee Jay Ringens (which reminds me that no word has been received from him since a few divers accepted his challenge). Many, however, did compete for the championship and it is because of them and because the others who have been writing all winter asking for the opportunity to compete against the winners of last season that

I regret that no site has as yet been obtained. And there probably won't be any for the summer. But I'm trying to work on plans for a winter meet in Florida, even tho a similar project fell thru the past season. Those in the profession who have contacts in Miami and Palm Beach that might be interested in staging the meet next winter are urged to send in those names to this department so that I can follow up.

## Dots and Dashes

Mary Jane Kroll has resigned as publicity directress of Park Central indoor pool, New York City, with Jack Leyer, just returned from Florida, now handling the tank. What's this I hear about the possibility of Martin Stern going publicity for Miramar outdoor tank, New York City, this summer? Frank Cushing, known as the Flying Gob, who's sort of a protege of this department, having made his pro diving debut at last year's high-diving contest, writes from Birmingham, Ala., that he joins the Goodman Wonder Shows in Knoxville, Tenn., doing (of all things) a fire dive! Plenty of water must have flown under the bridge since last year when Frank actually made his first legitimate dive into a tank, and he has Capt. Ken Blake and his wife, Viola, to thank for it all. . . . Swell meet, that Dragon intra-club competition, staged last week at St. George indoor tank, Brooklyn, with hats off to Bill Moseley, tank manager, and his able assistant, J. A. Mellon.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: In-and-out weather holding things up, but little concession and other amusement space remains to be rented around any part of the Island. State Park Commission will enforce the law prohibiting flying airplanes with advertising matter over State park. Edict has particular application to Jones Beach, where plane pilots would like to display advertising matter because of thousands of visitors.

Rockaway Life Guards' Association, largest group of its kind anywhere, would like to obtain additional pay and longer period of employment. City of New York is employer. Group is pledged, however, not to strike or do anything else "that might imperil the safety of bathers during the season."

Operettas at Jones Beach again assured, if announcements are correct. Last year they were staged on a specially constructed floating stage in Zach's Bay and were successful both from standpoint of entertainment quality and attendance. Most of the trade is attracted from Manhattan and Brooklyn and not from musical devotees, but from among those who are interested in becoming just that. World Fair publicity is being well handled, purely systematized and not scatter-spatter.

ROCKAWAY BEACH: Kraus Amusement Park, adjoining Playland Park, opened and has a Scooter ride, which is the largest of that type we've seen. Dick Smythe's cabaret is being spruced up. Sid Siegel's leg is mending. Ramp leading from Boardwalk to "Bowery" being improved. Eddie Osborne recovered from an illness. More trains and busses for the community shortly. Chamber of Commerce expects that about 200,000 will make their homes in sections of the Rockaway Peninsula this summer.

Phil Addison, "Walk" electrician, having one of the busiest springs in years, a forerunner of a great summer. Jack O'Connell, barman, back on Beach 103d street, Seaside. Ought to be worth someone's while to open a night club here. Biggest coming event is opening of Riis Park bridge, linking that area with Brooklyn. "Tis said Commissioner Sasse would like to assign girl life guards to the beach.

LONG BEACH: Most significant event of the community's recent history will be opening of the new Boardwalk over Decoration Day holidays. Mayor Gold has invited local and near-by officials to the event, including leading persons in many other walks of life. There'll be a parade, music, speechmaking and all the other stuff that goes with dedications.

RUSSELLS POINT, O.—Mr. and Mrs. Ernie Woodward have arrived to work concessions for Al Wagner for the third season.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, May 1.—One of the newest bookings for the Horse Show in Municipal Auditorium is a rodeo which will be a departure in style of this event which is this year more than ever being sold to the public rather than society's few. Hotel Ambassador will be scene of New Jersey Hotel Association Show on May 4-7, while the hotel pool is getting publicity under way for a big splash on May 8 when, among other events, will be the 400-yard junior women's national relay championships.

City Lake Park, Egg Harbor, which has struggled along with just a couple of concessions, is in for enlargement as soon as WPA gets thru fixing up the lake and beach. Mayor C. D. White, of this city, is present conducting a private pool on parkometers but is meeting a lot of opposition from amusement men, who feel they won't encourage people to stay in the city.

Joe Moss presented his Hollywood Revels on tour at Steel Pier over the week-end and jammed the place so that late shows were SRO.

## New Heads Are Appointed For North Carolina Resort

HIGH POINT, N. C., May 1.—R. D. (Bob) Penny, manager the past two years and one of the founders of High Point Park, between High Point and Greensboro, resigned as manager on March 1 to devote his time to duties as sales manager of Penny Bros.

The five major rides and about 20 concessions will be under E. A. Wright as manager. Swimming pools and recreation grounds will be under W. F. Bailey and Wade Renfrow.

The park, built at cost of about \$1,500,000 thru WPA funds, did big business last year, it is reported.

## New Spot in Detroit Area Is Being Planned by Morey

DETROIT, May 1.—Plans for a new park are being completed by Ed Morey, proprietor of Morey's Garden, who has acquired a ballroom and other property at Estral Beach, 25 miles south of Detroit on Lake Erie, and who will convert this spot into an amusement park.

Beer garden is to be installed and rides and concessions are being contracted. He has four acres at this location, which has long been a popular summer resort center with a large following from west side Detroit.

## Lincoln Pool Rate Tilted

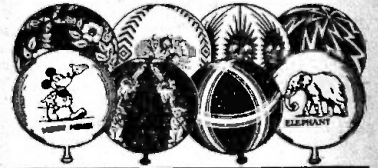
LINCOLN, May 1.—Manager Ralph Beecher, Capitol Beach pool, is soaking swimmers a bit more this year. Usual plan was to sell season swim tickets for \$4 each, but this year they're called "bargain" swim tickets and for the \$4 the payee is entitled to only 30 swims.

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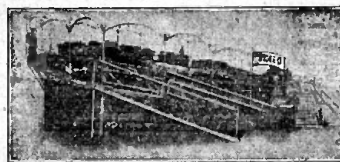
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# Bowling Along to Bigger Park Profits

By Ralph G. Neal

**A**NY amusement game which has contributed substantial profits to park operators year after year for a period of 25 or more years certainly should be deserving of a lot of consideration this year more than at any other time.

This game is not new in principle, but it is new in a lot of respects, such as mechanical perfection, increased player appeal, automatic operation, automatic high-score totalizers, visible record of balls played, sound effects, snappy, flashy design with light-up features—all the profit-producing items that a group of alert coin machine manufacturers can build into a product.

We refer specifically to the old, well-known game which originated in Coney Island and which has for years been found in some of the country's foremost amusement parks—the nine-ball bowling game originally known as Skee Ball, Skee Roll, Chime Ball and other such appellations.

Today this same game with all its new features goes under a varied assortment of names depending upon the factory making the game. Operators of amusement games are generally familiar with such names as Rock-o-Ball, Skee Ball, Bowlette, Bally Roll, Roll-a-Ball, Nine-Ball, Bank Roll, Tango and possibly some others which may have been unintentionally omitted.

Just how familiar amusement park operators are with the profit-making bowling games is a matter for each to determine for himself. Yet it is a matter that should be checked into if nothing more than for the sake of contributing additional profits from park operations and for the sake of providing additional features in the park for public entertainment and amusement.

## Why Popularity Increased

The bowling type game is more of a natural for parks than ever before. Its advent under various nom de plumes, particularly during the past year as an automatic coin-operated device, has placed it to the forefront. It has been successfully promoted as an amusement game for installation along with pin games, music machines, counter games, merchandise venders and other types of locations.

It is a skill game, legal in nature, providing the element of player participation and competition among players that captivates the public fancy. Those amusement parks which pioneered the same game years before in its comparatively crude state in relation to current models knew that it was a big profit producer then, and the coin machine operators of today have also tasted of the profits such a game produces.

Because of the comparatively widespread installation of bowling games in public places today, more people than ever before are educated to the merits of the game and the wholesome relaxation and downright enjoyment that come from playing it.

Now, more than at any previous time, the park operator should see the advisability and the profit advantages of a proven game of this type for his own operations. Whether he obtains outright ownership of a battery of games thru individual purchase or whether he leases bowling game concessions to other operators is a matter for him alone to decide. The game is not a fad—here today and gone tomorrow—it is a consistent profit producer year in and year out. Playland Park at Rye, N. Y., could not for a number of years have successfully operated or still continue to operate such games if they did not have that long-time public appeal.

Many park operators attended the Great Lakes Exposition at Cleveland last year. Undoubtedly most of them saw the extraordinary attention given to the batteries of bowling games installed there.

Coin machine operators attending the 1937 Coin Show in Chicago last January saw manufacturers display a variety of bowling type games which are the latest word in design, mechanical perfection and player appeal.

People are educated to the fun of playing these games. This is not confined to any one group or class of people in any single section of the country. Amusement game operators the country over have capitalized on the appeal of the game and have made thousands and thousands of installations in the cities and towns and the crossroads of the nation—wherever people gather for good times in the taverns, restaurants, hotels, clubs and roadhouses.

Isn't it natural then that park operators should want to cash in on the popularity of such a game to which the public is already so well educated?

## What About Profits?

That word "profit" is a big word in any language. When you talk the language of the showman and of the park operator the word "profit" must be in the vocabulary—and it must be there in capital letters.

Every bit of equipment that is installed must contribute its share to the total profit of the whole operation. That means the equipment itself must make up its cost and more too within a given length of time based upon its normal life thru depreciation. Some equipment and some games must show the park operator extraordinary profit returns based upon cost due to the short life or appeal of the game itself.

Other types of equipment may still be considered good investments even tho the first season's earning returns a goodly portion but not all of the total cost, because the operator knows that the same equipment will continue to earn money for him from year to year with very little depreciation and with the same player or public appeal season after season.

The bowling game belongs in the second classification based upon its extremely low depreciation rate and its consistent player appeal from year to year. From the standpoint of earnings within a given season it could readily fall in the classification of "big money" equipment. The extent of the earnings are of course dependent largely upon the merchandising ability and the showmanship of the operator in charge or upon the management of the park itself.

If one could study all the records of amusement parks and carnival companies, covering batteries of games already in use, one would find where the entire cost of such units and more too has been earned in a single season. Of course, there would be cases where, thru improper merchandising and location of games within the park, the games have not shown up quite so well. Yet at the same time the installations are successful because the earnings from bowling games cannot be confined to a single season's operation, but must be con-

sidered in the light of what will be earned over a period of years.

## Thoughts on Operation

In a lot of respects human nature is the same the world over. In other things there are marked differences in the likes and dislikes of people. The established park owner or operator has already studied his clientele and knows with a reasonable degree of surety what they want and will pay and continue to pay their money for in the way of entertainment and amusement.

In some places people have a preference for active games of amusement and skill rather than for rides and shows. In other cases the reverse may be true. Regardless of which predominates, one must have a balanced mixture of the various forms of entertainment for all classes. Bowling games have a distinct place in all forms of park and carnival operations.

If the park has heavy night attendance, with only a comparatively fair day attendance except on week-ends, then the bowling game installation or installations must be designed for capacity play. Large batteries of units can be set up in such an arrangement that the maximum flow of players may participate in the allotted time when attendance is heaviest. The bowling games have a rated intake of from \$3 to \$6 per hour per unit on 5-cent play and the shrewd operator will see that his arrangement is such that minimum time is lost between games.

Park operators and those handling the management of concessions and carnival operations know the stimulating effect of prize awards in some form or another.

In the operation of bowling games in the amusement park this factor of merchandising the game plays an important part. A display of prizes built around a battery of games with an imposing front display, visible from various sections of the park, is one of the biggest business stimulators other than a big crowd playing the games that any-game operation can have. Display of unusual items attracts attention of passers-by who might otherwise walk away to some other bright spot of activity.

In bowling games one may offer certain inexpensive prizes for scores above a certain predetermined figure. The automatic, visible high-score counters on most of today's games are positive proof of the reliability of the scores so made. Games are cheat-proof.

As a further stimulation to repeat play it is possible thru a coupon given with each individual game for the player to accumulate these coupons over a period of time and later in the season turn them in for the larger and more worthwhile prizes. The inducement of the inexpensive but imposing looking prize for a certain score gets the immediate passer-by who wants to try his skill and win something. The enthusiasm for the game and the coupon trade-in plan for larger and more expensive prizes make repeat players out of them.

A concession with the substantial profit possibilities of the bowling game deserves a good break in the matter of location. The smart manager knows those features in his park making the most money on the investment or drawing the biggest crowds and he should be sure he has picked the best conceivable location for the bowling game enterprise. Since a battery of games can be set up in a comparatively small space, it should be easy to put them near the main attractions where the traffic flow is heaviest. It is possible to operate more than one battery of games, placing them in different parts of the park. As a general rule, a single game or even two, if a bigger space is not available in the immediate vicinity, can usually be set up around refreshment and drink stands, which constitute good spots if those refreshment stands enjoy anything like fair patronage at all.

Each and every park has its own problems, its major attractions, its beaten lanes of traffic flow. It doesn't require a mathematician or statistician to tell the best spots to locate bowling games. Find out the various places people congregate the most and then set games in

at those points. The public will do the rest if you follow all the rules of successful showmanship and good business procedure.

## About Profits in General

The year of 1936 saw a vast improvement in the financial and profit picture of the amusement field. All about us in every walk of life we see material changes in human psychology. Everything portends an era of increasing prosperity brought about by increased earnings and improved cash position of the people who make volume operations and volume profits possible for park operators. More than ever people are seeking amusement and diversion with more money and more time to enjoy these things.

It would not take much of a forecaster to predict that the year of 1937 will be an even more prosperous one as a whole than the year just passed. Wage increases in many large scale industries are now the regular newspaper diet—we read about so many millions of dollars added to pay rolls here and new hourly rate schedules there, and time and a half for overtime somewhere else.

Yes, the amusement field is coming in for its full share of the increased millions and even billions of purchasing power thruout the country.

Clean up—brighten up—add new profit-making equipment—put new life in your enterprises—AND YOU WILL BE WELL REWARDED IN 1937.

## Toronto Sunnyside's Bow Is Due on Coronation Day

TORONTO, May 1.—Sunnyside Beach will make its 37th season's bow on Coronation Day, May 12, and workmen are rushing a rejuvenation program. Military bands, clown bands and radio artists will feature the opening. Spring Revue will be on the orthophonic stage and night fireworks are scheduled.

Tommy McClure, of McClure Attractions and Canadian representative of George A. Hamid, Inc., was appointed manager of promotions and press representative.

The night spot, Club Equire, and Palais Royale Dance Hall kept activity around the beach during the winter months, and now with opening of spring this gay crowd will be added to regular throngs who seek enjoyment at Sunnyside. A new Skooter will be added and appropriation for free acts has been increased considerably, said Mr. McClure.

## Ride and Concession Biz Good at Frisco Playland

SAN FRANCISCO, May 1.—Playland-at-the-Beach is set for the Boys' Club Exposition on May 3-9, annual event sponsored by the Rotary Club, and proceeds going toward a swimming pool in the clubhouse.

Following a streamlining job on the Seaplanes business took a decided boom. Fare was reduced from 25 cents to 15 cents on the Loop-o-Plane. Business at all rides and concessions is good.

Work is being rushed on remodeling the Cliff House, with Leo C. Whitney, co-owner of Playland, supervising the job. It is expected the renovated dining, drinking and entertainment spot will be open by middle of June.

## Va. Resort Bookings Heavy

NORFOLK, Va., May 1.—This city and beach resorts are preparing for the biggest convention season in their history, with more than 50 meetings, events and annuals already scheduled. Season opened with annual Cape Henry pilgrimage this week. Conventions are booked almost solid thru September, with Virginia Beach and Ocean View resort operators cocking hopeful eyes towards the new season.

CANTON, O.—Jack Malloy circus unit, which has been playing theaters and indoor shows several months, will inaugurate its park season in Idlewild Park, Ligonier, Pa., for C. C. Macdonald on May 22, concluding on June 13. Engagement will be first of several to be played in Western Pennsylvania and Eastern Ohio.



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# American Recreational Equipment Association

By R. S. UZZELL

Great Lakes Exposition, Cleveland, will soon be off to the second lap of its race for patronage. Some of last year's concessioners have folded their tents and departed, while others are adding to what they had last year. A few new faces will appear on the midway.

Ripley is there and laying out some real money. Dufour and Rogers are playing it strong. Billy Rose is producing a sensation for this fair. His reputation for spectacular productions is sure to draw a good gate. Some of last year's rides are being shifted to new locations, but the side next to the lake where the kiddie rides starved last year will be a picnic ground this year.

That genial man Hammond of Geauga Lake, O., fame is adding to his holdings on the midway and expects some good results this year. George Young is expanding from last year's holdings, which he is inspired to do from favorable results last season. The Villages of the World has not awakened to life yet but is due for some changes. Sunday and a rainy day are not conducive to the best view of a pre-opening survey of an exposition. More later.

### Billings and Irish

Rex D. Billings is going strong on his Irish picnic this summer. It should easily go far beyond last year's fondest expectations. They promise at least 20,000 of their people will attend this year's picnic and celebration. The committee of the United Irish Societies has been enlarged and all promise 100 per cent co-operation. It is worth while to reach out into new fields that have never been touched.

Andrew Casassa, of Revere Beach, Mass., is sold on the idea and will make a try to put it on this year. Consider Boston's Irish population and marvel at potentialities. John J. Carlin will not trail far behind on this. If some of you overlook this good bet the Irish of your community will not forgive you.

### Wild Profit Tales

Labor is riding the concessioners hard in Cleveland. It's the old story—after they are once set then take advantage. Big devices will be hampered in development by unjust labor tactics. Whoever gave out the wild notion about fabulous earnings each device is supposed to earn must have had a bad dream. It is making only trouble all along the line.

If amusement park men and concessioners were making what they are supposed to make bankers and labor delegates would be quitting their jobs and joining our ranks. A picnic of 1,500 adults and 500 children was supposed to net a park \$3,000. That is optimism reduced to absurdity.

Bill Rabkin, of International Reel Company, has just returned from Paris. He had a dinner with Charley Page, H. G. Traver, Leonard Thompson and others of the French Exposition. All are worried over the postponed opening, due largely to the 40-hour week. Some are not at all sure when their devices will be ready to operate. Bill likes the beautiful location of the French show and says they are quite sure of a creditable exposition.

### Trailer Zone in Ocean City

OCEAN CITY, N. J., May 1.—Segregation of auto trailers in one big parking lot was urged upon resort commissioners by a Chamber of Commerce resolution. Although some merchants argued for action barring trailers, as has been done in near-by Stone Harbor, others prevailed in a plea to admit them to a restricted zone. This, it was held, would stimulate summer business.

### Clair Opens Totem Pole

AUBURNDALE, Mass., May 1.—Totem Pole Ballroom in Norumbega Park here was opened on April 23 by Manager Arch E. Clair, who says all indications point to a banner season. There will be dancing on Fridays and Saturdays until May 29, when the regular season starts.

MUSCODA, Wis.—S. H. Gillette and F. W. Flatow, Muscoda, have leased a cave eight miles from here for exhibition purposes. Cavern extends into a hillside a quarter of a mile and has several large chambers.

### New Concern To Operate Zone at Paris Exposition

PARIS, April 25.—Under the name Societe des Parcs d'Attractions de l'Exposition Internationale de Paris 1937, a new firm has been incorporated to complete construction and to operate the amusement park at the Paris International Exposition of 1937, slated to open on May 24.

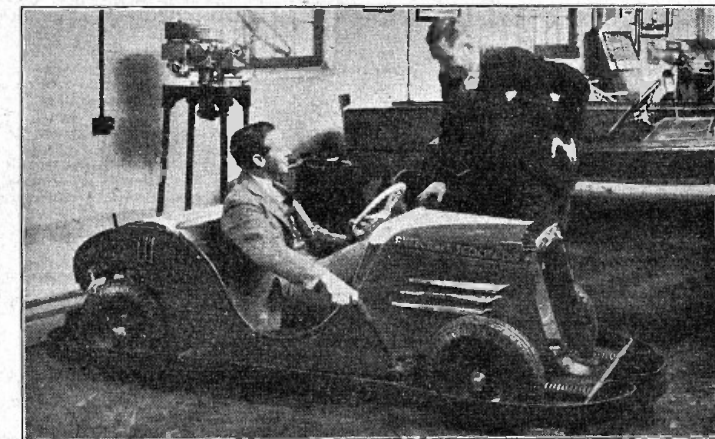
New company, capitalized at 400,000 francs (about \$20,000), remains under control of the Compagnie de Repartition et de Controle de Credits, holder of the exposition amusement park concession, which holds 50 per cent of the stock of the new firm.

Offices remain at 34 Boulevard Bonne Nouvelle, and members of the board of directors are Marcel Guenet, Pierre Guenet and Henri Martin.

### Winnepesaukee Opening Set

CHATTANOOGA, Tenn., May 1.—A parachute jump into the lake from a plane and other attractions will mark opening of Lake Winnepesaukee, said Mrs. Minette Dixon, manager. Improvements have been added to the amusement park, including a new kiddie ride. Dick Bates will take over duties of life guard, assisted by Harlan Burnette.

PLATTSBURG, N. Y.—Walter H. Brault, who has been reappointed superintendent of Plattsburg Beach, on the highway from New York to Montreal on Lake Champlain, for the eighth season, reports addition of 500 baskets, to make a total of 1,400, and a 96-foot addition.



J. W. (PATTY) CONKLIN, Canadian showman and director of Playland, to be installed at the Canadian National Exhibition, Toronto, seated in car, talks with J. W. Shillan, head of Shillan's Amusements, Ltd., in the latter's London showrooms. Mr. and Mrs. Conklin and Elwood A. Hughes, general manager of the CNE, spent several days in London on their recent European jaunt in quest of ideas. The Shillan petrol cars are made in America under license by the Spillman Engineering Company while the Shillan Scoota Boats are manufactured by the R. S. Uzzell Corporation.

### McLain and Kerner Operate In Flint and Detroit Spots

DETROIT, May 1.—A new Pretzel ride is being installed in Flint (Mich.) Amusement Park by Rilla McLain, manager of Eastwood Coaster Company, and a building, 40 by 80 feet, is being erected to house it.

Mr. McLain has sold his interest in other rides and concessions in the park to Lacy Kerner, Detroit, operating Flint Park Refreshment Company, and Mr. Kerner will operate them this season.

Last year was first of a partnership for Kerner and McLain, and the latter will concentrate activities in Eastwood Park, Detroit, where Mr. Kerner is also associated.

### Bernert to Coney Again

NEW YORK, May 1.—George Bernert, superintendent of concessions at Eastern States Exposition, Springfield, Mass., will again be in charge of Irving Bathhouses, Coney Island, N. Y. He makes it a practice of remaining at Coney until Labor Day, when he returns to Springfield for the exposition and he will also operate a Whip adjacent to the baths this summer. Bert Goodman will be talker for both on Saturdays and Sundays thruout the season.

### Charters Granted in N. Y.

ALBANY, N. Y., May 1.—Amusement parks, carnival and exhibition enterprises were granted charters of incorporation last week by the secretary of state, as follows: Klarenz Amusements, Inc., Brooklyn, amusement parks, theaters, etc.; shareholders, Lena Klarnet, Harry Glick, Thomas Annunziato, Brooklyn. Fair Grounds Amusement Corporation, Brooklyn, amusement devices; stockholders, Robert Geller, Max Zisk, Julia G. Nathan, Brooklyn. Personnel Service, Inc., Bronx, N. Y., carnivals and exhibitions; stockholders, Murray Werthelmer, Jack Mund, Batty Karp, Bronx. Vienna City of Songs, Inc., New York City, operation of exhibits at fairs, etc.; shareholders, Dorothy A. Roden, Esta Moseson, Edna Rankin, New York.

### Rain Mars Edgewater Bow

DETROIT, May 1.—Opening of Edgewater Amusement Park on Sunday was hampered by excessive rains. However, patrons came to the number of some thousands. Further improvements are being made, said Manager Paul Heinze, and newest ride will be a new-model Whip. Ballroom will be opened about Decoration Day.

### Pontchartrain Opens May 2

NEW ORLEANS, May 1.—At Pontchartrain Beach, to open its season on May 2, extensive renovations, innovations and improvements are being installed, said General Manager Harry Batt, NAAPF prize winner last year for the best "stunt" at beaches and parks.

ing that may save this country from a national crisis?

They have this opportunity just as sure as there will be a World's Fair in 1939 (and speaking of the World's Fair, I strongly urge that the New England Council will see its opportunity and tie in their advertising with this event: New York—for the World's Fair—New England for the World's Fairest—mountains, coasters or recreations—amusements—and, of course, the World's fairest girls).

### Peace With Picnics

This year is trying to break all records as a year of strikes, sit-down, lie-down, hunger and other strikes, that are born of Satan's hellmate and have no place in free America. For years we have heard this phrase, "Capital and Labor." This is all wrong. It should be "CAPITAL WITH LABOR," money working with the labor of the toilers. This wall of distrust, contempt, suspicion, will always be impregnable if we keep on thinking "Capital and Labor."

These outings that are booked at our parks should not only have the employees but the employers as well. Of the whole year there is but one single day where work is forgotten and the whole plant assembles as one family. Shame on the bosses who shirk their responsibilities and go to the golf course on this day of days! Let them join in the races and sit down to the same table and eat the same food. If John L. Lewis years ago had run a three-legged race with his boss at some outing in some amusement park it might have changed his whole viewpoint. America should and can be a heaven for honest, hard-working Americans. Let the thousands of outings this coming summer be real get-togethers of executives PLAYING with employees. The more outings we have, the more good we shall do—and the more pennies we will have at the end of the season.

### CHIPPEWA

(Continued from page 42)

ramp the entire length of the midway is being installed. A number of rides are being revamped and several new ones will be installed. A streamlined miniature railway, designed and built by the park operators, will be one of the new features.

Dahe pavilion, enlarged and redecored last season, will continue policy of name bands, changing every two or three weeks. Mr. Beach said picnic bookings will be heaviest in years, it being necessary to list two outings on a single date in some instances.

"Outlook never has been better," he said. "We have back of us a wonderful group of people who are co-operating to the limit to make the park one of the outstanding in the country."

Opening will be about Decoration Day, with pavilion playing a few pre-season bands. Many of the personnel who have been with the park many years will be back again, it is said.

### STEEL PIER

(Continued from page 42)

mett Welch, Doolin, McCool and Homestead Four, and later ones being O'Neil, Lester Cole's Soldiers of Fortune, Vaughn Comfort Jr. and Sr. and Tommy Reilly.

Augmenting a big mechanical deck, which now includes Haunted Castle, Deep Sea Exhibit, Jungledand and North Pole, will be a hidden caves setup and a hillbilly village. These will take up a greater part of the new section being built almost down to the water on the lower deck. Deep-sea exhibit will also be enlarged. The castle, deep sea and northern exhibits are W. F. Larkin productions.

### Gravatt Expects Record

Edward Sherman will again book vaude and some special attractions. Jules Falk has arranged another series of operas, as well as other special musical attractions, and will again be pier's musical director. Publicity department is again handled by Harry Volk, with Fred Schwarz doing newspaper stuff.

"The coming season can't fail to set a new record and I'm glad to see the city making big preparations, as I believe we'll have about all we can handle on the pier. We will feature all name stuff. Our outdoor show will feature new faces from Europe as a result of my last scouting trip abroad. Starting on Decoration Day, we will go to town on name talent. Scheduled for May 30 we have a Sally Rand unit and three name bands," said President Gravatt. "I think the season will not only reflect here but upon the show world in general, as I believe more is being spent now for amusement than ever before."

Tractors and crews are shaping the sand beach and rides are being overhauled. A full season of free acts has been promised. Manager Batt predicts a record season, surpassing the resort's best year in 1936.

### Fleishacker Pool Heated

SAN FRANCISCO, May 1.—Fleishacker Pool, on which needed repairs were recently made, is being steam heated. Mermaids won't have to wear fur ensembles now to take a dip in the big pool at western end of Golden Gate Park near the ocean. Turning on of circulating steam this week is taken as a sure sign that the summer outdoor season is here.

### 'PENNIES FROM HEAVEN'

(Continued from page 42)

and that old scallawag, the preachers tell us, recognizes no union; he has no 40-hour week, he just naturally works all the time.

In my travels this year, this is the story I hear everywhere, "We have more outings and more picnics booked than ever before." Do you realize that the amusement parks of New England and of the United States this year will have it within their power to provide a bless-

# With the Zoon

**WARSAW, Poland.**—An elephant born in the Zoological Garden of Warsaw on April 19 is said to be the 12th elephant born in captivity in Europe during the past 100 years.

**DETROIT, May 1.**—Brayton Eddy, Providence, director of Detroit's new insect zoo, with Malcolm Greany as his assistant, who will also do photographing, left on April 24 for New Mexico to capture and photograph specimens. In Fort Worth they will secure armadillos. In Arkansas they will pick up giant bullfrogs. They will then go to Carlsbad, N. M., to catch tarantulas, trade rats, kangaroo rats, ants, hornets, lizards and snakes. They expect to return about May 15 after which they will capture animals and insects native to Michigan.

**GLASGOW, Scotland.**—Glasgow may soon have a zoo of its own. The Zoological Society of Glasgow was recently organized with the objective of building a zoological park to be under control of the Zoological Society and the Glasgow Corporation.

**CINCINNATI.**—Visitors at the Zoo show keen interest in the exhibit in the carnivora building, where the new-born eland calf is being nursed by two milk goats. Another interesting exhibit due soon will be the baby zebra born a few days ago. Promenaders find time to stop and admire the picturesque arrangement of shrubbery and small trees placed about the new bear grottoes and the reptile house. Both these new structures, the grottoes and the reptile house, are complete, and it is merely a matter of days before they will be ready for occupancy by the animals and reptiles. From the Justin Rollman ranch near Tucson, Ariz., came a consignment of large desert reptiles recently caught by Joe Stephan, zoo superintendent. There are a score or more of varieties being classified and segregated.

**COLORADO SPRINGS, Colo.**—The miniature cog line under construction between Cheyenne Mountain toll gate and the zoo will be completed and in operation by May 15. Almost identical to that which has for years carried thousands to the summit of Pikes Peak, the new cog line will be different only in its minuteness. The engine, a Tom Thumb reproduction of its Pikes Peak predecessor, is being constructed at the cog road shops in Manitou Springs.

**CANTON, O.**—Carl O. Wels, superintendent of municipal zoo, reports several new arrivals on exhibition. Two Canadian black bears were born on February 4. A flock of Mandarin ducks have been imported from California with whistling tree ducks, California tufted and Philippine quail. Maryland supplied some brown-eared Manchurian pheasants. From Kansas came a pair of prairie dogs. Silver gray foxes had a litter, as have the gray and black raccoons. Several new pens have been constructed to accommodate increased population.

**MILWAUKEE.**—Recent births in Washington Park Zoo include two buffalo and two zebu calves, reported Director Ernest Unterman. Zoo now has 13 zebras and 10 buffaloes. Practically all animals except Miss Venice, the elephant, whose outdoor cage is still under construction, have moved to summer quarters.

**MADISON, Wis.**—Fred Winkelmann, director of Henry Vilas Park Zoo, and Mrs. Winkelmann have secretly been caring for Hans and Fritz, lion cubs born on January 19 to Princess. The

cubs were taken home by Mr. Winkelmann because Princess has shown a tendency in the past to eat her young. Secrecy surrounded the cubs' birth because the zoo director wanted to assure them privacy during their early days.

**PHILADELPHIA.**—Private lives for heavers in Philadelphia Zoo are no more. WPA has completed a new home for them designed particularly to keep the heaver in sight. A concrete pool, 50 by 40 feet; a house, windbreak and sleeping shelf are features.

**NEW ORLEANS.**—Pete, Luzette and Cocoa, chimpanzee family in Audubon Park Zoo, took an AWOL but within 45 minutes were back in their cages much to relief of park attaches and some visitors. In City Park three swans have been hatched and are taking swims in the lagoon. Last batch of little swans were stolen overnight, but this time keepers are on the watch.

## Sarchet Leaves Lake Brady

**AKRON, May 1.**—C. A. Sarchet, many years identified with operation of Summit Beach Park here under the original setup and who has operated on lease Lake Brady Park, near Ravenna, O., the past two years, will not be identified with that spot this season, he said. Mr. Sarchet is now operating East Market Gardens here.

## Year's Committees for NAAPPB And AREA Are Made Up by Heads

**CHICAGO, May 1.**—Complete rosters of officers and committees for the year of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association have been announced from the office of Secretary A. R. Hodge, of the NAAPPB.

Officers were elected at the Chicago December convention and committees have been appointed by President Harry C. Baker, of the NAAPPB, except nominating and program committees which were elected by the board of directors during the annual convention, and the AREA awards committee which was appointed by the president from a list of names submitted by the AREA executive committee.

**NAAPPB.**—President, Harry C. Baker, New York; first vice-president, A. W. Ketchum, St. Louis; second vice-president, J. E. Lambie Jr., Cleveland; third vice-president, Fred L. Markey, Exeter, N. H.; secretary, A. R. Hodge, 295 Hotel Sherman, Chicago; treasurer, Nat S. Plegen, Chicago; assistant treasurer, A. L. Pilgrasso, Chicago; board of directors, Norman S. Alexander, Harry C. Baker, Frank W. Darling, Abe Frankle, Arnold B. Gurler, George A. Hamid, A. R. Hodge, Paul H. Huedepehl, A. W. Ketchum, J. E. Lambie Jr., Richard F. Lusse, Fred L. Markey, A. B. McSwigan, Herbert F. O'Malley, Fred W. Pearce, Leonard B. Schloss, H. P. Schmeck, Edward L. Schott, Roy Staton; AREA awards committee, Roy Staton, Benjamin Krasner, Walter Williams; entertainment and banquet, Harry A. Ackley, Mrs. P. M. Killaly, M. H. Barnes, George A. Hamid.

### Leonard Thompson Named

Executive committee, Harry C. Baker, A. W. Ketchum, J. E. Lambie Jr., Fred L. Markey, A. R. Hodge; exhibits arrangements, N. S. Alexander, Herbert F. O'Malley, A. R. Hodge; finance, Herbert F. O'Malley, A. W. Ketchum, N. S. Alexander; foreign relations, Richard F. Lusse, John M. Friedle, Leonard Thompson, Blackpool, Eng.; historians, W. F. Mangels, R. S. Uzzell; Labor Day, J. E. Lambie Jr., Fred W. Pearce, C. C. Macdonald; legislative, Fred L. Markey, Fred E. Wesselmann, A. Joseph Geist; membership, H. P. Schmeck, Theodore M. Toll, John Logan Campbell, J. C. Griswold, C. F. Keller Jr., Raymond Lusse, Fred W. Pearce, Roy Staton, R. S. Uzzell; music royalty, Herbert F. O'Malley,

## Meyers Lake Modernizing Program Is Wide in Scope

**CANTON, O., May 1.**—Reconstruction of the high ride, including installation of steel curves, at a cost of about \$7,500 has been completed in Meyers Lake Park here and test runs have shown the improved ride to be one of the most thrilling in this section, said George Sinclair, veteran ride and park operator and president of Meyers Lake Park Company. He plans to replace all lumber next fall, making the ride all steel.

Front of Bluebeard Castle is being modernized. New boats will replace those of obsolete type in the Old Mill. All rides, concessions and other buildings are being given a coat of paint and the beautification program started several years ago is being furthered. A new entrance between ballroom and high ride opens from park areas. New floor, redecorating and new appointments have been completed to Moonlight Ballroom.

Mr. Sinclair predicts the season will be best for parks since 1929, saying bookings are heaviest on record and that many industrial concerns will resume employees' outings.

**MILWAUKEE.**—Articles of incorporation have been filed here by Muskego Beach, Inc., to operate amusement parks. Incorporators are given as George J. Krebs, William J. and Nellie L. Bosshardt.

**Steer Riding—**First day (Wednesday), Leonard Wood, Joe Flores. Second day (Thursday), Button Younick. Third day (Friday), Pat Plaskett, Al Markley, Curley Hatchell. Fourth day (Saturday matinee), Curley Hatchell, Joe Downs, Ken Meyerhoff and Rock Parker split third. Fifth day (Saturday), Joe Downs, Curly Hatchell, Button Younick. **Cowboys' Bronk Riding—**First day (Wednesday, Thursday and two horses Friday), Percy Moore, Vic Blackstone, Slim Welch, Bill Sawyer, John Jordan, Ken Spicknail, Norman Mason, Bill Parks. Second day (Friday and Saturday matinee and night), Doc Blackstone, John Jordan, Bill Sawyer, Tom Shipman, Bart Clennon, Bill Parks, Norman Mason. **Cowgirls' Bronk Riding—**First day (Wednesday and Thursday), Mary Parks, Ruth Wood, Mildred Mix, Marjorie Greenough, Grace Runyon. Second day (Friday night, Saturday matinee), Mary Parks, Mildred Mix, Ruth Wood, Grace Runyon, Marjorie Greenough. **Calf Roping—**First day (Wednesday and Thursday), Junior Eskew, E. Pardee, Keezle Duncan, Joe Welch, Charlie Barnes, Eddie Hovenkamp. Second day (Friday night, Saturday matinee), Joe Welch, Vic Blackstone, Tom Mix Eskew, E. Pardee. **Steer Bulldogging—**First day (Wednesday, Thursday and Friday), Dugan Smith, Vic Blackstone, Speedy Dismore, Percy Moore, Glenn Crouch, Bill Parks, Eddie Hovenkamp, Tom Shipman, Jimmy Downs.

**LOS ANGELES.**—More than 15,000 persons attended the 12th annual Saugus (Calif.) Rodeo, which was held April 25 at Hill's Ranch, north of Saugus, according to rodeo officials. Paul F. Hill, director of the event, and his associates produced an interesting program. List of contestants comprised some of the country's best rodeo talent and skilled exhibitions were presented in the various events. A special feature was Hill's offer of \$500 to anyone who stayed 10 seconds on the back of Mussolini, a recently acquired outlaw bronk. Fritz Truan was the winner of this award. Canada Kid sustained serious injuries when he was struck by one of the pick-up horses as he attempted to get off the bronk he was riding. Special introductions were tendered to Vince Barnet and Jean Godshell. Homer Holcomb and Jess Keil clowned the event. Rodeo officials were Paul F. Hill, arena director; Leonard Ward, assistant arena director; Abe Lepton, Bill McFarlane and Earvin Collins, judges; Juan Gentes and Ed Lloyd, timers. Hack Stillinger had the concessions and George Silver and the Flying Squadron had the novelties. Added features included Sonny Garrett, Monte Montana, Nick Nickols, Frank Guskie, Paris Williams, Mabel Strickland and Hank Durnell, trick riders, and Knowlton Sisters and Vera North, menage horses. Results: **Barback Bronk Riding**—Canada Kid, Dick Griffith, Smoky Snyder, Frank Schneider, Saddle Bronk Riding—Burrell Mulkey, Dolf Aber, Stub Barthelmy, Leonard Ward. **Steer Wrestling**—Buff Brady; **Dogtown Slim** and **Homer Pettigrew** split second and third; **Cecil Owsley**, **Brahma Steer Riding**—Frank Schneider, Smoky Snyder; **Leonard Ward** and **Dick Griffith** split third and fourth. **Calf Roping**—Vic Rogers, Cecil Owsley, Buck Sorrells, Richard Merchant. **Wild Cow Milking**—Asbury Schell, Hugh Strickland, John Bowman. **Cowboy Relay Race**—L. Ferris, R. E. Ingersoll, Leonard Ward. List of contestants included Neil Wagner, Bob Fulkerston, Fred Ferrara, Pete Grubb, Ollie Cheek, Ken Hargis, Blondy Brunzell, Eddie Woods, Milt Moe, Russell Ray, John Elze, Trent Paxton, Hans Starr, Andy Jueagrel, Vic Rogers, Bill Eaton, Floyd Peters, Hugh Bennett, Ted Powers, Lee Simmons, Al Allen, Tom Taylor, Cleve Kelly, Ralph Bennett, Joe Edwards, Harold H. Mueller, Dick Robbins, Doc Simon, H. Everett Lloyd, Saundra, H. E. Salvely, Everett Bowman, Bill McFarlane, A. E. Gardner, Charlie Jones, Bob Whiting, Jack McCunningham, Leo Murray, Pete Knight, Bill McMacken, Nick Knight, Jackie Cooper, Andre Barr, Harry Knight, Jess Hill, Maynard Gaylord, Willie Clay, Beans O'Connell, Red Dawkins, Bob Wildman, Snooks Cowdrey, Hungry Hoyle, Andy Gibson, Bud Cook, Mickey McCortey, Steve Heacock, Dave Campbell, Jim Irvin, Holloway Grace and Chick Hannan.

### E. E. Foehl, Harvey J. Humphrey

Nominating, Fred W. Pearce, George A. Hamid, Charles Deibel, E. E. Foehl, Arnold B. Gurler, Theodore M. Toll; program, J. E. Lambie Jr., Herbert F. O'Malley, A. R. Hodge, Paul H. Huedepehl, J. O. Ziegfeld; public liability insurance, N. S. Alexander, Leonard B. Schloss, Richard F. Lusse, A. B. McSwigan, Herbert F. O'Malley, Fred W. Pearce, H. P. Schmeck, Edward L. Schott; publicity, Paul C. Morris, A. C. Hartmann, Sylvan Hoffman, Johnny J. Kilne, Leonard Traube; reception and social, A. W. Ketchum, Mrs. P. M. Killaly, Mr. and Mrs. Harry A. Ackley, William D. Acton, N. S. Alexander, George J. Baker, Miss Ida Cohen, J. L. Coleman, George H. Cramer, Frank P. Duffield, E. E. Foehl, A. R. Hodge, Mrs. A. W. Ketchum, J. E. Lambie Jr., Mrs. Raymond Lusse, Mrs. Richard F. Lusse, Paul C. Morris, Mrs. Herbert F. O'Malley, Robert L. Plarr, Mrs. Ray Steek.

### Appointments of AREA

Resolutions, Fred W. Pearce, Fred Fansher, E. E. Foehl; safety code, Richard F. Lusse, Dudley E. Scott, George J. Baker, Norman Bartlett, George H. Cramer, George P. Smith Jr.; service awards, Abe Frankle, Roy Staton, F. A. Burkhardt; statement, Herbert F. O'Malley, A. W. Ketchum, N. S. Alexander; swimming promotions and protection, Paul C. Morris, Harry A. Ackley, N. S. Alexander, Paul H. Huedepehl.

**AREA.**—President, George H. Cramer, North Tonawanda, N. Y.; first vice-president, Fred Fansher, New York; second vice-president, Wallace St. Clair Jones, Boston; treasurer, Harry C. Baker, New York; secretary, R. S. Uzzell, New York; executive committee, officers and John Wendler, Lee Eyerly, William Rabkin, Maurice Plesien; nominating, Fred L. Markey, H. P. Schmeck, W. F. Mangels, R. E. Chambers, L. L. Custer; export, R. S. Uzzell, Richard F. Lusse; contract, C. V. Starkweather, William Rabkin; exhibit room, W. F. Mangels, Lee Eyerly, M. W. Sellner, John Wendler, Fred Fansher; finance, Wallace St. Clair Jones, C. V. Starkweather; membership, Maurice Plesien, Wallace St. Clair Jones, William Rabkin, C. F. Keller Jr.; program, Fred Fansher, L. L. Custer, C. V. Starkweather, Wallace St. Clair Jones; World's Fair, Harry C. Baker, W. F. Mangels, Maurice Plesien, William Rabkin, Norman Bartlett, R. S. Uzzell; credit, R. S. Uzzell, W. F. Mangels, Maurice Plesien.

## THE CORRAL

(Continued from page 41)  
the construction of a clubhouse for the association.

DAY money winners for the first part of the 10-day rodeo at Duquesne Garden, Pittsburgh, follow. (Results are for night contests unless otherwise indicated:

## KIDDIE AUTO RIDE FOR SALE

Used two seasons only. Reasonable for cash. Ferris Wheel Forming Wanted. Organ Repair. Man Wanted. MYRTLE BEACH ATTRACTIONS, Myrtle Beach, S. C.

## FOR SALE-A REAL 2 HEADED BABY

ONE OF THE MOST BEAUTIFUL and PERFECT HUMAN SPECIMENS IN EXISTENCE Price \$1000 Cash  
OPPORTUNITY FOR A CAPABLE SHOWMAN TO SECURE THIS DEPENDABLE MONEY-MAKER.  
Will rent to responsible party for summer season.  
Address Box 785, THE BILLBOARD, 1564 Broadway, N. Y.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**THREE ROLLETTES** returned to Los Angeles after closing in Atlanta with the Alka-Seltzer radio stars, Brown and Sewell, with whom they made a nine months' vaude tour, reports Robert E. Blingham.

**R. L. HUDSON**, instructor in Arcadia Gardens Rink, Chicago, put on a fancy roller exhibition in the toy section of Marshall Field & Company there on April 24. Store follows a plan of having professional acts of some nature every Saturday.

**ARMORY Rink**, Huntington, W. Va., badly damaged during the January Ohio River flood, has been remodeled, given a new 75 by 100-foot maple floor and reopened for a short spring season on April 3 under direction of Major Ira J. Barbour.

ONE of the best seasons in his career is reported by Gordon C. Woolley, Salt Lake City, well-known Utah rink operator. In June he will open his beautiful summer rink at Lakota Resort on Bear Lake, Utah, he having a lease on the entire resort.

**DURING** the winter Luther Sanderson, proprietor and manager, rebuilt East End Roller Rink, Albuquerque, N. M., reports Frank Vernon, widely known exhibition skater, who is en tour. A 60-foot addition was made, new maple floor laid and sound system installed, with complete redecoration. "With new Chicago roller skates, this is now one of the most complete rinks in the Southwest. Mr. Sanderson is ably assisted by Mrs. Sanderson and these two live wires know their stuff," writes Vernon.

**VIC DRAY**, East Liverpool, O., won fifth heat in the annual tri-State speed tournament in Winland Auditorium, East Liverpool, on April 25, being pressed closely by Pete Pollock, another local skater. Finals are carded for May 9.

**FOUR MACKS**, American roller skaters, are at the ABC in Paris. Finks and Ayres and Avalon Sisters, roller skaters, are with the Cirque Leonce at Chalons sur Marne. A large roller skating rink has been opened in Tunis, Tunisia.

**PARTIES** are reported popular at Pat Walsh's South Side Roller Rink at the main band pavilion in Swope Park, Kan-

sas City, Mo., writes A. E. Hickerson. There have been fancy skating exhibitions by Jerry Mowery, rink manager, and partner, Dorothy Daley, and burlesque number by Clarence (Poppye) Fate and Walter Hall. Business is reported good despite sudden temperature changes. A new composition floor is planned for summer.

**HAROLD DINGELDER'S** Imperial Roller Rink is now operating on Kasson (Minn.) Fairgrounds to good business, it is reported, having closed after an all-winter run in Sleepy Eye, Minn., on Easter Sunday. Manville Anderson, of Blue Moon Roller Rink, Buffalo Lake, Minn., was a recent visitor in Kasson.

**THREE FLAMES**, roller-skating act that played the Palace, Chicago, last week, left for the West Coast and after playing about eight weeks of vaude houses they embark for Australia, where they are booked for 18 weeks, with an option for 10 more. Act comprises Sandy Lang, Clayton Cornell and Mary Poji. They recently played the Dayton (O.) rink managed by Harry Corse and report the engagement was one of the most pleasant they have ever had.

**ACCOMPANIED** by a contingent of Detroit amateur skating stars, Robert D. Martin, assistant manager of Arena Gardens Roller Rink, Detroit, was a visitor to the skating desk on April 24. The Detroit speedsters showed their stuff at Greater Cincinnati's Norwood Rink on the nights of April 24 and 25. Bob was clerk of the course at the first annual United States amateur speed roller-skating championships in Arena Gardens on April 2-4 and spoke highly of the entrants, officials and general conduct of the meet. He sees a constructive future for the newly organized Roller Skating Operators' Association of the United States, tentatively formed in Detroit during the meet, if organization is conducted along proper lines.

A **BIG** increase in roller-skating interest is observed by Charles Trammill, of the Trammill Portable Skating Rink Company, Kansas City, Mo., who reports recent sales of a 48 by 110-foot floor and tent to Allen & Harrell, Bloomington, Ind., and a 40 by 90 foot to William Kershner, Marion, Ind.

**HERSHEY (PA.) PARK** will open its season on May 23 and roller skating will be an added attraction, with the new sports arena serving as rink. During the winter ice skating was popular there.

**BURGLARS** filed a lock off a door at Sefferino's Rollerrome, Gilbert avenue, Cincinnati, last week and stole three pairs of shoe skates and 182 pairs of clamp-style skates, Proprietor William Sefferino reported to the police.

## DEXTER FELLOWS

(Continued from page 41)

the Sarasota property, which Mr. G stated was in the center of the city, with sewerage and lights. "A beautiful spot," he added. Tony told how Sam was an acrobat in his early years with the Jackley Troupe on the Montgomery Queen program. . . Colonel Tim McCoy was also seated on the dais, as well as everybody's friend, Dexter Fellows. . . F. Darius Benham, in the name of the nominating committee, stated that the committee had slated Orson Kilborn for one more year as president and the crowd applauded this statement.

The entire meeting was recorded by a new recording process. . . Ed Kelty took the picture and, talking of Kelty, he showed the writer one of the greatest pictures he had ever seen of a circus setup. It was the big show in the Garden, not only showing all of the artists and workers but the capacity house. It was a new kind of a shot of a circus setup. This picture Ed calls "Bigger and Better Than Ever—The Proof." . . The official fake photo failed because the picture was taken in the dark and no one saw the pop-corn shower down on Sam. . . The new badge rack was all akimbo inasmuch as the buttons were not alphabetically arranged and much time was lost in scrambling for the badges.

### Literature for May 21

The literature is out for Friday evening, May 21, at the Commodore Hotel. The contract has been given for the decorations and tents will be pitched all over the hotel inasmuch as the Dexter Fellows Tent has hired every ballroom in the place. The notice is a four-page courier, 8 1/2 by 11 inches, and on the

first page is the picture of a clown with his arms thrown wide open. This was drawn by Tony Sarg. Underneath is the caption "Step This Way to the Big Show." The second page reads, "An Evening of Fun. Fall Guy Governor Harold G. Hoffman. An Initiation that will make history. Absolutely informal. No evening attire allowed. Suggested men wear overalls, the ladies gingham. Thrills—Frills—Chills." The third page reads: "THE BIG SHOW. Outside the Tent: 6:15 p.m. to 7:15 p.m. Get Acquainted Hour—Meet Your Friends" . . . Returns and reservations are coming in rapidly, which, of course, makes the committee feel very happy.

## Old-Time Showmen

By CHARLES BERNARD

Some months ago we promised that thru Old-Time Showmen a description of the "Ceiling Walking Act," as patented by Prof. Walter Hunt some 80 years ago, would be given thru the kind permission of Joseph Nathan Kane, author of the 767-page copyright book *Famous First Facts*. Prof. Hunt was granted patents for a number of inventions that proved him gifted with original ideas that were eventually to be introduced to general use by the public.

The "Ceiling Walking Act" became a sensation in the variety theaters and in circus performances after its introduction at the New York Amphitheater, 37 Bowery, in February, 1852, under management of Richard Sands, then owner of the Amphitheater. The contraption invented by Prof. Hunt was a unique mechanical device on the principle of a fly's foot; worn like a soft shoe, it was strapped to the performer's feet and by the method of pressure to exclude the air it was possible to walk on a surface as smooth as marble or glass in an upside-down position and with no protection from falling other than the patented imitation of a fly's foot.

### Invention of Act

To best explain this remarkable invention and its use, the advertisements announcing its introduction, as published in *The New York Daily Tribune* and *The New York Herald* in their issues of February 16, 1852, are here repeated: **CIRCUS—NEW YORK AMPHITHEATER—37 BOWERY.** Wonderful experiment. A man walking head downward on the ceiling. On Monday evening, February 16, 1852, the great philosophical antipodean pedestrian John McCormick, of Ohio, the successful operator of the only antipodean apparatus ever completed, will exhibit his astonishing performance of inverted locomotion, in which he will walk upon a marble slab, nine feet in length, at an elevation of 18 feet from the ground. The marble upon which the performance is made is so smoothly polished that a fly can scarcely maintain its foothold. The managers, having given a private exhibition of the performance, pledge themselves to the public that its accomplishment is based strictly upon scientific and philosophical principles and entirely without the agency of trickery, deception or humbug of any description. The experiment has never been made by any other man and the success attained in it must strike all with astonishment. Besides the above unparalleled novelty, the following new features of the circle will be introduced by the members of the troupe: Mrs. J. J. Nathan and J. Hankins will appear together in an unrivaled act of double horsemanship after the manner of the famous Grecian game known as the ancient Numidae Desultores, with splendid evolutions, changes, positions, tableaux, etc. Emma Nathan in an elegant Pas Seul. Great feats of horsemanship by the Rivers Family. Messrs. Sands, Smith; Masters Rivers, Sands, Derlogs, etc. To conclude with St. George and the Dragon. Boxes, 25 cents. Pit, 12 1/2 cents.

### McCormick in Act

The day following that initial per-

## An Old Showman's Soliloquy

By CLINT E. BERRY

Descriptive of the circus on a fresh green lot in springtime. Wagons and tableaux in new bright red, yellow and blue dot the landscape. The white tents gleam and banners flutter in the spring sunshine. Troupers from far corners of the globe are reassembled. Bands are playing, the first performance begins.

There's something in my nature that harkens to the call of old-time showmen, tramping days, in springtime and in fall.

The smell of paint and gold leaf bright; The breathing beast asleep at night; The gathering clan of wandering men All hit the trail to troupe again. The show lots where the white tops gleam; The prancing steed and eight-horse team.

The flash of spangled friends I meet The blast of trumpet down a street.

The fresh green earth and new old sights Of velvet robes and silken tights. A clarinet gives forth its trill; The same old scenes that always thrill. A king by proxy on a throne of gold. With slaves and maidens as of old. Strike up the band, let the whistle blow. She breathes, she moves, on goes the show.

How the pulse is stirred, how memory glows Of olden days and old-time shows. Of mud and rain—dark roads that wind Over hill and dale till a town we find. When boy and girl and youth and age Each lived a scene for history's page. For the show must move and trails are long To crowds who await the old clown's song.

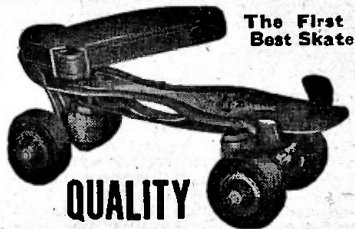
Thus many a lot by valley or plain Tells an age-old story of joy or pain. Of some pioneer with a wagon show In a primitive day of long ago. For the circus has its hall of fame, Where many a sturdy rugged name Now stands enshrined in tradition's lore Thru a fame that spread from shore to shore.

formance by McCormick *The Herald* carried another paid advertisement, and in the amusement news section there was an article crediting the "Bowery Circus" with having given its patrons a great surprise by presenting John McCormick in the "Ceiling Walking Act," which really proved the "most wonderful act ever performed within the walls of a circus." The act at the Amphitheater created such a furor in amusement circles that managers were amazed and anxious to obtain it for their houses. At the American Museum, where P. T. Barnum delighted in introducing novelties, he was not to be outdone by his competitor at the Amphitheater. He succeeded in making a special contract with McCormick to give two performances of his "Ceiling Walking Act" in the Museum at 3 o'clock afternoons, when it did not conflict with his performances at night in the Amphitheater. Barnum's forceful advertising brought enormous crowds to the American Museum for the two afternoon performances.

"Ceiling walking" by various methods has been featured in circuses and in vaudeville in the intervening years since that sensational presentation by McCormick in 1852 of the Hunt patent, but none have had that amazing effect on the public which was hidden in Hunt's patent imitation of a fly's foot.

## Silver Loses Three Stands

**NORTH MOUNTAIN, W. Va., May 1.**—Silver Bros.' Circus opened April 22 to fair business at Kenbridge, Va. Three days were lost since opening on account of storms and flood conditions.



**RICHARDSON BALL BEARING SKATE CO.**  
Established 1894.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
**The Best Skate Today**

**FOR SALE**  
1,000 Pairs Chicago Roller Skates.  
Bought September, 1936. Almost New.  
Act Quick!  
**VIC BROWN**  
Dreamland Park, Newark, N. J.

**SKATERS**  
JEWELRY AWARD NOVELTIES.  
Plain or With Imitation Jewels.  
Rings, Pins, Bracelets, Tie Clips, Etc.  
Illustrated Circular.  
**NATIONAL BADGE & EMBLEM CO.**  
1127 Broadway, New York City.

**RINK MANAGER WANTED**  
Experienced. Neat appearing. Must know how to repair skates. Capable of handling the public. Reference required. Also want experienced Skate Mechanic.  
Leo Doyle, Rialto Skating Rink, Springfield, Mass

### The USERS of "CHICAGO" SKATES

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# DALLAS "CORONATION" SHOW

## Dufour-Rogers To Have Replica

*Figures, costumes and setting being arranged—Fiorito for opening*

CHICAGO, May 1.—A reproduction of the British Coronation of King George VI will be presented by Lew Dufour and Joe Rogers among their attractions at Greater Texas and Pan-American Exposition in Dallas, opening on June 12. This was announced here by Lew Dufour, who flew to Chicago this week en route to Cleveland, where they will have several attractions at Great Lakes Exposition, after which he will go to Toronto to arrange for some presentations at the Canadian National Exhibition. Mr. Dufour then intends to visit New York to conclude arrangements for the Coronation feature.

Purchase of 100 wax figures has been made, he said, and arrangements have been concluded with Harry G. Traver, American showman and ride builder, who has been in Europe two years, to purchase many of the original robes that will be worn by nobility attending the Coronation in London on May 12.

Some of these robes, it is estimated, cost as much as \$2,000, being of finest materials and trimmed with exquisite ermine. A replica of the crown jewels, leased thru Smith & Smith, London jewelers, will be a feature of the Coronation attraction. While in New York Mr. Dufour expects to engage a prominent artist to do the panorama diagram, showing several thousand people witnessing the ceremony and also depicting the interior of Westminster Abbey.

### Booking Casino Show

DALLAS, May 1.—First automobile exhibitor came into Greater Texas and (See DALLAS on page 50)

## Grand-Stand Relief Bill Killed in Neb.

LINCOLN, Neb., May 1.—A bill to provide refinancing of Nebraska State Fair grand-stand bonds amounting to \$263,000 was killed in the Legislature yesterday by a single vote, 17 to 16.

Proposal was to take money from State educational lands and funds to buy the 8 per cent bearing issue from private holders of the bonds.

Killing of the bill means a loss of \$5,000 annually in interest to the fair, officials said.

## Teter Show Brings About 44,000 to Boston Garden

BOSTON, May 1.—About 44,000 admissions marked the first indoor exhibition of an outdoor race-track replica when Lucky Teter and his Hell Drivers roared thru a four-day five-performance schedule in Boston Garden on April 21-24.

Innovation of the outdoor attraction transported indoors necessitated planting of 900 tons of loam, carted from the Garden's soil depository in Cambridge, to be spread and packed on the floor. Stetson Band, directed by Tom Gentry, played the show. Workers made the transformation under supervision of Robert F. Murphy, superintendent of the Garden, assisted by Ed Lee, deputy.

Success of the event brought expressions from J. Harrell Powell, Teter's manager, and George V. Brown, general manager of the Garden, who remarked that not in his 30 years of promotion experience nor in the Garden's history had such an event so completely thrilled patrons.

### Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.



RALPH E. AMMON, chief of Wisconsin division of fairs and manager of Wisconsin State Fair, Milwaukee, who has made an enviable record in both posts, has been a speaker at sectional meetings of Wisconsin Association of Fairs at which executives outline policy and discuss problems during the off season. He is vice-president of the International Association of Fairs and Expositions and, according to custom of that body, in line for the presidency at the December annual meeting.

## Maritime Acts Loop Proposed

*Circuit may be formed in Eastern Canada — Bailey and MacKenzie re-elected*

AMHERST, N. S., May 1.—At the 1937 annual convention of Maritime Exhibitions Association, in offices of Maritime Winter Fair here, it was proposed that an exhibition circuit be formed for importation of acts, booking them for five or six weeks instead of for individual fairs as now.

Proponents said such joint action would save participating fairs many hundreds of dollars. Action on the proposal was deferred until the association meets in Moncton, N. B., to discuss bringing (See MARITIME ACTS on page 50)

## Press Ducats No Part of So-Called Pass Evil, Bell Tells MAF A Meet

Excerpts from address of Floyd Bell, publicity director of Eastern Racing Association, Brookline, Mass., before the 17th annual spring meeting of Massachusetts Agricultural Fairs Association in Hotel Bancroft, Worcester, on April 22:

I am a real fan when fairs are the subject. I believe that I have attended every State fair in America and scores upon scores of county fairs. We folks at Suffolk Downs are friends of you fellows at the fairs. We want you to succeed because we know that when people are interested in your type of amusement they are interested in all types, and horse racing legitimately conducted will profit from that interest.

It has been also my privilege to handle publicity for the Brockton Fair for the past several years. Before that I was fortunate enough to be selected by "Pa" Strieder, whom many of you know, to direct publicity for the Florida Fair at Tampa, while my first work in handling fair publicity was for the great Minnesota State Fair, so many years ago that we will skip any further reference.

Often a publicity man is asked, "What is publicity?" The answer to that is simple—it's news. If it is not news then it is not good publicity. Frankly,

## Ft. Worth Fiesta Advance Ticket Sales Goal Is Fixed at 1,000,000

FORT WORTH, Tex., May 1.—Harry P. Harrison arrived on April 26 to take charge of advance ticket sales for Frontier Fiesta. Raymond Harrington is to be his assistant. Mr. Harrison will place bargain books, containing \$5 worth of tickets for \$3 per book, on sale within 10 days. Each book has five general admissions and tickets to five major attraction, including Casa Manana. Management hopes 1,000,000 will be sold. Last year's advance sale, handled locally, totaled 273,000 tickets.

Moore and Revel, comedy dancers, are latest act to be engaged for Casa Manana Revue. In changed plans for Umbrella Park the Sallie Puppets may be spotted there. Puppet show had been suggested for the Jumbo building and Municipal Auditorium. Attractions for these buildings are still indefinite.

Billy Rose has decided that Casa Manana is to remain blue and white. Albert Johnson, designer, is working out new lobby designs for the cafe-theater. Mr. Rose is again trying to line up noblemen as dancing partners at Casa Manana. Also being sought by him is a duchess as hostess at the cafe-theater. The idea of noblemen was to have been used last year, so it may finally go thru this year.

Work has started on the "largest stage set in the world" for finale of Casa Manana Revue, to weigh about 1,000,000

pounds, according to Mr. Rose, and to be as big and heavy as the permanent cafe-theater set. It will consist of such elaborate details as 12 elevators and chromium steps leading over the top of the cafe-theater. Randall Williams is again in charge of building sets. Miss Margaret Hall, in charge of special days and events, is making speeches before clubs and associations about the Fiesta.

Costume shop, opened on April 26, employs 250 local seamstresses; 700 costumes for Great Lakes Exposition, Cleveland, will be made first and then work will begin on costumes for this show. Mrs. Ethel Swan is shop supervisor, assisted by Mrs. Marcelle Mendoza. Peggy Oumansky, who had charge of girls at Dume Ranch at the centennial here, is to be an assistant to A. M. Blumberg, manager of costumery.

Plans are to drill an oil well on the showgrounds for Texas Progress exhibits, E. G. Wallace having been given a conditional permit from city council to drill an 8,000-foot test well on site of the Indian Village. The well is to operate all summer.

Campaign to raise \$100,000 additional funds needed for expenses before the show opens has been taken over by the Junior Chamber of Commerce, which also is to have charge of a contest for selection of entrant in Texas Sweetheart (See FT. WORTH FIESTA on page 50)

### In the Air

SAN FRANCISCO, May 1.—In addition to Golden Gate International Exposition here in 1939 and New York World's Fair in 1939, Washington and Montana will celebrate their 150th anniversaries, New Mexico plans a big celebration in 1940, Los Angeles will stage a World's Fair in 1942 and Utah will hold one in 1947!

## Oldfield on Neb. Publicity

LINCOLN, May 1.—Secretary Perry Reed, Nebraska State Fair, appointed Barney Oldfield, local correspondent of The Billboard, State fair press agent for the 1937 show. Job will start about May 17 and will be principally concerned thru most of the summer with the second annual State-wide beauty pageant. Post was vacated last fall when Otto K. DeVilbiss, who had it two years, got a new assignment in Denver.

## New Yorkers Go to Paris

*Whalen and other W. F. officials to attend meet—A. T. & T. takes space*

NEW YORK, May 1.—Grover Whalen, president of the New York World's Fair of 1939, and a party of fair officials departed for Paris on April 28 to attend a meeting of the International Bureau of Expositions on May 6 and to look over site of the Paris International Exposition of 1937, scheduled to open on May 24. The bureau, international in scope, sets rules and regulations concerning operation of world's fairs, chiefly in the interest of international participation.

First official contract for exhibitors' space was let this week when Walter S. Gifford, president of American Telephone and Telegraph Company, handed over a check for \$48,790 as down payment on a large block of space on the Flushing Meadows site. Mr. Gifford would not reveal plans for his company's exhibit, but it is understood that A. T. & T. will be represented by one of the finest displays on the grounds.

On April 27, despite rain and blustery weather, Mayor Fiorello La Guardia, in the presence of Mrs. Benjamin Harrison, oldest widow of a United States president; Mrs. James Roosevelt, mother of the President, and Washington Perine, Baltimore, supposed to be the oldest living descendant of the Washington family, laid the cornerstone of the Administration Building. Laying of the stone was described as an epoch-making event and signaled beginning of an intensive construction campaign on the exposition that is scheduled to open its gates just two years hence.

## Young Books Missouri State

CHICAGO, May 1.—Ernie Young, who has just returned from a trip thru the South, has received a contract to furnish all of the acts and his revue for Missouri State Fair, Sedalia.

MEXICO, Mo.—A 1937 Audrain County Fair will be held here in August, reported Secretary W. R. Jesse.



# Frisco Starts States' Drive

**Campaign has 15,000 working for attendance—girls vie for title honors**

SAN FRANCISCO, May 1.—With 15,000 voluntary workers, a nation-wide drive was launched this week for participation of the 48 States in the 1939 Golden Gate International Exposition here. Campaign is being conducted by the Federation of State Societies of Northern California and its 15,000 members are pledged to start writing letters to friends and relatives urging attendance at the West's World's Fair. They are to continue writing until the opening.

Henry F. Edson, federation president, announced the campaign following a conference with J. Emmett Hayden, of the exposition's governmental participation department.

"More than 250,000 letters eventually will be sent out," Mr. Edson said, "and we expect that more than half the States will be officially represented at the exposition."

Eleven charming girls arrived here on Wednesday in airplanes to compete for the title of Miss Western America and a two months' trip abroad and to the Paris World's Fair.

Girls chosen to represent their States in the finals are: Arizona, Marlon Kunz, Phoenix; California, Lucy Ann MacLean, Los Angeles; Colorado, Marjorie Line, Denver; Idaho, Jane Baker, Moscow; Montana, Ruth Kamp, Lewistown; Nevada, Genevieve Hansen, Reno; New Mexico, Vivien Jernigan, Albuquerque; Oregon, Carolyn Weise, Portland; Utah, Maurine McKenzie, Salt Lake City; Washington, Shirley Joe Ellis, Seattle; Wyoming, Estelle Wilcox, Cheyenne.

State and city officials honored the Western beauties by entertainment and receptions, climaxed by a dinner-dance at the Palace Hotel Thursday night. Miss Western America will sail on May 12 for Paris, where she will be official representative of Golden Gate Exposition. Second and third place winners will be awarded trips to Canada.

## Gertrude Avery Books Acts For Fair Circuit of B.-C.

NEW YORK, May 1.—Gertrude Avery, of Barnes-Carruthers Fair Booking Association, Chicago, announced this week that she has signed Carl Freed and his Harmonica Lads for the fair season, and the Four De Libertos, teeterboard act, for fifth edition of her *Diamond Revue*.

Miss Avery, who last fall joined the staff of Barnes-Carruthers, has been spending several weeks in New York in the interests of the office. Besides her *Diamond Revue*, she is producing three other shows for the B-C circuit of fairs. *Diamond* is set for at least 12 weeks. Freed, former orchestra leader, has been appearing on several commercial programs over WLW, Cincinnati.

# Fair Grounds

COLUMBIA, Ky.—Columbia Fair here has been held annually, with exception of three years, during its more than 50 years' existence, said President O. F. Miller and Secretary C. M. Kelsey.

YORK, Pa.—Management of York Fair adopted the 1937 premium list amounting to nearly \$20,000 with various additions. A new cover design had been adopted and name changed from premium catalog to Year Book of York Interstate Fair.

CADILLAC, Mich.—Wexford County Board of Supervisors voted \$500 to aid in building a new grand stand for Northern District Fair. Buildings on the grounds will be rented temporarily for another \$500 which will be applied toward the project. Stand will have twice the seating capacity of former stands.

MARYSVILLE, O.—L. O. Mapes, president of Union County Agricultural Society, succeeding Thomas Lockwood, de-

ceased, said that at the 91st annual fair here week following the State fair, night programs will be presented the last three days.

YOUNGSTOWN, O.—On Mahoning County Fair grounds, Canfield, completion of roofing the new grand stand will make stand capacity 6,500. Work will start immediately on a new building for Boy Scouts to cost about \$6,000 and to be ready for the 1937 fair. Plans are being considered for an additional horse barn.

SOUTH BOSTON, Va.—Preparations are on to enlarge grounds for Halifax County Fair here, said Secretary W. W. Wilkins.

OPELOUSAS, La.—Annual meeting of Tri-Parish Fair Association on April 21 increased premiums to \$4,000 in addition to cash and automobile awards for attendance prizes. A. K. Smith, elected chairman, presided.

DANVILLE, Ark.—Plans for the 1937 annual of Yell County Fair Association were discussed at the spring banquet here, with Judge John E. Chambers, fair director; principal speaker. Seventy-five attended, including governmental agency heads, who promised co-operation.

# Fair Elections

HALL SUMMIT, La.—Reorganization plans were completed here when Red River Parish Fair Association elected Charlie L. Kennington, president; Ray G. Adcock, vice-president; Charles O. Webb, treasurer; F. Lance Collins, secretary.

WEST POINT, Miss.—Clay County Fair Association elected B. W. Norris, president; J. T. Clett, vice-president; J. M. White, secretary-treasurer. S. L. Dexter retired as president.

MONTICELLO, Miss.—Association organized to carry out plans for Lawrence County Fair elected T. C. McCullough, president; T. L. Jolly, vice-president; A. C. Setliff, secretary.

KENDALLVILLE, Ind.—Members re-elected to executive board of Eastern Indiana Agricultural Association here are O. F. Johnston, B. F. Haines, Ray Glass, Fred Forker and Claude Smith.

KENOSHA, Wis.—Kenosha County Fair Association re-elected James W. Brook, president; William Luke, vice-president; E. V. Ryall, secretary; John W. Van Liere, treasurer.


# Attractions and Reconstruction Being Rushed at Cleveland Expo

CLEVELAND, May 1.—Penguins will be a feature of the Admiral Byrd ship at Great Lakes Exposition this summer. There are said to be only 10 penguins in the United States and six of these were brought here this week by Col. Leo McDonald. They were captured in antarctic regions and taken along the African route, landing finally in Germany, where they were owned by the Hagenbeck interests. McDonald obtained them from there and brought them to the expo. Boat is being overhauled and made ready for the opening of the exposition on Decoration Day. It will be placed about mid-center of the midway and gangplank will run above the portion of lake set aside for Water Skooters. The Byrd ship proved one of the most popular exhibits last year.

Cleveland Indians announced a change in plans for games to be played in Cleveland Stadium in connection with the expo. Team will appear on eight different days and participate in 11 games. Originally it was planned for the Indians to play only six games in the bowl. The diamond is being rebuilt under direction of Jack Lynch, stadium groundkeeper.

## Lining Up Aquacade

Billy Rose announced that Stubby Gordon has been engaged to supply dance music when the Aquacade opens. Name bands will be introduced as well, but Gordon will encamp as a permanent part of entertainment. Rose has established headquarters in the Hotel Carter, where he is whipping his show into shape. John Murray Anderson is lining up ensembles. Bob Alton has charge of dance routines,



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### ONLY REPUTABLE ATTRACTIONS PAY DIVIDENDS

# Paris Expo Labor Drags

**Opening date deferred to May 24—only 3 of 199 pavilions reported done**

PARIS, April 25.—More than 20,000 workmen are rushing construction on Paris International Exposition of 1937 in an effort to have it completed by May 24, official opening date. The exposition, originally scheduled to open on May 1, will have 199 separate pavilions, including domestic and foreign exhibits, shows and other entertainment institutions.

At present only three of the 199 are completed. United States building is about half thru and Chinese pavilion has not been started. Amusement section seems to be farthest advanced and in all probability will be the only division entirely completed by May 24.

Preparations have been going forward at a rate alarmingly slow to officials, due chiefly to a recently instituted 40-hour working week and otherwise limited working time, besides alleged political interference.

Grounds will cover 247 acres along the River Seine, between Place de la Concorde and the Trocadero. Latter has been completely reconstructed for the event. According to officials, 42 foreign nations will be represented in a material way. At present only pavilions of Belgium, Germany and Italy are completed, construction work having been handled by natives imported by their respective countries and not subject to French labor conditions.

with Chickie Milang training and directing male dancers. While rehearsals are under way the piano is presided over by Dana Suezee, writer of popular songs. Dana has composed music for the Aquacade, with Rose furnishing lyrics.

Bob Lawrence, baritone, who was with Paul Whiteman, will be singing star. Assisting him are to be Prazee Sisters and Eight Men of Manhattan, harmonizers. Acrobatic comedy will be furnished by Walter Dare Wahl, and Ray Euling will present his trained seal. Eleanor Holm Jarrett, Alleen Riggen and Johnny Weismuller will lead the water parade. Dick Degener, former Olympic springboard champion, will do his stuff, with Stubby Krueger, ace aquatic clown, to add comedy. There will be a chorus of 50 girls, 50 swimming beauties and an array of swimming and diving stars. There are 536 costumes being created for the spec, and Albert Johnson is designing permanent background and settings.

Activities of reconstructing the expo go on. While main entrance has been moved from St. Clair to Lakeside avenues, distance of a good city block, pylons and lights which formed the front last year will be left intact. They are being repainted and put into shape. Loud-speakers are being installed. Territory will be maintained as a bally spot for the expo proper, with information booths, concessions and music piped in from the midway and Streets of the World.

## Party for Shaffer

Ripley's Believe It or Not is being shaped up in the spot where last season

# WANTED

High-class Carnival for Illinois! Outstanding County Fair. Opens Sunday, July 25. All industries working and agricultural conditions promising. A real spot. Now booking Legitimate Concessions. Would also book good Carnival for still date May or June.

CHRISTIAN COUNTY FAIR, Taylorville, Ill.

# WANTED

Rides and Concessions or complete Carnival. LOGAN COUNTY FAIR, Stapleton, Neb., September 15, 16, 17. Write, wire or phone RALPH FIFEILD.

# WANTED LARGE CARNIVAL

For Annual Fair week starting Monday, October 4, including Sunday, October 10. Wire or write WART COLE, Secretary, Fort Bend County Fair Association, Rosenberg, Tex.

# WANTED

All kinds of Rides and Shows, for our Fair, August 10-11-12-13. First Day, WLW Barnyard Frolic from Chicago. Second and Third Day, Harness Racing. Fourth Day, Thrill Day, all kinds of Races. Besides we have a Big Night Show.

ROCKWELL CITY FAIR, Rockwell City, Ia.

# WINDOW CARDS

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4 Days and Nights 4  
Rides, Shows, Concessions. Free Acts write. Address SUPT. OF CONCESSIONS, Box 151, Newman, Ill.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

was shown the World a Million Years Ago. This means reconstruction of entire interior and, of course, a new front. Where John Hix's, Strange as It May Seem was allotted, Hargraves and Reichler are installing *The Drunkard*. A stage for players is being erected. Boxes for patrons will be built. Spot is a wooden building with canvas top and will front with an Old Town Hall approach. Plan calls for free admission between performances with drinks served thruout. Entertainment will be spotted in the way of variety acts. House will be cleared before performances.

Cliff Wilson is reading his monster show and installing a crystal maze. Visitors this week included Pete McCauley, who came to look after the guess-your-weight concession; Charles Neopolitan, handling novelties, and Betty Campion, who returned from Pittsburgh, where she went in the interests of publicity.

April 29 was a birthday anniversary of Almon R. Shaffer, associate director of the expo. His associates joined in a birthday surprise. Associated in this were Frank D. Shean, in charge of the midway; John R. Gourley, in charge of Streets of the World; Helen Blanton, Gertrude Rose and Emma Joe Sabin, of the office staff; Reichler and Hargraves, and Harlowe Randall Hoyt, Cleveland representative of *The Billboard*.

## More Pa. State Aid Now Sought

**Boards will lobby against pari-mutuels bill—revived Western annuals set**

HARRISBURG, Pa., May 1.—Altho annual State aid to Pennsylvania fairs reached a new low last season of less than \$70,000, there is a movement on foot for return of the original figure of \$150,000 and an equal distribution of money to all fairs of the State.

A bill now in the Legislature would award a \$25,000 appropriation to Harrisburg Fat Stock Show, amount to be used for premiums. Altho no concerted action apparently has been taken by county fair associations to stem the dwindling of State aid, individual efforts have been extended by representative fair men.

It is revealed that many fair associations will lobby against the pari-mutuel bill now before the Legislature, declaring that it is not in the best interests of fairs.

Western Pennsylvania County Fair Association, which has been instrumental in reviving and stimulating fairs in the Pittsburgh area, announced a preliminary list of scheduled fairs, including those in Ford City, Butler, Clarion, Stoneboro, Ebensburg, Mercer, Ligonier, Waynesburg, Newcastle, Burgetstown and Wattsburg.

### PRESS DUCATS

(Continued from page 48)

not publicity men. Your publicity man probably knows publicity; you must have thought so or else you would not have hired him. Assume that he knows his business. He pays you the deserved compliment of believing you know how to produce a fair. Be equally courteous in granting that he knows his work. If he does not get rid of him. But do not hamper him while he is on your pay roll. He has a pride of authorship equal to your own pride in giving the public something new. And because of this he will work his hardest to produce results. The real publicity man is the one who cannot only call the publisher by his first name but who knows also the office boy and recognizes that perhaps the cub reporter can often be of service to him—greater than that offered by the big shot upstairs.

The newspaper either makes or breaks your fair. Bromidic, yes, but true. Forget that old fetish about "giving the show away." Oh, I know there is a so-called pass evil, but it is grossly magnified. For every pass you give a newspaper man you get value received 10 times over. Did any of you ever pause to count the lines of free publicity you get? If not go home and try it on your scrapbooks. You will be amazed to discover that for every so-called dollar of free gate you have received \$10 worth of free advertising. Remember, I am speaking only of legitimate press passes, not political favors.

Newspaper men are not just tolerated at Brockton Fair nor at Suffolk Downs. They are made to feel at home. They are provided with every possible convenience to assist them in their work. And the gate man is instructed not to inspect their passes as tho the passerholder was guilty of some offense. We want the newspaper men, we like them and want them to like us.

### Not "Necessary Evil"

Don't hand out a pass as tho you were giving out a blood transfusion. On the other hand, do not cheapen it by giving too freely. But make the newspaper man understand that he is a welcome visitor.

Spend money when you know it will bring returns. Watch your budget, of course, but use judgment, and if your advertising agency hits upon something new that will increase gate receipts do not be afraid to spend a little to get more. Pep up your advertising. Some of the cuts used are relics of the first camera finish between Paul Revere and William Dawes. Give your publicity man new photographs and new angles with which to work. Use newspapers and radio. Select your spots with care.

Too many regard the publicity department as a sort of necessary evil but fail to realize just how necessary it has become. Help your publicity man. Do

not scoff at his suggestions. Out of a thousand crazy ideas he may have there possibly is one you can and will use.

I have not meant to be impatient nor to attack the methods of anyone. I hope you understand that and understand my purpose in making these few remarks. I love fairs. I love anything connected with racing and its attendant amusements. One month from now we open a long season of two meetings at Suffolk Downs. I hope I shall meet all of you there during the summer and never once will any of us say, "Come on, sucker." We are eager and anxious to aid you.

### DALLAS

(Continued from page 48)

Pan-American Exposition when Chrysler Corporation contracted for 3,000 square feet in the Auto Salon of the Transportation Building. Fair officials plan to induce other motor firms to buy adjacent space.

Most of current progress in preparation for the opening on June 12 is on phases of the large entertainment program. Ted Pio-Rito's Orchestra will open Pan-American Casino, main attraction on the grounds. Dance team of George and Jalna; Sam Kavanagh, juggler; Lynn Murray and his 24-voice ensemble and Chester Hale's chorus will comprise opening bill. A contract for bringing Lanny Ross, singer, and Phil Harris and his band into the Casino for the two weeks beginning on July 24 was also signed.

Contracts for remodeling Fair Park Auditorium for the Casino were signed. Nine clusters of amplifiers will be erected in the Casino. Work has been started on installation of 300 tons of air-conditioner ducts.

Serge Rumansky, dance director in 1936 for Billy Rose's Fort Worth Casa Manana, has been placed in charge of stage productions at Road to Rio, successor to Streets of Paris, said Manager Walter Herzog, who is putting ballets for the opening into production now.

### Farley for Opening

Further planning has been started to give more color to opening day. It is considered likely that Postmaster-General James A. Farley will not Secretary of State Cordell Hull will be No. 1 visitor and official to open the show.

Cuban Government announced that three army planes will fly to Dallas, arriving at noon on opening day, with Flight Capt. Antonio Fernandez in command. E. J. Canales, exposition's representative in Mexico, was informed that a flight of army planes will leave Mexico City, be met at the international boundary by United States army planes and reach Dallas with the Cuban squadron as part of the opening ceremony. Officials were notified that at least Peru and Venezuela plan to send similar air squadrons to join the Mexicans.

Louis W. Bovis has leased the English Village, with exception of the Old Globe

Theater, for operation in 1937. Village includes Falstaff Tavern and several large concessions, owned by Harry P. Harrison. No plans for use of the Old Globe have been announced as yet.

### Sound for Cavalcade

The elaborate new sound room for Cavalcade of the Americas was completed, but Director A. L. Vollmann was searching for pantomime actors who could personify George Washington and Presidents Franklin D. and Theodore Roosevelt for immediate rehearsals.

Sound room, 18 by 42 feet and 7 feet high, has walls padded with wool metal covered by canvas. It contains five microphones matched with five loudspeakers on the "stage," which is a plot 300 by 164 feet. "Newest features of the sound control permit auditory perspective and stereophonic sound. Auditory perspective is created by pitching the loudspeakers so that bass sounds will be eliminated in scenes far from the audience and shrill sounds will be eliminated in scenes near the audience. The stereophonic sound apparatus allows switching of speakers to follow an actor to any part of the stage. Another innovation is appointment of Vincent Avery as co-ordinator of sound and pantomime and Avery's station will be so situated that he can observe the sound room and stage at the same time. These and other improvements have been made in the sound control system after study of imperfections in the system used last year in Cavalcade of Texas.

### MARITIME ACTS

(Continued from page 48)

ing joint action on importation into effect this year. Date of the Moncton meeting has been left to the new executive of Maritime Exhibitions Association.

C. F. Bailey, Fredericton, N. B., president of Maritime Winter Fair and Maritime Stock Breeders' Association, was re-elected to the presidency. A. W. MacKenzie, secretary-manager of Maritime Winter Fair and on the staff of Halifax (N. S.) Fair, was re-elected.

On motion of E. Frank Lordy, manager and secretary-treasurer of Halifax Fair, Canadian minister of agriculture was asked to proceed further in protection of agricultural fairs from the Performing Rights Society, which claims nominal fees from all exhibitions for musical performances. A resolution was also adopted seeking to have freight rates on live stock for east and west on the same rating.

Dates were set for fairs in Charlotte-town, P. E. I.; St. Stephen, N. B.; St. John, N. B.; Fredericton, N. B.; Halifax, N. S., and Amherst.

### FT. WORTH FIESTA

(Continued from page 48)

contest. Candidates for title of Miss Fort Worth will be presented at a dance before the final State-wide contest by the Chamber and Fiesta groups. More

than 50 cities and towns have entered the Sweetheart contest, according to Boyce House, in charge of State publicity for the contest.

Victor Leighton, business manager for Jumbo last summer, arrived to become superintendent of operations for the Fiesta and assistant to James F. Pollock, secretary-manager of show. Jean Mason, one of the bally girls at Nude Ranch and later a member of the chorus at Pioneer Palace, will be one of the dancers at Casa Manana, having been chosen at an audition last week. Billy Rose will hold auditions each Saturday night at the Texas Hotel. Alexander Oumansky, director for square dancing in *The Last Frontier* last year, has been engaged to produce the *Road to Rio* at Dallas Pan-American Exposition.

Billy Rose announced plans for a musical revue he will take on the road after this show closes. Already under contract are members of this show's producing staff, John Murray Anderson, Albert Johnson and Raoul Fene duBois. Scenery, costumes and lighting effects are to be designed and executed here with rehearsals and tryouts. This revue is to incorporate parts of Rose's Casino deFare, *Jumbo*, Casa Manana, Crazy Quilt and Cleveland Aquacade. Most of the cast and chorus will be assembled from the Frontier Fiesta.

### UNDER THE MARQUEE

(Continued from page 40)

the national council. So far there have been plenty of threats but little action."

THE PONTIAC, Ill., Physical Education Klan, of the Pontiac Township High School, presented its annual gym circus under direction of Jack Haskin, physical director at the school, March 22-25. More than 200 students, in 24 acts, performed before 3,000 people.

MERLE EVANS' augmented band on the Ringling-Barnum show is one of the distinct standouts on this year's version of the "Greatest." Besides adding flash and volume to its offerings, the increased instrumentation unmeasurably aids in the quality of the music. Evans has his boys working as hard as ever, especially so with many of them doubling on saxophone and additional reeds.

THERE ARE ONLY a few in the circus business who will do as their superiors tell them, but plenty of incompetents who in their estimation know a better way. Do exactly as you are told and you will be a valuable acquisition.

CHARLES (CHICK) BELL, head of the reserved seats department on the Ringling-Barnum show, wants it clarified that he and Carl Hathaway, superintendent on the same show, are 50-50 partners in an Indian River, Fla., citrus grove. A few issues ago this department carried a notice that Bell had enjoyed a sensational winter in the orange and grapefruit business. Business was sensational, Chick says, for Hathaway as well as himself.

ADOLPHE GELLI, for 37 years a member of Les Gelli, acrobatic troupe and later of the vaudeville trio of Adolphe, Alphonse and Carmo, was the subject of a reminiscence article in *The Pawtucket Valley Daily Times*, West Warwick, R. I., April 15. Gelli and his wife (Belle Dyer) retired from the profession in February, 1934, and purchased a farm in Crompton, R. I., where they are now happily making a go of it in the poultry and egg business.

DR. H. F. TROUTMAN, of Page, W. Va., reports that Wallace Oak's Circus played to good business in Oak Hill, W. Va., April 14, in spite of rain, and that Manager Ray Rogers' performance this year surpasses all previous presentations. Tom Burns has the program timed nicely and running smoothly. Ira Haynes has an excellent 13-piece band. The big top and menagerie top are new. Most of the trucks are new with wonderful paint jobs and lettering. Show makes a fine flash on the lot.

JACK HADFIELD, lithographer, who worked on the advance of Walter L. Main Circus season of 1935 with E. S. Holland, car manager, has been in and out of the hospital for the last three months. Had an accident to one of his legs and side last winter while working at a paper mill. A truckload of pulp tipped over on him and he has had quite a time of it. However, he has prospects of being okeh in about two months. He would be glad to hear from his friends. Address is 32 Smith street, Gouverneur, N. Y.

## Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

### DEMAND IN PROSPECT

Farmers plan large increases in the acreage of spring-planted crops over the acreage harvested in 1936, when severe drought caused abandonment of thousands of acres of wheat, corn, barley and other important crops. But most crop acreages will still be under the average for 1928 to 1932. Generally speaking, the eastern half of the country was warmer and wetter than usual during the winter, while the western half was colder and drier than usual. The spring wheat area is still in need of moisture to sprout new seedlings.

Demand for farm products depends mostly upon the level of consumers' incomes, and consumers' incomes usually go up and down with volume of output of industrial goods. Continued strength in demand is in prospect during the next few months in view of the outlook for industrial production. Labor disputes introduce an unpredictable factor and might alter this outlook.

Industrial output rose in February and the ground lost in December and January has been fully regained. Important indicators of business activity dropped off a little in early March.

Industrial production has also been rising in foreign countries which are important purchasers of American farm products. Rearmament is a big factor

in this improvement in foreign business activity. Agricultural exports from this country have continued to decrease in recent years, however, mainly because of trade barriers in many countries and short crops in this country. Increased industrial activity in foreign countries has resulted in an increase in exports of non-agricultural products from the United States and thus has contributed to improved domestic demand conditions. In addition, improved demand for raw materials abroad has helped lift world prices and therefore American prices, even tho our exports have not increased.

### MORE FARM INCOME

The farmers decreased their marketings of farm products in February as compared with February, 1936, they received more money for these products than they did a year ago. Marketings of wheat, potatoes, cotton and other crops were reduced because of the severe drought during the crop season of 1936. Prices of these crops, however, were much higher than they were a year earlier. Income from live stock and live-stock products was only slightly greater than in February a year ago. Farmers also received \$53,000,000 of government payments in February of this year as against none in February, 1936.

# R. & C. Shows At Peoria, Ill.

**Break in new lot—weather bad—Gruberg returns—“Television” makes debut**

PEORIA, Ill., May 1.—The 10-day engagement of the Rubin & Cherry Exposition in this city under Modern Woodmen auspices was fraught with cold and rainy weather and at times the thermometer approached the near-freezing point. However, there were a few days that the shows were favored with propitious climatic conditions amenable to the carnival spirit and the crowds came in droves, packing the spacious midway grounds.

This date marked the breaking in of a new show lot on Lincoln avenue in the 1900 block and upon the shows' arrival the grounds were found to be in a very bad condition due to the aftermath of the angry elements. This did not retard the determination of Manager Joe Redding and Superintendent P. J. McLane, who put forth herculean efforts in order that the "show must go on." Despite the battle on their part the opening date scheduled for April 21 had to be postponed until the following day. Lot had dried out by that time and the day resulted in excellent attendance and financial returns. Friday was greeted with showers, but the crowds came. Saturday the temperature was so low that business was almost killed and Sunday was of a like weather standard.

Several new attractions set up here for the first time included the new Auto Skooter, completely neonized and beautifully designed. It attracted enormous patronage and topped all rides in gross business done. S. H. Dudley's Club Plantation of St. Louis, a colored revue, made its debut with a cast of 25 entertainers, gorgeous scenery and (See R. & C. SHOWS on page 56)

# West Coast Shows Bow at Spokane

SPOKANE, Wash., May 1.—The West Coast Shows launched the season here under auspices of the American Legion on the Jackson and Division streets circus grounds Saturday, April 24. Show opened promptly at 2 p.m. and all orphans of the city were the guests of the management.

At 7 p.m. General Manager W. C. Huggins turned on the switch and revealed the entire midway as a fairyland, as all motor equipment, shows, rides and concessions were painted in brilliant colors and presented an impressive sight. Neon lights in red and blue, combined with the other lighting effects, outlined the attractions, 7 big rides, 8 shows and 22 concessions as brilliantly illuminated. The show has 40 trucks for transportation and uses sound equipment and calliope for advance advertising.

The committee was high in praise for the appearance of the show and Manager Huggins received many compliments. Visitors from all over the State attended the opening. No expense has been spared to make the West Coast Shows outstanding in the Northwest, and is the only show using neon lights in this section.

Ed Smithson Shows joined here as special agent and his work was well done. The town was well advertised and the Big Eli Wheel was filled to capacity with banners, and he did a good job laying out the lot. The midway was packed nightly and Manager Huggins was well pleased with the business done during the eight days, altho weather conditions were not at all favorable for the opening of a carnival season.

Staff: W. C. Huggins, owner and manager; Harry L. Gordon, general agent; W. G. Tremain, secretary-treasurer; Ed Smithson, special agent; Fred Brown, press agent; D. Newland, concession superintendent; Ed Smithson, lot superintendent; Gene McDonald, neon and sound equipment; Todd Reddig, superintendent of transportation and mechanical department; Jack Osborn, chief electrician; Walter Kautenburg, assistant electrician, and Ted Schultz, watchman. Reported by Harry L. Gordon.



SHORT-WAVE BROADCASTING OVER WSOB, CHARLOTTE, N. C., during the engagement recently in that city of the Mighty Sheesley Midway. Those shown here as most interested in "airing" show news are Floyd Newell, press agent for the midway, and Dick Faulkner, announcer; Dewey Drum, engineer, and John Ward, remote engineer, for the occasion.

# Strong Man Samson Sailing To Join Max Gruberg

ANNAPOLIS, Md., May 1.—Max Gruberg received a cable April 27 from his London agent, Harry Hilling, of the Reeves & Lamport office, that Samson the strong man, who catches a woman fired from a cannon and has two horses hitched to his two arms, driven in opposite directions, is sailing on the City of Norfolk for Baltimore on May 3. Samson will be the feature free act for the World's Exposition Shows and one of the big novelties in the cannon act line. This will be his first appearance in America.

Gruberg is negotiating for a troupe of

graffe-necked women from the same agent. They were features with the Bertram Mills Circus of Olympia fame past season.

# City Council Waves Carnival License

MANITOWOC, Wis., May 1.—The common council has voted to waive the high daily license fee for a carnival attraction scheduled to appear here in June in connection with the wild-life show of the Fish and Game Protective Association.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Beef Rump, Pa.  
Week ended April 24, 1937.

## Dear Onion:

This engagement was the show's first appearance in Beef Rump, commonly known as Cow Town. The show located right in the center of one of the largest stock yards here and the fence gave pay gate ample protection. Auspices here for first two days was the Combined Beef Cutters; second two days, the Cleaver Sharpeners' Union, and last two days the Ladies' Auxiliary of Junior Fertilizer Sackers' Club. As a whole the combined auspices were about the strongest we ever played under from an aroma standpoint.

The city was in a very good financial condition, beef averaging about \$100 on the hoof, altho we had some for less than that price. The office issued orders for all concessions to work for stock. Some of them grossing as high as 50 head of live stock a night. The bosses then immediately ordered 10 70-foot stock cars to carry their end of the winnings. For the rest of the season we will feature as a cookhouse special Midway Maid Butter, Stake and Chain Buttermilk and Canvas Cottage Cheese. Nightly in the future a milking contest will be held in front of our custard booth, using local farmers as contestants. The winner is to be awarded the first and second coupons off of our gift-giving rolldowns and two lithograph passes reading: "Not good on main gate. Not good on rides. Not good after Wednesdays or holidays. Overhead ex-

pense, 5 cents; validation expense, 5 cents; total to pay, 10 cents."

Thursday the front end had a bad break, the Bifocal brothers, add-'em-up-store, had to kick back a bum steer. The bird wheel worked for a straight link of sausage on a number until the operator got hungry and raised the players to a sack of fertilizer and blowed a bird and cage. "Spill the milk," a contented cow game, got lucky and won a yoke of oxen, which were checked into the office as privilege and were immediately sent on to the advance for the billposters to drive on country routes.

Now to straighten out a beef of our own. Last week one of our readers wrote in to *The Billboard* office regarding our elephant paper, mentioned the fact that we displayed a 24-sheet stand picturing 24 bulls. Kindly get this right: first, I wish to exonerate our auspices entirely, also the show. Due to several rainy weeks our advance-car crew had practically eaten up the paste flour via the hot-cake route, leaving a shortage.

Some circuses that were were trailing did use this type of paper and our biller that was working on short dough little realized that his action might mislead the public. He did without malicious forethought throw a Ballyhoo Bros.' steamer over the top of said 24-sheet elephant lithograph. He also changed the dates, all thru a shortage of paste. From now on the bosses have decided to build their show according to the stock paper used. MAJOR PRIVILEGE.

P.S.: Several Cow Town girls went for the bull and were joined out.

# Lewis Shows Start Season

**Rain halts opening—new canvas to come—show has many attractions**

NEW BRITAIN, Conn., May 1.—Advertised as the opening date here of the season was a complete disappointment to everyone connected with the Art Lewis Shows. Following several days of springlike weather, with skies clear and sunshine prevailing, the show moved on the lot from winter quarters at Bridgeport, Conn., but just about the moment that every truck and attraction had been unloaded Jupiter Pluvius, the nemesis of all carnival owners, installed himself as master of ceremonies. As a consequence the lot, after several hours of rain, was a sea of mud and water, making it impossible for any attraction, ride or concession to function. The outcome being the opening was postponed until the following day.

Another item that helped mar the grand opening was the fact that the tent manufacturer to whom the order for new tents and canvas had been given last December failed to deliver, consequently at the last minute old canvas had to be utilized to house the various attractions which had been promised new canvas, which was very embarrassing to the management. However, with these several handicaps, the following attractions and rides were up and ready to (See LEWIS SHOWS on page 56)

# World of Mirth in Flood at Richmond

RICHMOND, Va., May 1.—Caught as they were breaking winter quarters, the World of Mirth Shows lost a close race against flood waters of the turbulent James River here Monday night and Tuesday morning.

The deluge caused the opening date of the show at Alexandria, Va., to be postponed, General Manager Max Linderman said.

Serious property damage was averted thru heroic efforts by Superintendent Charles Kidder, Lot Superintendent Harry Hauck and their men while nearly three feet of water swirled thru the big tobacco warehouse where the show paraphernalia had been stored. Not until the river had reached a near-record crest of 27.3 feet at 2:30 Tuesday morning and further loading became impossible did the men yield to the flood. Only 20 of the show's 108 wagons were exposed to the water.

Trailerites moved to high ground shortly after midnight, and, with the single exception of the outfit owned by William Rushmer, 68-year-old Skooter operator, all escaped damage. Midnight lunch was served the workmen by Shorty Adams, and when his cookhouse became engulfed by the flood an impromptu grab joint was hurriedly put together where a hot breakfast was made ready.

Charles Kidder remained at his post in the warehouse, elevating paraphernalia beyond the water's reach, for 36 hours. Empty gas tanks on near-by property were converted into boats to provide transportation both in the warehouse and the inundated area outside.

Richmond newspapers paid special attention to the show's predicament, *The Times-Dispatch* breaking a page one picture showing a Seminole Indian being towed on his gas tank "canoe" by an eight-foot alligator.

# Colley's Shows Get Set On Future Bookings

OKLAHOMA CITY, May 1.—Frank O. DuShane, general agent J. J. Colley's Shows, announced here recently the completion of the bookings of several important engagements for the shows. Among them being the Knights of Pythias celebration, Tulsa, Okla., latter part of May; Chamber of Commerce Fourth of July celebration, Stillwell, Okla., and 34th annual home-coming celebration, Yale, Okla.

The date at Tulsa will mark the first appearance uptown of a carnival in that city for 10 years.

### Crowley's Shows Report Progress

LEAVENWORTH, Kan., May 1.—Show opened its season at Moberly, Mo., with everything in good shape. The weather was bad, but business was fair. Its second stand was Columbia, Mo., where large crowds were present the first three days. The remainder of the week was cold and rainy with some snow; the business, however, was fair, and Saturday's attendance was big. The VFV, under whose auspices show played, suggested that the show stay over another week, which it did, skipping Marshall, Mo. Chappell and Drumb provide the free act. There are four electric flood-light towers that light the midway. Visitors were Curley Vernon, of Greater Shows of America; F. C. Clark and family, Mr. and Mrs. Eddie Crowley and Curley Reynolds, all of Reynolds & Wells Show; Nobel Fairly and Sam Benjamin, of Fairly & Martone Shows. Frank Pen-ton, chief of Columbia detectives, was a nightly visitor. The next stand was here. There are 10 shows and 40 concessions, 25 of which are owned by the management, as are all rides. The staff: G. C. Crowley, manager; Mrs. G. C. Crowley, secretary and treasurer; H. R. Hopkins, general agent; Darby Dobson, special agent; Stanley J. Gross, press agent; M. J. Clevenger, electrician and lot superintendent; Jewell Sloan, ride superintendent; Walter Dale, mechanic; V. J. McLemore, concession manager; George Hershey, boss canvasman; Fred Webster, head billposter; R. N. Menge, scenic artist. Concessions: Carl McCormick, photo gallery; Roy Bean, custard; Ralph Marocco, diggers; S. J. Logan, shooting gallery; J. E. Mann, pop corn; Myrtle Starling, penny pitch; Fred Holman, candy floss; Carl Simmis, Shows; Fred (Doc) Howell, slide show; Bill Myler, fan dancers and snake show; Dutch (Musclehead) Meyers, hula hula show and athletic show; Joe Riggens, minstrel show; R. N. Menge, Texas twins and illusion show; Count Zaino, magic show; Bud Adams, wild animal show; Mr. and Mrs. Earl Richardson, cookhouse. Reported by Stanley J. Goss.

### Plethora of Shows In Detroit Sector

DETROIT, May 1.—A survey of local shows revealed nearly a dozen playing lots here and the surrounding parts of Michigan. This territory has had an unprecedented flood of new outfits this year and apparently all are making good, altho competition has been fairly keen. The territory is being more finely combed for show dates than has been the case for several years.

A rainy week-end, with regular cloudbursts on Saturday, hurt business severely and outdoor spots were generally away off. Cold weather right up to the middle of the week made the week a poor one generally but concessioners interviewed were far from discouraged. They report the crowds that do come out on fair evenings are in a splendid buying mood.

A partial list of shows around the territory this week included Wilson Shows, at Owosso; Elmer F. Cote, reported at Mount Clemens and moving to Wyandotte next week; Murray & Barber, playing at Garden City after closing at

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**MOTORIZED**  
THE SHOW MUST MOVE  
WHEELS: CHARLES T. GOSS  
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Inkster; Joyland Shows, under Roscoe Wade, at Lincoln Park for the Veterans of Foreign Wars, and Shelley Bros., at Flat Rock.

In Detroit Flack & Berger were closing at Michigan and Ogden avenues for the Veterans Unit 251, American Legion Auxiliary; Happyland Shows were at Warren and Livernois for the Faust Post Glee Club, of the Legion, and Ziegler & Margolis Shows were closing at Rosedale and Oakland avenues.

### World Wonder Car in Elizabeth City for Repairs

NORFOLK, Va., May 1.—After pulling largest car in the world a distance of 468,000 miles the motor in the World Wonder Car went haywire at Elizabeth City, N. C., on April 23 and dates contracted after that had to be canceled until new motor can be installed. Greenville, Williamston, Edenton, Hertford and Elizabeth City, N. C., all under auspices of Boy Scouts of America, were only fair. This was virgin territory for the car, and while natives are amazed at sight of big truck they did not go for the exhibit in big way. All auspices have been very much impressed with educational nature of display and commended it highly.

Roy O. Coleman, manager of the car, and Mrs. Coleman are with the car in Elizabeth City, while General Agent Rex M. Ingham and Mrs. Ingham are here. Rex visited the West Shows here recently and enjoyed a visit with his old friend Captain Smithey, of monkey show fame. Reported by Rex Ingham.

### Lady Wrestler To Get Screen Test

RICHMOND, Va., May 1.—Two ex-trouper of the midways have joined hands to send a new name rocketing across Eastern sports pages.

Now both are headed toward Hollywood with one already set for screen tests, they revealed to their friends on the World of Mirth Shows during a visit to that organization's quarters here. Some weeks ago blond Clara Mortensen, who trouped with her father and mother, Mr. and Mrs. Fred Mortensen, and brother Milo, formerly with Hennies Bros. and Sol's Liberty Shows, was meeting all comers of her sex in a series of wrestling exhibitions up and down the Atlantic seaboard.

Billed as the Women's World's Champion grappler, she appeared one night on a card sponsored by Bill (Captain Bluebeard) Lewis, former World of Mirth athletic showman, who has promoted Richmond's wrestling activities for a number of years.

When Mortensen and her opponent—but chiefly Mortensen—drew a larger house than such headliners as Jack Dempsey, Daniel O'Mahoney and others had done, Lewis was impressed. He escorted her to New York and introduced her to the sports scribes of the metropol.

They promptly went batty over her. Column after column and picture after picture have appeared in Eastern papers the past weeks. Several of them came to the attention of Metro-Goldwyn-

### American Carnivals Association, Inc.

By MAX COHEN  
ROCHESTER, N. Y., May 1.—By the time of the publication of this issue each of our members should be in receipt of Bulletin No. 2, which was mailed from this office on April 22 in connection with the subject of public liability insurance.

It is of the utmost importance that the members immediately fill in the information requested on the bulletin and return to this office. We are gratified to report that many of the members have already responded on this subject and would ask that others do likewise.

**Postal Telegraph**  
The details of our plan of operation with the Postal Telegraph and Cable Company are being completed and in the near future announcement will be made of the complete plan whereby shows which are members of the association will be appointed commission agents for the telegraph company for the purpose of soliciting business and will be compensated for their service to the extent of 10 per cent of the cost of messages sent.

We invite members of the association who are interested in the same to communicate with us on the subject.

### Unemployment Insurance

The provisions for the Federal Unemployment Insurance Tax are contained in Title 9 of the Social Security Act, which imposes a tax on employers only.

The statute provides that "employers" include only those persons who have employed eight or more individuals, whether or not at the same moment of time in each of some 20 days during the taxable year, each day being in a different calendar week.

The same exemptions as to domestic service, agricultural labor, etc., as applied to the old-age provision previously under discussion apply to this tax.

This tax, as distinguished from the previous one discussed, commenced January 1, 1936, and amounted during 1936 to 1 per cent of the total wages paid. During 1937 it is increased to 2 per cent, and after December 31, 1937, becomes 3 per cent. The tax is imposed upon employers only, and the regulations of the Social Security board provide detailed and comprehensive rules for the determination as to when the relationship of the employer and the employee exists.

In connection with the carnival industry, it should be borne in mind that independent contractors are not employees and the moneys received by independent contractors are proceeds of a contract and not wages as such.

The term wages includes the amount of cash paid to the employee as well as the fair value of all other items furnished him other than money. This would include traveling and other expenses, insurance premiums paid for employees, meals, etc.

In connection with this particular tax, employers are cautioned to note that as against the federal tax there is allowable as a credit a sum not exceeding 90 per cent of the amount of taxes paid to a State, provided that the deduction has been actually paid to a State unemployment fund before the date on which the return for the calendar year is required to be filed and has been paid with respect to employment which is taxable under the federal statute and for the calendar year covered by the federal return. If subsequent to the following return a refund is made by the State to the taxpayer he is required to advise the commissioner under oath of that fact and to state the date and amount of such refund and the reason therefor and to pay the tax due the federal government if any results by reason of the refund and the deduction having been previously taken.

In taking a credit against the federal tax for payment made to State unemployment funds proof must be submitted by certificates or affidavit before the same will be allowed.

In the next issue we will discuss the necessary records to be maintained by carnivals in connection with the unemployment insurance tax.

### Shows Dispute Old Saw About All Money Going Out of Town

Southwest American, Fort Smith, Ark., April 20.

Representatives of Hennies Bros. Shows, exhibiting this week under auspices of the Central Trades and Labor Council, claim the old saying that a show "takes all the money out of town" does not apply to theirs.

The show, which arrived in Fort Smith two days before it opened last Saturday, has just left its winter quarters, and considerable daylight buying and building have been done in this city. Hardware, electrical supplies, lumber and paint are among the materials purchased here, and Hennies spokesmen also called attention to the increased cafe, hotel and mercantile business caused by the show's exhibition. More than 500 people are with the organization, and many of them have bought wearing apparel here. A good percentage of them took a "motorman's holiday" Sunday and went to the movies.

The Hennies show doesn't use motor power or horses in hauling its more than 80 wagons to the showgrounds from the railroad, and local transfer men received the extra revenue. Its representatives also called attention to the fact that the show uses 500 kilowatts of electricity an hour, and paid the city a large license fee.

One of the largest single orders was given the Weldon, Williams & Lick printing firm, which is to print and deliver 3,000,000 tickets before the end of this week. This order will be repeated several times during the 1937 season, showmen said. C. A. Lick Jr. signed the show's ticket order.

"Times spent on a carnival midway must mount many times to overcome expenses in operating a show organization requiring 40 cars, salaries for more than 500 working people and hundreds of other operation expenses," the spokesmen said.

### Blumenthal Attractions Open Season in Pittsburgh

PITTSBURGH, May 1.—Show opened here April 24. J. Scott, better known as Ferris Wheel Scotty, is the Ferris Wheel operator and ride superintendent. Buck Weaver is the Chairplane operator. The Kiddie Ride has a new top and is operated by Harry Riggle. Clyde Butler has the milk bottle ball game, hoop-la and bowling alley. E. C. Pierstone has the cookhouse; Mrs. Loretta Blumenthal, grocery store, and Mr. Schackelford, corn game. E. C. Pierstone is lot foreman, chief electrician and in charge of the calliope truck. Reported by Ora E. Kinch.

Mayer scouts in New York, who have induced Lewis to transport his protegee to Hollywood for screen tryouts.

### Probably a Rifle Range Chain Is Being Formed

DETROIT, May 1.—Crackshot Target Range, this city's first miniature rifle range, was opened by Christopher Youngjohn and George Cheney, and under the management of William Wileher, has been taken over by the Detroit Rifle Range. Under the management of Jackson Winston, this organization is becoming an incipient chain, having three spots.

The Avenue Theater range is being managed by Al Green. A feature of the range is the offer of a prize for championship shooting—shooting out the red in the targets in three shots.

### Showmen Injured at Paris Fair

PARIS, April 26.—Henry Abbins, piloting an auto in the Abbins' motor bowl at the Gingerbread Fair, was severely injured when the car toppled from the wall. Willy, animal trainer with the Georgiano Menageris, had his hand lacerated while working the lion, Prince, at the fair. Both showmen painfully but not dangerously wounded.

WAYNESBORO, Pa., May 1.—The Keystone Shows opened here Thursday auspices Veterans' Foreign Wars. All rides came out of quarters painted and decorated.

# 15 Years Ago

(From The Billboard Dated May 6, 1922)

Big, impressive and featuring some wonderful attractions, T. A. Wolfe's Superior Shows presented themselves for the 1922 season at Rochester, N. Y., and immediately took their place among the giants of the carnival world. . . . Bright sunny weather and excellent business marked the opening of Billie Clark's Famous Broadway Shows at Portsmouth, Va. . . . Large, happy crowds filled the midway, swarmed into the shows and swamped the rides when the Siegrist & Silbon Shows opened their season at Kansas City, Mo., under American Legion auspices. . . . The Famous Nat Reiss Shows had just inaugurated their season at Streator, Ill. It was the first show to be granted the privilege of using the downtown streets in 11 years.

The Dodson & Cherry World's Fair Shows opened their season at Bucyrus, O., under the Loyal Order of Moose auspices, just three blocks from the City Hall. C. G. Dodson and W. S. Cherry did themselves proud by assembling one of the best carnival organizations of the season. . . . George Robinson, general agent of the C. A. Wortham Shows, was rapidly recovering from a serious illness in the Palmer House, Chicago. . . . Spike Howard, well-known athlete, strong man and wrestler, had just accomplished the feat of pulling a vehicular fire-fighting apparatus, weighing 13 tons and with several firemen atop of it, by his teeth in front of a theater in Chester, Pa., as a free exhibition.

Zeldman & Polle Shows had just opened their season at Parkersburg, W. Va., to excellent business. Color scheme of the entire show immediately commanded interest and favorable comment. . . . H. T. Freed Exposition auspiciously inaugurated its season with a four-week engagement at Indianapolis. . . . William A. Pottmeyer, formerly with various stock and repertoire companies, had just signed as boss canvasser with the Elwin Strong Shows. . . . Walter D. Nealand joined the executive staff of the Con T. Kennedy Shows as press representative. . . . Pelice Bernardi's Dominion Exposition Shows had just opened their season at Olathe, Kan. The 10-car show, with a predominating color scheme of orange, trimmed in black, was enjoying good business.

## San Francisco

SAN FRANCISCO, May 1.—Foley & Burk Shows are playing their usual opening route and report satisfactory business thus far.

Carl Holt, owner and manager of the Holt enterprises, now associated with the West Coast Amusement Company, was in town this week and reported business far beyond expectations for this time of the year. He rejoined his show at Albany, Calif.

John Regland, manager of the World Fair Shows, visited here and stated that he is rapidly whipping his new unit into shape. He will play close to the bay region most of the season. Business so far, according to John, has been up to expectations.

Ed Foley, of the Foley & Burk Shows, is active again and much improved in health.

Phil Williams, general agent, says he is being kept busy filling the calendar for various units.

Bert Winsor, popular showman, retired for many years, is again active. He has tied up with a number of local spots for outdoor shows this season and will book in carnivals and other attractions.

Kindel & Graham, novelty store owners, who have been busy catering to the wants of the concessioners on the various outdoor shows, report much new business. Their factory is running full blast and has 20 salesmen on the road.

Butch Geggus, former concessioner, was sighted here.

With three shows scheduled to play here Fiesta Week, an influx of showmen is expected, with all sections of the West Coast represented. Reported by A. P. Craner.



## Pacific Coast Showmen's Assn

2730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 1. — Monday night's meeting drew 41 members, many of them coming a considerable distance. Dr. Ralph E. Smith, first vice-president, presided, with Harry C. Rawlings acting as secretary. Due to the fact that there were few matters of importance to discuss, the usual business procedure was handled in quick time.

Communications: President Peggy Forstall of the Ladies' Auxiliary lettered that the organization's big annual spring event would be held May 6 at the club-rooms. Dick Wayne Barlow came thru with his interesting weekly travelog. Eric Krups, of the C. F. Zeiger Shows, infoed from Needles, Calif., that the organization did very well there. E. M. Murtha inquired from Christ Church, New Zealand, as to the requisites and cost of becoming a member of the club. Will Wright reported from Monterey, Calif., that the show is doing an okeh business there. He also expressed the desire that all members and those of the membership committee in general begin an intensive effort in the membership drive.

Dr. Smith then announced that the new by-laws have been sent out to all members. The announcement that the Memorial Tablet, with the names and the date of the death of all members buried in Showmen's Rest inscribed thereon, had been completed by Cash Rogers was received with a rousing vote of thanks.

Magicians' Night, which is presented by the Los Angeles Magicians' Society, will be held May 3. Doc Smith appointed Doc Dunningham as emissary to notify the Ladies' Auxiliary that it is invited to the show. In addition to the show special features will be presented by the entertainment committee and lunch and refreshments will be served. Diversion period subject was "What I would do with \$1,000,000." Dr. Smith, Doc Cunningham, George Simonds, Dad Parker, Harry C. Rawlings and Harry Sussman all entered into the discussion. Ed Smithson and Harry Seber followed with interesting tales.

Weekly award went to Harry Sussman. He refused to accept, however, and turned the winnings over for the purchase of refreshments for next meeting. Lunch and refreshments, donated by Steve Henry and Chet Bryan, were served by Jack Bigelow and Harry Wooding.

## Joseph H. Hughes Reports A Visit to the Conklins

NEW YORK, May 1.—I spent a few days with Frank Conklin at Hamilton, Ont., Can., and made a few mental notes of the way they handle a carnival office, their social activities and general winter-quarters management prior to opening for the season.

Conklin brothers' office suite is in the Lister Building, is quite spacious, with a big reception room and two private offices. One of these private offices is occupied by Patty Conklin when he is in town and by Frank R. Conklin during his brother's absence. The other office is in charge of Secretary Neil Webb. There are many telephones and the Conklin suite compares favorably with big theatrical offices in New York.

Activity—Every morning except Sunday the Conklin office opens promptly at 8:30 and from the time they go over their voluminous mail their office headquarters is a beehive of activity, telephones ringing, messenger boys calling and people crowding in thruout the day.

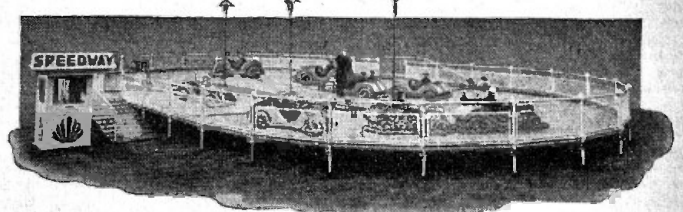
Business methods—Conklins apply the same strict methods in their office as they do when their show is on the road. I observed a showman calling Secretary Webb from the winter quarters for some lumber. He wanted it at once. Webb immediately called the lumber yard, ordering it and told them to deliver same on order number 298, advising them that he would mail the order. Then he telephoned to their superintendent advising him of the order and told him to check the lumber as to quantity and quality and if not correct to send it back on the same truck. Thruout my visit this procedure was strictly followed and everything being checked and rechecked.

Records—They keep records of every transaction, which includes not only contracts and orders but every outgoing and incoming telephone call and telegram as well as all the callers at the office.

From the office I accompanied Frank

## SPILLMAN'S NEW AUTO SPEEDWAY RIDE

A SURE, BIG PROFIT-MAKER AT LOW COST!



Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.

Our plant is working day and night—get details quick for early delivery.

**SPILLMAN ENGINEERING CORPORATION**  
NORTH TONAWANDA, N. Y.

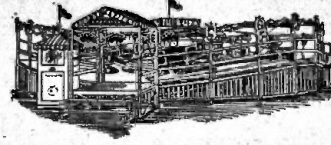
### Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money

**POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.**

## IT'S TIME TO GET GOING!

Get Set To Break All Your Ride Records With the



### 1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE  
**SELLNER MFG. CO., Faribault, Minn.**

## WANT

No. 5 Ferris Wheel, Octopus and Chair-o-Planes for our No. 1 Unit. Experienced Ride Help Wanted, also Drome Riders. Address

**KAUS UNITED SHOWS, INC.**  
Norristown, Pa.

## WANT

Experienced second Man on Ferris Wheel up and down, also take charge and operate Kiddie Auto Ride. Good wages to good reliable man. Egoists, chasers, cigarettes don't answer. Start work May 5. W. M. HOFFNER, 412 E. Dixon St., Polo, Ill.

## DYER'S GREATER SHOWS

(LOTTA HOOEY)  
Want capable Athletic Showman to handle show 80-40; all new equipment. Joe Kirk, Sailor Morgan wire. Good opening for shows with own equipment. Photos, Cigarette Gallery, Snow Cones, Candy Floss, High Striker open. Acacia for Corn Game and Straight Wheel. Book any Ride not conflicting. Forfeit, Mo., this week.

are taken up entertaining friends and officials; both Patty and Frank love to entertain and be entertained. This winter Frank had to do it alone as Patty is in Europe in the interest of the Canadian National Exhibition. Several English newspapers reached their office carrying headlines calling J. W. (Patty) Conklin "Canada's Barnum."

Returning to the social life of these master showmen, they play as hard as they work and naturally are great hosts. They entertain their friends, who include members of Parliament, railroad executives, members of the press, mayors, showmen and people in all walks of life. Both J. W. and Frank Conklin are fortunate in having wives who are equally wonderful hostesses and every helpful in entertaining their many friends—**JOS-EPH H. HUGHES.**

# Midway Confab

By THE MIXER

CHARLES E. SHEESLEY knows his business if anyone happens to ask you.

HERBERT FASKE cards from Brooklyn, N. Y.: "Will join B. & V. Shows at Wallington, N. J., as chief electrician."

JOIN THE TRUTHSEEKERS and you will get more pleasure out of life.

MRS. RALPH BARBOUR letters from Vandalia, Ill. that she is doing very good with her bottle game on the Barker Shows.

HARRY NIXON cards from Bay Pines, Fla.: "Am confined in the Veterans Hospital here, but expect to be out soon and will be with some athletic show."

"THE LITTLE BOY GOT IT!" That was when candy was put out on paddle wheels.

WHY speak of heaven when work is to be done?—J. H. Rankin, D.D.S., Cincinnati.

AERIAL BAUERS letter from Middletown, O., that they are with the American Exposition Shows, a F. E. Gooding unit, and are booked for the season.

MRS. DON COTTON letters from Tucson, Ariz.: "Little Mae (Sug) Murphy is confined in the Pima County Hospital here and would like to hear from friends."

EVER SEE a lot of "sticks" during a rainstorm when the awnings are down? It's almost a sad sight.

JACK DAVERN letters from New York: "The Island Exhibition Shows will be operated by me. Open on Long Island. Work on rides has been under the supervision of Jack Smith."

RALPH HALCOURT, ventriloquist, called *The Billboard* offices last week to state that he was off to join L. B. Lucas' show with the Howard Brothers, to open in Athens, O.

DON'T WAKE UP AND DREAM. Wake up and give the public a run for its money. All who are doing that are doing business.

HARRY E. CRANDELL closed his engagement with the Sam Lawrence Shows in Bristol, Va., and motored to Cincinnati and called at *The Billboard* offices. He will announce his new connection soon.

BILL STARLING called at *The Billboard* to state that he is working on banners with E. Clay May ahead of Sheesley and that he no longer high pitches. Bill says there is real harmony on this organization in all departments.



J. S. BULLOCK, of the Bullock Amusement Enterprises. He has been in show business since 1907 without intermission. Was born November 14, 1890. "Johannie," as he is called, is spoken of as being an outstanding personality in the carnival business.



W. T. JESSUP, general business manager of the West Coast Amusement Company, a carnival organization with which he has been associated for the past eight years. He started in show business some 25 years ago and has been with leading circuses and several carnivals, always in advance with the exception of two years out, when he essayed the role of stage carpenter for one of the late Gus Hill attractions. Photo taken at Oakland, Calif., recently.

GENE HALM, concessioner, of Dayton, Ky., visited *The Billboard* offices last week and stated he was doing very good at Club Royal.

A CONCESSION fortified by merchandise will endure longer than one reinforced with "sticks."—Leon Hewitt.

B. H. NYE was a visitor at *The Billboard* office last week while en route from Knoxville, Tenn., to Valley Center, Kan.

DON M. BRASHER wired from Gallup, N. M.: "Was issued a permit for the Yellowstone Shows to be the only carnival to show in Santa Fe, N. M., this year."

AFTER ALL the bad weather let's hope carnival owners will soon be in for a spell of luck.

PAUL W. DRAKE, general agent, letters from Bedford, Ind.: "Had good break in booking spring dates for the Dixie Belle Attractions."

B. L. SWEET letters from Pontiac, Mich.: "I enjoy *The Billboard* very much as it supplies the very news and information needed so badly by every carnival man."

SEEMS LIKE there is a large number of people in the world who make a living doing nothing.—George W. Englebreth.

L. OPSAL cards from Centralia, Ill.: "In writing a letter to go by air mail is it mandatory to write on fly paper?" A. C. Hartmann says this one should stick.

open in Lockport, N. Y., latter part of May."

KARL ALZORA cards from Birmingham: "While working my mental act here I visited my old friend Jack Marcy. He is operating a photo studio here successfully. Business in the Birmingham area is quite satisfactory."

A LOT of people are not smart, they just have an abundance of self-confidence and egotism which psychologists call a superior complex.—Soapy Glue.

MRS. BERYLE GATES cards from Muscatine, Ia.: "Wish to thank all members of the West Bros. Amusement Company for their sympathy and kindness extended me following the death of my husband, Roy G. Gates, at Pana, Ill."

THOSE WHO assume the specific obligation to entertain the public should adhere to all the principles involved by that obligation and not cheat the public in any manner.—Wadley Tif.

TOM NEYLAND, press agent for West Shows, letters from Norfolk, Va.: "Manager Frank West worked his crew from early morning to late at night. H. D. Singletary, better known as Scrap Iron, said, 'I think I will trade my cot for a lantern.'"

F. A. CHLEBUS letters from Nokomis, Ill.: "The Atlas Shows are not connected with the C. G. Wagner Shows. The Atlas Shows will be the first to play within the city limits of Nokomis in nine years. It is a new show and was organized here by a business man of this city."

EVERY CARNIVAL seems to have more rides than shows. Those who started top heavy with the wrong kind of concessions have become a bit wobbly already.—Wadley Tif.

FOG HORN CLANCY letters from Hershey, Pa.: "Don Gardner, well-known concessioner, formerly with the Sheesley Midway, lives in Harrisburg, Pa. He will not go on the road this season, having elected to remain at home to look after the comforts and to be a companion to his aged grandmother."

UNUSUAL: KURT BAUER letters from Waynesboro, Pa., that the management of the Keystone Shows wishes to thank all, and the workmen in particular, for a well-done job in modernizing, painting and decorating. However, he states that the big boss is still bemoaning the cost.

DON'T BE ONE of those take-what-please-give-you guys! Be a real personality and place a value on yourself. This move will improve

"Double Duty" BIG ELI

The "Old Reliable" No. 12, ideal either for Amusement Parks or on the Midway, 48 feet high, 24 to 38 paid fares per trip. Wherever operated always sure of profitable business. Let us give you more information, a booklet the No. 12 BIG ELI Wheel.

ELI BRIDGE COMPANY  
Builders of Dependable Products.  
800 Case Avenue, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE

The Chairplane remains a favorite ride on our Midway, writes Helen C. Boyd, of Florida Exposition Shows. It is quickly erected and taken down, easy to transport and is always a real money-maker. Write today and let us tell you all about it.

SMITH & SMITH, Springville, Erie Co., N. Y.

★ ★ ★ ASTRAL ★ ★ ★  
FORTUNE TELLING PACK  
(WITH LUCKY NUMBERS)

These cards tell fortunes based on the signs of the ZODIAC. Complete with illustrated instructions and in tuck case. Retail for 25c. Sample Deck, 15c. Dozen, \$1.00, or \$5.00 per 100.

MAGNATRIX NOV. CORP. 186 Park Row, N. Y.

**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. 238. Heavy Convention Walking Canes. Dark Malogany Finish. Price Per Gross, \$2.00.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
Analysis, 8-p., with Blue Cover. Each . . . . .15  
Analysis, 8-p., with White Cover. Each . . . . .15  
Forecast and Analysis, 8-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for \$2.50.

No. 1, 34-Page, Gold and Silver Covers. Each .30  
Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
Gazing Crystals, Oulja Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policing. 1200 Dreams. Bound in Heavy Gold Paper Covers. See 4 Readings, Four for \$5.15

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

**FORTUNE TELLING WITH CARDS.** Same Binding. 24 Pages. Samples, 25c.

**ZODIAC FORTUNE CARDS.** Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25¢ Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO.  
Instant delivery. Send for Wholesale Prices.

**OCTOPUS**

"World's Newest Ride Sensation"

**50 UNITS**

Sold to date to Major Ride Operators of United States and Canada.

Accepting Orders for June and July Delivery

**NOW**

**EYERLY AIRCRAFT CORPORATION**  
Salem, Oregon.  
ABNER K. KLINE, Factory Representative.

**1937 ASTRO FORECASTS**

With Full Hourly and Daily Guide.

Buddha Papers, 14-7 and 25-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 S. Third Street, Columbus, O.

**ATTENTION**

Novelty and Concession Men, a new seller or giver for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5¢, to you 1 1/2¢ each, or \$1 per 100 plus postage. They set on a paper case. Sample, 10c.

**DAVE MARKUS**  
8 E. Roosevelt Rd., Chicago, Ill.

**KWIKUP STANDS**

Quickly erected—100% portable—bolt and nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

**HUBERT'S MUSEUM Inc.**

228 W. 42d Street, NEW YORK CITY.

Open All Year Round.

Want Freaks and Novelty Acts of merit at all times.

SCHORK & SCHAFFER.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

your standing and will enhance your self-confidence if you have any at all.

**CAREY C. EMRIE** visited *The Billboard* last week. He stated that he viewed the Dee Lang Shows at St. Louis and found them a very nice looking organization from many points of carnival interest. He said that he was particularly impressed with the newness of the equipment in general.

**MRS. L. M. BARNETT** letters from Johnson City, Tenn.: "Brownie, owned by C. M. and Madame Louise Barnett, died April 1, aged 21. He was a high diving, trick-performing dog and was trained by Starr De Belle. Brownie had trouped with Veal, Dave A. Wise, Shushine, Sheesley and Copping shows.

**TILLIE FEW CLOTHES** says this is the way for carnival managers to book fairs and exhibitions. The plan is: Let the fair or exhibition take all the main gate money and the carnival all the midway takes in, meaning full gross in each instance.

**R. SMITH** cards from Moline, Ill.: "Has anyone ever rode a motorcycle with an ordinary side car on a perpendicular motordrome wall? I have been around dromes for 10 years but have never seen it done, altho some friends say it has been done." Motordrome riders and owners—please put this young man right on this matter.—Red Onion.

**TONY HARRIS** (Alligator Boy) letters from Maywood, Calif.: "Been working the annex for Frank Lentini (Three-legged man) and manager of his Slide Show for some weeks. Have signed contracts with Cliff Wilson and will be at the Great Lakes Exposition, Cleveland. Will leave here soon and plan to visit the Beckmann & Gerety Shows at St. Louis."

**FRED BECKMANN AND BARNEY S. GERETY** are not averse to the world program for progress. They are ever alert to find out what is new in their line of business and to seek and find in order that they may improve their carnival offerings.

**VIRGIL FISHER** letters from Harlan, Ky.: "Modernistic Shows enjoyed good business here, auspices Fire Department, following two bad weeks at Knoxville and Marysville, Tenn., due to cold and rainy weather, but ideal here. Will send reports to *The Billboard* regularly and on time in the future. Many thanks to *The Billboard* for such a swell paper."

**G. L. WILLIAMS**, concessioner of Wilmington, Kent, England, wrote the late Charles C. Blue: "Regards to my old friend and helper, Donald (Red) Baker, who was with me on the Bernardi Exposition Shows in the States in 1930. Have been very successful in a small way in the old country. *The Billboard* arrives in England regularly and is a shilling well spent."

A MAN was seen hiding behind tops and concessions on the Cetlin-Wilson midway at High Point, N. C. However, his disguise has at last been penetrated and he was found to be none other than Max Levine, of custard mixer fame.

When cornered Levine explained: "I was simply waiting for a street car." The truth is, tho, he was waiting to see how the people would take to his first batch of frozen delight.

**MRS. JACK BEL-MAR** letters from Kokomo, Ind.: "Mr. Bel-Mar left here for Houston some time ago to sign with Roy Gray, but it seems that he never arrived there. We were to go with the Texas Longhorn Shows and I would like to locate him. I will leave here soon to join the show. The reason I ask *The Billboard* to run this letter is because he might be ill. *The Billboard* always gets desired results."

THE REASON some do not send in rosters of their shows is because they have people around them that are too lazy to compile them. There are other reasons too, vital to some managements who are afraid of something or other.

**JOHN M. SHEESLEY**, Floyd Newell, Ward Dunbar, Jack D. Wright, Mrs. E. Clay May, E. Clay May, Whittie Norman, Henry Curtin, Charles H. Pounds

Declaration of Faith  
By *The Cincinnati Enquirer*,  
April 10, 1941.  
"If we fail, that failure shall not arise from a want of strict adherence to principle or attention and fidelity to the trust we assume."

and Ralph Decker were callers at *The Billboard* offices last week when the Sheesley Midway was showing Norwood, a city within the city limits of Cincinnati. Ralph Decker reported that Mrs. Decker had been ill but was improving. He has *Night in Paris* and Hawaiian Show with Sheesley.

**B. H. NYE** letters from Knoxville, Tenn.: "Have completed negotiations and will manage the Sidney Rink Equestrian Circus, playing three-day stands under auspices. The show is strictly of the equestrian order, carrying about 22 head of stock and 25 people, with band; will be fronted with a midway of probably 15 concessions and a Slide Show. Will use four crews of promoters and a billing crew ahead. Season opens May 22 at Valley Center, Kan., the quarters of the organization, and I will be on the ground after May 3."

IT IS apparently obvious that many of the little carnivals of today will be among the big ones tomorrow. However, what about the new letterhead during the interval? It is hard to make a showing without good stationery—and then again your local printer has to live.

**W. H. SMITH**, Side-Show manager, accompanied by his talker, Mickey Ward, visited *The Billboard* office last week. They came in from the American Exposit-



MR. AND MRS. J. W. CONKLIN, strolling the deck of R. M. S. Queen Mary prior to the ship's docking in New York, following a two months' tour of Europe recently. They are interested in the success of Conklin's Shows and the new midway of the Canadian National Exhibition.

tion Shows, a F. E. Gooding unit, and returned to Middletown, O., after placing orders for costumes and other show properties. Smith reported that the outfit under the management of J. F. Murphy presented a good appearance and started the season by doing good business. This was his first visit to Cincinnati in 25 years, the last time being when he had his illusions at a local museum.

**WALTON DE PELLATON**, of the Hilderbrand Shows, letters from Woodland, Calif.: "The item in Midway Confab recently regarding the uncertainty of free acts staying on shows was taken as a dig at us for having so many different free acts during our stay in Los Angeles." Walton, you should not be like this. The dig was aimed at all free acts who run from one show to others with utter disregard for word or contract, not for shows that are proving grounds for some free acts as you admit the Hilderbrand Shows were during their Los Angeles engagements.

**BIRDS, BEASTS AND REPTILES** are very prominent in show business now. They have names as performers and as exhibits. When they die they are always mourned and given proper burials by their owners, trainers and handlers. That is as it should be, as these talented birds, beasts and reptiles earn a good living for a lot of showfolk.

**BEN LUSE** letters from Cleveland: "Returned from my winter home at St. Petersburg, Fla. Weather was bad when I passed thru Cincinnati, altho I in-

# NEW IMPROVED! OLD STANDBY



## EVANS PORTABLE MUTUEL CANDY RACE TRACK

THEY flock around this new sure-fire money maker! It holds 'em —keeps 'em spending—and rakes in the profits! Has Mutuel Device with changing odds from 5-1 to 15-1. Mutuel permits use of high-grade merchandise of endless variety with much more flash and bigger attraction. Can also be used for straight play.

Fitted with 12 up to 30 artistically painted removable horses. Brightly colored, chrome trimmed, octagonal cabinet, 6 feet in diameter. Strong, substantially made. Rugged mechanism built for hard use. Guaranteed absolutely. Easy to transport. No Midway or Amusement complete without Evans Candy Track!

THREE MODELS — ★ Mutuel ★ Electric Indicator ★ Standard  
Write for Complete Details. Be Sure To Get Our Latest Park and Carnival Catalog.

45 Years of Leadership.  
**H. C. EVANS & CO., 1528 W. ADAMS ST., CHICAGO**



### MAKE \$50.00 A DAY - CANDY FLOSS

Orders are coming in for our Candy Floss Machines—the biggest Money-Maker known. Order with your machine, our new DOUBLE SPINNER HEAD, the fastest of all times, made specially for Series B model, runs true as a die with our new one-piece steel band, should last a lifetime. Write TODAY.  
ELECTRIC CANDY FLOSS MACHINE CO.  
202 Twelfth Ave., So., Nashville, Tenn.



tended to visit *The Billboard* offices. Getting ready in my quarters here to join the Al G. Hodge Shows and will do so as soon as weather permits. Had many visitors at my winter home and am now inviting Mr. and Mrs. A. O. Hartmann to come down next winter. Met Hartmann several years ago at the fair meeting, Columbus, O. Been in show business 45 years and still work my own lion act. I could give a good write-up of my experiences."

### Horse and Buggy Days

The late George W. Rollins played the Pittsburgh Exposition—for many years the only annual of its kind—with BABY INCUBATORS. Had to use all his mastery showmanship and diplomacy to place the device so instrumental in saving the famous Dionne Quins. . . . Jack Cullen, of minstrel show fame, made openings in front of an attraction at the same exposition. The show was Elsie Janis, then billed "The Pocket Edition of Cissy Loftus."

Walter B. Fox, Harry Dietrich and the late Wilber S. Chery were chairmen of the committees of the old Smith Greater Shows at Conneaut, O.; Beaver Falls, Pa., and Sumter, S. C., respectively. All became general agents for the same show in later years.—Chris M. Smith.

**HARRY BENTUM** letters from South Boston, Va.: "Bench Bentum and her diving acts opened the season April 19 with Andy Bros.' Shows. Last year her act played 37 weeks without even one day layoff. She has not changed a performer in four years and her troupe is still intact with Jerry O'Brien, high diver; Fred Beattie, clown; Arline Gran, springboard; Bench Bentum, high dive and springboard; Jack Bentum, electri-

## FOR SALE

4 FOR 10c STRIP PHOTO MACHINE, Hanley make. Can be seen in operation West's World's Wonder Shows, Wilmington, Del., Week May 3; New Brunswick, N. J., Week May 10. Complete with Top, Frame, Visualizer and Enlarger. Cash or terms to reliable parties.

FITZIE BROWN

## LATLIP SHOWS

Under New Management.  
Will place immediately Loop-O-Plane and Kiddie Auto Ride; High-class Free Act for season. Edith Siegrists wire. Want Ferris Wheel Foremen and Ride Foremen for other Rides. Iodine Bailey wire. All new Rides. Want Ten-in-One, Fat Show and other meritorious Shows. Can place few more legitimate Concessions. Mother Kline wire.

MORRIS VOLTAGGIO, Mor., Whitesville, W. Va.

## Skooter For Sale

\$1,500.00  
Wonderful buy. Twelve Cars. Also Wheel for sale. My fairs require my time.  
THOS. P. LITTLEJOHN, Troy, Ala.

**BASKETS** Fancy Fruit and Grocery Baskets. Specially manufactured for Concession Trade.  
SEND \$1.00 FOR SAMPLE ASSORTMENT OF THREE AND LOW PRICE LIST.  
**CARL GREENBAUM & SON**  
Manufacturers (Est. 1907).  
524 Grand St., New York City.  
Phone: Orchard 4-3521.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

clan; Harry Calderler in charge of rigging, and Harry Bentum, announcer. Eddy Bros. certainly know how to book free acts. The Orvilles also do a high and sensational act that adds to the entertainment features of the Eddy Shows."

WHO IS this general agent? He was on a show last season. He is not there this season but he thought when he left that the show would fold up immediately and that the owner would die from "weeping sickness." The show is still going despite his absence. Vanify! What a curse! Ego! What a weakness!

PHIL H. HEYDE letters from Olney, Ill.: "Visited Sol's Liberty Shows at Mattoon. Sam Solomon has a great show this season. It is larger, better, modernistic and all new. He informed me he has four light plants and four steel light towers he will install at Bloomington."

ED M. HILLEARY letters from Baltimore: "The Kaus United Shows jumped from North Carolina and opened here. Got a bad break in weather. Showed on a new lot owned by the city and used only once before. This is the location I have been trying to have the city level off for both circuses and carnivals. It conditioned there would be plenty of room for the largest circus or carnival. Kaus Shows made a good appearance here as plenty of paint and electricity was used. Renewed acquaintances with Porter Van Ault and family. Second time I have met Van in 40 years. The last time was during the war when he had the largest toy store on the Boardwalk at Atlantic City, N. J. Best wishes for The Billboard."

"THANK YOU! You have just been patronized by a member of the Wallace Bros.' Shows. We are guests of your city this week." This is a printed slip given to all on the shows, who, in turn, hand the slip to a local merchant following whatever purchase they make while showing in a town or city. It is an old stunt but should be effective in helping to put a show over locally.

THE ONION, accompanied by the brother members of the editorial staff, visited the Tom Mix Circus at Hamilton, O. He met Tom Mix. Talked with Mr. and Mrs. Ted Metz, Rhoda Royal and Fred Smyth, all four of them having been in the carnival business and once talked the carnival language and made the visit pleasant, as did all other members of the Mix Circus. Tom told A. C. Hartmann that the more The Billboard boys took the attitude that they owned his circus the better he would like it. Asked for John R. Agee before the performance but did not see him until the show started, and then it was too late for a powwow. Charles Wirth, circus editor, had already taken over the circus and has a host of friends in the circus world.

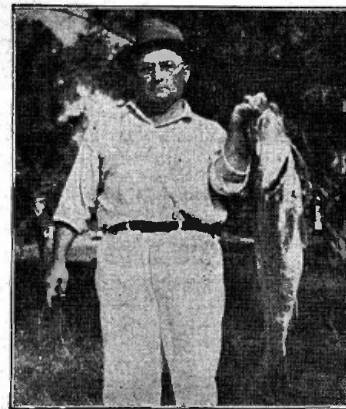
ALL CIRCUSES advertise as being circuses. They are a distinctive form of outdoor amusement. Amusement parks are that and nothing else. What is the matter with all carnivals being just carnivals as they should be? By being circuses and nothing more or less, circuses get a vast amount of indirect publicity and favorable propaganda. Wake up, carnival owners!

R. G. HASLEY letters: "J. Harry Six, old-time showman and manager of the shows bearing his name, organized and opened his company this spring under a serious mental strain, having suffered a blood hemorrhage of the left eyeball about 30 days ago. He is putting up a brave fight to be present until the show gets moving, at which time he must submit to an operation for the removal of

the eyeball. J. Harry deserves much credit for his grit and ability to carry on. The writer has known him since the days when he had the Greater New England Shows in 1913 and the Blue Ribbon Shows of 1914. Also made four famous high divers, Mae Collier, who is still diving; Mae Eccleston, who has passed on; late 'Up High' Billy Kilne and Capt. Pee Jay Ringens, who is now touring Asia. Six is now in his 20th year of total blindness."

THE CARNIVAL DEPARTMENT of The Billboard invites constructive criticism. It has the interest of the carnival business at heart and does not wish to offend or hurt that business in any manner. However, boasts that are not from the heart are of no value to The Mixer, who happens to be at this moment none other than Red Onion. The Onion has never been guilty of being a rubber stamp press agent. By this meaning, a press agent who cannot write a line but is ever ready to stamp his name on a lot of newspaper clippings, the copy for which he did not write, but is willing that it should go forward as his copy. Bang! Bang! Another Redskin bites the dust of dishonesty to himself and his employer.

REX INGRAM letters from Norfolk, Va., and gives some interesting things regarding the World Wonder Car. He states: "Last week in North Carolina ended April 17. Rocky Mount, Tarboro, Wilson, Kinston, New Bern and Washington were played to good returns. At New Bern Mrs. Ingram visited the Kaus Shows and said it was a nice looking



R. S. RAKESTRAW, master of transportation for the Corey Greater Carnival, and his Jimmy friend, which was caught in the Gulf of Mexico. Photo taken at Bonita Springs, Fla.

midway, but few people were on the lot due to cold weather. Newspapers have been very liberal in giving space to the car. The Wonder Car is 55 feet long and 11 feet high and is the largest truck ever built to go over a public highway. Truck and contents are insured for \$225,000, has traveled over 450,000 miles into 900 principal cities in 48 States and 13 countries. The museum exhibits number 1,000, and many come from the various U. S. Government departments, Washington, D. C. Staff: John D. Lippy, director; Rex Ingram, general agent; Roy O. Coleman, car manager, and Louise Coleman, treasurer."

SIDE-SHOW MEN: Did you see the advertisement of the Iron Fireman, the automatic coal burner? No! Well, have a look at it. It says, "Don't saddle yourself," and shows a man bent over with a horse saddle on his back. Now, the idea is this: Get a man and put a saddle on his back and a bit in his mouth with reins and a paper-mache horse's head over his and call him "The Horse Man." Then have one of the odd people with your show to get in the saddle and you have a funny act the way The Onion sees it. Oh! Never mind, you probably were going to do it. That is what they all say when a new idea is sprung. This same Onion suggested a nail-driving contest as a promotion feature and the Nail Concession came out of the idea, so what is the use?

MURRELL WOOD letters from Austin, Tex.: "Western States Shows played in connection with the 'Battle of Flowers,' San Antonio, and had the largest attendance in its history. Shows and rides packed them in and all on the show received their share of business. The shows were, Clyde Davis' Hawaiian Re-

vue; Mac Curdy's Yevone, Nick Delo's 20-in-1, Joe Murphy's Nights in Paris, Bill Williams' Monkey Island and George Preyer's Motordromé. Scotty Norton had three shows. The Mexican Show has been turned into a Minstrel Show. Bill Williams is also official announcer and carpenter. The 1,000-pound turtle died, probably the weather was too hot for him. A. Obedal had a great opening at his new home, located in the hills of the West French Circle. Everyone attending had a fine time. The private bar got a good play. Eats and drinks were plentiful and more than 1,000 visited during the day. Frank Downs, banner man, is doing swell and he has the Big Eli Wheel covered every week. Jack Ruback was the busiest man on the location all week."

## As Dick Collins Opines

The Vollmers, after three and a half years of retirement, felt the urge of the road again. Thomas B. and his tiny wife, Princess Violet Vollmer, joined Gruberg's World's Exposition Shows. The Princess works in the Midget Village. They express themselves as happy to be with folks again who speak their own language.

Capt. Ringman Mack, he who pulls an automobile loaded with passengers by means of an iron rod attached to a chain and passed thru his two breasts, is with the Newton Kelly Museum as an added attraction. The Captain is hale, hearty and a great showman.

Diogenes and his lamp have been out-classed. Milton M. Morris has discovered the really honest man. A young fellow out of work walked out to Milton's



ALTA MAY BUNTS, daughter of W. J. Bunts, of Crystal Exposition Shows, standing by her Covered Wagon trailer home. Photo taken at Georgetown, S. C., recently. This young lady is rated as of some importance on this midway, tho yet youthful.

home, some five miles from the center of Washington, saw Mrs. Morris and was told that Milt was at Alexandria, Va. She offered the young man 50 cents for his fare. He refused, saying, "If I don't get a job I don't know when I can pay you." At last she pressed 20 cents on him and he walked the entire distance to Alexandria and gave the money to Morris. The distance from the house being another 12 miles. Did he get a job; well, what do you think?

The Jones showfolk were pleased at the layout of the shows at Alexandria—and did they congratulate "Little Napoleon" Max Gruberg. Manager Morris was the guest of honor at Alexandria Rotary Club luncheon at the George Mason Hotel. He gave them a talk on the carnival at their solicitation. If you want to know—Milt is quite an eloquent orator.

That word WAIT in large type when used as opposition newspaper propaganda is a dangerous word—there are such boomerang possibilities in it. See The Alexandria (Va.) Gazette—wait for what, and why?

## PCSA Ladies' Auxiliary

Club's last meeting was presided over by Peggy Forstall, who returned recently from a visit to the Barnes Circus. Ruby Kirkendall, secretary, returned from a few weeks' trip to Barnes Circus and

Merced, Calif., where she visited relatives. Tillie Palmateer was again present after a two-month illness. She gave a short talk and reported her visit to Crafts Shows at Lynwood, Calif. Lunch, furnished by Marie Sweeney and Opal Manley, was served by Minnie Fisher and Etta Haden.

Special prize of the evening went to President Forstall. Bingo followed the meeting. Doc Cunningham dropped in and invited the ladies to an entertainment in the men's rooms next meeting night.

Final plans for a bridge party to be held May 6 in the ladies' clubrooms were made. Members present were Kirkendall, Kilne, Lynton, Jones, Ada Mae Moore, Phillips, Manley, Rawlings, Haden, Minnie Fisher, Schaller, Miller, Rockwell. Reported by Tillie Palmateer.

## LEWIS SHOWS—

(Continued from page 51)

entertain the show-going folks of New Britain and environs: Havana, an extravaganza of native Cuban entertainers; Art Lewis' Athletic Training School, under the management of Mickey Devine, erstwhile well-known boxer and athletic instructor; the Autodrome, featuring Speedy Palmer and his troupe of dare-devils performing with motorcycles and automobiles on the perpendicular wall; Pete Thompson's Midnight Polles, a musical revue, with talented steppers in line, as well as several prominent principals; Life, under the personal direction of Dr. E. C. Potts, of the city of New Britain, who, incidentally, is the official physician with the show to take care of the entire personnel of the Art Lewis Shows. A special first-aid clinic is now being constructed on a special-built trailer to take care of this new department. Barney Lamb's side show, when his new canvas arrives, will house one of the finest side shows on the road; Mickey Mouse Circus, a show for the little folks, is a very pleasing attraction, well presented and with an outstanding front. Jobers' Midgets, a most unique attraction, is a complete home on wheels, built in size and proportion to those who occupy it. The Penny Arcade, subtitled Pennyland, is complete with automatic machines and pin-ball games and is adorned with an elaborate electric neonized front. In addition to the above-named shows a big sensational Mystery show is now in the course of construction and will grace the midway within the next two weeks. Thru the center of the midway the following rides: Kiddie Ferris Wheel, Carousel, Twin Ell Wheels, Double Loop-o-Plane, Loop-the-Loop, brand-new streamlined Mangel's Whip, Tilt-a-Whirl, Caterpillar, Chair-plane and Ridee-O. An Octopus has been ordered and is due for delivery at an early date. Jerry Swisher has a brand-new eating emporium 20x40, which is a credit to the show.

Staff: Art Lewis, general manager; William Gorman, assistant manager; F. Percy Morency, secretary-treasurer; Al Rogers, general superintendent; Pete Thompson, assistant superintendent and trainmaster; H. G. Paull, chief electrician; W. H. Brownell, banners and special agent, and A. Aker, contracting agent.

The show carries one advertising calliope truck back with the show and two sound-system advertising cars ahead. A new arch along modernistic lines is now in the course of construction with indirect illumination effects to adorn the front of the newly acquired circus style marquee. Reported by F. Percy Morency.

## R. & C. SHOWS—

(Continued from page 51)

costumes. When favored with weather the show played to several capacity houses. Management voted it the best colored presentation that has ever appeared with the Rubin & Cherry Exposition.

## Midway Notes

Rubin Gruberg, executive head of the organization, arrived here after a short rest period. Mrs. Edith Gruberg Matgollies visited her parents and returned to Philadelphia.

W. Y. Grant, new assistant auditor to Arthur E. Sharpe, assumed his duties in the office wagon. Mrs. Mac McLane, accompanied by baby daughter, Betty Lynne, arrived from Richmond, Va. C. W. Jessop, known as the "Pop-Corn King," arrived with his family from Connersville, Ind., and set up his concession.

R. E. Christian, manager of the "Television" exhibit, presented a beautiful frameup and an attraction as an innovation in carnivalism.

## Sensational Profit COBBIE CORN



The world's outstanding Popcorn Confection. New! Novel, Wholesome, Delicious. Sells on Sight for 10c. COBBIE CORN will be supplied you, fresh and crisp, at the following prepaid prices:

144 Ears \$5.00 576 Ears \$19.00 1152 Ears \$37.00  
(4 gross) (4 gross) (8 gross)

## COBBIE CORPORATION

Des Moines, IOWA.  
Introductory Offer: Send \$1 for test package of 24 ears of Cobbie Corn (Sales price \$2.40). See how it sells and the quick profit it will make you.



# Rosters of Carnivals

(As Reported by Show Representatives)

## West Coast Shows

SPOKANE, Wash., May 1.—The roster and personnel of the show at its opening here April 24 follows: Rides—Heyday, Walter Hoot O'Neil, foreman; tickets, Leonard Olson; Bob Stevens, Johnny Fiely and Ed Marsh, helpers. Merry-Go-Round, Les Sanford, foreman; tickets, John Leslie, Billie Lee, Frank Foster, Ferris Johnny Fisk, foreman; tickets, tickets, Johnny Fisk, Bud Stanford, podgem, Bert Marshall, foreman; tickets, Leo Thomas; Fred Altman, Johnny Fisher, helpers. Double Loop-o-Plane, Hans Peter Marcher, foreman; tickets, Fred Frussing; Joe Watson, helper. Lindy-Loop, Ernie Santanni, foreman; tickets, Chuck Pettit; Fred Warren, Art Nelson, Jack Harris, helpers. Merry Mix-Up, Frank Green, foreman; tickets, Jack Smith; Art Fisher, helper. Shows—Side Show, Hal Compton, manager; Bud Smith and Ed Stewart, talkers; Joe McNeil and Johnny McCarthy, tickets; acts, fat boy, Tiny Marvell; Punch and Judy, Cardello; human pincushion, Jeff Griffin; Mystery of India, Mickey Compton; sword swallower, Luck Ball; leopard man, Tam Tam; dope exposed, Jack Lee; mindreader, Stella; Anna, Annex. Illusion, Leo Tunney, manager; tickets, Harry Lawson; Genevieve Sanford, Bable Sanford, Elaine Smith, Helen McDonald, assistants. Motordrome, Clark Willie, manager; riders, Chuck Selger, Virginia Dare, Dare-Devil Howard, Cyclone Red. Dog and Pony, Harry Brady, manager; Mrs. Brady, tickets. Athletic Arena, Ray Hamilton, manager; Mrs. Hamilton, tickets; Iron Chamberlin, Leo Fields, Pinky the Terror, assistants. Flea Circus, Madam Sirwell, manager; M. Sirwell, tickets. Shanghai Palace, Art Heinche, manager; Charles Foster, tickets; Frank Lori, talker. Snake Show, Jack LaRue, manager; Jim Russell, talker; Charles Meeker, tickets. Concessions: Roy Wilson, Roy Peterson, balloon; Fritz Henkle, Al Steele, shooting gallery; Fred Atwood, ball game; Tommy Baldwin, bottle game; Lester Harvey, cigaret gallery; Jimmie Mertz, short-range gallery; Thelma McDonald, penny pitch; Jack Schaffer, ham, country store, grocery, wheel ham; agents, Frank Schaffer, Sam Schaffer, Jim Tideman, Fred Raff, Jim Lee, Cookhouse, Ed Flynn, manager; head cook, Frank Marren; Jimmie Lacy, griddle; Al Thompson, head waiter; Jim Brown, Frank Perrin, assistants. Bingo, Mrs. Fern Huggins, manager; Red Roberts, Art Smith, assistants. Candy floss, Mrs. Grace Flynn, American mentalist, Mrs. Newland, Hazel Brown, Irene Long, readers. Mah Jong, Jack Connor; blanket wheel, Tommy Hyde; high striker, Red Corey; penny arcade, George Murray; photo gallery, C. M. Elliott; Eric Diggers, Roll-a-Ball, Bill Holt. Reported by Harry L. Gordon.

## Kennedy Greater Shows

GLENDALE, Calif.—Following is roster of concessions, rides and shows presented at the opening in this city: Pop corn and candy floss, Mrs. Lloyd Wilson; Edith Gates, agent. Cigaret gallery, Mickey Wilson, owner; Mrs. Whitney Tignor and Plez Keown, agents. Dart game, Lloyd Wilson, with Whitney Tignor and Ben Daly, agents. Cookhouse, William Lowery, manager; Ed Dice and Billie Kiernan, assistants. Clothespins, Mrs. Dixie Olsen; Fay Wainwright, agent. Milk bottles, Mike Rogantini; Eddie Small, agent. Watch-Is, Mrs. Norma Burke. Milk bottles, Mrs. Norma Burke; Frank Murphy, agent. Japanese rolldown; L. Wilson, with Richard Benham, agent. Short-range gallery, Joe Lambert and Bob Woodall, agents. Nail game, Bill Wilson; Tommie Preiser, agent. Country store, Red Howell; Ed Byron, agent. Ham and bacon, F. T. McDonald; Bill Bierly, agent. Novelties, George Silver, owner; Ed Tyndall, agent. Grocery wheel, Doc Hall, owner; Harry Jannis, agent. Swing To, Mickey Wilson, owner; Harold Porter and Mickey Fagan, agents. Photo strips, Mr. and Mrs. Harold Pickard, owners and operators. The rides: Ferris Wheel, F. J. Kennedy, owner; Pap Miller, foreman; Joe Buttreck, assistant; Mrs. Ola Miller, tickets. Merry-Go-Round, Al West, foreman; Chester Parker and Mrs. Ed Carey, tickets. Glider, Amos Ellis, owner; J. T. Ellis, tickets; William Mercer, operator. Kiddie Autos, Mike

Rogantini, owner; Paul Jackson, operator; Esther Curley, tickets. Loop-o-Plane, Mr. and Mrs. Wade, owners; John Phillips, operator. The shows: Athletic Show, Dutch VanDee, manager; Tornado Ralph Mayer, wrestler; Lynn Turner, boxer; Tim Courtney, heavyweight wrestler, and Bim Morrissey, middleweight boxer. Snake Show, William Hardin, owner; Mrs. Hardin, tickets; Ed Garrey, inside man. Dog and Monkey Circus, Mr. and Mrs. Dutch VanDee, owners; Lady Elysia, trainer; Tom Murrin, inside. Hollywood Models, Buddy Cohen, manager; Mart Bissman, tickets; Eddie Bayard, producer; Lady Iola, principal dancer; others are Edna Miller, Mary Martin, Louine Payne, Helen Sears, Vera Highton, Grecian poses.

## Keystone Shows

WAYNESBORO, Pa., May 1.—Following is the complete roster and people contracted: Staff: C. A. Hartzberg, manager; Mrs. C. A. Hartzberg, secretary-treasurer; William A. Murray, general representative; James Fowler, special agent; E. S. White, maintenance and electrician; Captain LaValley and diving sensations and D. D. Roland, high ladder and swing perch, free acts. Clyde Howey, girl review; William Joseph Murphy, Ten-in-One and Hawaiian Show; Robert Everest, Monkey Circus and Speedway; Billie Edwards, Radio Minstrels; James Cunningham, Jungeland Show; Steve Bronson, Mickey Mouse Circus, and Harry Cooper, arcade. Concessions: Cookhouse, Al Fromsdorf; bingo, E. Shepard, custard, George Spirides; Jack Melrose, blankets, clocks and percentage; George Washburn, photos and potato chips; G. Wake-man, candy apples and floss; S. P. Williams, high striker and penny pitch; Olen Ormsduff, two ball games and darts; J. C. Wilt, hoop-la; Sam Wake-man, penny pitch; Gus Vladio, mentalist; Harry Sisson, balloons, pop corn and country store; Thomas Kirk, cat rack and jingle board; Gilbert McCoomb, string game; Amos Hartzberg, bowling alley and huckleby-buck; J. Fowler Jr., pitch-till-u-win. Rides: Merry-Go-Round, Charles Burton, foreman; Jim Alders, second man. Ell Wheel, Jack Metts, foreman; Harry Stage, second man. Loop-o-Plane and sound truck, George Stoll, foreman; Harry Knoll, second man. Chairplane, C. Cisco, foreman; Max Kinder, second man. Air-planes, M. Morrison, foreman. Octopus, Jack Bauer, foreman; Gus Simms, second man. Kiddie Autos, Harry Sisson. U-Drive-'Em Autos, Kurt Bauer. Reported by K. Bauer.

## Johnny J. Jones Exposition

Washington, D. C. First week ended April 24. Location, 18th and H streets, N. E., new lot. Weather, bad. Business, when open, big.

Opening here was delayed. Scheduled to open Wednesday for a 10-day stand, but due to a steady downpour of rain that lasted thruout the forepart of the day, left the lot in such a muddy condition the night was called off. Thursday after looking the lot over again the management decided to postpone the opening.

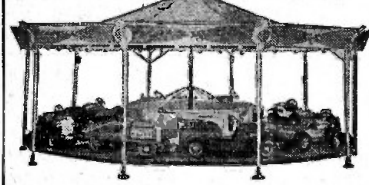
Due to the show outgrowing location formerly used, a new lot was broken three blocks beyond. On arrival of Special Representative J. C. Thomas the new lot was covered with trees, dense thickets, holes and ditches! Much credit is due him for the work accomplished in putting the lot in shape, with 30 men three days to do the job.

Assistant Manager Tom M. Allen came in for his share of the grief. The wagons and tractors tore up the new soft lot and the grounds were a sea of mud. Load after load of cinders and shavings were hauled in to no effect. Then loads of rock and brick were dumped in the bottomless mudholes to give it a foundation. Tom M. Allen, Lot Superintendent McElheny and crew did more than their bit towards getting the show open with their untiring efforts.

The change of location did not mar the attendance but did give the show the biggest opening night in the history of the show's appearances here.

Friday night opening gave every attraction a big gross. Saturday cold weather greeted the show, but didn't

PRICED FROM \$1,150.00 Up



## ALLAN HERSCHELL CO.

1937 DE LUXE MODEL KIDDLE AUTO RIDES

MORE THAN 130 SATISFIED OWNERS. "Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,350.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 30-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddle Ride.

ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y.

# BOB HASSON WANTS

Acts, Froaks, Curiosities. All season's work. Office pays salaries. Kitty Smith, Bob Laverne, James Durant, come on. Can use one more Feature Show. What have you? Grind Stores and Wheels open. All address

S. E. PRELL, Gen. Mgr. De Luxe Shows of America, Baltimore, Md.

## WANT SHOWS

Side Show, Drome, Illusion, Unborn, Fun House, Mickey Mouse, any Show that don't conflict. Want Agents for Wheels and Grind Stores. This show is in the money. Wire

## T. J. TIDWELL SHOWS

Monahans, Texas, May 3 to 8

chill the showgoers. Again a big night for all from the front end to the back. Some of Lipsky and Paddock's stock wheels had to hang up "Sold Out" signs by 10 p.m.

Many visitors from Max Gruberg Shows. Director E. Lawrence Phillips was visited by many local friends and relatives, including his father, E. E. Phillips; his sister, Mrs. E. C. Stahlin, and granddaughter; Mr. and Mrs. Horace Wood, sister and brother-in-law; Mr. and Mrs. Alewine, nephew and niece. The two sisters and families were entertained by the show's official hostess, Mrs. Hody Jones.

Judge James A. O'Shea, the Jones general counsel; Congressman L. L. Boyer and family, of Illinois, and a host of friends visited General Manager Walter A. White, Max Gruberg and Milton M. Morris, of Gruberg Shows; Mr. and Mrs. Nat Tash, of the Galety Theater; Nadja, playing at the Galety, visited the Royal Russian Midgets; C. Floater Bell, former Jones press representative; Mrs. William Glick; Sol Salzburg, of the Delight Candy Company; Harry Allen and Colonel Beck were show visitors. Press Representative Dick Collins and the writer spent many hours together.

STARR DeBELLE.

## Cetlin & Wilson Shows

High Point, N. C. Week ended April 24. Auspices, VFW; benefit School Boys Patrol. Location, Willis Park. Weather, fair, two days rain. Business, fair.

Show not fully completed but made a fine appearance. Opened with Merry-Go-Round, Robert Camp, foreman; Twin Ell Wheels, George Donahue and William Morgan, foremen; Chairplane, Ben Eisler, foreman; Tit-a-Whirl, John Ard, foreman; Skooter, W. E. Hannon, foreman; Octopus, Chet Dunn, foreman; Caterpillar, Frank Savage, foreman; Pony Express, Dock Weber; Kiddie Auto, Carl Fontaine.

Shows: Motordrome, Speedy Merrill, manager; Streets of Cairo, Phil Hamburg, manager; Side Show, L. W. (Duke) Jeannette, manager; Paradise Revue, Cetlin & Wilson, managers; Temple of Mystery, Willis Johnson, manager; Harlem Revue, Sammy Lewis, manager; Monkey Circus, Doc Carrell, manager; Hall of Science, Leo Grafell, manager; Mollin Rouge, G. W. Cooper, manager; Funhouse, Mrs. William Purchase, manager. Front gate is being handled by Mrs. Baker and Mrs. Purchase.

Staff: John W. Wilson, manager; I. Cetlin, assistant manager; Harry Dunkel, general agent; C. D. Crump and Eddie Eger, special agents; George Hirahberg, secretary; Frank Massick, superintendent of construction; Fred Utter,

electrician; Robert Brockway, assistant; Neil Hunter, trainmaster; John Ard, carpenter; A. H. Clark, scenic artist; C. Deitrick, sign painter; H. Gregory, automotive; Ted Miller, publicity, and Tony Lewis, mail and *The Billboard*.

Visitors: George A. Hamid, Norman Y. Chambliss; Mr. and Mrs. E. K. Drury and party, of Rutland, W. V.; Mr. and Mrs. Tom Bloom, of Winston-Salem, N. C.; Mrs. and Mr. C. S. Farnell, of Mebane, N. C.; Fair; Oliver, of Reidsville, N. C.; Fair; Brewer and Ford, of Dodson Shows; Mr. and Mrs. Jim Hodges; J. P. Bolt and F. E. Kelly, of Dixie Model Shows, and A. Levine, of World of Mirth Shows.

Radio Station WMFR very generous with time, giving the show five 15-minute periods and two 30-minute periods during the week. Local paper very liberal in its praise of the show. Talent was furnished for A. B. Club, Lions and Kiwanis club's luncheon. Talent was furnished by Paradise Revue, Streets of Cairo and Sammy Lewis with his Rhythm Boys. School Boys Patrol were guests of the show on Wednesday night and newbies entertained Thursday night. The Flying Sensations is the free attraction, with cash drawings nightly and a Ford V8 given away on Friday night. Blair's Scotch Highlanders entertain nightly at the Marquee, as well as Sammy Lewis with his Rhythm Boys.

GEORGE HIRSBERG.

Richmond, Va. Week ended April 24. Location, CCA baseball park, 21st and Q streets, Church Hill. Business, excellent. Weather, perfect until Saturday, cloudy and cold.

Second week's engagement. Business was nearly double that of 1936, part of which can be attributed to increased size of show. Two gates were utilized in charge of Percy Johnson, superintendent. John H. Marks and James M. Raftery, his assistant, were busy greeting friends. Those calling were Christian Munn, secretary of Chamber of Commerce, who called to instruct Marks as to his duties as a member of the Richmond Chamber, and Benjamin H. Ruffin, chairman of Chamber's membership committee; Mayor Fulmer H. Bright; Edward McDermott, city editor *Times Dispatch*; Eddie Brill, his assistant; Taylor Merriwether-Smith, news editor, and Robert Golden, formerly of *The Billboard*.

Harlem Dandies, with Doc Anderson and Evelyn Reading sharing honors as impresarios, led the shows and is presented in a Baker-Lockwood tent theater. James M. Hurd and Al Paulert shared second honors with Hurd's Wall of Death and Paulert's Beauty Revue.

Art Eldredge returned from New York and New Jersey points, where he went (See CARNIVAL LETTERS on page 61)

**Dodson's World's Fair Shows**

Savannah, Ga. Eight days ended April 17. Location, fairgrounds. Auspices, Veterans of Foreign Wars. Ten-cent pay gate. Weather, good. Business, good.

Show spent winter here and had everything in readiness long before official signal was given to open. Opening day a big winner from every standpoint. Dodson concert band (16) gave a concert Sunday afternoon and night. Rides and concessions operated due to fairgrounds being located outside city limits. Best attendance Friday night. Two special kiddie matinees Friday and Saturday swelled grosses considerably. The newly built Skooter Ride, Cy Holliday, foreman, was opened daily at 1 o'clock and kept in operation till midnight. The new Octopus ride came next in business done. Lee Folkner, chief electrician, did a wonderful piece of work in arranging the novel electrical effects on rides and shows. Abe Stark, in charge of the six all-steel light towers, had them arranged in such a way as to make midway and parking lot as light as day.

Big Bertha is a new addition to show. It is a monster elephant mounted on a truck, designed and built under personal supervision of General Manager C. Guy Dodson. It stands 12 feet tall and weighs several tons. The band sits upon its back in a large howdah. This is a new form of street advertising to be used by the management. The three Savannah dailies were behind the show and contributed much space. Radio Station WTOG also gave good support. The VFW committee on special events was a live lot, working hand in hand with Edward Bruer, show's special agent. General Agent Mel G. Dodson was on hand for opening, remaining until Monday. A glowing afternotice was given show by City Editor E. C. Chardon of *The Savannah Sunday News*. Many visitors were seen along midway during the week. Mr. and Mrs. Hanson, on their way from Miami to New York, spent a day on the show. They plan on working at the mountain resorts in New York State this summer.

The many friends of Charles C. Foltz (Blue) were shocked when news of his death spread along the midway. The management and members of the shows wined a floral piece. Joe (Alabama) Phelps is a busy man on the midway. This is Joe's 25th season with Dodson, having started at the age of 12 selling novelties. DAVE CARROLL.

**Mighty Sheesley Midway**

Knoxville, Tenn. Week ended April 24. Auspices, Central Labor Union. Weather, rained out two days. Business, almost nil.

A young tornado Thursday afternoon damaged considerable show property and left lot a sea of mud. Saturday morning immediately after Safety Parade rain came down in torrents continuing until late evening, making tearing down paraphernalia a real hectic job. Molly Decker suffered severe injuries in auto accident coming in. She is still confined to her room. Eddie Jameson, calliope player on the *Nite in Paris* show, is a very accomplished barber. In checking over rosters of various attractions for Social Security Act, writer found out plenty about folks, especially right ages. Jean Hodges, daughter of Mr. and Mrs. Hilton Hodges, celebrated her second birthday with a party to all show kiddies. Ward Dunbar was confined to his hotel with a touch of flu. Mrs. E. H. Smith, of Jacksonville, Fla., spent week with her husband, "Texas Smithy." Lumber mills here profited by rains from looks of all shavings used in fixing up lot. Lorraine Wallace is kept busy breaking in a new lion to replace "Duchess," who recently died. Main entrance is brightened up by new canvas awning which arrived from Baker-Lockwood. Among officers patrolling grounds was A. McPherson, who was with this show 21 years ago and is now a deputy sheriff. Dinty Moore's Skooter continues top-money ride, while Al Renton's Oddities top shows. There's marriage in air between Al Renton Jr. and Anna Fleck. Pat Cherrington, wife of late John Hamilton, Dillinger mobster, joined and is appearing in Sing Sing show. Much credit for success of Safety Parade on Saturday morning must be given Mayor Branson, Chief L. M. York, Safety Director Harry Burke and Hugh Ammons, of Traffic Department. Radio Station WNOX gave the show one of its most popular programs, "Mid-Day Merry-Go-Round," to demonstrate talents of Pa

**Full Week Carnival Show Letters**

(As Reported by News Representatives for the Shows)

and Ma Sherman, Tony Arrenda's Royal Hawaiians, Lorraine Wallace, Sonora Carver, Pat Cherrington, Singallee and Joe Hatfield. Many thanks to Phil Brockwell, second man with Goodman Shows, who was considerate enough to hold his billposting in town in Thursday. Visitors: Morris Horrow, Mr. and Mrs. Sam Lawrence, Mr. and Mrs. George Pennell, Mr. and Mrs. W. M. Steelman, Harriet Hoyle, Dick Adcock and Mr. and Mrs. Buck Denby. Word from our home town, Charlotte, N. C., that our good friend Ben Douglas was re-elected mayor by a big majority. He is always showmen's friend at all times. FLOYD NEWELL.

**Brown Novelty Shows**

Pelham, Ga. Week ended April 17. Auspices, American Legion and Parent-Teachers' Association. Location, baseball park. Weather, good. Business, fair.

Five-cent pay gate. Revival services, with all churches participating, arranged for after show was booked, brought about slow business for early part of week. Management announced all special programs would be eliminated in courtesy to churches. All concerned co-operated and date turned out first class. Two children's days, Friday and Saturday, with merchants issuing tickets, exceeded expectations. Hand Trading Company purchased Merry-Go-Round for Friday and Saturday afternoon and also arranged for free gate Saturday afternoon, this resulted in pickup in business. Lewie Hotchkins and Charlie Polk opened with magic and escape show; Texal C. Camp is framing crime show. Charlie Beasley is adding another concession. Art Heinant joined with concessions. E. Hoffman appointed mailman and *The Billboard* agent. Free acts are furnished by Codinos and Ethel Garland. F. PAISLEY DAVIS.

**Al G. Hodge Shows**

Collinsville, Ill. Week ended April 17. Auspices, American Legion. Location, streets. Weather, cool and rainy. Business, fair.

Show received splendid co-operation from business men and American Legion. Maurice Helman, J. Lacy, Ben Kaplan and Joe Henderson joined with concessions. Tex Stewart arrived with Hawaiian Show. Show covered two and one-half blocks, and patrons turned out in large numbers nightly with sufficient money to satisfy everyone. Saturday night midway was jammed, and weather that night was ideal, making closing day a wow.

East St. Louis, Ill. Week ended April 24. Auspices, Veterans Foreign Wars. Location, Bond avenue. Weather, fair. Business, fair.

Short move made without a mishap, and ready in plenty of time for Monday opening. Weather on the opening night was ideal and customers poured thru 10-cent gate, despite fact that Zimdars Greater Shows were playing at 10th and Bond streets. Tuesday lot was flooded so badly by rain that there was no opening that night. After lot was pumped dry, another rain flooded it again. With help of fire department pumper, lot was made dry again and ashes and shavings spread. Wednesday's business was good. Jack Wish and Dorothy Wampoolle each placed a concession. Jack McDonald joined with a nail store; Ice Water Wilson, with ham and bacon, and Speedy Wilson with blankets. Visitor: Cotter Ellis. Captain Day and performing dogs pleased. Ella Carver, swan fire dive, and Lamy Brothers, high trapeze, are free acts. ART SIGNOR.

**L. J. Heth Shows**

Gallatin, Tenn. Week ended April 24. Location, South Waters street. Weather, good. Business, good.

Fire destroyed three concessions completely and Henry Heth was taken to hospital from burns. Fire started from a defective light stringer. Heth was in his bowling alley getting ready to open. Tops had just been paraffined. JOE J. FONTANA.

**Rubin & Cherry Exposition**

Tuscaloosa, Ala. Week ended April 17. Auspices, American Legion. Location, circus grounds. Weather, fine. Business, great.

Opening week of "Silver Jubilee Tour" big success, the return engagement here exceeding expectations. Following a big opening, last half of week marked largest attendance of an opening week in past several seasons.

Saturday, "Children's Party," sponsored by local department store, drew thousands of youngsters and adults as well. Saturday night attendance 8,000 paid admissions.

Rubin Gruberg made a trip to Montgomery, Ala., and from there to Hot Springs, Ark. Mrs. Edith Gruberg Margolies arrived from Philadelphia, visiting her mother, Mrs. Annie T. Gruberg.

Walter Hale, orator on front of "La Bomba Rhumbs" attraction, will handle press and radio while writer is in advance of show, four days ahead. Chuck Bedell is talker on "Miss America," beauty contest winners attraction. Nate T. Eagle, director of presentations, made a trip to Chicago and returned with several new people and booked a "Television" show.

James R. Gallagher, national advertising manager, reported from New York City that he closed several season contracts with advertising agents for Merchants' Exhibit Tent.

Homer Finley is managing Twin Loop-o-Planes; Glen Taylor, Waltzer, and Blackie Mitchell, Merry-Go-Round. Lusse Bros. shipped new 20-car Auto Skooter ride. Octopus was also shipped ahead.

Louis (Peezee) Hoffman and assistants had opening stand billed in true "circus" fashion within a radius of 50 miles. *Evening News*, as usual, generous with space and art, and Bruce Shelton, publisher, and Ben Green, city editor, visited every night during engagement.

Max H. Kimerer received from New York a giant regal python, actually 23½ feet in length and weighing 276 pounds. His new neon-lighted modernistic show front, beautiful in design, is a midway revelation.

Death of Charles C. Blue a shock to all showfolk, many of them warm personal friends of popular editor.

Louis Leonard, veteran concessioner, is operating ham and bacon concession for J. J. (Chickie) Allen.

WALTER D. NEALAND.

**De Luxe Shows of America**

Concord, N. C. Week ended April 24. Auspices, Lions and Military Company. Location, Kannapolis road showgrounds. Weather, rain. Ten-cent pay gate. Business, fair.

Billetti Troupe joined, three men and a woman, who do an aerial act on bicycles without net or safety devices. Other free act is "Mae West," high-diving monkey. She jumps 75 feet into a net. She is a member of James McVey's trained monkey circus.

Clifford J. Franco assigned as press agent. S. E. Prell, managing director of show, entertained Quay Hood, secretary Lancaster Fair; Earl Bailey and W. F. Monts, business men, Lancaster, S. C.; Mote Williams, secretary Union County Fair, Monroe, N. C., and Treasurer J. C. Price; Clyde Skidmore, secretary Albemarle Fair, and treasurer F. B. Patterson.

Show is bigger than ever before and is decorated with neon signs. Abe (Sheik) Prell, son of manager of show, is owner of Loop-o-Plane and doing very well. William Hason is assistant manager. Dan Dennis is new secretary of the show. CLIFFORD J. FRANCO.

**Endy 20 Big Shows**

South Boston, Va. Week ended April 24. Auspices, South Boston-Halifax Baseball Club. Location, fairgrounds. Weather, cold rain, but fair on Thursday, Friday and Saturday. Business, week-end fair.

Assembling and opening town to bring together many attractions that were all winter in Funland Park, Miami; Cuba and quarters, Durham, N. C. Charley Tashey has three shows. Eddie Lippman, business manager, was in Durham to

supervise quarters activities. William J. Tucker arrived with concessions and rides.

David B. Endy took a trip to Chester, Pa., with General Agent Mathew J. Riley, Secretary W. W. Wilkins of Halifax County Fair, South Boston, was a daily visitor. Ralph Endy, secretary and treasurer, always on the job. Bench Bentum's diving sensations this year's free attraction. HARRY BENTUM.

**The New England Shows**

Fairfield, Conn. April 17-24. Location, Forcupine lot. Weather, few days rain. Business, fair.

Opened season Saturday, April 17. Very good business. Paid gate, 2,000. New neonized panel front drew attention from motorists traveling highway. Midway makes very good appearance. Most of concessions and rides have new canvas. Danny Hubbard joined with Sex Show. Two days of rain in middle of week with high wind blowing and several concession and show tops went down during night. Visitors: Mr. and Mrs. Charles Gerard, Mr. and Mrs. Fred Philippen, Frank Murphy, Art Lewis, Thomas Coleman, Al Grill and T. E. Kaus.

Mr. and Mrs. John Kilonis gave a house-warming party in their new house trailer to executives of show and their friends J. O'Brien and Charles Metro, Charles Wulp and family have arrived from Arizona and joined show. CLARENCE GIROUD.

**All-Texas Shows**

San Marcos, Tex. Week ended April 17. Location, North Cedar and Hopkin streets. Auspices, Veterans Foreign Wars. Weather, good. Business, excellent. Five-cent pay gate.

First carnival to show in city limits in last 12 years. Location, half block from city square, was ideal. From office standpoint San Marcos was best spring spot ever played by show. Committee co-operated in every way. Mayor Ramsey and Sheriff Wren turned town over to Veterans and all county and city officials did their utmost to see that everyone had a good time. Shows, rides, concessions and pay gate did a capacity business. As all outdoor showmen and women will do world over, each and every member of shows went to local merchants and proceeded to spend. With money being spent in town by show people it was only natural that town people would reciprocate and spend on lot.

Mr. and Mrs. Ira Burdick, owners of the show, feel elated over signing of Yoakum Tom-Tom celebration. Show bought two new Chevrolet trucks. Visitors: Happy Ward, Mayor Ramsey, Sheriff Wren, Deputy Sheriff Green, Constable Joellsson and Mr. and Mrs. Lon Seigman. MRS. IRA BURDICK.

**Greater Exposition Shows**

Granite City, Ill. Week ended April 24. Location, 18th and Madison streets. Auspices, Veterans Foreign Wars. Ten-cent pay gate. Weather, Tuesday rained out; Saturday, cool. Business, big.

Monday's opening, knockout financially. Transformer burned. Midway dark short time, due to remedial work of Chief Electrician Howard Goodlet. Lot Superintendent Harry Reynolds cindered muddy spots for resumption Wednesday night. Thursday, newbies of East St. Louis papers and *Granite City Herald* guests. Children's Saturday matinee success. Underprivileged poor and orphans matinee guests. Pat Patterson, Negro with John Francis since first became show owner, celebrated 72d birthday. Ruth Davis, wife Eddie Davis, manager dining tent, given birthday surprise. Counters, tables, chairs and like built by Frank Richmond, assisted by Harry Whittaker. Richmond's wife, Evelyn, manages kitchen. Bob Stewart and wife from West Coast with genuine Hawaiian dancers. Dick Wayne Barlow conferring as to teup with theater advertising. Emil Schonberger, legal department, entertained town officials. Albert Green, Merry-Go-Round foreman, compiling book of carnival experiences. Surprise party for Evelyn Burns, Hollywood dancing doll. She and father, Jimmy Burns, guests for week. He formerly on Royal American advance. Now with General Motors putting on merchants' trade day events with Evelyn, feature extraordinary. General Representative Dick O'Brien returned. *Daily Journal*, East St. Louis, and *Tri-Weekly Herald*, Granite City, carried stories and

pictures. St. Louis papers donated space. Frank B. Joerling, *The Billboard* representative, and party Mound City showfolk honored with midnight doings. Visitors: Sam Chapman, M. W. Etheridge, W. R. Hinsley, Peter Young, M. E. Shofner, Anna Mae Buffington, Grace Oten, Rose Martin, Robert M. Vancocy, Charles Goss, Crawford Francis, Dr. W. M. Waddell, A. Grohe; George Sugg, managing editor Jackson, Miss., *Daily News*, and Editor Smith, *Daily Democrat*, Greenville, Miss. **DOC WADDELL.**

**Wallace Bros.' Shows**

Hopkinsville, Ky. Week ended April 24. Location, Mercer Baseball Park. Auspices, Disabled American Veterans. Weather, cool, rain Tuesday. Business, good. Inclosed midway.

One of writer's "standing committees" and capably directed by veteran Fred Radford. Ex-Chief of Police Ben S. Winfree co-operated with staff. Gate receipts particularly gratifying. Aerial Crawford's bar act received mention by local press, as did "Jo-Jo," dog-boy, a new freak with Leona-Lee's Side Show. Frank J. Kingman joined concessioner's row. Al C. Hansen and Robert Bloom, of Al C. Hansen Shows, recent visitors, as were Clara Housner and her crew of agents while en route to a show. L. E. Morgan and party came over from Princeton, Ky., for visit. Manager E. E. Farrow under weather with heavy cold. Merchants' slips used here for first time. Local beauty parlors received heavy patronage. **WALTER B. FOX.**

**Hilderbrand's United Shows**

Monrovia, Calif. Six days ended April 18. Location, Huntington Drive at Shamrock. Auspices, LLL. Business, good. Weather, fair.

This town gave show only good week's business in eight weeks' showing in this territory. Record crowds attended nightly to witness performances of "Four Thrillers" and Charles Soderberg. Performers of "Four Thrillers" are Alfred S. Keeman, manager; Reggie Marion, Fred Nelson and Vivien Taylor. Monkeyland Show, owned by Mr. and Mrs. Roland Richards, made its initial appearance. Erected on a 32-foot semi-trailer made with steel panels and streamline effect. It opens on all sides, disclosing a swarming avalanche of 300 monkeys. Truck is stationed beneath a 50x30-foot tent specially constructed by Downie Bros. A shower was tendered Mr. and Mrs. E. W. Coe on their wedding anniversary by the entire show. A dinner party was given by Mr. and Mrs. Ed Hilleary at their Monrovia residence to a party of showfolk. Mr. and Mrs. Jack Schaller gave a party to officials of show.

Woodland, Calif. Five days ended April 25. Location, Pinto Polo Field. Auspices, LLL. Business, good. Weather, fair.

Five-hundred-mile trip from Monrovia was made in record time. Entire show in readiness for opening on Wednesday night. At 9:30 a Yolo wind swept down valley and ripped canvas into shreds while Woodlanders scattered for their homes. Until that hour a very good business had been enjoyed. Nightly visitors from seven carnivals within vicinity. Larry Gale arrived with concessions. Others adding concessions: June Pickard, Fred Stewart and Mr. and Mrs. E. Bolton. C. A. Wheeler, with his miniature train, broke down en route and arrived at end of week. Mrs. Nadine J. Fromm returned to her home, Portland, Ore.

Reggie Marion, of "Four Thrillers," had misfortune to break his hand during a rehearsal, but was able to resume in act. Lyman Grisham gave a dinner party to Lucille Kimball, Claire Hertl, Dan Barnett, Mr. and Mrs. Bud Cross and John Hertl. O. H. Hilderbrand's new housecar arrived from Los Angeles. Chet Saunders and Roy Julian arrived from Hollywood. George Morgan gave a cocktail party to Chief of Police K. Niles; Cliff Mitchell, manager of Porter Theater; Mr. and Mrs. Claude Barrie, Lucille King and writer. The installation of bomb salutes at opening of show and before presentation of free acts will be continued thruout season.

Clarence H. Alton is superintending novel installation of new lighting system being placed on Mix-Up. The Great Mogontal, Dan Barnett, has blossomed forth as No. 1 ladies' man for 1937 season. Hazel Fisher and Verna Seeborg made a trip into Oakland. Mr. and Mrs. Claude Barrie have installed many novel improvements in their Hollywood Revue show. Billy Bozzell will take over Ten-

in-One. Fern Cheney celebrated her birthday. Mr. and Mrs. Timothy Murphy joined Fred Stewart's concessions, of which Stanley Cole is manager. Max Benard spent one evening as a welcome visitor. Mr. and Mrs. Shorty Wrightsman also visited. **WALTON DE PELLATON.**

**World of Fun Shows**

Glade Springs, Va. Week ended April 24. Location, ball park. Auspices, none. Weather, fair. Business, good. Free gate.

Show opened Monday to good business and attendance and business increased each night. Manager N. F. Roland is on a booking trip. This was fourth week for show, and because of free gate crowds have been large each week. George Baldwin is recovering from recent illness. Gus's Midway Cafe is center of all jackpots. Special Agent R. Jackson is doing good advance work. Vera Steblar added a new pop-corn concession, and W. Harden joined with concessions. Terry's photo machine going over big. **WHITEY DAVIS.**

**Buckeye State Shows**

Columbia, Miss. Week ended April 24. Location, Church street. Weather, occasional showers. Business, excellent.

Every morning it rained, but fair, warm nights. Show's third stand in this city. Midway was crowded to midnight. Everyone was enthusiastic about Three Flying Lesters, free act. All canvas tops are green and more arrived this week. With the show adjacent to a garment factory employing 1,000 girls, bachelor Frank Gaskins was main attraction for them, with Charles Savage, his assistant, running a close second. Many visitors from Milt Tolbert's tent shows came out to renew old acquaintances. Among them were Mr. and Mrs. Buddy Hale, owners; Mr. and Mrs. Lasses White and Mr. and Mrs. Honey Neal. Judge C. O. Stevens, of Columbia, an old friend of the show staff, was a nightly visitor. **ELOISE LOWRY.**

**Eric B. Hyde Shows**

Dalton, Ga. Week ended April 24. Auspices, American Legion. Location, fairgrounds. Business, satisfactory. Weather, variable.

Good location two blocks from Main street but was shut off from view by a hill. Attendance opened light, increasing each night till Saturday night, when show was hit by a twister during a severe hailstorm and Eli Wheel moved two feet off location. Every front twisted and wrecked. All new canvas show tops laid flat and damaged, some beyond repair. Tilt-a-Whirl crestringes ripped and scattered. Heavy hailstones broke over half the light bulbs on show. Storm lasted only three minutes but caused heavy damage. New concession tops up for first time here picked up and carried hundreds of feet and ripped to pieces. Check of midway showed an estimated damage of about \$1,000, not figuring labor or loss of merchandise from concessions. Kiddie Ride top total loss. Personnel of show assisted each other cleaning up wreck. Storm cleared up early in evening, but midway was in no shape to open, so night was lost. Tearing down and loading started at 9 o'clock. Smith Tent and Awning Company men worked on canvas repair Sunday. Stock tents replaced ones destroyed and show moved to next stand. Last stand in Georgia. Janette Terrill, general representative, reports bookings in Tennessee and Kentucky. Show day and dated Tuesday night by Jack Hoxie Circus. Lots side by side. Business was big for both. Wednesday night opposition by Billroy's Comedians, Thursday night by a Donkey Baseball game, Friday night by medicine show and Saturday night by a cyclone—and "a good time was had by all." Legion committee handled all shows and are an experienced committee and know just what to do to render the proper assistance to a show. Outside of cyclone damage Dalton checked as pleasant and profitable week. **JAN HYTER.**

**J. J. Page Shows**

Kingsport, Tenn. Two weeks ended April 17. Location, Highland Park. Weather, variable. Business, good.

Special move from Augusta, Ga., found show in on record time; however, long haul necessitated postponing opening to Tuesday night, and, even the cool weather prevailed, front-gate turnstiles clicked and amusement-hungry folk came early and stayed late. Business increased

nightly; Friday grosses soared. Newspapers were generous with space and *The Times*, thru courtesy of Bill Waddell, sent its roaming photographer and shot several pictures of Red Swamp Devil Show; result, oodles of publicity for that particular attraction. News carriers were guests of show on Wednesday night. Many friends of show motored over from Johnson City and visited, another visitor being J. V. Hulme, secretary of Elberton (Ga.) Fair.

Johnson City, Tenn. Week ended April 24. Location, opposite Keystone Park. Weather, fair, with cool nights. Business, good.

Truck move from Kingsport enabled show to be up and ready by mid-afternoon Sunday, which gave show additional publicity. Old Sol beamed and hundreds of automobiles passed lot. Opened early Monday evening and a record crowd for opener. Everybody received his share, with 1-2-3 money on rides going to Twin Eli Wheels, Tilt-a-Whirl and Lindy-Loop, Hollywood Revue, Minstrels and Sahara Rose ran neck and neck in shows. Crime Show entertained law officers as usual. Spot Bassinger's bingo went over big. Zeke Webb can really put out frozen delight. Flo Clark, with her fishpond, loads the folks up with glassware. Our trailer city gives Roy Fann something to worry about, especially on small lots. There are at present 20 trailers on the show. Mr. and Mrs. J. A. Montgomery are comfortably set in their new Covered Wagon. Dorothy Lee Page and her little chum, Aretta Jackson, had a gala time during the week. Dorothy will again join the show at vacation time. Newspapers in Johnson City, as well as Elizabethton, are due credit for the space accorded. Bertha-Bert, of Sex Puzzle show, went back to her old love, circus. Roy Rankin has placed a grocery wheel, while John Barlow placed a photo gallery. A twister paid the show a visit on Wednesday and caused considerable damage, cookhouse, diggers and Athletic Show were losers. Owner Page was busy meeting and greeting his many friends during week. **R. E. SAVAGE.**

**West Coast Amusement Co.**

Oakland, Calif., April 20 to 27. Auspices, none. Business, excellent. Weather, good.

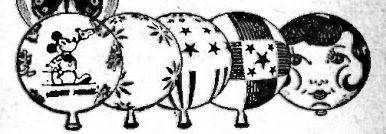
Oakland as usual on the right side of ledger. Followed Foley & Burk Shows by one day and showed 51 blocks from Foley location. While across the river Al G. Barnes Circus, Alameda, on Thursday did a thriving business and at Oakland for three days ending Sunday did a big business. Visitors: Mr. and Mrs. Ben Dohbert, of the Downie Tent Company; Phil Williams, Mr. and Mrs. Glen Loomis, Mr. and Mrs. Dick Morris, Harry Benard and Joe Krugg, owner of Krugg Shows, and Spot Kelly, of the same show; Lester Hart and wife, of Loyd's, Ltd.; Lillian La France and Joe Zotter, of Zotter shows; James Shutes, of Foley

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 Our dates for the following two weeks are Contrails, Wash., May 3 to 5; Olympia, Wash., May 10 to 15.  
**DOUGLAS GREATER SHOWS**

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 On account of disappointment want Manager for Pit Show who can furnish Attractions. Have new 100-ft. Top and Banner Line. CAN ALSO PLACE one or two Shows that have their own outfit. Address all mail to Wichita, Kan., until May 8; Lyons, Kan., May 10 to 15.  
**ANDERSON-SRADER SHOWS, INC.**

& Burk Shows. Carl Holt topped midway and M. E. Arthur did good business with all of his four shows. George Costello and Ed Helwig are getting their Athletic Show built over. Bert Claussen had a wire from his wife, Nadine, that she had an automobile accident at Bakersfield, Calif., demolishing her car and putting her in hospital with a badly cut nose and bruised leg. This show wishes to thank Al G. Barnes Circus and especially Theo. Forstall and S. L. Cronin for their courtesy to the members in providing all with admission to circus while at Oakland. Huie Bowan and misus getting ready for celebrations by building new concessions.

With exception of Alameda, show has not had a losing stand. Business is 40 per cent ahead of last season to date. Leo Lees, show's auditor, is smiling. General Manager Jessup doing lot greeting in absence of Krekos. William Bradley, banner agent, left. Glen Loomis joined as assistant advertising agent.

W. T. JESSUP.

### Dee Lang Shows

St. Louis. Week ended April 24. Weather, bad. Location, 19th and Penrose streets. Business, poor. Free midway.

Show's second week here. John Sweeney, with corn game, reported fair business. Shanty Mahoney, with Hell's Angels, received a new shipment of reptiles, but did not open here because of inclement weather. Three new trucks were converted into use for Octopus, corn game and Skooter. Visitors: Mr. and Mrs. Charles T. Goss, Standard Chevrolet Company, East St. Louis; Ned Torti, Wisconsin De Luxe Company, Milwaukee, and Mr. and Mrs. L. M. Brophy, formerly of D. D. Murphy Shows. At Alton, Ill., pay-gate policy goes into effect. Program of free acts, headed by Captain Hugo, high-diving fireman, will grace midway. Dixieland-on-Parade, managed by H. B. Blackburn, is in rehearsal. Pork Chops Conley is featured with Sepia Mae West.

RAY VAN WERT.

### F. J. Kennedy Greater Shows

Victorville, Calif. Week ended April 25. Auspices, Baseball Club. Weather, windy and cold. Business, fair. Moved from Brea and opened Monday night to a good business. Tuesday a repeater. Wednesday a high wind followed by a cold wave, which continued thruout Thursday and Friday, cut business down. Warmed up Saturday and Sunday, which brought out customers and balanced up business for week. New fronts built for girl and Ten-in-One shows. Girl front panel style. F. J. Kennedy made a trip to Las Vegas, Nev. Doc Hall was away on what he called a sneak trip. Nina Rodgers will be on

with corn, fishpond and balloon games. Jack Greenhall, general agent, resigned; reason was he wanted to stay in Los Angeles account of some new studio work he has contracted. Doc Hall is now agenting. Lloyd (Mickey) Wilson made a trip to Los Angeles to buy stock for his concessions. Mrs. Van Dee's educated dog Peggy, which was with Shirley Temple in a recent picture, gets publicity in each town. Two baggage cars and four trucks are used for moves.

DOC HALL.

### Funland Show

Lewistown, Tenn. Week ended April 24. Location, downtown. Auspices, American Legion. Business and weather, good.

Entire show had a jam-up week. Top honors went to the Plantation Show and Whip ride. Show was complimented by city officials. Sheriff Tansell gave an unsolicited letter praising management. Arthur Buggs joined from Janesville, Wis., with pop corn and bowling alley. Billie Marvin is electrician.

PAT DAVIS.

### Hennies Bros.' Shows

Fort Smith, Ark. Week ended April 24. Location, circus grounds. Business, good. Auspices, Trades and Labor Council. Ten-cent gate. Weather, one night and part another lost account rain.

A real grand opening with a Saturday children's matinee. Big attendance and business on shows and ride and a bag-up gate and gross. Sunday closed account city ordinance. Reopened Monday, good. Tuesday, rained out completely. Wednesday and Thursday nights, with both good. Lost half of Friday night by downpour and wind. Saturday afternoon second children's 5-cent matinee, sponsored by Fort Smith Tribune, and a real winner, beating first children's matinee by some \$200 gross. Cold Saturday night. Business turned out for entire day, better than first Saturday. Visitors: J. O. (Buster) Shannon, Mr. and Mrs. Kenneth Clapp; Oscar Bloom, of Gold Medal Shows, and George W. Hansen, attorney, Chicago, visiting Mr. and Mrs. Harrison King, en route to Galveston, Tex. Eddie Clark received word that his and many showfolks' friend, Emmett Bailey, Houston, Tex., was progressing nicely after having been seriously injured by an automobile.

F. G. (Flash) Franklin, staff photographer of The Fort Smith Southwest American and Times-Record, spent Saturday evening shooting flashlights of different shows and subjects around the midway—part for show's press department and for news syndicates.

Harry W. Hennies left for Joplin, Mo., to let contract for building of "crow's nest" for six light towers and installation

of 20-mile radius revolving beacons on each of them. Nine additional gate ticket boxes were made by builder L. B. McFarland. Jack Rhodes was engaged in finishing work on the new entrance arch and rearranging front wagon of Harlem on Parade attraction so that this massive and elaborate front can be packed and transported properly. Lew Gordon, who has candy on show, is also making openings and handing front of last-named attraction.

JOE S. SCHOLIBO.

### Gruberg's Expo Shows

Alexandria, Va. Week ended April 24. Weather, bad. Business, good two days, poor rest of week except Saturday night.

Show opened auspiciously. Banner attendance continued thru Tuesday. Marred Wednesday by rain and cold, which continued up to Saturday night, when crowds attended and all did well. Visitors from Jones Exposition: E. Laurence Phillips, Mrs. Jones, Boots Padlock and daughter, J. O. (Tommy) Thomas, Tom M. Allen; Zeke Shumway, wife and daughter; Starr DeBelle, Dave Crockett and wife, Walter A. White and Mrs. White. Special Agent Joseph Mannheim did honors, with Manager Milton M. Morris and Mrs. Morris, Max Gruberg and Mrs. Gruberg, Carl J. Lauther, Mrs. Lauther and their staff were welcome also. Del Crouch and Dorothy Stone gave a broadcast on Wednesday over WOL. Two stations were broadcasting regularly and Washington papers gave show great support. Local managing editor Jack Tulloch, with assistant city editor Billy Smith, were unremitting in their encomiums of the show. Not a day passed without nice things emanating from editorial sanctum. Jerry Doyle spent an evening. He is on city desk of Washington Times. New Tilt-a-Whirl arrived from factory. Mrs. Van, wife of show's secretary, joined. Mrs. Frank McIntyre has been ill for a short time but is recovering.

DICK COLLINS.

### Yellowstone Shows

Gallup, N. M. April 17 to 27. Weather, good. Business, good.

Despite a duststorm that enveloped this city all day every show and ride was in full operation Saturday night, April 17, for the opening date of the season. The midway was packed with people all in a spending mood.

Much credit is given V. S. Neal, owner and manager, for the time and money expended to make this organization most attractive.

Eva Perry, owner of the Hollywood Review, is quite ill in San Fernando, Calif., but expects to join soon. Show is capably managed by C. W. Martin. Bill Salisbury is making a hit with his Jungleland Show and George Simmons is on front of the Fun House. The Side Show, under management of W. R. McKitrick, with Floyd Brasel in charge of front, top money. New sound truck is a decided addition to the show. New marquee is an added flash to the entrance. May Starr entertained friends in her new housecar. Frank Downie and Ben Dobert, of the Downie Bros., Tent and Awning Company, were visitors. Charles Parker is still busy in quarters painting banners.

Concessioners are: Mr. and Mrs. Dan Starr, Mr. and Mrs. J. J. Brasher, Mr. and Mrs. Voght, Mr. and Mrs. Jack Rain, Mr. and Mrs. Yates, Mr. and Mrs. Lewices, Mr. and Mrs. Harry Hunter, Zec Gleason, Georgia McKitrick and Charles McCarthy. Don Brashers is general agent. G. MCKITRICK.

### Royal American Shows

Jacksonville, Fla. Duval County Fair. April 15 to 25. Location, fairgrounds. Weather, ideal. Attendance and business excellent.

Carl J. Sedlmayr, general manager, reported this engagement topped every known record in city's midway history. Children's Day, he said, resulted in an increase of 20,000 youngsters attending and in a midway gross nearly one-third ahead of any previous such event for these shows here.

The Kemp Lion Motordrome experienced another accident just as it did last season on opening day. "Chubby" Gilfoyle, trainer, was clawed and bitten by one of Kemp's new lion herd. Gilfoyle was confined to St. Luke's Hospital during the entire engagement. His only arm was badly lacerated.

Organization will be minus one of its historic yet highly popular attractions this season. The midget city has been withdrawn to make room for a new and larger attraction.

Harry Klima, diminutive emcee of that

organization, has joined Raynell's Chez Paree girl show as emcee and is doing a fine job.

The Chez Paree costuming and stage decorating scheme is most beautiful. Aiden Pyle is the designer and builder. He had his entire staff of 18 decorators on the show during this engagement completing work for Raynell's Chez Paree attraction, French Casino, Aldrich's Imperial Hawaiians and Claxton's Swing Stars.

Raynell has a number of outstanding personalities in the lineup of performers in her girl show, starring is Ginger Ray (Mary Edith Lorow), Mabel Ammon, fan dancer; Jean LaRue, vocalist; Stan Gilbert, Kay Gayle and Joyce Patton, specialty dance trio; Kitty Jordan, novelty jungle dance; Gene Wallace, "Goofus" dance; Billy Moring and Jo Jo Jordan, comics; Frances LeVier, Dally Dee, Joan LaRue and Peggy Hale, specialty dancers; Curley LeVier, Eugene Gregory, Jimmy Smith, Jack Sample, Paul Valdivia, Bill VanHorn and George Kellum, musicians. "Eppie" Kilgore, the youngster who has been a Raynell protege for two years, is featured in dazzling costumes on the bally. Mack McGuier, stage manager; Earl Ammon, boss canvassman, and Chief Lambert, electrician. Joe Growers and Mike Ballerino and Bob Gullum are ticket men and Gene Miller, talker.

French Casino has Captain V. N. Johns, ex-aviator and pioneer motordrome rider, as manager. Jack Moore has charge of the stage presentation and is emcee. Bob Wescott is front man, with I. Mullens and Fred Andrews handling tickets. Violet Gilson, Neva Nelson, Winona Dally, Mae Whitehead, Lillian Lane, Louise Moore, Sally Ann Wescott, Georgia Nassau, Gretta Anson, Sybil Brown, Charlene Serge, Nadine Scott, June Courtney, Marlyne Watson, Rosalie Smith and Yvonne Barnes, performers. Laura Manos, stage director, with "Blackie" Maxwell in charge scenery, as well as Stan Curtis and George Allen in charge of canvas. Mrs. "Oakie" Oakerson is wardrobe mistress of Chez Paree, and Mrs. Brederberg of the French Casino.

The French Casino is unique in annals of portable amusement business. The stage is 50 feet circular and revolves slowly with the performances taking place in four sides simultaneously. Displays run the gamut of historic art displays from ancient Roman Gladiators to the equally historic and romantic Lady Godiva in a nude horse-back jaunt. Costumes are beautiful creations of art and stage equipment is gorgeously refined and dignified. The top is circular with black interior. Around the outer edge is an artificial grass plot 12 feet wide, running entirely around the side walls, and festooned with life-size natural color illuminated photographic art studies. The presentation takes place, however, on the rotary stage in the center, where a series of curtains controlled from a hidden spot in the center of the mechanical stage move the show along in careful routine.

The entire interior is decorated in colorful plush, with an amazing number of automatic spotlights constantly changing the scene into a kaleidoscopic array of colors.

The front of this attraction is a masterpiece of portable show construction. Huge V-shaped fan sections fall away from a central section of the front wagon, on top, in great flares of neon illumination. The bally platform is a glass box in which models are displayed amid colorful curtains and in glare of red, yellow and purple neon.

JACK E. DADSWELL.

### Crystal Exposition Shows

Forest City, N. C. Week ended April 24. Location, heart of town. No auspices. Weather, cold and rain. Business, fair. Pay gate.

Rained all day Saturday. Cleared up in evening and 1,800 paid admissions recorded. Joe Miller and wife, Babe, joined with grocery wheel, also Mr. and Mrs. Crawford with concessions. Dark-town Strutters topped midway, with Nina's Show a close second. General Agent Herbert Wiggons almost booked for season. All he has to do now is to protect spots. Special Agent Harry Black is doing good with the program.

Show is going to reorganize the Good Fellows' Club in Abingdon, Va. All workmen assessed a small amount each week, which is used in case of sickness. All money left at the end of season is to be divided among them. This makes the third season the club has been going.

PUNCH ALLEN.

## FRUIT CONCENTRATES

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies.

Cold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.

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## WANTED SHOWS and CONCESSIONS

Can use Shows of every description except geek shows. Mabel Mack, wire immediately. Twenty-five consecutive weeks of choice territory, including 15 weeks of Fairs and Celebrations.

Can use following Concessions: Bingo Game, Penny Arcade, American Palmistry, Skee Ball Alleys, Guess-Your-Weight Scales, Cotton Candy, Candy Apples, Ball Throwing Games and other legitimate Concessions.

Address inquiries to


THE F. E. GOODING AMUSEMENT CO., Operators, Box 386, Columbus, O.

## Zimdars Greater Shows WANT

One more High Free Act. Shows: Motor Drome, Illusion, Life, Model City or Farm. Concessions: Will sell X on DIGGERS. Wheels and Slum Joints come on. Sailor Harris wants Fire Eater and Magician. Geo. Herschlag answer. Can place GIRLS and Musicians for Girl Shows and Nite Club. Want Performers and Musicians for Minstrel Show. Wanted Man and Wife for Frozen Custard. Salary and percentage. Mrs. C. O. Cole write.

Address this week, LITCHFIELD, ILL., or per route.

**Showmen's League  
of America**



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, May 1.—Final spring meeting was held April 29. President J. C. McCaffery presided. Interest was centered in plans for the Membership and Cemetery Fund drives to be carried on throughout the summer. All committees pledged full support and McCaffery expressed sincere thanks for the co-operation given him thus far in his administration. Opening meeting in the fall will be held on October 7. Many changes in the clubrooms will be made, as the house committee has been given authority to proceed with all necessary alterations. Brother E. Courtemanche has resigned as chairman of the funeral committee, feeling that the work can be more capably handled by someone else. Brother Robert H. Miller succeeds him. Brother Nick Buduson returned to town and attended the meeting. Brother Lew Dufour stopped in on his way east and advised that Brother Joe Rogers is sailing for South America May 1. Application of George M. Bush and reinstatement of Rex Fiber received favorable action. Cards are being sent at once.

Brother Jimmy Simpson lettered that he and his membership committee will be on the job steadily thruout the summer. He is enthusiastic about pledges of support made by Brothers Fitzze Brown, E. C. Velare, Morris Lipsky, Vice-President Frank R. Conklin, John W. Galigan, Frank D. Shean and Whitely Lehrter, all of whom are striving for a Gold Life Membership card, the prize for obtaining 100 new members. Brother Velare won in 1936.

Chairman Brother Carl J. Sedlmayr will soon be renewing action on the Cemetery Fund Drive. Brother Fitzze Brown lettered of his misfortune in having several of his stores burned. In true fashion he has rebuilt and is going ahead hoping for a real season. Brother Harry Coddington, who is still confined in the American Hospital, was sitting up during the week but will be out until advised to do so by Dr. Max Thorek. Brother Colonel Owens is still confined in his home.

Brother Tex Sherman, here for a short visit, dropped in for a call. Patey Pivor is planning a summer with the concessions. Past President Patty Conklin has returned to the States after his European trip. Brother Paul Lorenzo called and infoed that he will soon be on his way for the summer.

Included among the boys who visited the Rubin & Cherry Shows at Peoria, Ill., were President J. C. McCaffery, Secretary Joe Strefblech, Ray S. Oakes, Jackie Leonard, John Lortman and son, Elwood. All report that they enjoyed a pleasant visit. Past President Sam J. Levy, who was out of town on a business trip, sent his regrets for being unable to attend the closing meeting.

Mr. and Mrs. Phil Shapiro were also among those who visited the Rubin & Cherry Shows at Peoria. Ralph Woody attended the meeting after quite an absence. Chairman Fred Kressmann of the finance committee has attended to delivery of the check covering proceeds of the Spring Benefit for the American Hospital. Treasurer A. L. Rossman is on a business trip in the East. Al Goldstein came in for short visit. Brother Walter

F. Driver was on the sick list for a few days but managed to be out in time for the closing meeting.

Brother E. W. Evans, secretary-treasurer of *The Billboard*, was in town on business and called at the rooms. If you need applications drop a line to the secretary and they will be sent to you at once.

**CARNIVAL LETTERS**

(Continued from page 57)

In search of animals to augment the Wild Animal Show and Marks' Hollywood Monkey Circus combined. Henry (Duke) Hyatt clicked big with San Quentin Show.

Roy Harding has succeeded to the foremanship of the Merry-Go-Round. Four Aerial Aces is feature free act. George Stoltz and band hold crowds with evening concerts.

William Margerum assumed charge of sound equipment. Every show is equipped with public address systems by mechanics of Hudson Radio Company. Harry Biggs, with three stocked merchandise stores, enjoyed a good week's business. E. H. (Happy) Hawkins did well with candy apple stores. Mack Glynn's diner is big hit.

CARLETON COLLINS.

**Texas Longhorn Show**

Tyler, Tex. Week ended April 24. Location, West Ervin. No auspices. Tent pay gate. Weather, unsettled. Business, nil.

Considerable building going on. Show train has been named "The Silver Fleet." Latest newcomers: Val-Ray, illusions; James Hamiter, with a 10-display one-ring circus; Edward LeRoy, high-wire stunt man. Writer met former Editor Ehrldige, of *Beaumont Enterprise*. He is on *Courier Times-Telegram* here. J. C. Rogers is somewhat improved. Evelyn and Dean Cantrel getting plenty of mileage out of their new road runner. Visitors: H. A. Christy, Dr. and Mrs. James Hamiter, L. B. Ogfile and wife, Mr. and Mrs. Warren Walker, V. B. Thomas and wife, and H. A. Stansel, en route to Bill Hames Shows in Oklahoma.

B. C. McDONALD.

**J. F. Sparks Shows**

Bucyrus, O. April 24-28. Location, Lane street baseball park. Auspices, VFW. Weather, rain three nights.

Everything ready for gala opening Saturday night but rain caused postponement. Opened Monday night to a small crowd. Tuesday rain. Three nights lost. Old Sol appeared Wednesday and show opened to fair crowd.

Midway in general makes a good appearance. Joe Sparks joined with concessions. New Tilt-a-Whirl topped rides, and Eddie Herman's Girl Revue clicked nicely. All new canvas. Ray Mizer has cookhouse.

Manager J. F. Sparks is conscientiously endeavoring to make this show one of the best in its class. Show had co-operation of *Democrat Messenger*. Little Doodle Sparks is mascot. Writer is secretary.

MARTIN BERE.

**Golden State Shows**

Santa Maria, Calif. Week ended April 25. Auspices, American Legion. Location, Main street. Weather, windy and cool evenings. Business, good.

Show stayed an extra day in Lompoc. City council granted permission to play Sunday. First time in history of town that carnival has shown on Sunday. Business better than expected, as another carnival preceded with only one week in between. All shows and rides had good play opening night and continued with a big Saturday. Sunday was off owing to a Union Barbecue only a few miles away. Joe Glacy opened here with new illusion Show. Presents 10 illusions and carries nine people. Gave Side Show a run for top-money honors. Public wedding, arranged by Joe De-Mouchelle, Wednesday night and despite cold weather drew a big crowd. Harry S. Crimmins, painter on the show, was bridegroom, while Dorothy Shores was bride. Judge Morris, of Santa Maria, performed the ceremony in front of the Side Show. Happy couple were the recipients of many presents from local merchants and personnel of show. A big party was held in the Side Show after the closing. Harry Sussman, showman, was a visitor, as were Mr. and Mrs. Joe Krug, of Golden Gate Shows. Leigh Pringle, secretary, resigned due to illness of a relative. Jack Hobday now oc-

cupying the position. J. H. Greenhalg, recently with the Hilderbrand Shows, is general agent for the show. Phil Williams taking care of other two units. Reported by an executive of the show.

**J. Harry Six Attractions**

Owenton, Ky. Week ended April 24. Location, lot inside city. Weather, cold and rain. Business, very poor. Free gate.

Opening night was ideal for weather and show was well patronized, but cold and rain ending with a terrific wind-storm Saturday evening made the date practically a total blank. Show presented neat and attractive appearance. All concessions were of new canvas, with new and well-painted frames. Painting and repairs were done on the rides in quarters.

Concessions: Walter White, cook-house; Mrs. White, concessions; William Starkey, pop corn; Mrs. Grace Starkey and Annabel, Hoop-La; H. Berry, mouse game; Mrs. Berry, photos; Jake Porel, corn game; W. P. Critzer, stock penny pitch; Henry Sordelet Jr., penny pitch; Madame Arbella, mentalist; Jimmy Payne, ball game; Sam Kravetz, grind stores. R. Sorensen, two shows. Rides, Merry-Go-Round, Big Ell Wheel, Swings. Staff: Henry Sordelet, assistant manager and lot superintendent; H. A. Ferguson, superintendent of rides; Ray McGuire, electrician, and J. Harry Six, general manager.

Morris Troupe, free attraction, joined, coming direct from the Hagenbeck-Wallace Circus, Chicago. *The Billboard* agent, R. G. Hasley, the writer.

**Al Baysinger Shows**

St. Clair, Mo. Week ended April 24. Location, downtown. Weather, rain and cold. Business, poor.

Everything up and ready to go Monday night, even though the haul was over mountains. Wind carried the Hoop-La from center of the midway to a resting place on top of bingo game, causing slight damage to top. Doc Angle had considerable trouble trying to keep his stock on shelves because of high winds. William (Wallie) Wallace has completed his grab stand. W. A. (Mack) McCauley started to build a 16-foot living trailer.

SID S. CRANE.

**Martin's Shows & Carnival**

Chino, Calif. Week ended April 24. Auspices, American Legion. Location, downtown. Weather, good. Business, excellent.

This date is recorded as biggest carnival event in history of this town. First one here in six years. Crowds were still playing the rides at 1:30 a.m. on the big day. New attractions added are Tom's One-Ring Circus; Snooks Mel-Roys, novelty store; R. D. Utke's kiddie autos, duck pond, grab bag and bumper game. R. W. Stevens is banner man. Writer is show's secretary.

SAMMIE FULLER JR.

**Zimdars Greater Shows**

East St. Louis, Ill. Week ended April 24. Auspices, Tri-Churches. Weather, bad. Attendance and business, fair.

Opened Monday after a very hard rain. Cinders and sawdust were hauled, but Tuesday it rained again and a part of the midway was a lake. More cinders and sawdust were hauled so that the lot was in fair condition for Wednesday night. The first night some colored people took over the show, but Wednesday night Manager Zimdars and legal adjuster Jake Miller made arrangements to have ample police protection. Friday was a pretty day and also the banner day of the week. Show closed Saturday in very cold weather; business, however, was fair. Visitors from Al G. Hodge Shows were numerous as that show was just 22 blocks away. Other visitors were Mrs. M. Hammer, of Memphis; Mrs. Thelma Nichols, Ned Coffey and wife, of John Francis Shows; Doc Allen and Eddie Campbell, advance crew of Hennies Bros. Shows, and many from McGregor Show and Dee Lang's Shows.

CHARLES SEIP.

**Dyer's Greater Shows**

Potts Camp, Miss. Week ended April 24. Location, city square. Weather, fine. Business, good.

Show makes a very good appearance. Everything repainted and well lighted. J. W. Adam's new Ell Wheel top money of rides. Gall Fulton, digger man, returned. He and Mrs. Fulton were called

to Omaha, Neb., on account of the death of Mrs. Fulton's mother. Entire show extends its deepest sympathy. Master builder Ellsworth McAtee is building another show, all new from front to back. Bill Boyle is the new lot man.

WILLIAM REYD.

**Goodman Wonder Show**

Raleigh, N. C. April 17-24. Weather, bad. Business, light.

Like many other shows opening this season, the show has drawn liberally on its share of rain. The engagement closed in a deluge. In spite of drenchings, the spirit and ardor of cohorts in no way is dampened. Seldom has such teamwork been seen. That is a salient keynote that insures success. Like in all initial stages of big undertakings, everyone is busy ironing out the little details forgotten for the time in getting the big thing ready.

Walter K. Sibley has the side show behind a lot of fine banners and has an offering fully worth while. Elsie Calvert's *Show of Shows* is registering nicely and is a notable spot on midway. Her show is new to this section.

Singer's Midgets have garnered a host of friends. Dr. Samuel Friedman's Life Show is registering nicely.

Valencia, the "human top," is the free attraction. A North Carolina product especially interesting to the granges was added. This is the famous biggest hog in history pictured by Robert Ripley in his famous "Believe It or Not" cartoons. Schuster picks up nine baseballs with one hand. He uses the other hand to garner all balls used in a pool game. Elsie Calvert moved her entire show to Veterans' Hospital and put on the full performance for the ex-soldiers.

Eddie Madigan, steward and caterer, is doing as well. Irving Ray, secretary, started our first successful ruction. He ordered the bookkeeping staff of the concessions wing to vacate his wagon. The department moved over to its own capacious office wagon for the season. Al H. Barkley, who succeeded the late Clay M. Greene as general agent, is busy mastering details arranged.

It is hard for the writer to realize he is in North Carolina. He has been here three weeks. As yet no waiter has taken his breakfast order and then queried: "How will you have your grits." Coffee cake thus far is strikingly conspicuous because of its consistent absence from our daily cuisine.

BEVERLY WHITE.

**Philadelphia**

PHILADELPHIA, May 1. — Both museums close this week after a swell season. Eighth Street Museum is presenting Simms, juggler; Eddie Rowan, bag puncher; Nalf Corey, comedy magic; Mysteria, illusion; Posea Plastique and Princess Zelda, mentalist. Annex, dancing girls.

South Street Museum has Charles Kirchman, writing with mouth and many other feats of that kind; Baby Face Joe, fat man; Doc Lamar, Chinatown expose; Ray McConnell, mechanical man; Spot Wilson, colored reyes; Constantino Soose and Mme. Camille, mentalist. Dancing girls in the annex.

Hank Sylow, manager of the Eighth Street Museum, will leave at the close for a short visit at his home in Minneapolis. He has not decided what he will do for the summer. Lloyd Peterson will have his hoop-la with one of the units operating in this vicinity.

Endy Bros.' Shows opened in Chester Wednesday. They report fair business considering weather conditions.

Upon close of the South Street Museum Tom Hesson will leave to join the Gooding Shows at Dayton, O. He will have the side show and two other attractions.

Jerre Shaw unit, managed by Mike Zeigler, opened at Bordentown, N. J. Wednesday.

ANNAPOLIS, Md., May 1.—Gruberg's Exposition Shows did not open here until Wednesday due to rain and the lower part of the city being flooded. Despite all handicaps the shows move to Winchester, Va., as booked for the famous Apple Blossom Festival. The shows will open Monday, altho the big days are Friday and Saturday.

**THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD  
BE A MEMBER OF**

**Showmen's League of  
America**



165 W. Madison St., Chicago

The Showmen's League of America maintains spacious club rooms in Chicago, which you will be proud to call your own, and to which you may with pride bring your friends.

**T**HE question which seems to be of greatest interest at this time to the outdoor show world and especially circuses is the interpretation of the law in regard to performers; namely, if owners of circus acts are to be considered as independent contractors or as employees of the circuses.

The interpretation of the law in regard to circus performers as published in recent issues of *The Billboard* was given to the writer by high officials of the Social Security Board at Washington and also confirmed by officials of the enforcement division, the Internal Revenue Bureau.

However, we are informed that this question has been submitted again to the authorities at Washington by one of the big circuses for a final ruling and that a number of conferences have been held on the question during the last few weeks. A final decision on the matter has not been given at this writing and it may not be for some time, as a number of questions have been raised by major industries and these are to be ironed out first. As soon as the final decision is made it will be published in *The Billboard*.

### List of Field Offices

*The Billboard* has just received from the information service of the Social Security Board at Washington a complete list of the field offices, opened by

## 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, \$8.25; 50 cards, \$8; 75 cards, \$6.50; 100 cards, \$4.60; 150 cards, \$3.25; 200 cards, \$1.6; 250 cards, \$1.75; 300 cards, \$2.0. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.  
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6 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.  
Illustrative Bingo Sheets, steel class, \$1.25  
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.

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19 W. Jackson Blvd., Chicago

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### C. H. TOTHILL'S ATTRACTIONS

Opening on the Streets, Lockport, N. Y., May 20-28; Niagara Falls, N. Y. Attractions, 24-31, in closure. WANTS Flat Rides, Ferris Wheel, Kiddy Rides. Shows, Concessions, Pop Corn, Candy Apples and Taffy Candy open. Write or wire C. H. TOTHILL ATTRACTIONS, 167 Washburn St., Lockport, N. Y.

### BABY WHALE, 6 FT. LONG

With 8x10 Banner, \$40.00; without Banner, \$25.00; Patriotic Stone Man, \$15.00; One-Head Giant 10 ft. tall, Two-Head Giant 8 ft. tall, Sea Serpents, Mermaids and lots of others. New Illustrated catalogue for 3c stamp. NELSON SUPPLY HOUSE, 514 E. 4th St., South Boston, Mass.

# Social Security Act

## Questions and Answers

the Social Security Board everywhere in the country. Showmen who are in doubt about some of the questions confronting them in the interpretation of the law may do well to go to one of these offices for information. The list follows:

Alabama: Birmingham, Room 621, 1829 First avenue, North; Montgomery, Room 233, First National Bank Building, Court square and Commerce street.

Alaska: Juneau, Federal Building.  
Arizona: Phoenix, Room 423, Title and Trust Building, Adams street and First avenue.

Arkansas: Fort Smith, First National Bank Building, 600 Garrison avenue; Little Rock, Donaghey Building, Seventh and Main streets.

California: Fresno, Brix Building, 1221 Fulton street; Los Angeles, Southwestern University Building, 1121 South Hill street; San Francisco, Room 402, Humboldt Bank Building, 785 Market street.  
Colorado: Denver, Patterson Building, 1708 Welton street; Pueblo, Post Office Building.

Connecticut: Hartford, Aetna Life Insurance Building, 650 Main street; New Haven, Wentworth Building, 1044 Chapel street.

Delaware: Wilmington, Odd Fellows Building, 920 King street.

District of Columbia: Washington, Room 308, National Theater Building.

Florida: Jacksonville, Room 1411, Lynch Building, Main and Forsyth streets; Tampa, Citizens Bank Building, 706 Franklin street.

Georgia: Atlanta, Federal Building, 10 Forsyth street; Savannah, American Building, Bay and Drayton streets.

Hawaii: Honolulu, Dillingham Building.

Idaho: Boise, Idaho Building, 216 Eighth street.

Illinois: Chicago, Room 502, Madison-LaSalle Building, 173 West Madison street; East St. Louis, Metropolitan Building, Fifth street and Missouri avenue; Peoria, Jefferson Building, 331 Fulton street; Springfield, Myers Building, Fifth and Washington streets.

Indiana: Evansville, Post Office Building; Indianapolis, Room 801, Meridian Life Building, 307 North Pennsylvania street; South Bend, Post Office Building.

Iowa: Des Moines, Federal Building.  
Kansas: Topeka, Rooms 238-244, New England Building, 501-507 Kansas avenue.

Kentucky: Ashland, Second National Bank Building, 16th and Winchester streets; Louisville, Room 530, Starks Building, Fourth and Walnut streets.

Louisiana: New Orleans, Room 720, Hibernia Building, 812 Gravier street; Shreveport, Ardis Building, 412-420 Milam street.

Maine: Portland, 616 Congress Street Building.

Maryland: Baltimore, Room 300, Court Square Building, Calvert, Lexington and Davis streets; Cumberland, Post Office Building.

Massachusetts: Boston, Walker Building, 120 Boylston street; Springfield, City Realty Building, 145 State street.

Michigan: Detroit, Room 1229, First National Bank Building, Bates and Congress streets; Hamtramck, Detroit, Martha Washington Theater Building, 10315 Joseph Campau avenue; Marquette, Marquette County Savings Bank Building, Front and Washington streets.

Minnesota: Minneapolis, Wesley Temple Building, 123 East Grant street.

Mississippi: Hattiesburg, Commercial National Bank Building, 111 East Front street; Jackson, Rooms 1411-1413, Tower Building, Roach and Pearl streets; Meridian, Threefoot Building, 22d avenue and Sixth street; Vicksburg, Rooms 201-203, First National Bank Building, 1300 Washington street.

Missouri: Kansas City, Dierks Building, 1006 Grand avenue; St. Louis, Federal Building, 12th and Market streets.

Montana: Helena, Room 608, Power Block, Sixth and Main streets.

Nebraska: Lincoln, Terminal Building, 10th and O streets; Omaha, Room 314, Federal Office Building, 15th and Dodge streets.

Nevada: Reno, Gazette Building, 123 North Center street.

New Hampshire: Concord, Optima Building, 7 Pleasant street; Portsmouth, Times Building, 278 State street.

New Jersey: Camden, Broadway Stephens Building, 300 Broadway; Newark, Room 704, Fatzler Building, 9-11 Hill street; Paterson, Kitay Building, 262 Main street; Trenton, Room 205, Federal Building.

New Mexico: Albuquerque, Room 109, Post Office Annex.

New York: Albany, National Savings Bank Building, 90 State street; Binghamton, Kilmer Building, 19 Chenango street; Brooklyn, Chanin Building, 105 Court street; Buffalo, Brisbane Building, Main and Washington streets; Kingston, Opera House Building, 277 Falls street; New York, 45 Broadway; Rochester, Terminal Building, 65 Broadway; Schenectady, Hough Building, 408 State street; Syracuse, Rooms 714-716, Starrett-Syracuse Building, 243 Harrison street.

North Carolina: Asheville, Flat Iron Building, Battery Park avenue; Charlotte, Rooms 209-219, Builders Building, 314-316 West Trade street; Raleigh, Fine State Creamery Building, 116½ South Salisbury street; Salisbury, Room 302, Federal Building.

North Dakota: Fargo, Walker Building, 621 First avenue, North.

Ohio: Cincinnati, Mercantile Library Building, 414 Walnut street; Cleveland, Union Trust Building, Euclid avenue and East Ninth street; Columbus, Rowlands Building, Third and Broad streets.

Oklahoma: Oklahoma City, Key Building, Third and Harvey streets.

Oregon: Eugene, Hampton Building, Sixth, West and Willamette streets; Portland, Rooms 201-204, Post Office Building.

Pennsylvania: Erie, Erie Trust Company, 10th and State streets; Philadelphia, Widener Building, Juniper and Chestnut streets; Pittsburgh, Law and Finance Building, 429 Fourth avenue; Reading, Reading Medical Arts Building, 230 North Fifth street; Scranton, Scranton Times Building, Pennsylvania avenue and Spruce street.

Rhode Island: Providence, Gardener Building, 38-50 Fountain street; Woonsocket, Longley Building, 194 Main street.

South Carolina: Columbia, Eagles Building, 1226½ Assembly street; Spartanburg, Montgomery Building, 199 North Church street.

South Dakota: Aberdeen, J. J. Newberry Building, 124 South Main street; Sioux Falls, Paulton Building, Phillips and 11th streets.

Tennessee: Nashville, Rooms 306-314, Nashville Trust Building, 315-321 Union street.

Texas: Austin, Room 104, Post Office Building; Dallas, Room 1530, Allen Building, Commerce and Akard streets; Houston, West Building, Main and Walker streets; San Antonio, Smith-Young Tower Building, 310 South St. Mary street.

Utah: Salt Lake City, Room 405, Ezra Thompson Building, 137 South Main street.

Virginia: Richmond, Room 205, Travelers Building, 1108-1108 East Main street; Roanoke, Rosenburg Building, Jefferson street and Campbell avenue.

Vermont: Burlington, Kamber Building, 44 Church street.

Washington: Seattle, Room 215, Alaska Building, 678 Second avenue; Spokane, Hutton Building, Washington, Sprague and First streets.

West Virginia: Charleston, Morrison Building, 815 Quarrier street; Wheeling, Room 810, Riley-Law Building, 14th and Chapline streets.

Wisconsin: Fond du Lac, New Post Office Building; Green Bay, Post Office Building; Madison, Bankers Realty Building, 1 West Main street; Milwaukee, Room 247, Post Office Building.

Wyoming: Cheyenne, Rooms 45-46, Post Office Building.

### Man and Wife Own Side Show

A question that affects many owners

of side shows where the wives are part owners and also work in the show, either on the ticket box or with an act, has been asked by Wally B., Rossville, Ga.

**Our answer:** In view of the fact that your wife is working in your side show and is a partner in the ownership it would be advisable to take out an employer's identification card for the firm name, "Side Show, Mr. and Mrs. Wally, owners." If you have such a card your wife can assist you in every way in running the show and would not have to pay any taxes, as she is a part owner. But you must avoid having any special salary for your wife appear on your pay roll. If you pay her salary besides her share of the profits some internal revenue collector may consider her an employee.

### Ride Owner Wants To Know

H. O. B., Kissimmee, Fla., owner of riding devices, brings up an interesting question. He has several children under age who are helping him in the running of the rides. While the Unemployment Tax section of the law specifically exempts children under age when they are working for their parents, the Old Age Tax section does not show the same exemption.

**Our answer:** We would suggest that you take out at once an employer's identification card under the firm name "Riding Devices," giving your wife and your name as owners and partners. While you are exempted from the Unemployment Section of the Security Act you nevertheless come under the Old Age Pension tax section. Nothing is said in this part of the act that would exempt children if they are actually employed by their parents and receive money for doing the work. Under the present interpretation of the law they would be considered the same as every other employee and would have to have employee's account cards, paying 1 per cent of their wages as tax, with you matching this amount. However, we would suggest that you write to the Social Security Board office at 1829 First avenue, North, Birmingham, Ala., which is the regional office for Florida, and find out what they have to say in regard to your children working for you. The manager of your show will also have to take out an employer's identification card and see to it that his four men get their account cards. They have to pay 1 per cent on their wages and the manager will have to match this amount out of his pocket.

### She Runs 20-People Show

Miss Sallie C. runs a 20-people show, playing mostly theaters. She says in her letter that she is changing acts and people very frequently and wishes to know what to do about it. Naturally the fact that she changes people and acts has nothing to do with the Social Security law.

**Our answer:** Your 20-people show falls without question under the Social Security Act, regardless of how often you change your acts and people. If you work more than 20 weeks in any given year—and this does not have to be consecutively—you have to pay at the end of the year 2 per cent excise tax on all wages you have paid to your acts and people during the year. Furthermore, you have to get an employer's identification card—the postmaster of any town will show you how to get it—and all your people must have employee's account cards. You have to deduct on every pay day 1 per cent of all wages you are paying to your people, match this with the same amount out of your pocket, keep the proper records and file tax returns every month with the Internal Revenue Department—all this as described in *The Billboard* articles.

### Night Club Emcee

B. C., Buffalo, N. Y., works as emcee in night clubs and changes engagements frequently. He wants to know how the Social Security Act affects him and his work.

**Our answer:** A night club performer without question comes under the Social Security Act. You must secure an employer's account card. Your postmaster will tell you how to do this in case he has no more application blanks on hand. Whenever you start working for a new employer or club you have to give him your account number. From every pay you are getting he will deduct 1 per cent and match this out of his own pocket. Then he will turn the tax over to the Internal Revenue Department in the prescribed form and the amount of your wages will be credited to you on your account with the government.

# Spring-Quarters News and Gossip

(Reported by Show Representatives)

## World of Mirth Shows

RICHMOND, Va., May 1.—Production was thrown into high gear at quarters this week as General Manager Max Linderman added an extra five-hour night shift to each day's labor schedule. Manpower, heaviest in years since early March, now totals 156, with new arrivals augmenting strength in all departments. Task of completing most extensive building program in World of Mirth annuals in time for opening at Alexandria, Va., is proving a gigantic one. In line with the general expansion plans, Linderman announced purchase of two new giant Diesel tractors. They are slated to arrive from Charlotte branch of factory in time for first move. Wallace Cobb, after minor repairs, pronounced show train fit and ready.

Three new flats and two sleepers were secured from Samuel W. Gumpertz, general manager of Ringling-Barnum Circus, and two other new flats added makes train considerably larger than last season. Construction of a new 24-foot shop wagon, designed to house the new band saw and woodworking machinery purchased, is being rushed under supervision of Frank Bergen.

Eddie the Sterling, accompanied by Osceola IV, great-great-grandson of legendary Seminole warrior, and others of his tribe, arrived from Miami to ready Indian village. Joe de Roselli, special exploitation director for the Sterling carnival, reached quarters.

Other arrivals: George Lucas, operator of Caterpillar, who limped with a badly damaged trailer, result of stacking it up when a rear wheel was thrown from his car; Mr. and Mrs. Jack Ward, who will handle the Miss America attraction; Hans Mertens, of Walzter, who came from his Hotel Roxy in Miami; William E. Hegeman and wife, who will have the two-headed baby; and Jack Murphy, assistant manager of T. W. Kelly's Odditorium. Mrs. Maybelle Kluder returned from Long Island, where she opened her No. 2 Illusion Show with O. C. Buck. Several of the Johnny J. Jones personnel stopped over in Richmond to Washington. Writer enjoyed a visit with Star DeBelle, widely known bard of ballyhoo and press agent with Jones organization, and Carleton Collins, press agent of Marks Shows. Reported by Gaylord White.

## Happy Attractions

COSHOCTON, O., May 1.—Happy Attractions are scheduled to open the season here today with all new fronts and canvas. All the rides have new paint and redecorations. A two-ton and a three-ton truck have been added to the transportation department.

Roster: Leonard Fowelson, owner, manager and general agent; Homer Snedeker, press agent; Lew McCoy, superintendent of rides and chief electrician; Mr. and Mrs. Ralph Williamson, pony ride and concessions; Mr. and Mrs. J. H. Snedeker, cookhouse; Clayton Smith, bingoo; Bessie Sondes, diggers; H. M. Snedeker, lamp store and two penny pitches; John Fowelson, stock wheel; Wayne Robison, ice cream; H. W. Armstrong, photo gallery; Charles Wallace, plich-till-u-witz; George Roberts, fish-pond and slot rack; Spot Jolly, two ball games; Mr. and Mrs. Ed Murry, spot shooting gallery; Harold Snedeker, blanket wheel; James Ogle, ball game; Mr. and Mrs. Oille Ackerman, caramel corn. Mr. and Mrs. Ed Reno have a 110-foot Ten-in-One, also the Nudist Colony and the Hula Village; Frank and Ginger Gardner, Girl Revue; Mr. Chance and Dixie Kid Smith, Athletic Arena.

Rides: Hill Wheel, Merry-Go-Round and Kiddie Autos. Ride men Earl Snedeker, John Stowers and Joe Schulnick are on the show. Reported by Bob Vernon.

## Bantly's All-American Shows

REYNOLDSVILLE, Pa., May 1.—New Octopus ride has been shipped. Opening is set for Du Bois, Pa., today.

Manager Bantly made a trip to New York, where he purchased two new motors, and brought them back on a trailer. Frank Zorda arrived and has his Ten-in-One in shape. Ray Milliron, who will have charge of the Twin Ell Wheels,

arrived, as did Ray Hilborn and wife. Hilborn is taking over duties of special agent. Aladdin Rosenberg, billposter and advance publicity agent, has this town and vicinity billed like the well-known circus. New in show business but a hard worker.

The Bantlys sold their store here and are now footloose to concentrate on show activities. Great Fussner, spiral act, has been contracted. Tom Mix Circus will show here on that day and only a stone's throw from the Bantly lot.

Writer has three special events scheduled for the opening week, including a public wedding, the first one ever held in Du Bois. Newspaper publicity has been good. The death of Charley Blue was a shock to all, especially the writer, who had the pleasure of trouping with and knowing this wonderful man. Bert Rosenberger, general agent, is sporting a new living trailer. Reported by an executive of the shows.

## Christ United Shows

NORWALK, O., May 1.—Opening stand is Ashland, O., downtown.

Owner David Christ and Manager Fred Christ with a crew of 10 having been in quarters for the past three weeks have all rides repainted and varnished.

In Springville, N. Y., which is the home of the Christs, two tractors were purchased upon which two 20-foot semi-trailers were built, making seven pieces of motorized equipment, which is ample to transport the shows and rides. Madam Branhan and her Loop-o-Plane and the writer's U-Drive-It cars all ready in quarters.

The entire personnel, 22 strong, visited the Jessie Sparks Shows on Saturday, April 24, at Bucyrus, O., but the opening was marred by a downpour of rain. Miss Sparks was formerly connected with this show. During visit there final arrangements were made by which Joe Sparks will join this show with seven concessions. Miller and Walker, cookhouse; Fred Zemmerly, with public-address system and concessions, are booked. Mr. and Mrs. Reed, concessions; Mr. and Mrs. Bronell, with a truck load of new stock for their corn game and Erie diggers; Mr. and Mrs. Fort, concessions; Leo Leola and Koke, with two shows; Ned Bevans, Athletic Show; the missus and writer, with their three shows, arrived. Harry Rose is general agent. Reported by B. W. Snedicker.

## A REAL TROUPER

(Continued from page 38)

Frank B. Hubin, and wife. Frank did Punch as a bally and magic and lecturing on the inside. His wife, Mlle. Betra, worked a snake act. Everyone had to go on parade and at times work in the concert. Jim Beatty, who operated the No. 2 ticket box opposite Colonel Harrison, was the announcer in the Big Show and there were none better.

Our second season in 1896 marked the branching out of this organization of the "Five Brothers," which was in years to follow to become "The Greatest Show on Earth." We joined the show in Chicago, where they opened at Tattersalls following a night parade that lasted from 7 until after 11. I don't think the citizens of Chicago will ever forget that parade. The downtown streets were jammed with spectators. Such a mammoth display had never before been seen in the Windy City. Every individual connected with the show was out in that parade and, from hearsay, the animal cages, as soon as they arrived at the out-of-the-way Tattersalls, immediately skirted back thru some obscure street and broke thru the line and into the parade the second and even the third time, thus lengthening it to at least twice its real length.

"Uncle Charley" was with the show, but as he was to be the manager of the Side Show for that season I did not meet him until the tented season opened about two weeks later.

We opened under canvas at some town in Illinois. The show was much larger than in previous years and the Side Show slightly augmented. In addition to managing the Side Show, "Uncle Charley" assisted his wife, who did a clever mental act, also did whatever legal adjusting had to be done. From

the beginning we and our wives became very close friends—a friendship that continued for years. I recall an incident that happened in Stockton, Calif. The parade had gone to town and a little party of us, including "Uncle Charley," were gossiping near the red wagon when a tall man dressed like a minister (which he proved to be) entered the grounds and approached us.

"I want to see the Ringling Bros.," he said. "Uncle Charley" seeming to anticipate the cause of the visit, answered, "They are not around at the present time. What is it you would like?" (Mr. Otto was in the wagon and might have overheard it all.) "Well, I want to present a bill for damages to my buggy and harness," explained the parson. "One of your cages ran into my buggy, doing considerable damage, and my horse shied and broke the harness and the bill will be \$35." "Well, that's too bad," replied "Uncle Charley." "But \$35—why that seems absurd. You know the Ringling Bros. always are fair and square with anything like that, but there couldn't have been that much damage done. Where's your horse and buggy?" "Just down the road. You can see it from here," replied the minister, "and I insist that \$25 is a reasonable sum for the damage done." "Oh, well, now you're coming down," said Charley. "First you said \$35 and now it's \$25. Let's go down and look it over."

It was then about 10:30 a. m. and the parade was still downtown when several of us accompanied the parson to the scene of the mishap. "Uncle Charley" examined the one wheel of the buggy that had a broken spoke and the bridge with a broken strap. "Well, I don't see where the \$25 damage comes in," he exclaimed. "That is for me to decide," answered the plaintiff, somewhat peeved. "And if I go to law about it it will cost you more than that." "Well, well, don't let's get excited over such a little matter," rejoined "Uncle Charley" as he glanced up the road and added, "Here comes a man. Let's stop him and have him appraise the damage and whatever he says goes, whether it's \$25 or 25 cents. What do you say?" "All right," replied the parson, "that'll suit me."

It chanced to be the city bill poster whom "Uncle Charley" had seen approaching and he had just been to the red wagon to collect his little bill. "Uncle Charley" hailed him with a sly wink as he drove up. "Just a moment, mister, if you please," he said. The man halted. "Do you live around here?" inquired "Uncle Charley." "Oh, yes, I'm the city bill poster," he replied. "Well, there's been some damage done here by one of the circus wagons. Would you mind stepping down and look it over? Whatever damage you say has been done will be paid for. Is that it, my friend?" "That's it," replied the minister. "Well, I should say about 30 cents will replace the damage to the wheel and 15 cents should repair the bridge," estimated the man as he drove on toward town.

"Uncle Charley" paid the bill and got a receipt from the would-be Jesse James. All that season he was Johnny-on-the-spot no matter what happened in the way of an accident or trouble that required the swift attention of an adjuster.

In 1903 we were again with the Barnum & Bailey Show on its return from a European tour when it opened at the old Madison Square Garden. "Uncle Charley" was the newly appointed legal adjuster and well-fitted for the position. In fact, he seemed to be Mr. James A. Bailey's right-hand man. One night a chariot in the races chanced to make a swing close to a private box occupied by a party of young folk. A small hole was torn in a valuable fur coat dropped over the box. The coat belonged to the niece of the famous minstrel star, Lew Dockstader. Immediately "Uncle Charley" was on the job. "Oh, what a pity!" he exclaimed. "It might have ruined your beautiful fur coat. I'm glad it was no worse. Now just let me take it and our costumer will repair it so it won't be noticed and if it can't be done Mr. Bailey will see that you get a new one."

The following night "Uncle Charley" came to me with the coat neatly wrapped in a box. "Barry, I want to ask a favor of you," he began, as he handed me the package. "You live uptown and on your way will you deliver this package for me? Stop at this address (handing me a letter) and deliver the package to the young lady to whom it is addressed and explain that it has been repaired and is as good as ever. Also hand her this letter. There is a pass in it for a box party for her and her friends

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good at any time. Get her to sign this receipt by explaining it is a receipt for the pass. It's most important." I stopped at the address on West 71st street, rang the bell and a maid came to the door. "I have brought the young lady's coat," I explained. "It's Miss Marie's coat, sent up by Mr. Bailey." No sooner had I mentioned the name Marie when a young lady came tripping down.

"Oh! From Mr. Bailey? How kind of him," she exclaimed joyfully. "You may go, Juliette, I'll attend to it." "The coat is in just as good condition as ever," I said. "And Mr. Bailey wishes me to hand you this letter which contains a pass for a private box for you and your friends. It is good at any time. Will you please sign this to show that you have received it?" The moment I mentioned "sign this" a voice from the upper floor rang out, "Marie! Don't you sign anything until I come down. I'll be there in a few moments." "It's all right, mother!" exclaimed the delighted daughter. "My coat is just as good as new (she hadn't seen it yet) and, mother, Mr. Bailey has sent me a pass for a box party at the circus. Isn't that fine?" "Oh, how kind of him," said her mother. "And so the matter was settled and at a cost of not over a dollar. It might have cost the show several hundred dollars had it gotten into the hands of an attorney.

In conclusion I might make mention of another incident. I think it happened in 1901 with the Ringling Show. Alf T. Ringling was a prolific writer and in the early days of the show did much of the press work. He had written and published a very interesting story of the Five Brothers. A first edition of several thousand copies was printed and the book of about 200 or more pages was to be sold with the show at \$1 per copy. It didn't appear to be very saleable with the show and finally the sales were discontinued. One day "Uncle Charley" and Otto Ringling were discussing the matter while in the red wagon. "Charley, we've got 4,000 or 5,000 copies of the book stored in the private car," said Otto. "Can't you scheme some way to (See A REAL TROUPER on page 65)

# Laws and Lawsuits Pertaining to Amusement Biz

## The Law of Unfair Competition By Leo T. Parker, Attorney at Law

SERIES No. 3

This is the third of a series of articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Mr. Parker can be reached in care of The Billboard, Cincinnati, O.

LET it be known now by all readers that trade-mark, trade name, copyright and unfair competition laws are closely related. However, the laws regulating these subjects vary considerably.

For example, the higher courts have defined a trade-mark to be a name, mark or other distinctive symbol which is attached to salable merchandise. A trade-mark must be attached to merchandise or its container. The primary object of any firm adopting a trade-mark is to obtain protection against infringement. Also another purpose is to establish in the minds of purchasers the quality of the merchandise the mark represents.

A trade-mark is not in any sense the name of a manufacturer, firm, individual, corporation or business. Such name legally is a trade name.

While in a subsequent article in these pages we shall discuss the modern laws pertaining to trade-marks, trade names and copyrights, it will be sufficient at this writing to explain that when determining whether either a trade-mark or a trade name infringes another the two important considerations are: (1) Is there likelihood of the original user of the mark or name suffering financial loss as a result of the similarity of the mark or name adopted by a competitor? (2) Is the public likely to be deceived by the use of the new mark or name?

The courts are unanimously of the opinion that the user of a trade-mark or a trade name shall not in any manner, directly or indirectly, profit from money expended by the owner of a previously established business. Furthermore the courts safeguard purchasers or the public against being deceived by use of an infringing trade-mark or trade name.

### What Is Unfair Competition?

In a sense infringement of either a trade-mark or a trade name is unfair competition.

For example, in a leading case (155 N. Y. S. 706) the higher court held that where a company was first to use the words "New York" in its trade name such company could by legal suit enjoin and prevent use of the words "New York" in the firm name or trade name of a competitor, located in New York, who subsequently established his business.

Strictly speaking, unfair competition is any act, method or means by which one person deals unfairly with another in transactions other than those relat-

ing to infringement of a trade-mark or trade name. Moreover, altho many other persons and firms have been practicing unfair competition against a company, the latter may at any time sue and recover a judgment against any firm which is presently practicing unfair competition.

For illustration: In Churchill, 90 S. W. (2d) 1041, it was shown that Churchill Downs, Inc., of Louisville, Ky., filed suit against the Churchill Downs Distilling Company and requested the court to grant an injunction against use of the words "Churchill Downs" by the distilling company in connection with its whiskies.

The counsel for the distilling company argued that there was no unfair use of the words "Churchill Downs" by the new distilling company because making and labeling whisky is an entirely different classification of business from that of operating a race track. In fact, there was no competition between the two corporations.

However, the higher court readily granted an injunction against use of the distilling company of the name "Churchill Downs," altho this name had been adopted and used by many other firms, as on hats, tobacco, canes, etc., without objection on the part of the Churchill Downs, Inc., the originator of these words. This court said:

"Where one passes off his goods, his services or his business as the goods, services or business of another equity (court) will intervene to protect the good will and business reputation of the latter from an injury liable to be caused thereby. . . . It was sufficient that its (distilling company's) use of the name 'Churchill Downs' was likely to produce deception.

### Unfair Competition Not Justifiable

Altho a person has no absolute control over the services, property or name of another, such person cannot avoid responsibility if in any manner unfair competition is practiced or undue advantage is taken of a competitor or other firm.

For example: In Uprou Company, 81 Fed. (2d) 375, it was shown that the Texas Company contracted with Ed Wynn to give a series of radio broadcasts to advertise its gasoline and oils. The broadcasts were weekly and Wynn was to receive \$5,000 for each performance. The total expenses to the Texas Company for each performance, including the services of Graham McNamee, were about \$13,000. Altho the original contract was for only 18 performances, approximately 63 performances actually were given.

Since the performances were highly successful, Wynn and some of his associates decided to publish programs of his jokes and witticisms in pamphlet form which sold for 10 cents per copy.

The Texas Company filed suit to prevent sale of these pamphlets on the

grounds that the company owned the jokes and witticisms used by Wynn in his broadcasts and that sale of the pamphlets injured the value of the broadcasts for advertising purposes. However, since the contract between Wynn and the Texas Company did not specify that the Texas Company had control or ownership of the subject matter used by Wynn in his broadcasts, the higher court held that the Texas Company did not own the material, saying:

"There was nothing in the contracts to indicate that the Texas Company . . . desired to obtain the literary property in them. That property originally belonged to Wynn and he did not lose it unless the contract carried an implied assignment of it to the Texas Company."

Notwithstanding this explanation respecting the ownership of the subject matter of the broadcasts, the higher court enjoined the sale of the pamphlets because their sale weakened or reduced the value of the weekly broadcasts for advertising purposes. Also the court held that the publisher of the pamphlets had no right to use the word "Graham" in its pamphlets, because Graham McNamee was under contract with the National Broadcasting Company.

### Common Subject Matter

Various courts have held that no person, firm or company may have exclusive ownership or control over common subject matter, descriptive words, geographical names, scientific matter and the like unless it is shown that its use by a competitor is in a degree fraudulent. As to whether fraud is present depends upon the financial loss that will under the circumstances result to the person or company which first adopted, advertised and used the thing in controversy.

For instance: As a general rule no person, firm or corporation has any right to claim exclusive ownership of a word in common use and used to describe a carnival, circus, show, concession or film. The latest higher court case on this subject is Whitman, 289 N. Y. S. 961. In this case a company without much success distributed and exhibited a film whose title was *Inflation*. Soon afterward another company made and exhibited another film having the same title, but not a copy of the other picture.

The court held that this act did not constitute unfair competition, saying:

"Unfair competition is a species of fraud. I can discern no fraud here. . . . Inflation was a common subject on almost every tongue and pen."

### Financial Losses Considered

Obviously, if a person or company has expended a large amount of money to secure publicity of anything which, in view of the expenditures, may be considered his legal property, or if its use by a competitor may without effort on the part of the competitor result in profits to him, then the original user may prevent the competitor from using or adopting that thing in any manner likely to effect an advantageous result to the competitor and financial losses to the original user, or likely to deceive the public. This is important law because all courts will enjoin the promotion, adoption and use of all things likely to deceive the public. Therefore when any act is likely to effect financial loss to an originator of any thing, and at the same time it is likely to prove deceptive to the public, the court invariably will interfere.

In Warner, 70 Fed (2d) 310, it was shown that *The Gold Diggers* was the title of a Hopwood play produced by Belasco at the Lyceum Theater, New York, for 90 successive weeks after the opening in 1919. Later the play had 528 performances on a tour. In 1929 a motion picture was made under proper and legal contract, having the title *Gold Diggers of Broadway*. The expense of producing the picture was \$725,000 and receipts from it totaled \$2,540,298 in the United States and Canada, with an additional income of \$1,395,344 elsewhere. More than \$1,900,000 was realized from the play as a legitimate.

Subsequently another company produced a motion picture entitled *Gold Diggers of Paris*. Suit was filed by the original user of the title containing the words of *Gold Diggers* on the grounds that it held the exclusive ownership of these words in view of having copyrighted the original play.

Altho the court held that the owner of the copyright did not have exclusive ownership to the title, yet it enjoined the ordinary use of the title *Gold Diggers of Paris*, saying:

"Even tho *Gold Diggers of Broadway* and *Gold Diggers of Paris* should be found to have so little resemblance to the Hopwood play, still it may be said that the title *Gold Diggers* thru wide publicity and long use has come to mean a moving picture of a general type . . . and that it is unfair for the defendants to use these words in connection with another motion picture play of the same general type . . . unless they place upon every piece of advertising used in connection with the picture, and upon the nation picture film also, the words in type as large as *Gold Diggers*: 'A production of the Majestic Corporation not based upon Avery Hopwood's play or on Warner Bros. Picture, Inc., or some equivalent words . . .'"

### Excuse Not Plausible

It is important to know that no excuse, altho apparently it is based upon legal grounds, will enable a competitor to practice without liability unfair competition.

For illustration: In *General v. General*, 237 Fed. 64, it was shown that a corporation whose headquarters was in the State of Maine adopted the trade name "General Film Company of Maine." A corporation was organized in Missouri and adopted the name "General Film Company of Missouri." This latter name was approved by the secretary of state. The company in Maine sued the company in Missouri and asked the court to grant an injunction against further use of the trade name "General Film Company of Missouri." The court granted this request and issued an injunction notwithstanding the fact that the secretary of the State of Missouri had approved use of the name. This court said:

"A corporation is charged with the duty of not selecting a name for fraudulent purposes. . . . This being the case, the act of taking out a corporate charter, altho it invokes the authority of the State, cannot be made use of for purposes of fraud . . . the fact that the charter was obtained from the State cannot deprive a court of its power to prevent fraud and protect property rights."

### Law of Slogans

A slogan, while not a trade-mark, is the exclusive property of the firm which first adopts it because it is the originator. However, a firm never is legally the owner of a slogan unless the firm name is associated with such slogan. For example, in a recent case (156 S. W. 787) a company expended money to blindly advertise a certain slogan. In other words, the advertiser did not disclose his name, but intended to do so when the curiosity of the public was aroused.

Litigation developed when another man connected his name with the slogan used in the blind advertisements. In view of the fact that the advertiser and originator had not at any time associated his name with the slogan, the court held the last adopter not liable for unfair competition, saying:

"The relief in cases of unfair competition proceeds upon the theory that the words or phrase employed has by long use in connection with the goods or business of a particular trade come to be understood by the public as designating the goods or business of that particular trader."

## RIDES WANTED

Locations from June 15 to October, Ferris Wheel, Merry-Go-Round, Swings, etc. Short hauls.

### RUS GREEN

Schuyler Place, Morristown, N. J.

SECOND HAND SHOW PROPERTY FOR SALE. \$1.95 Pr. Richardson Roller Rink Skates. All Sizes. Genuine Furman Princess Shrunked Head, Oheep. \$ 1.00 Up Genuine Snake Skins. Good Fish. Case, \$50.00 Nine Wax Spec. Unborn Show, Glass Case, \$50.00 Nelson High Sticker, in Working Order. 1 Mallet, Bargain.

We buy Guess-Your-Weight Scales, Skates, All Makes, Candy Floss Machines, WEILS CURIO & TV SHOP, 20 S. 2nd St., Philadelphia, Pa.

### BARKER SHOWS

PLACE Rides Help, Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Minstrel Show Producer and Musicians, Fish Pond, String Game, Bowling Alley, Candy Floss and Apple, Scales, Stock Concessions all open. Have 9 Rides, 8 Shows. PLACE Monkey Circus and Mechanical Show, Hillsboro, Ill., this week; then Pontiac, Ill. STELLA BARKER.

## PEARSON SHOW WANTS

FIT SHOW PEOPLE THAT ARE ABLE TO HANDLE SHOW. Owing to Illness Athletic Show is open. Open Greenville, Ill., May 1. Winter Quarters, Ramey, Ill., till April 28.

## MIDGETS WANTED

For Kiddieland at the Texas Pan American Exposition (Dallas, Texas), June 12 to October 31. Send photos and full details in first letter. TWO GIANTS and a Man to Work Punch & Judy. RIDE OPERATORS for Kiddie Rides, Loop-O-Plano and Octopus. CLOWN to Bally for Fun House. Address

### DUFOR & ROGERS

Care THE STONELEIGH

DALLAS, TEXAS



# Verne Newcombe Loses Right Leg

CINCINNATI, May 1.—Verne Newcombe, well known promoter of special events, active in the Southwest the past few years, lost his right leg by amputation on Wednesday, according to word from Mrs. Newcombe. Operation, in Veterans' Hospital, Tuscon, Ariz., was necessary to save his life from gangrene infection, physicians said.

While directing his fireworks spec. *Seige of the Argonne*, in Yuma, Ariz., night of April 17, he was struck in the right leg back of the knee by a pyro bomb that exploded in a mortar.

Arteries having been severed, he was rushed to an emergency hospital and then to Yuma Hospital, where blood transfusions were given, his half-brother, Raymond Stoecker, being donor. Mrs. Newcombe said his condition is critical and that relatives are there from the East.

# Carnival Permits Granted By City Council in Detroit

DETROIT, May 1.—With applications for carnival permits before city council on Tuesday, five were granted and one denied. Harper-Van Dyke Post, American Legion, which wanted to hold an event at Van Dyke and Jordan avenues, was refused, apparently on ground that carnivals should be held only on property owned by the organization, as recently discussed in the council.

George F. Monaghan Council, Knights of Columbus, got a permit for a carnival in September. Other permits were granted to Beari V. Pittenger Post, American Legion; Veterans' Rehabilitation Association, and Faust Post Glee Club, American Legion.

Another important event for show people was granting of permits for concession stands and other activities for national convention of Imperial Council, Mystic Shrine. Stands will be erected on Cass avenue and in Grand Circus Park and Washington boulevard.

# Utah Events Are To Have Rodeos, Parades and Vaude

SALT LAKE CITY, May 1.—For Covered Wagon Days Celebration here, Gus P. Backman, executive secretary of the Chamber of Commerce, is manager. C. N. Fehr, vice-president of the Chamber, is chairman of the executive committee, and W. E. Ryberg in charge of finances; Norman Sims and Kingsley E. Clawson in charge of rodeo and parades, and J. F. Fitzpatrick and S. O. Bennion in charge of contracts, decorations and parades.

Features will include a daily rodeo and afternoon outdoor musical and vaudeville entertainment on Pioneer Day at University of Utah stadium. Last year the Sons of Utah Pioneers had charge of the event.

For Ogden's Pioneer Days Celebration the veteran showman, Mayor Harmon E. Peery, is in charge. Ogden tries to outdo Salt Lake City with rodeo, parades and entertainment, and rivalry is keen.

# End Show Breaks Records

ENID, Okla., May 1.—Ninth annual Oklahoma Industrial Exposition, closing on April 17, broke all attendance records in Convention Hall and adjoining building. Stage entertainment, furnished by B. C. Truex, Wichita, Kan., included a chorus of 12 girls, skating act, circus acts, juggling, magic, clowns and orchestra. This annual, according to the Retail Association, which sponsored it, will be bigger next year. Rides of the West Amusement Company and concessions in the hall and outside did well.

# PHONE MEN

Sober and reliable.  
NATIONAL CONVENTION, CLEVELAND.  
25% on all spots. Finance yourself.  
Producers only. Permanent.

P. H. ANGELO  
Box 3703, Station F, Columbus, O.

# WANTED

For 4-H Club, Homecoming, County Wide, May 24-31, inclusive.  
Concessions, Rides, Shows, 51% privilege. Contact R. E. CAMERON, 123 West Main St., Greenville, O.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

# Hamid-Morton Circus Under K. C. Increases '36 Draw in New Haven

NEW HAVEN, Conn., May 1.—Hamid-Morton Circus in the Arena here on April 26-May 1, under auspices of Knights of Columbus for its second year, had best attendance of any sponsored event to be held indoors in New Haven. Opening night was bigger than that a year ago, Bob Morton declaring himself pleased with results. A total mark of about 50,000 for the week is anticipated.

The more popular acts of a year ago were brought back by Morton and some additional hits from the *Jumbo* show were added. Those brought back and again big hits included Mickey King, Will Morris and Bobby and Miss Ullaine Malloy. Show was well balanced and nicely presented, with Bob Morton as ringmaster.

Among acts were Madison Square Garden Band, Joe Basile, conducting; Hoag-

lan's Garland Drill, Mme. Maree's trained ponies and dogs, Roberta's trained ponies and dogs; the Wallandas, high wire; Katzenjammer Kids, acrobatic comedians; Aunt Gemina and Colonel, acrobatic comedians; High-School Horses, Liberty Horse; Hip Raymond, rocking tables; Laddie Lamont, free balancing ladder; Winifred Colleano, aerialist; the Arleys, acrobatic perch; Osaki and Taki, Oriental perch; Captain Rudy and Jumbo; Honey Troupe, teeterboard; Mickey King, aerialist; Will Morris and Bobby, comedy feature; Will Arley and Company, aerialists; Randow and Company, comedy boxing; Hart's Midgets, comedy boxing; Les Kimris, aerialist; Ullaine Malloy, aerialist; Mike Cahill, cloud swing, and others. Show has a week's layoff and moves into Montreal, then tentatively to Philadelphia to end the indoor season.

# Permanent Festival Group Being Sought in Milwaukee

MILWAUKEE, May 1.—Milwaukee Midsummer Festival filed articles of incorporation as a non-stock organization to handle the annual lake-front celebration, previously engineered by a civic committee.

Incorporators are Rudolph Hokanson, general manager of the group; Otto Hauser, secretary to the mayor, and Albert J. Obenberger.

Executive committee of the voluntary body which has handled the festival since its inception, has requested the common council to make the corporation a permanent agency to consist of 15 members, each appointed for three years, for handling the festival.

# Colley Shows in Stillwater

STILLWATER, Okla., May 1.—Annual Independence Day Celebration to be held here this summer under Chamber of Commerce auspices will feature J. J. Colley Shows on the midway. Horse racing, airplane stunts, baseball, free acts and fireworks will complete the program. Celebration drew more than 15,000 last year. Ralph G. Archer is secretary-manager of the sponsoring committee.

# Shorts

UNITED States Senator Gerald P. Nye will be speaker at the 28th annual Independence Celebration in Park River, N. D., sponsored by the American Legion Post, reported Chairman E. R. Landsborough.

GOVERNOR LaFOLLETTE in Madison signed a bill appropriating to Wisconsin Chapter, Rainbow Division Veterans, of Appleton, Wis., \$500 to help defray convention expenses in 1937 and 1938.

OUTSTANDING acrobatic and racing pilots who will appear in St. Louis for the International Acrobatic Competition and St. Louis Air Races at Lambert Airport include Lieut. Joe Mackey, Capt. Len Fovey and Tex Rankin. This will be the first international acrobatic contest in the United States. Sponsored as a non-profit meet, St. Louis business men have raised funds necessary and have put up \$15,500 in prizes.

W. W. HASTINGS has again been named to produce the Columbia, Tenn., Live-Stock Show and Parade to be held

HELP This Department by Telling Committees About It.

## POTTSVILLE, PA.

### JUNE 14-19

FIREMEN'S 6-COUNTY CONVENTION.  
More than 1,000,000 People.

WANT Carnival, Shows and Concessions.  
The streets are ours and yours. Come and get it. Address  
CHARLES HAUSSMANN.

## WANTED - BIG CARNIVAL

### JULY 4th. CELEBRATION

HENRY N. TATE POST No. 70, AMERICAN LEGION

Would especially like to hear from the following shows: Dodson's World's Fair Shows, World of Mirch and Johnny J. Jones Exposition.  
Full Co-operation of Members Assured.  
R. C. BRAV, Chairman, Appalachia, Va.

## WANTED ACTS AND ATTRACTIONS

### FOR CHIPPEWA FALLS

#### CENTENNIAL AND HOME-COMING EXPOSITION

JUNE 8-7-8-9.

Walter Goodlette and Family or anyone knowing his whereabouts, write.  
W. J. HANSON, Assistant Chairman, Chippewa Falls, Wisconsin.

## AMERICAN LEGION

### REUNION

JULY 29-30-31 AND AUGUST 1, ORAIG, MO.

WANTED Rides, Entertainment and Concessions.  
R. E. LIPPS, Adjutant.

## WANTED

Shows, Rides, Concessions for  
Cygnet Firemen's 10th Annual Homecoming

Aug. 22, 23, 24, 25, 28, 27.

Write R. J. WEHLQAMUTH, Chief, Cygnet, Ohio.

## WANTED

Big Carnival with Rodeo People for American Legion Show. 10 Big Days. 10. June 26 to July 5. 1,000,000 people to draw from.  
GUY JOHNSON, Box 133, Lindenhurst, N. Y.

## WHEELS - SKILLOS

Spindles, Blowers, Coupon Roll Downs. Prices way below others. New circular tells all.

### POP BAKER

5161 Trumbull, Detroit, Mich.

## WANTED CARNIVAL

or Group of Rides for  
4th of July Celebration at Sidney, Neb.  
Sidney Post No. 47, American Legion.  
Address ADJ. AMERICAN LEGION, Sidney, Neb.

## WANTED

Carnival or Independent Rides or Concessions for Ten Days in June.  
Apply DORCHESTER AND MATTAPAN HEBREW SCHOOL.  
800 Marton Street, Dorchester, Mass.

## WANTED

Free Acts, Rides, Shows and Concessions for  
CELEBRATION, JULY 4TH AND 5TH.  
THORP, WIS.

Two Big Days and Two Nights.  
Sponsored by American Legion Post.  
Write THOS. POLNASZEK, Com'der, Thorp, Wis.

## WANTED

Concessions, Side Shows, Strip Teasers, etc., for the  
Third Annual Forest Festival, sponsored by the  
Marienville, Pa., Fire Co., week of June 28 to July 4.  
This will be a much larger celebration than ever before. Reply to  
R. N. McDONALD, Sec'y., Marienville, Pa.

## FREE ACTS WANTED

All types, must be high-class, for outdoor engagement, week June 7, vicinity Cincinnati, O. State lowest, full particulars, and send literature in first letter.  
BOX D-76, care The Billboard, Cincinnati, O.

next year. It will mark the seventh consecutive year that he has handled the event. This year's show attracted about 30,000 people.

CITY council voted \$1,000 for a two-day Independence Celebration, sponsored by Watertown (Wis.) Turner Society, in Riverside Park.

# A REAL TROUPER

(Continued from page 63)

get rid of them?" "Why, sure, if you want to leave it to me I'll get rid of them," said "Uncle Charley." "But how?" asked Otto. "We'd let 'em go for 50 cents a copy if we could and gladly give 10 per cent commission," he added. "All right," said "Uncle Charley," "always ready to make a few extra dollars, 'I'll go you, and I have a notion that they'll all be gone in a week." And they were.

The next day "Uncle Charley" entered the Side Show, which was packed with people, it being the so-called morning opening. With him came one of the workmen trundling a barrow loaded with books. Mounting a box, he started in as follows: "Ladies and gentlemen, pardon me if I take a few moments of your time, but I am instructed by the Ringling Bros. to make you a very special proposition this morning. This little book that I hold in my hand is a history of the Ringling Bros. written by Mr. Alf T. Ringling and, as you see, contains nearly 500 pages of most interesting matter; all about their starting and struggling to become the World's Greatest Showmen. See all these beautiful reproductions of photographs of rare animals and scenes in and about the show. A book just off the press and published to sell at the most reasonable price of \$2 a copy. I presume that all of you are going to attend the circus. The admission price as you know is 50 cents a person. Now today, at this first performance in the Side Show, I am going to do this: Everyone who will buy now a general admission ticket at the regular price of a half-dollar will be given one of these \$2 books with the ticket. The two for \$1." They went like hot cakes and the entire lot was disposed of inside of 10 days.

"Uncle Charley" retired about 20 or more years ago quite wealthy and spent the latter part of his life at Great Bend, Kan., where he passed away suddenly in September, 1933. Long live his memory.

## MEMPHIS COTTON CARNIVAL

MAY 11th to 15th

Novelty Men make your Spring Bank Roll. Don't overlook these 5 big days and nights on main streets. Parades every day and night. Slim McNight, Saxophone Greens, "Little Jimmie," Sam Bluestone, "One Arm" Army we have exclusive rights on all streets and parks. Get in touch with us at once.

DIXIE NOVELTY CO., 85 Union Ave., Memphis, Tenn. ALEXANDER SPEAR BENNIE SPENCER

# Classified Advertisements

## COMMERCIAL.

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

### AGENTS AND DISTRIBUTORS WANTED

**AGENTS—NATIONALLY KNOWN, ADVERTISED** line Nickel Cigars, \$2.75 per 100, post-paid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York. x

**AGENTS - CANVASSERS BUY HOUSEHOLD** Products cheaper. Your own literature. Latest deals. **PATY CO.**, Dept. E, Somerville, Mass. x

**AGENTS, DEMONSTRATORS, MEDICINE MEN,** Coupon Workers, Jobbers everywhere. Become independently rich handling Mineral Crystals from World's Famous Health Resort. Attractive \$1.00 packages wholesale \$1.80 dozen; \$18.00 gross. Free goods covers transportation. Liberal supply free samples. **MINERAL CRYSTAL COMPANY**, Hot Springs, Ark.

**AN EXPERIENCED SALESMAN WHO HAS THE** ability to organize and train salesmen on the most amazing subscription plan of the century. Write **R. L. HARRINGTON**, Dept. 16, Topeka, Kan. my22x

**BIG MONEY APPLYING GOLD INITIALS ON** Automobiles. Easiest thing today. No experience needed. Free samples. **"RALCO"**, 1305 Washington, Boston, Mass. x

**BIG MONEY (300%)—FINISH OUR HOT** Cartoons spare time. Tremendous demand. Full instructions. Samples 50c. Curious idlers unwanted. **HIGHLIGHTS**, 42 Walnut, Newark, N. J.

**BIG MONEY MADE SELLING NEWEST, HOTTEST** and snappiest Mae West Trick. Every one buys. Your cost \$50 per dozen; sell for 25c each. **LA FRANCE PRODUCTS**, 55 Hanover St., Boston, Mass. x

**CARTOONS, RARE PHOTOS, BOOKS, MAGAZINES,** Novelties, Stag Parly Stuff, \$5.00 sample assortment, \$1.00. List for stamps. **TRIPPE CO.**, Fayetteville, Tenn.

**CONCESSIONAIRES, ATTENTION! WRITE E** Curtis Bros. for Particulars. New device, world beater. 1,000 Salesmen wanted. 662 29TH AVE., SOUTH, St. Petersburg, Fla. my8

**DAZZLING RELIGIOUS MOTTOES AND STORE** Signs. Fast sellers at 25c. Cost you 4 1/2c each (100 lots). Trial order, 16 for \$1.00 (brings \$4.00). Free list. **"SILVERGEM"** SIGNS, 184 Washington, Chicago. x

**EXPERIENCED SUBSCRIPTION MAN WANTED** as State Representative—Attractive club national farm magazines; liberal proposition. **PUBLISHER**, 715 Shukert, Kansas City, Mo. my29x

**FAST-SELLING ELECTRIC RAZOR BLADE** Sharpener. Sells on sight, quick demonstration, retails \$1.75; sample 65c. **RICHARD KINLEY**, 1331 Suncrest, Cincinnati, O. x

**GOLD REFLECTING WINDOW SIGN LETTERS,** penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS**, 7941F Halsted, Chicago, Ill. my29x

**"IT'S A HIT WITH BASEBALL FANS"—BASE-**ball Pool Boards. Big profit for agents. The best seller on the market. Sold only in quantity lots. Write for particulars. **A. J. VANASSE**, 6001 Corson Ave., Seattle, Wash. my15

**LOCAL AGENTS WANTED TO WEAR AND** demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING**, Dept. S-207, 500 Throop, Chicago. x

**"MED" MEN—CHEC-O-PAIN IS "IT."** WISE tip for real money. Samples 35c. **JON VANDI**, Station B, Dayton, O.

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. my29x

**PITCHMEN-SHEETWRITERS, ATTENTION!!!** 1937 Press Cards, just like the reporters carry. Two-color flash with your permit number. Send 25c for generous samples. **BUDENKAYE ENTERPRISES**, Plymouth, Pa. my29x

**PROFIT 2,000%—AGREEABLE EASY WORK** applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

**SELL FAN FLADES, LEE, TEXIDE, SILVERTEX,** Latex, Bandages, Sundries, Novelties, etc. **KEARNEY WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif. my29x

**TAP DANCE FOLIOS. EVERYONE A PROSPECT.** Sells \$1.50 to \$2.50. Copy \$1; dozen, \$7. Postpaid. **SPECIALTY**, 1320 Spring, Seattle, Wash.

**20 FILTER TIP CIGARETTES, 6c, WITH OUR** New Easy Cigarette Maker, 1,000 salesmen wanted. Write for distributors' confidential prices. **MIK-CO.**, 581 Colony St., Meriden, Conn.

### ANIMALS, BIRDS AND PETS

**ACQUIRABLE—MONKEYS, BABOONS, SMALL** Elephants, Giant Ant Bears, Baseball Donkeys, Parrots, Ornamental Fowl, Pythons, Great Danes, Russian Wolf Hounds, Etc. **LINDEMAN**, 63 West Eleventh, New York, N. Y.

**ALLIGATORS, SNAKES, TURTLES, CROCO-**diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. je5x

**CIRCUS AND ZOO STOCK AT PUBLIC AUCTION,** May 1, 1937. **ANDOVER ANIMAL FARM**, Route 128, Andover, Mass. Trained Dogs, Goats and Ponies, Etc.

**FIVE TRAINED DOVES, USING LADDER,** Barrel, Ferris Wheel and Merry-Go-Round. Complete act with props, \$15.00. **THOS. FINN**, Hoosick Falls, N. Y.

**GILA MONSTERS, \$5.00; RATTLESNAKES,** \$1.50; Chuckawallas, \$1.50. Pair Bald Eagles, \$25.00. Monkeyfaced Owls, \$5.00. Hairless Dogs, \$10.00. Cactus, 15c. **EVANS**, Taxidermist, Phoenix, Ariz.

**MONKEYS, PARTLY BROKEN, \$15.00; RIG-**gled, \$4.00 dozen; Japanese Waltzing Mice, \$2.00 pair. Write **ROYCE PASSMORE**, 1420 Gratiot, Detroit, Mich.

**PLENTY HEALTHY SNAKES, ALLIGATORS,** Armadillos, Gilas, Monkeys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Monkeys, Parakeets, Mice, Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. my8

**PONY RIDE FOR SALE—COMPLETE WITH 8** Ponies, 10 Saddles, Fences and Electric Sign. Booked for season. Can stay here if you like. Selling account of ill health. **MRS. HENRY MCCAULLY**, Dodson Shows, Charleston, W. Va.

**TWO-DOG ACT, \$50.00; WIRE-WALKING** Dog, \$25.00; Hand Balancing, Somersault Dogs. **FLO IRWIN**, Box 1109, Harrisburg, Pa.

**WANTED—FREAK ANIMALS, BIRDS, DOGS,** Pets, Show Property, Trained Animals, Wild Animals, Snakes. **DETROIT PET SHOP**, 624 Michigan, Detroit, Mich.

**15 LARGE ASSORTED SNAKES, \$10.00; FIFTY** Snakes for \$25.00. Literature free. **ELLISON MITCHELL**, collecting naturalist, St. Stephen, S. C. my22

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**"BIG MONEY" GROWING PEARLS AT HOME** in Oysters, Clams, Mussels. Learn "how" for dime, circular free. **F. B. FOWLER**, Woodland, N. Y. x

**COMIC POSTCARDS—LOVERS, FLAPPERS,** Bathing Girls, Fun Cards, Surprise Novelties, Booklets. Samples 10c. Complete samples \$1.00; value \$3.00. Over 50 articles. **ART-FORM COMPANY**, 1710 Undercliff Ave., New York. x

### BUSINESS OPPORTUNITIES

**BE INDEPENDENT—SELL BY MAIL. 376** answers in five days using this plan. Particulars free. **B. UNIVERSAL**, 277, Herrin, Ill.

**FOR RENT—BALLROOM GARDEN CITY,** Minnesota; \$300.00 season. Inquire of **JOHN LIVERMORE**, Fairmont, Minn.

**ON MAIN HIGHWAY FACING GULF, LITHIA** Spring, 200,000 gallons an hour and warm swimming pool. Large golf front. Trailers and cottages. Permanent carnival. Fortune for the right man. Terms. **HARRY WENTWORTH DAVIS**, Tarpon Springs, Fla. x

### COSTUMES, UNIFORMS, WARDROBE

**BEAUTIFUL VELVET CYKE, 20x40, JEWEL,** \$125.00; Regulation Band Coats, Caps. Sateen Curtain, 11 1/2x32, \$10.00; Duvarntine, \$25.00; White Mess Jackets, \$30.00. **WALLACE**, 2416 N. Halsted, Chicago.

**1,000 BLUE SERGE UNIFORMS—NEW OR** nearly new. Complete with caps. At sacrifice price. **PAUL TAVETIAN**, 61 Rutgers St., New York City. my29

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A-1 MACHINES—ROCK-A-BALL BOWLING** Senior, factory improved, \$85.00; Burtmier Pony, D.P. 5c, \$15.00; Sportsman, Whirlpool, \$5.50. **DONALD HEGEMAN**, Waukon, Ia.

**A-1 AUTOMATICS—FAIRGROUNDS, WEEK** old, \$135; Preakness, \$69; Turf Champs, \$52; Derby Days, \$47.50; Daily Races Mystery, \$32; Hialeah, \$20; Buckley Combination, \$40; Palooka Juniors, \$22; Daily Races, \$18; Multiples, \$18. All with separators and checks. 1/3 Deposit. **BROWN'S GAME SERVICE**, 6309 Euclid Ave., Cleveland, O.

**BALL GUM, FACTORY FRESH, 12c BOX; TAB,** Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. Jn26x

**BANK NITE, \$12.00; LIGHTS OUT, \$12.50;** Hold 'Em, \$17.50; Fire Cracker, \$32.50; Twister, \$12.00; Neck and Neck, \$12.00; Torped, \$9.00; Crack Shot, \$12.00; A.B.T. Archer, \$22.50; Trapper, \$12.00; Scotty, \$9.00; Mad Cap, \$8.00; Battle, \$6.00; Scrimmage, \$6.00; Tango, \$7.50; Genco Champ, \$7.50; Big Shot, \$8.00; Lite a Basket, \$7.50; Exhibit's Ticket Games, \$9.00 each. One-third deposit, balance C. O. D. **KENTUCKY SPRINGLES SCALE CO., INC.**, 516 S. 2nd St., Louisville, Ky. x

**DARBY'S—\$8.00. ONE-THIRD DEPOSIT.** **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn.

**FIVE MILLS NICKEL ESCALATOR FRONT** Mint Vendors, Double Jackpot, perfect condition, \$30.00 each. Two Nickel Mills Sky-scraper Model, Double Jackpot Slide Vendors, \$27.50, \$10.00 deposit each. **B. WELLMAN**, St. Petersburg, Fla.

**FOR SALE—60 USED TOM THUMB 1c PEANUT** Vendors. Good condition. **GEORGE CRAMER**, 204 N. Maple Ave., Sturgis, Mich.

**MILLS NICKEL FLUE FRONTS, \$50.00; MILLS** Nickel Silent F.O.K., \$38.00; Mills Dime Silent Lion Heads, \$30.00; Penny Little Dukes, \$1.00; Vendors \$12.50; Triple, \$15.00. Third deposit. **CHEROKEE NOVELTY CO.**, Cherokee, Okla.

**MODEL F. CLAWS, \$25.00; STAR ELECTRIC** Hoists, Roll Chute, \$50.00, or will trade for late One Ball Boards. **APEX NOVELTY**, 305 Robbins, Niles, O. my8

**MUST SELL—50 USED MACHINES IN A-1** condition. Hi-De-Ho, \$35.00; Prospector, \$12.50; Put and Take, \$7.50; Coconut, \$7.50; Cocktail Hours, \$25.00; Auto Bank, \$7.50; Traffic "A", \$10.00; Five and Ten, \$7.50. **AMERICAN SALES COMPANY**, 3003 Harrison St., Davenport, Ia. my22x

**ONE MILLS WAR EAGLE, SERIAL 315,600;** two Jennings Star Penny Play and other Counter Machines. **HERMAN BERNAU**, Box 503, Ogden, Ia.

**ONE CENT SLOT WITH JACKPOT, \$17.50;** Five Cent Slot with Jackpot, \$17.50. Will trade Mills Small Scales for Slots. **O'BRIEN**, 89 Thames, Newport, R. I.

**PIN GAMES—NOVELTY OR AUTOMATIC PAY-**out. Make us an offer on whatever you desire; we have it. You make your own price. **LOUISVILLE NOVELTY CO.**, 618 S. First St., Louisville, Ky. x

**QUICK SALE—SIXTEEN 1935 ROCKOLAS** Multiselectors. Good condition, hundred dollars each, or will trade for Ball Machines. **COHEN'S AMUSEMENT CO.**, Box 1173, Montgomery, Ala.

**REFINISHED, RECONDITIONED, REBUILT AND** Guaranteed. 2 Traffic, \$4.20 each; Prospector, \$6.65; 1 De Luxe, \$9.10; 1 Put and Take, \$4.95; 1 Sky High, Ticket, \$13.95; 1 Parco Palooka Sr., \$37.35. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

**SLOT MACHINES ALL MAKES—ALL ARE** rebuilt, cabinets rebuffed, nickel work replated. Ready for shipment. Write for prices. **BELL MACHINE COMPANY**, 2658 South Millard Ave., Chicago, Ill.

**TRADE PIN GAMES; NOVELTY OR AUTO-**matics for Scales, Phonographs, Slots or Counter Games. **LOUISVILLE NOVELTY CO.**, 618 S. First St., Louisville, Ky.

**TEN GALLE JACKPOT BELLS, \$125.00.** Snyder Nickel, Dime Gaward Escalator, Twin Jackpots, \$24.50 each; Penny Snyder Goose-neck Twin Gaward, \$22.50. Penny machines galore. Watling Jackpots, \$14.50. **COLEMAN NOVELTY**, Rockford, Ill.

**TURF CHAMPS, \$64.50; TYCOONS, \$19.50;** Dival Counter Games, \$7.50; Mills Escalators, \$35.00; Mills Double Jaks, \$25.00; Single Jaks, \$15.00; Slot Machines, \$10.00; Skee Ball Games, \$59.50 up; Bumpers, \$40.00. **LEHIGH SPEC. CO.**, 2nd and Green Sts., Philadelphia, Pa.

**TWO 5c RAYS TRACKS, LATE SERIES, ONE** with new payout, \$197.50; one with regular payout, \$187.50; Mills 25c DeLuxe Dice, late model, \$216.50; Bally Roll, \$62.50; 25c Bally Reliance Dice, \$42.50; Nickel Pace (Comet), \$45.00; Dime Pace (Comet), \$30.00. Coin wrappers, all coins, 75c per thousand, 1/3 with order, balance C. O. D. **CLEM J. McGUIRE**, Distributor, General Sales Bldg., Dubuque, Ia. x

**WANT REEL STRIP TO VENDERS, PENNY** Packs, Cent-A-Packs, Etc. Any amount. Send full description. **JACK LIGON**, Corpus Christi, Tex.

**WANTED—GOOD USED PENNY SMALL** Scales, Paces Races, Select-Emms. Give best price, model and condition. No Junk. **BOX C-244**, Millard, Cincinnati, O.

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y. j65

**WILL TRADE 5 WURLITZER SKEEBALLS AND** 5 Roll-A-Balls, like new, for Slot Machines. **AUTOMATIC COIN AMUSEMENTS**, 2135 Walnut, Philadelphia, Pa.

**WRITE FOR OUR LIST OF RECONDITIONED** Used Machines of all descriptions. Will buy Lite-A-Lives and Gaiting Dominos. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y. j19x

**1 MILLS EXTRAORDINARY 10c PLAY NO.** 396676, \$50.00; 1 Mills Extraordinary 5c Play, No. 336435, \$35.00; 1 Mills Futurity 5c Play, No. 379556, \$50.00; 15 Mills Blue Fronts, Jackpot, Gold Awards, over 370,000, \$55.00; 2 Watling, Twin Jackpots, 5c Play, \$20.00 each; 5 Jennings Century 5c Play, Serial No. over 114,675, \$25.00 each; 5 Dance Masters, in good condition, \$70.00 each; 50 Mills Stands at \$1.50 each. 1/3 cash, balance C. O. D. **SOUTHERN VENDING MACHINE COMPANY**, 514 Main St., Danville, Va. x

**5 APT 1c BIG GAME HUNTERS, WITH GUM** Vendors, \$10.00 each; 10 9-Foot Rollball Alleys, \$75.00 each. Send 1/3 deposit. **ROBEINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my8

**10 WURLITZER SKEE BALLS, \$95.00; CENT-**A-Smoke Cigarette Vendors, \$4.50; Erie Diggers, Iron Claws, Cranes, cheap; Peanut Gum Vendors, \$3.00. **NATIONAL**, 4242 Market St., Philadelphia, Pa.

**10 GOLF BALL VENDERS FOR SALE—MADE** up from Mills Quarter Front Vendors. Jackpot pays 24 balls and \$5.00 in checks. Write for price. **ATLAS COIN MACHINE COMPANY**, 1209 Washington, Boston, Mass.

**11 ROTARY MERCHANTISERS, LATE SERIALS.** cannot be sold from new machines, \$110.00 each; entire lot \$100.00 each; Mills Blue Front and Cherry Bells, used thirty days, like new, serials around 400,000, 25 five-cent at \$65.00 each; 7 ten-cent at \$70.00 each; also 1 twenty-five cent, serial No. 220,432, \$60.00; 35 Single-Safe Stands, \$5.00 each; 15 Cabinet Stands, \$15.00 each; 5 Double Stands, \$20.00 each; Bally Baby and Reel Races, \$5.00 each; 7 Mills Targets, \$2.00 each; 2 Cariocas Front door cash payout, 1 Put and Take, cash payout, \$5.00 each; 1 Rebound and 1 Radio Station, \$2.50 each; 1 One Cent Rex Electric Bell with Cigarette reels, \$35.00; 1 Columbia, five cent, \$50.00; 1 One Cent O.T. Mills Cherry Bell Reels, factory overhauled and refinished, \$30.00. Address **BOX 223**, Clinton, Ia.

**15 1c SNACKS WITH STANDS, \$7.50 EACH;** 5 Bumpers, \$40.00 each; 5 Reel 21, \$65.00 each; 5 Keeney's Firecrackers, \$37.50 each; 1 Keeney's Strike Ten, \$50.00; 1 Bucklings Combination, \$25.00; Bally Skippers, \$57.50. 1/3 cash, balance C. O. D. **SOUTHERN VENDING MACHINE COMPANY**, 514 Main St., Danville, Va.

**25 BUCKLEY DIGGERS, A-1 CONDITION—**Small ones, \$35.00 and \$55.00; DeLuxe, \$65.00-\$120.00 each. Have good unit for carnival. **SOL WINTERS**, 2911 North Clark St., Chicago, Ill.

### FORMULAS

**ANALYSIS—3 WINNERS (HOUSEHOLD FLY** Spray, Bedbug and Roach Extentor), \$2.00; Mystic Rug Cleaner, \$1.00; Fruit Flavor Powders, all flavors, \$2.00. **ASSOCIATED CHEMISTS**, Indianapolis, Ind.

EARN MORE MONEY—VALUABLE RECEIPTS and formulas for making money with small capital. Samples 25c. Circulars free. WARREN, 15 Park Row, New York City. my15x

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for fast sellers. H-BELFORD, 4042 N. Keeler, Chicago.

MAKE AND SELL INSTANT SOLDER; STICKS to all metal; applied with a match. \$1.00 makes 144 25c sticks. Formula for \$1.00. WORTH DARST, Leonard, Tex. x

NO FORMULAS—BEST HOUSEHOLD REMEDIES, Extracts, Lotions, Perfumes, Etc. New book postpaid \$1.00. TRUTEST LABORATORIES, 600 Merchants National Bank Bldg., Omaha, Neb. x

**FOR SALE—SECOND-HAND GOODS**

BLUE DOT LORD'S PRAYER ON PENNY. Just like new, \$100.00 buys proven, guaranteed product. G. HILL, 1252 Congress, Indianapolis, Ind.

CANADIAN JUICE OPERATORS—10 GAL. Glass Bowls, Gasoline Tanks, Burners, Grids. Bargain. DAVE HANDEL, 333 1/2 Carrall St., Vancouver, B. C., Can.

CORN POPPERS, GASOLINE, ALL ELECTRICS, Ceared 12 quart kettles; Rotary Poppers, Caramel Corn Equipment. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. jy10x

FOR SALE—1935 FORD TRACTOR. NEW 36 Motor, Sleeper Cab. Like new. Large closed trailer, air brakes, cheap. WILBUR SHELDON, Knightstown, Ind.

FROZEN CUSTARD MACHINE—SURE-WAY Automatic, Mechanical Refrigeration. Used three months, perfect condition. Will sacrifice. RAY J. WILLIAMS, 3004 Wreford Ave., Detroit, Mich.

OPEN AIR CONCESSION FOR CARNIVALS OR Fairs. Built on Chevrolet truck with large size Popcorn Machine, storage space, awnings and display rack. Newly painted. TRICE, 3527 Grove Ave., Berwyn, Ill.

PORTABLE ROLLER RINK—FORTY BY NINETY. Tent and Floor. Six months old. BEN HODGES, 6504 Olive St., University City, Mo.

10 KW, 110 V. D. C. GAS ENGINE GENERATOR Set. General Electric make. Good condition. INDEPENDENT ELECTRIC MACHINERY CO., 300 S. W. Blvd., Kansas City, Mo. my8

**FOR SALE—SECOND-HAND SHOW PROPERTY**

A-1 PUBLIC ENEMY WAX SHOWS, GIRL IN Fishbowl Illusion, Human Unborn Specimens, Curiosities, Giant Octopus, Sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

BALLOONS, PARACHUTES, INFLATORS, ROPE Ladders, Etc. THOMPSON BROS. BALLOON CO., Aurora, Ill. my15

BARGAIN—SCOOTERS, SEA-PLANE, MERRY, Skee Ball, Shooting Gallery and games with or without lease. BOX C-240, Billboard, Cincinnati, O.

ESCAPE ACT — 65 PAIRS HANDCUFFS, Shackles, Keys. Strait-Jacket. Must sell. H. V. COLLINS, (Satinella), 1192 Hancock, Vandergrift, Pa.

LAUGHING MIRROR SHOWS GET THE MONEY at parks, carnivals, fairs, museums, etc. Small investment, big returns. C. J. MURPHY, Elvira, O. my8

TRUNKS—FIBER, STRONG, GOOD CONDITION with keys. \$5.00 each. Size 42x24x29. H. WM. LESSER, 517 Monroe, Chicago.

400 WATT SPOTLIGHTS, \$4.75; 1,000 WATT Spotlights, \$15.00. New equipment. Literature on request. F. A. BOHLING, 328 West 44th St., New York City. my8

\$275.00 STRIP PHOTO OUTFIT—COMPLETE and in perfect condition. For quick sale. \$100.00. HASSAN, Box 971, Parkersburg, W. Va. my15

**HELP WANTED**

HIGH DIVER FOR NORTHERN FLEET, E. LANDI, General Delivery, Miami, Fla.

LIVE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. my22

MAGICIAN WITH PUNCH—GRINDERS THAT can make second openings, Girl for Illusions, The Tuckers write. Can use Fire Eater and Useful Show People. CAPT. LUSE'S CIRCUS Sideshow, 2408 Denison, Cleveland, O.

MUSICIANS WANTED—FLUTE OR CLARINET who are good barbers by trade. Other musicians also write. C. GOTSCHALL, Director, Elks' Band, Lewistown, Mont.

PIANIST WHO CAN SING—ENTIRE SUMMER, room, board, \$15.00 weekly. Write OTT'S HOTEL, St. James L. I., N. Y.

TALENTED FEMALE IMPERSONATOR UNIT. Write LITTLE CLUB, Galveston, Tex.

**Show Family Album**



HERE YOU SEE the Campbell Circus Band as it appeared in 1916, under direction of Professor Roberts. The picture was taken on "Bill" Campbell's "mud" show, which wintered in Drummond, Okla. Professor Roberts had three sisters in the band, the first and third persons shown in the front row, and the one to the extreme right in the second row. Next to the Miss Roberts in the first row is Marlo Le Fors (Edna Taylor) and fourth from her is Mrs. Tql (Grace) Teeters. Among those in the second row are Mrs. Babe Green, Professor Roberts and Mrs. Berry (of Berry and Hicks). Marlo Le Fors is of the high-pole act of Marlo and Le Fors.

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 Opeja place, Cincinnati, O.

WANTED—BLACKFACE FOR MED. SHOW, preferably Musician. Or split with team having outfit. R. E. LEWIS, Gen. Del., East St. Louis, Ill.

WANTED—MEDICINE PEOPLE ALL LINES, Piano Player; open May 17. ORIGINAL CHIEF RUNNING ELK. Care W. Whitson, Route 2, Batavia, O.

WANTED—DRAMATIC AND VAUDEVILLE People for Tent Rep., Tell it all first letter. Don't misrepresent. FITCH-PROVO PLAYERS, Springfield, Tenn.

WANTED FOR CAFE—3 OR 4-PIECE GIRL Band. Sing and entertain. 6 month union contract. Must have appearance and sell out. Send photos, will return same. Address JACK FERGUSON, Box 795, Livingston, Mont.

WANTED GOOD TRUMPET MAN—SINGLE, Fast Reader and go. Guaranteed salary. Others write. GLEN GENEVA, Green Bay, Wis.

WANTED—FERRIS WHEEL FOREMAN AND Helper at once. Also Ride Help. MYRTLE BEACH ATTRACTIONS, Box 515, Myrtle Beach, S. C.

**MAGICAL APPARATUS**

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 South Third, Columbus, O. my8

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. my8x

**MISCELLANEOUS**

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2x2 or 2x3 1/2, complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. my8

GOLF CLUBS—BANKRUPT STOCK; 4,000 new, clean regulation size and weight; nickel shafts, chromium plated, right hand irons, \$40.00 per 100. Sample five-club matched set, \$2.50; no woods. Used on every popular golf club course in U. S. LINCOLN SURPLUS CO., 516 Chestnut, Freeport, Ill. my8x

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. my8x

BARBECUES—INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. PEERLESS STOVE & MFG. CO., INC., Columbus, O. jy5

NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. my15

ROLLS DEVELOPED—TWO BEAUTIFUL double weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

SLUM JEWELRY GIVE-AWAYS AND FLASH Games. Send for bargain price lists. SAMUEL POKKAR, 69 Richmond St., Providence, R. I.

4 FOR 10c — COPYING AND REDUCING Camera for making duplicates and small ones for photo jewelry, now only \$15.00. We also make Cameras, Enlargers and Complete Machines. Send for price list. OLSON SALES CO., 817 Walnut, Des Moines, Ia. x

4-FOR-DIME OPERATORS MAKE BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. MARKS & FULLER, INC., Dept. P, 44 East Avenue, Rochester, N. Y. x

**M. P. ACCESSORIES & FILMS**

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies, everything for the theatre. SEND for Big Bargain Book. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. my8

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. MONARCH THEATER SUPPLY CO., Memphis, Tenn. jy5

EXHIBITORS' COMPLETE NEW 500-WATT Stereopticons, having Color Wheel, Spot-light Attachment, \$25.00. Catalog free. GIRONBERG STEREOPTICON WORKS, Sycamore, Ill.

MOVIE ROADSHOW BARGAINS — 35MM. Sound Portables, complete. Limited quantities. DeVry Sound Projectors, complete with Amplification, Speaker, \$500 value, now \$195. Weber Sound Projectors with Amplifiers, Speakers, \$500 value, now \$245; also Universal Sound Projectors with Amplifiers, Speakers, \$700 value, now \$285. Every equipment fully guaranteed—money back warranty. Slight additional charge for above equipment if wanted with 2,000 ft. magazines. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. my8x

ROAD SHOW EXHIBITORS — COMPLETE 9 Reel, Late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. EASTIN PICTURES, Davenport, Ia. my15

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. my8x

SACRIFICE—25 REELS OF TALKING PICTURES for \$150.00. Features with Stars; elegant condition. SELDOMRIDGE, 635 N. 12th St., Philadelphia, Pa.

STOP! LOOK! SEND FOR OUR BARGAIN List of Film, Projectors and Sound Equipment. Compare our prices and send us just a trial order. ZENITH, 308 W. 44th, New York.

"TRACY RIDES," 6-REEL TOM TYLER WESTERN, \$30.00; 2 brand new Holmes Educators with 20-watt amplifier and speaker, 2,000 ft. magazines, valued \$1,195.00; bargain, \$760.00. Used DeVry Sound Projectors, \$175.00. Weber Sound Projectors, \$230.00. Universal Sound Projectors, \$260.00. Trades taken in. E. ABRAMSON, 7204 Sheridan Road, Chicago, Ill.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. my15 x

**PARTNERS WANTED**

PARTNER WITH \$1,000 FOR STAGE UNIT. Half interest and salary. Experience unnecessary. Exceptional possibilities. References exchanged. BOX C-239, Billboard, Cincinnati.

**PERSONALS**

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark. my15

**SALESMEN WANTED**

SELL NOTHING; \$95.00 WEEKLY—\$500.00 salesboard firm announces new investment plan. Season starting. HURRY! K. & S. COMPANY, Dept. C-34, 4329 Ravenswood, Chicago. x

**SCENERY AND BANNERS**

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. jy5

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. my8

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O. x

HEADQUARTERS FOR BANNERS (NEW, USED). Positive crowd stoppers. Enlarging studios. Professional artists. Lowest prices, quick service. UNIVERSAL, 849 Cornelia, Chicago.

PAINTED SCENERY, CYCLOGRAMS, DRAPERY Curtains for Night Clubs, Tent Shows, Etc. Reasonable prices. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn. my22

**TENTS—SECOND-HAND**

HEADQUARTERS FOR TENTS (ALL SIZES). Sidewall, \$15.75 hundred running feet. Bally Curtains, Tarpuilins, Snake Pits, Prosceniums. UNIVERSAL, 849 Cornelia, Chicago.

**SLIGHTLY USED TENTS AND SIDEWALL (BUT NO JUNK)** Bally Curtains, World's Fair Streamers, 60 ft., \$7.50. KERR, 1954 Grand, Chicago.

**TENT—THREE SECTIONS, 25x75, SUITABLE** for Ten in One, etc. Well roped but without poles or stakes. Fair condition, \$50.00. Terms twenty down, balance C. O. D. or \$40 if you will send full amount. THOMPSON BROS. BALLOON CO., Aurora, Ill.

**WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10.** 50% deposit, balance C. O. D. plus shipping charges. THE BELL PRESS, Winton, Pa.

**200 (14x22) 6 PLY WINDOW CARDS, \$6;** your copy, date changes, 25c each. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

**WANTED TO BUY, LEASE OR RENT**

**NO. 5 OR 12 ELI FERRIS WHEEL—GOOD CONDITION.** Lowest cash price. Apt. 4, 155 1/2 Pier Ave., Ocean Park, Calif. m15

**THEATRICAL PRINTING**

**DODGERS—ATTRACTIVE, THOUSAND AS-** sorted 3x8, \$1.00; 4x9, \$1.50; 6x9, \$2.75; 6x12, \$3.75; 100 2-Color Letterheads, \$1.49 cash. Prepaid. SOLIDAYS, Knox, Ind.

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20 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 25c).  
Figure Total of Words at One Rate Only.

**AT LIBERTY**  
**AGENTS AND MANAGERS**

**MAN BALLROOM DANCE INSTRUCTOR**—Member of Dancing Masters of America, Fifteen years experience also in ballroom management. Willing to teach or manage or salary and commission. Married, wife assistant instructor. Good references. PROF. RALPH A. REICHELDERFER, P. O. Box 108-A, St. Petersburg, Fla.

**AGENT—Character Actor, Specialties.** Violin, Calliope, have same; Band Music for small band. Wife, General Business, Piano, UP in all acts. Have car. Join now. DOC FRANKLIN, Henderson, Wis.

**PARK MANAGER**—Have 15 years' experience. Reliable, unblemished character. Do not drink, married. Salary or percentage or both. AMERICAN GRAYBILL, Box 1, Blackwood, N. J. m15

**REGULAR SHOWMAN**—Thirty years tested experience as "audience manager" on variety shows. Stage Talent, Advertising and Promotion. Much Amusement Park knowledge. GEORGE ENGBRETH, Billboard, Cincinnati, O.

**AT LIBERTY**  
**BANDS AND ORCHESTRAS**

**MODERN FIVE-PIECE ENTERTAINING** "Girl Band." Young, reliable. Available June 10. Hotel, resort, club. Address MAE JEAN, 627 Hickory, Dayton, O.

**AT LIBERTY—LADIES' FIVE-PIECE DANCE ORCHESTRA.** Twelve doubles, M. C., singers. Stands, uniforms, large library. Must be steady location, reliable. Hotels, cafes write MISS BILLIE MCGILL, 934 Pingree Ave., Detroit, Mich. m15

**HERB KING AND HIS KING KINGS—WHITE** Eight-Piece Standard Swing Band, featuring City Director playing Violin, Imperial Marimba, Vibra-Harp and Accordion. Band has novel arrangements of Mexican and Cowboy music. Recommendations: Cavern Cafe, Nogales, Sonora, Mexico; Herford Night Club; Santa Rita Hotel, Tucson, Ariz. Contract expires May 21. Desire summer location or travel. Will augment. Write or wire 318 Oak, Nogales, Ariz. m15

**HOTTEST HIT BILLY BAND AT LIBERTY**—Fiddlin' Shorty and his Radio Gang, old-timers, popular, ragtime, sentimental and hot, using Piano, Calliope, Clarinet, Sax, 3 Voices. Bally, broadcast or play show. State your best salary, as we cut or deliver the goods. Write or wire F. NAT. GOODWIN, General Delivery, Washington, Pa.

**MELODY MASTERS—9-PIECE DANCE BAND** featuring sweet swing music. All young, congenial fellows with plenty pep. Several good ride men, excellent swing drummer. Well equipped with attractive shields, uniforms, P. A. Held down present spot 6 months. Agents and bookers please contact immediately. Available after May 29. Prefer summer resort but will take any good spot. Write JACK RAY, 911 East 4th St., Owensboro, Ky.

**WANTED LOCATION FOR SUMMER ENGAGEMENT** at Hotel, Concert or Dance. Saxophone Trio doubling Clarinet. Individual doubles on Violin, Soprano Sax, Accordion and Bass. This is a congenial unit and can cut the stuff. Gentle and tolerate no triflings. Union. Reasonable offer no objection. Can furnish sound system. BOX C-243, Billboard, Cincinnati, O.

**COLLEGE ORIENTEERS—Nine-piece band and girl vocalists** (also doubles M.C.), available after June 1st. All college graduates, complete library with vocalists. Furnish references of previous engagements. Organized five years, uniformed, play Casa Loma style. Accept a week's engagement with pay as try-out. Only class A hotels and night clubs answer. State salary in first. D. DYER, 145 West Main, New Holland, Pa. m15

**FOUR-PIECE GIRL ORCHESTRA**—Violin, Saxophone, double Vocal, Banjo, Piano. First-class appearance, reliable, experienced. Hotels, summer resorts considered. GLADYS MORRISON, 612 Jefferson St., Elmira, N. Y.

**NINE-PIECE GIRLS' ORCHESTRA** at Liberty after June 15. Desires summer location at lake resort, preferably in Michigan or Northern Indiana. State salary in first letter. "RHYTHMETTES", 1000 E. 25 St., Terre Haute, Ind.

**RAY HUMMEL BAND—6-8 or 10-pieces,** desires engagement with park, club, ballroom or hotel. Two weeks' notice with contract necessary. Wire, write BALLROOM, Silver City, N. M. m15

**SNAPPY 6-PIECE SWING BAND**—Just concluded season at Club in Boston. Available for club, summer resort, work at call. Have public address system, rainbow lighting outfit. Good reliable fellows, average age 25, well uniformed with several changes, can double instruments, two of us sing. Vaudeville experience. Read, fast, smooth as well as swing. Leader also novelty player account of height (4 feet, six inches). More men can be added if necessary. Write or wire DON J. DIMARE, 695 East Fourth St., South Boston, Mass.

**AT LIBERTY**  
**BILLPOSTERS**

**TWO A-1 BILL POSTERS**—Fast, sober. Can lithograph, drive truck. References. Will join immediately. Must have ticket. C. HOWE, Apt. C-3, 1735 Seward, Detroit, Mich.

**AT LIBERTY**  
**CIRCUS AND CARNIVAL**

**A REAL FREAK**—The Boy with a Mammoth Head (twice the size of a normal person's head. My caretaker and I will join a reliable big show for \$36.00 per week. I am reliable and sober. Write SARAH WALKER, (his mother), 1806 13 St., Fort Smith, Ark.

**HIGH AOT**—Several other Circus Acts, Contortion, Traps, Acrobatic Circus, Carnival or Med Show. GEO. HIGGINS, Care Gen. Del., Grand Rapids, Mich. m15

**YOUNG MAN** desires opportunity to become a Wild Animal Trainer. Some experience as keeper. Four years studying. Any salary. THOMAS PEEHLY, 500 E. 41st St., Baltimore, Md.

**AT LIBERTY**  
**COLORFUL PEOPLE**

**BELLHOP**—Colored, 15 years' experience. Nine years as head bellman. Summer or year around hotel. Age 28, polite and reliable. (EDDIE) COLLINS, 286 Taylor Ave., Columbus, O. m15

**AT LIBERTY**  
**DRAMATIC ARTISTS**

**J. BURTON FLESNER—LEADS OR GENERAL** Business, Specialties. Wardrobe, good study, experience, excellent appearance, both on and off. Reliable. J. BURTON FLESNER, Rockwell City, Ia.

**JUVENILE LEAD—PREFER CONNECTION** with Dramatic Stock Company or Summer Theater. 5 years stock experience. Age 23, 5'9", 136 lbs. Complete wardrobe, good appearance. RICHARD O'LEARY, care Billboard, 1564 Broadway, New York.

**FEATURE DRAMATIC COMEDIAN**—Natural Toby and G String. Resembles Joe E. Brown. Versatile character dialect comic. Capable general business man. Age 40, height 5 ft. 10, weight 160. Top Comedian, Singing, Hokum, Dancing (all Top Styles), Specialties. Carry dancing man! Strong singing, speaking voice. Quartette man. Baritone and high bass. Pair Rhythm (fake) Drummer (out-of-tune destroyer). Twenty years (all lines) Stage experience. Have three excellent Vaudeville Acts for Male and Female. Oudry Salesman. Work Concert. No producer, work better under direction. All type shows considered. FRANK "RAKEY" GAMBEL, 1801 Cone St., Toledo, O.

**AT LIBERTY**  
**MAGICIANS**

**MAGICIAN**—Lecturer O. K. If you cannot afford \$25 fee and privileges of making more don't write to FREDERICK JACKSON, Gen. Del. Aron, Mass.

**AT LIBERTY**  
**MISCELLANEOUS**

**ATTENTION—Have Ford V-8 Coupe:** am thirty-five years of age; proficient in secretarial work (correspondence, shorthand, typewriting, etc.), with some business and education and experience. No capital; go anywhere. Proposition me, ladies or gentlemen. A. J. HIATT, Box 551, Bristol, Tenn.

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**M. P. OPERATORS**

**STAGE ELECTRICIAN, PROJECTIONIST, RADIO** and Sound Technician, Actor, Stage Manager. Can qualify for any or all of above. Age 29, weight 145, height 5' 5". Have late model sedan. Will go anywhere on satisfactory guarantee. Write or wire SYDNEY S. SNYDER, 680 Base Line, San Bernardino, Calif.

**LICENSED MOVIE OPERATOR,** Electrician—Ten years' experience in theatres, high schools and portable equipment. Good knowledge E. C. A. and Western Electric sound systems. Experienced Simplex, Mograph and Powers machines. Will give full time for reasonable offer and will go anywhere in U. S. A. Write BOX 784, Billboard, 1564 Broadway, New York. m15

**AT LIBERTY**  
**MUSICIANS**

**A-1 SOUSAPHONE FOR** Circus Band, Dance Orchestra. Fine instrument. Double string bass. Join on wire. BILLY JEAN, 627 Hickory, Dayton, O.

**AT LIBERTY—CIRCUS TRUMPET, EXPERI-** enced. FRANK FRAYNE, Gen. Del., Boston, Mass. m15

**AT LIBERTY—A NO. 1 TENOR SAX. UNION.** Read first sight, hot, good tone, double clarinet and flute. Also can play lead tenor. CHAS. J. DUPERE, 145 W. Grant Ave., Lima, O.

**BAND DIRECTOR—INSTRUCTOR—JUNE 11** for summer. Ninth year band instructor Birmingham Public Schools. Young, union, good appearance. Play trumpet, college degree. State Teachers' Certificate Alabama and Florida. BAND DIRECTOR, 1410 17th Ave. So., Birmingham, Ala. Je5

**CLARINETIST, DOUBLE ALTO, SAXOPHONE.** Plenty experience. RAYMOND ARNOLD, Thomasville, N. C. m15

**DRUMMER—12 YEARS EXPERIENCE DANCE** and Vaudeville Bands. Age 25, union, modern. Wants to join dance or presentation band of full instrumentation. No small lam outfits or joints. Present job vaudeville house. Available May 31. Will deliver or no notice. Best references. BILL HERT, Varsity Theatre, Columbia, Mo. m15

**FLUTIST—THEATRE EXPERIENCE MUSICIAN-** congenial, reliable. What have you? C. KINAMAN, General Delivery, Boston, Mass.

**TROMBONE—DOUBLE ACCORDION, SING,** union, single, 22. Neat and sober. Experienced band and orchestra. Location preferred. ELSTON STRANCE, Hillsboro, Ill. m15

**TROMBONE, FORMER TROUPER, WANTS CON-** nection Shop or Municipal Band. Location only. Double Sousaphone. Small hotel, club, restaurant orchestra. Write if steady. BOX C-229, Billboard, Cincinnati, O. m15

**TRUMPET—EXPERIENCED BAND, ORCHES-** tra. Reliable. F. BELL, 806 Howard Ave., Altoona, Pa. m15

**TRUMPET—READ O. K. CUT SHOW, SWING.** Desire spot or travel. Age 20. FRANK PRESTAGE, Palm Court Hotel, Ft. Lauderdale, Fla.

**A-1 DANCE TROMBONIST**—Wants connection with good band around June 1. Good range, sweet, hot and sing swing tunes. Must be good salary and sure. BOX 61, Care Billboard, St. Louis, Mo. m15

**A-1 GUITARIST, VIOLINIST—Experienced** dances and radio work. Sing baritone. Willing to travel. Can secure band if necessary. HARRY KROHN, 5886 S. Morgan, Englewood 5100, Chicago, Ill. m15

**DRUMMER—Very good swing.** Stage experience. Age 26, single, union, sober, neat appearance. Prefer dance work. OLIVER CUTLER, 1817 Marshall, Boone, Ia.

**DRUMMER—Young, age 26, experienced.** Will locate with dance band or will go on road with unit. Can cut tab work. Can join on wire. DICK DIXON, Raleigh Hotel, Chicago.

**PROFESSIONAL DRUMMER—15 years exper-** ence. Young, sober, reliable. Cut it with anything. Join immediately. Only steady reliable job considered and ticket if far. Wire or write stating all. BEN FAYISE, 8792 Talman Ave., Bellaire, Ohio. m15

**SWING TENOR**—Doubling Ride Cornet; arrange, set, and concert in big band. Want pay for location after June third. Have excellent sound system. Name experience. BOX C-282, The Billboard, Cincinnati, O. m15

**AT LIBERTY**  
**PARKS AND FAIRS**

**AERONAUTS—BALLOON** Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. m15

**BALLOON ASCENSIONS**—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. m15

**BALLOON ASCENSIONS,** Parachute Jumping by Patent Leather Kid, Booking fairs and celebrations. CLAUDE L. SHAFER, 1044 S. Dennison St., Indianapolis, Ind.

**BALLOONISTS AND PARA-** chute Jumpers, operating from balloons and airplanes. Yes, we have a Bat Man Jumper. One outfit now in South, has some open time. THOMPSON BROS. BALLOON CO., Aurora, Ill. Established 1903.

**BALLOON ASCENSIONS**—Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO. Jacksonville, Ill. Je19

**WILLIAMS AND BERNICE,** Comedians. Featuring Bounding Trampoline Hay-wagon. Address Billboard, Cincinnati. Je12

**ARMSTRONG'S FAMOUS COMEDY FORD ACT**—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. Je19

**AT LAST—AERIAL NOVELTY TAP DANCING** Dog. Dances with all four feet at the same time. Perfect rhythm, swing time. The only Tap Dancing Dog in the world. Agents, managers, fairs wire, write. DENNY RENO, St. Joseph, Mo. m15

**BALLOON ASCENSIONS FURNISHED** Reasonably. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. m19

**BALLOON ASCENSION—MODERN EQUIP-** ment. Prices reasonable. Trapeze on Open Parachute. BALDRIDGE BALLOON CO., Glenwood, Flint, Mich. m15

**BINK, KING OF THE SLACK WIRE—THREE** acts; Wire, Trapeze and Comedy Juggling. All act acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. m15

**CARMEN'S CIRCUS REVUE—5 COMPLETE** and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich. m15

**HIGH AERIAL ACT FOR OUTDOOR EVENTS.** Appearance guaranteed. BOX C-223, Billboard, Cincinnati. m19

**LEO DEMERS, EUROPEAN ACROBATIC NOV-** elty. One of the best single acts in the business. Act is original and will please any program. If you are interested in the very best write or wire today. 1504 State Road, Menominee, Mich. m15

**THREE NICE ACTS—COMEDY TRIPLE HOR-** 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. m15

**AERIAL OWSDENS—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 patron, send for literature and price. Address care Billboard, Cincinnati, O. m15

**CHARLES LA CROIX—Original, Outstanding** Novelty Trapeze Act. A high-class platform free attraction. Available for celebrations, fairs, etc. Flashy equipment. Special large advertising posters free. A real act, elaborately costumed. Price reasonable. Address CHARLES LA CROIX, 1304 South Anthony Blvd., Fort Wayne, Ind.

**IF YOU WANT A REAL FEATURE** Book York's City Act Combination. A big drawing card. Red flash, indoor or out. Escape Act, Puppets Act, Live Stock Tricks, Death Walk, it's new. For particular of act, open time, write GALE YORK, 212 W. Superior St., Fort Wayne, Ind. m15

**PAMAHAIK'S Dog, Pony, Monkey and Bird** Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahaik himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahaik's Studio, 615 W. Erie, Philadelphia. Telephone SAGmore 5536.

**THREE NOVELTY ACTS**—America's best act globe act. She comes down stair steps and acts inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. m15

**VAUTELLE'S CIRQUE**—Ten Dogs, Cats, Monkey. Everything different. A guaranteed attraction. Act No. 2, Acrobatic Clown and Monkey. Have sound system bally. Jacksonville, Fla.

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**PIANO PLAYERS**

**PIANO PLAYER—SIGHT READ, TRANSPOSE.** Fake. Experience with large bands, floor shows. Double on trumpet, B.S. degree in music. Have car. Prefer location. Age 25. Open after June 1. State salary in first. BILL BURLEY, 910 S. 17th St., Harrisburg, Pa. m15

**PIANO PLAYER**—For Rep. Unit or Burlesque. Plenty experience. Can join on wire. DON PHILLIPS, 406 Carolina Ave., Spencer, N. C.

**AT LIBERTY**  
**SINGERS**

**AT LIBERTY—SINGER OF** Radio, Stage and Screen (Maile). A-1 voice and personality. Park go vaudeville. Young, reliable, sober. Thoroughly experienced. Paramount Pictures, Fanchon and Marco and NBC. Welcome all correspondence. Only good offers. Go anywhere. BOX C-241, Billboard, Cincinnati, O.



# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Improved Business Conditions Noted as Jewelry Sales Rise

Improvement in general business conditions and employment is reflected in the retail jewelry trade by a large increase in sales over 1936 for the first quarter of this year, according to Dun & Bradstreet's special report on the jewelry trade. Increase amounts to from 25 to 30 per cent and is partly accounted for by a 10 per cent rise in prices, but is due chiefly to the greater volume sold.

Other factors contributing to the favorable showing were demands for better quality merchandise and larger individual sales. Watches particularly were in great demand, followed closely by smaller jewelry pieces. Sterling silver also sold well.

Despite the suspension of business for two weeks because of the flood, the improvement manifested itself in January and February. March, however, showed the best results and is chiefly responsible for the quarter's high sales.

During April, however, there has been a falling off, in some instances as much as 75 per cent, from March sales. But with the approach of the graduation season, with its demand for watches, and that of the wedding season, bringing a great demand for engagement and wedding rings, the trend is again expected to turn rapidly upward. The outlook for the immediate future is bright. Collections are good.

In line with the improvement in retail

## Demand Grows for Home Accessories

An increase of more than 20 per cent in new home building during the first quarter of the year as compared with that for the same period a year ago together with heightened interest in the home has helped considerably the sale of decorative home accessories since the first of the year. Modern home shows and exhibits have served to create a desire for the finer things, with the result that purchasers of home merchandise are placing more emphasis on quality and modernity. In response to the demand, manufacturers, designers and distributors have co-operated in fine manner to give the public the type of goods it demands. Entrance of several new manufacturers into the field has also served to broaden the market in this direction and provides an even more comprehensive array of merchandise.

Wholesale distributors of this class of goods predict that the real interest in home furnishings has just begun. They are planning to promote heavily such merchandise as decorative and utility lamps, midget radios, wall plaques, fancy pillows, floor lamps, novelty magazine racks and wastebaskets, writing sets, cigarette lighter and ash-tray combinations, end tables, serving trays, centerpieces and similar articles.

Premium and specialty houses have also been adding to their line of home accessories following the successful use of this type of premium in a number of promotions. Bingo games and some salesboards, too, are today featuring a comprehensive selection of such goods.

## Manufacturers Report Employment at '29 Level

With approximately 11,000,000 persons on pay rolls, employment in the manufacturing industries as of April 1 had reached 1929 levels, the National Association of Manufacturers reports.

The estimate, the report stated, is based upon the most recent figures available on the employment situation. Roughly, 8,310,000 workers have obtained (See *Manufacturers Report on page 75*)

trade, wholesale sales have been 20 to 25 per cent larger than in 1936. No marked trend has been noted in any line, the increase being general, except that the demand for watches has been especially good. About 10 per cent is the average for the increases in prices.

The upward trend, according to manufacturers, started in 1936 and, proceeding during that year with various fluctuations, has continued into this year, with especially favorable results in February and March, when production and sales in some cases exceeded those of 1936 by as much as 100 per cent.

Here again April sales declined and are about on a par with 1936. Considerable improvement is anticipated by June and the spirit in the trade is optimistic.

## Merchandise Sales Boosted by Favorable Weather Conditions

NEW YORK, May 1.—Pleasant weather conditions that this city has been enjoying have started merchandise sales off faster this year than at any other time.

Concessioners, who opened earlier this year, have been clamoring for faster delivery of merchandise orders in anticipation of one of the best seasons in years. According to advance reports, there will be many new concessions on the boardwalks of Coney Island, Asbury Park and Atlantic City this year.

Bowling games, rolldown games, bingo and fortune spots have been doing a swell business during the last several week-ends.

Merchandise has started to move fast and the general belief is that it will

move at a more rapid pace as the season gets under way.

The biggest merchandise users are already far ahead of last year and with sales increasing they expect to surpass some of the most enviable records of boom years.

They claim that the outdoor season will be the biggest in history and will generally aid in bringing back many new ideas which they have previously feared to attempt because of the expense involved.

Larger items will get going during the vacation season when more time can be devoted to obtaining them by the players.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE warm days during the last of April have brought the curb operators into the streets. This is the time of the year when new wrinkles are tried and when the better type operators polish up their sales talks for the big circuit. One of the men tells me that he is going to make a real attempt this year to put over the \$1 deal. His plan is to assemble five 25-cent articles and bunch them for \$1. This operator is at present working a pitch on the theory that a crowd will loosen up just as readily with the dollars as with the quarters.

What I am wondering about now is whether it will not be just as well to start off with a \$1 article. I know that it has been tried in an East Side location—with a fountain pen and pencil combination. The scheme, however, did not work so well. Either the article or the sales talk was not right. I have also heard that a man is doing fairly well with a \$1 electrical appliance line, pitching it in medium-sized towns up-State. Success seems to depend upon the man, the talk and merchandise. He must have something good to make the public hand over the coin.

With the cheaper chains going in heavily for much of the stuff sold in curb promotions the question of store competition may prove bothersome this year. I have actually seen a man working near a store of this type trying to sell a 25-cent article that was on display for 20 cents inside the store. An operator with whom I have talked about this particular problem gives this advice: "Stay away from low-priced stores. They won't do you much good anyhow. Pick articles with a live background. Buy your stuff from an experienced wholesaler who knows his merchandise and is not likely to get stuck with store goods."

Looking over showroom displays, I am impressed by the quality and appearance of the merchandise that will go into premium displays this year. Last year's revival enabled the supply houses to clear their shelves of many of the leftovers of the depression period and the operator who thinks he can get along with last year's display may find himself sorely disappointed. My suggestion is to get rid of this old stuff as early as possible and get into the swing with novelty goods. Customers want it and will patronize the spot that displays the goods.

A supply dealer informs me that many buyers are holding back with orders because they believe they can buy cheaper later on. What shall he do about it? It's, of course, anybody's guess. Big buyers of the department stores buy glassware, china, metal goods, clocks and hardware for fall delivery on the presumption that prices will be higher. They seem to be less certain about leather goods (not shoes), and they are distinctly holding back on men's clothing. They are generally well informed and I would follow their lead.

## Week's Retail Trade Higher for Nation

Retail trade generally thruout the country picked up added momentum last week, the Department of Commerce reports in its weekly survey of business conditions in 37 key cities. In a few places unfavorable shopping weather, the report said, slowed down business to develop a loss from the same period last year. Such instances were so rare, however, that the general picture of rising volume was not greatly affected.

In New York, Boston and Philadelphia retail sales were up from 14 to 20 per cent over the same week last year, with department stores and specialty shops sharing in the larger volume. There was unexpected strength in the demand for spring apparel, while the steady buying of home furnishings continued, the report said.

## Glassware Getting Off to Good Start

With summer glassware buying by retailers already at a high peak, it is expected that sales of glassware and china of all types will reach a new high when the outdoor season gets under way. Department store buyers and retailers have been placing large orders for sets for the serving of iced tea and beer and specialties in these lines for use in heavy seasonal promotions in the next several weeks.

Premium houses, too, were active recently selecting merchandise and asking for early delivery on such stand-bys as luncheon sets, pitcher and water glass sets, sugar and creams, salt and peppers, tea and beer serving sets and ash trays. An unusually wide variety of color combinations are available in matched sets this year, with the result that they will be heavily featured by premium men.

Not only have sales been reported as well in advance of those at this time last year but another important and encouraging trend has developed. There is increasing call this season for luxury and semi-luxury items in china, glass and pottery lines. Items of this type receiving attention are bathroom accessories, sculptured decorative appointments, vases of all descriptions, cocktail sets and marine globes.

Always recognized as a most compelling trade-getting group in the wholesale merchandise industry, the number of premium and prize uses to which glassware is being adapted is being increased almost daily. Its appeal has grown to a point where it outranks at times many other staple classes in the premium field, and its year-round suitability gives assurance that it will lose none of its popularity this season. In fact, the industry is planning to give more attention than ever to merchandise of china and glass not only because of their excellent display value but because demand for better class items has made possible a better profit margin than for some time.

## Free Gift Plan Clicks With Coin Machine Ops

NEW YORK, May 1.—Some months ago Fitzgibbons Distributors, Inc., announced a new profit-sharing plan wherein the firm arranged to give away certificates applicable to obtaining premium merchandise gifts. It follows to some degree the general idea of national advertisers in stimulating sales by use of premium merchandise gifts.

The firm reports that thousands of these certificates have been purchased by its customers since the introduction of the plan and that every day it is shipping free gifts to operators.

Plan has gained such popularity that previous to the purchase of any games customers wish to know how many certificates they will be given with their purchase.

Certificates are valued at \$1 each and one certificate is given with each \$50 purchase. They are then applied against the number necessary to obtain gifts listed in the firm's house organ. Certain other provisions making the certificates desirable have been made.

Hand trucks, dishes and watches are the gifts in most demand. Radios are the most popular in higher brackets.

Every game sold by the company carries certificate awards, even used games.

## Horror Made Distributor

PHILADELPHIA, May 1.—Horror Novelty Company has been appointed exclusive distributor for the premium and concessions trade of the Andrew B. Hendryx Company, manufacturer of bird cages. Horror will carry stocks in different sections of the country, such as New England, Eastern, Southern and Western.

# 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.

## Re-Lax Backrest

Re-Lax is the name of a new outing chair without legs which adjusts itself to your body and holds you in perfect balance. Because of the low retail price of the item, just introduced by the Re-Lax Manufacturing Company, it is equally attractive for agents, demonstrators and premium and prize uses. Whether you prefer to sit straight or to recline at a comfortable angle, it enables you to do so with surprising ease. It folds up into a compact roll, making it ideal for picnics as well as for sun bathing on lawn or beach. Company reports that early acceptance by trailer owners, sportsmen and home owners generally has been exceptional.

## Little Flower Shrine

A replica of the Shrine of the Little Flower, Royal Oak, Mich., erected by Father Charles E. Coughlin, is being sold thru store and novelty outlets by Industrial Art Supply Company. Replica comes in a marblelike, cream-colored, plaster material, with graceful carving of the various sculptured figures. It contains the terrace which is a prominent feature of the Shrine, centering in the Crucifixion Tower, which houses Father Coughlin's offices and broadcasting rooms. Back of the tower is a small scale front of the church itself, the image on the cross being gilded, with the relief in brown tones.

It is 12 inches high with a base about eight by eight inches. From the top of the tower an electrical attachment allows a lamp to be mounted. Novelty may be admirably used for a decorative table lamp.

## Hood-Sign

An attractive sign designed to fit snugly over the hood of an automobile and advertise special events such as fairs, conventions, expositions and carnivals is being produced by the Automotive Hoodsyne Company. Sign can be made in attractive color combinations with varied amount of printing. It is so designed to be read at a glance. It has been used effectively for some time, particularly in Michigan, to advertise many expositions and fairs and has proved popular with taxicab drivers and others who are usually willing to have the sign placed on their cars. It comes in an attractive streamer design and thus is available for decorative purposes as well.

## Lifetime Golf Tee

A practical lifetime tee for golfers is the latest in the way of a useful golf novelty, just introduced by Golf-T-Flex Company. Made of light, strong rust-proof metal, it is adjustable, and a double spring that returns the tee to an upright position after the ball is driven is provided. It is also equipped with a handy identification tag attached by means of a small chain. Available in gold or silver finish in dozen lots at a price that makes it very attractive to gift and premium users.

## NEW REDUCED PRICES! IMPORTED RUGS 55 Cents and up

(Oriental Designs) All Sizes REAL FLASH VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$4.00 today for 24 "40" sample rug and circular giving descriptions, sizes and new reduced prices or write immediately for sample swatch of actual rugs and price list.

M. SEIDEL & SON  
243 W. 30 St., New York, N. Y.  
Established Since 1910.

## Ten Commandments Bracelet



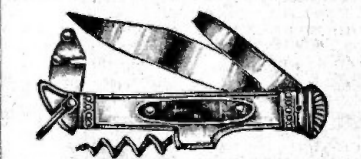
NEW NOVELTY GOING OVER LIKE WILDFIRE Bracelet with Plaque (1 1/2" x 1 1/2") of TEN COMMANDMENTS or LORD'S PRAYER (Protestant or Catholic Version). GUARANTEED POSITIVELY EASILY READABLE. Made of copper with 14k Gold Finish. Carved and calligraphed. Occasionalists—Streetmen—Fairs—Rush your orders. Any assortment. GROSS, \$18; DOZEN, \$1.65. Shipped P. P. Prepaid. (C. O. D. Orders, 25% Deposit.) Guaranteed satisfactory or money back. No samples.

VENUS BEAD & NOVELTY CO.,  
22 East 17th Street, New York.  
(Also Bracelets Alone for Your Plagues—Lowest Prices.)

## REX HONES Now Less Than 3c Each

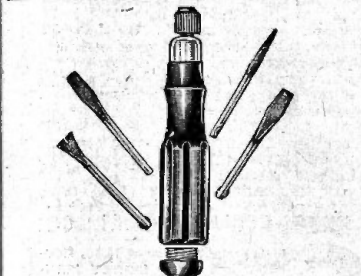
\$4.25 a Gross Plus Postage. Each hone in flashy silver box, priced 50c. A real fast-acting hone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. ACT QUICK. REX-HON RFRS., 1500 West Madison, BR-5, Chicago, Ill.

## GOOD FOR DEMONSTRATORS



COMBINATION GLASS CUTTER KNIFE—Two Blades, Ollp and Pen, Glass Cutter and Cork-screw, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.

B100178.  
PER GROSS 12.00 PER DOZEN 1.05



TOOL KIT—Hollow Wood Handle, cherry colored, highly varnished. Fitted with Knurled Steel Chuck, 4 hardened steel Tools inside handle. Each Set in Box. For Dozen Rolls. 1.25  
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69c EACH  
No. B101—Case Metal, Assorted Colors. Snap or time Pictures. Size: 1 1/2 x 1 1/2 in.  
TEN FOR \$6.50  
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With 50 Sparkling Fac-Simile Diamonds

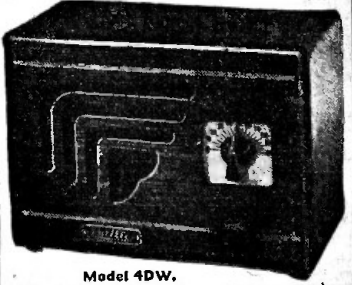
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Sample, 50c Extra. 25% Deposit. Bal. O. O. D. Send for New 1937 Catalogue  
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Order of 250 assorted large bottles. Enclose money order for \$5.00. If not entirely satisfactory, return in good condition within 5 days. Money back at once. Shipped F. O. B. Chicago. 50% Deposit, balance O. O. D. on Orders of \$15.00 or More.

IMPORTERS OUTLET CO.  
759 West Adams St., Chicago, Ill.



- ### Carnival Novelties New Stock—Just Arrived
- BB1 Men's Toy Wrist Watches. 1 in box. Gro. \$3.75
  - BB2 Gillette Style Blue Blades. Outside Per 1000 3.50
  - BB3 Flying Birds, Whistle. Gro. 1.95
  - BB4 Flying Birds, Whistle. Inside Gro. 2.35
  - BB5 High Hat Fur Monks. 8 1/2 in. Gro. 3.75
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  - BB7 Piggy Wiggy, Comp. 8 1/2 in. Doz. 1.25
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  - BB9 Swagger Sticks, 36 in. Gro. 5.50
  - BB10 China Head Swagger Sticks. Gro. 8.75
  - BB11 Jap. Cig. Cases, Four Inlay Gro. 6.50
  - BB12 Reach Bouncer Balls. Doz. 1.15
  - BB13 Carnival Print Balloons No. 8. Gro. 2.35
  - BB14 Serpentine Balloons, 45 in. Gro. 3.75

25% DEPOSIT REQUIRED ON O. O. D. ORDERS  
LEVIN BROS. TERRE HAUTE, IND.

## Moto Scoot MODEL

HERE'S A REAL WINNER  
The most widely advertised and publicized item on the market today... everyone is talking about it. Easy to operate — immediate profits — Astonishingly inexpensive. It is the biggest money making sensation since miniature golf. Provides fun for young and old. Speed, 5-30 miles per hour and old. 120 miles per gallon of gas. Safe, sturdy and fool-proof. SEE OUR NEWEST MODEL — STREAMLINED — BEAUTIFUL TO LOOK AT — MANY OTHER IMPROVEMENTS.  
Write or wire  
MOTO SCOOT  
217 So. Western Ave., Chicago, Ill. Dept. 815.

### FREE SAMPLE CASE WINTON D. E. BLUE BLADES, \$3.50 PER THOUSAND

Royal Night D. E. Blue Blades, \$3.50 per 1000  
25% Deposit on C. O. Ds.—Incl. Postage.  
CHAMPION SPECIALTY CO., 814-M Central St., Kansas City, Mo.

### MOTH CAKES 100 for \$3.50

- GIANT, Doz. 44c; Otiophaned, Doz., 55c
- WHITE SHOE CLEANER—LACES—FLY SWATERS—FLY RIBBON.
- SUN GLASSES—Latest Styles, Lowest Prices
- BALLOONS—SALES BOARD DEALS
- Complete line for House-to-House Canvasers, Wagon Salesmen, Agents, Catalog Free. Write.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**SALESMEN! DISTRIBUTORS! CARDMEN!**

**1054** LOTS OF 6 Sample 1094 Walnut Finish

**RCA LICENSED RADIO** New! Smart! Different!

**Silver GUARANTEED QUALITY RADIOS**



**ANTIQUE IVORY \$1.00 EXTRA**

**ORDER NOW! MONEY-BACK GUARANTEE**

**RUSH \$2 DEPOSIT.** Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.

**FREE CATALOG** 25 beautiful models, 5 to 15 tubes, for farms, homes and autos, as low as \$6.70.

**GIVE-AWAY RADIOS FREE!** Make \$14.92 on every deal. Send 10c for push card, photo and plan.

Sold exclusively by **SILVER MFG. CO.** 612 N. Michigan, Dept. BB, CHICAGO.

**SQUIRT DOG ASH TRAY** BB22 — NOV-ELTY OIG-A-RITE EXTIN-GUISHER A & H TRAY. Blaque dog standing on ash tray made of bright colored bique. Dog has rubber tail. When squeezed, the dog performs a very clever new item. Per Dozen, \$12.00. Per Gross, \$120.00.

Sample, Prepaid, 25c In Stamps.

**CARNIVAL SPECIALS**

B109—Two-Tone PARADE CANES. \$7.50 Gross. Floral O'oth PARASOLS. 8.50 Gross

B111—BALLOONS, Assorted Carnival and Circus Prints. Inflate to 9 inches. Gross. 2.00

B112—BOUNDER BASE BALLS. 1.10 Dozen

**LUCKY ELEPHANT CHARMS**, with Cards Attached. Gross. 60c

We have for immediate shipment, complete line of Merchandise for Corn Games—Ball Games—Snow Cones and Pop Corn Cones—Hoop-La Blocks and Hoops. Write us for your requirements. Order from this ad. **NEW CATALOG \$0.00.** 25% With Order. Balance C. O. D.

**MIDWEST MERCHANDISE CO.** 1026-28 BROADWAY, KANSAS CITY, MISSOURI

**WE WANT NEW CUSTOMERS!**

NEW LOW PRICES ON ALL NOVELTIES FOR CIRCUS — FAIR WORKERS — CARNIVALS — PARKS SCALEMEN — BALL GAMES — NOVELTY STORES (Large Selection of Lucky Charms.)

WRITE FOR CATALOGUE.

**HAMMER BROS.** 114 PARK ROW, NEW YORK, N. Y.

**ROSEN & MALTZ** 801 Sansom Street Philadelphia, Pa.

**REBUILT WATCHES**

12 SIZE	7 JEWEL ..\$9.25	16 SIZE	7 JEWEL ..\$9.00
ELGIN OR WALTHAM	15 JEWEL .. 4.25	ELGIN OR WALTHAM	15 JEWEL .. 4.00
	17 JEWEL .. 5.00		17 JEWEL .. 4.50

LATEST CHROME CASES. MOVEMENTS LIKE NEW.

Swiss Ladies' 8 1/2" 8 3/4 Chrome Cases 8 Jewel, \$3.50 and hands. 15 Jewel, 4.00 Yellow Case Ad 17 Jewel, 4.50

RAILROAD WATCHES OF ALL MAKES. Complete Line. Rebuilt Watches of All Descriptions.

TERMS: 25% WITH ORDER. BALANCE C. O. D.

**VALUES TO GET EXCITED OVER... IN**

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

Get Our 196-Page Catalog FREE.

**MILLS SALES CO.** Our Only Mailing Address OF NEW YORK INC. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALE

**NOTES from SUPPLY HOUSES**

IN 1886 a resident of Terre Haute, Ind., by the name of Meyer Levin started to do some planning. He knew the trouble and expense that carnival and other concessioners, solicitors, canvassers and pitchmen often experienced in getting satisfactory service and merchandise from the then existing supply companies and was determined to alleviate the situation. With a little capital and plenty of ambition and resourcefulness started what today is known as the firm of Levin Brothers. From the very first the venture was a success and now, 51 years after its founding, Levin Brothers Company is still offering a fast, most courteous service and new, quick-selling merchandise at low prices. The firm's General Catalog (659 pages) is ready for mailing. It illustrates thousands of items, with special attention given to the pages devoted to concession goods. Levin Brothers predict that this year will be one of the greatest ever known in the outdoor amusement field and have filled their six-story building with merchandise so as to avoid the price increases which they say are bound to come this summer.

**ELGIN - WALTHAM**

7J.. 3.25  
15J.. 4.25  
17J.. 4.75

SAMPLE WATCH \$35 EXTRA: CATALOGUE ON REQUEST...

16 SIZE BLACK ENAMELED CHROMIUM EDGED CASE - LARGE NUMBER DIAL....

DEPOSIT REQUIRED BAL. C. O. D.

**BERKMANSON & SONS INC.**

WHEN A SALESMAN HAS AN ITEM that is bought regularly by 92 out of every 100 people, he should go TO TOWN. That is said to be the proportion of people who buy and use chewing gum. A very fine line and unusually large assortment of gum is manufactured and packed by AMERICAN CHEWING PRODUCTS CORP., of Newark, N. J., and is offered to salesmen for as little as 25c a box of 20 first-cent packages. A sample outfit of assorted brands is available at 50c postpaid.

monthly analysis. The great increase was 32.5 per cent at Pampa, Tex.; the greatest decrease, 5 per cent, at Reading, Pa. Association attributed the general increase to higher wages, an early Easter, intensive collection efforts by merchants, higher prices and the extra business day in March this year.

Olympic Bead and Novelty Company has just completed its new 1937 spring and summer line of whitestone and cameo rings and, according to repeat orders coming in, they are already big sellers. Company also has an attractive variety of jewelry, novelties, souvenirs, premiums and gifts suitable for seashore resorts, demonstrations and gift shops. All items have been selected with great care and taste to answer the present-day demands of the jewelry and novelty fields. Company's catalog, featuring several hundred new items, will be sent free upon request.

Two unusual plaster statuary numbers, Highland Lassie and The Gob, have just been patented by Industrial Art Supply Company. Each is a figure about 15 inches high with its name cut across the base. The Gob comes in blue and white. Sailor, complete to his cap, is smoking a brown corn-cob pipe, making an effective novelty item.

Highland Lassie is an attractive Scotch girl, with long brown hair, in red plaid kilts, playing a realistic and prominent set of bagpipes. The use of blue relief in the costume itself and discreet use of tinsel make this an attractive parlor number and good for flashy displays as well. Both items are attractively priced.

Due to increased business the Admiralty Products Company, which has been doing business on West 23d street, New York, for many years, is moving to new quarters May 1. Company has taken an entire building several doors from its former location, where it will have larger and better facilities.

Company will continue to serve the trade with nationally advertised brands of silverware, clocks and appliances and a general line of giftware. Many lines will be added to the variety of numbers the company has been carrying.

Sam Brody, of Jersey Trading Company, who has been using newspaper advertising to further bingo popularity, is of the opinion that this year will be the biggest bingo has ever had. He encourages other members of the wholesale merchandise industry to aid in its popularity with the public.

Sam uses *The New York Times*, *Newark Evening News* and other papers to popularize the game.

"Sale of merchandise to bingo spots," he explains, "is one of the greatest outlets for the wholesale merchandise industry. Once these locations get started they continue the idea and the merchandise they use for prize awards is greater in volume than any other game that has ever featured merchandise awards.

"It is my belief that the wholesale merchandise industry should further popularize bingo with the public at this time."

Playland Supply Company, Inc., radio manufacturer, has just issued a six-page catalog illustrating 52 radio models. It is printed on coated stock and is free for the asking. In addition to the latest in radios, the company is manufacturing an 11-unit interstation office communication system, adaptable for offices, bingo parties and other public-address uses.

The sharp reduction in business failures thus far in 1937 offers evidence on how far trade and industry have climbed from the depression. Commercial and industrial failures this year up to April 8 totaled 2,530 compared with 3,041 in the like period last year, a decline of 16.8 per cent, according to trade reports. The extent to which business enterprise has put its house in order is indicated by the fact that in 1932 failures mounted to 31,822, the largest total in the nation's history. When business hit bottom, however, expenses were pared, wages cut and operating efficiency stepped up, but as the curve mounts again and profits roll in more easily the tendency to expand automatically sets in.

Fruit, grocery and oandy baskets, at one time popular concession items, are coming back strongly this summer, according to reports received from Carl Greenbaum & Son, basket manufacturer. There has been an increased demand for baskets among concessioners. Greenbaum is of the opinion that various types of baskets will again prove

business-getters at amusement parks, resorts, fairs and carnivals.

A new deal which has all the earmarks of a winner is being introduced by Grand Sales of New York. The deal uses the Irwin Magazine Cine 16mm. Movie Camera with F. 4/5 lens and professional-amateur type motor-driven projector. Camera takes clear, sharp pictures and compares favorably with other makes on the market.

The two men behind Grand Sales are experienced salesboard operators who have traveled and worked deals in many localities thruout the nation. From their wide experience they are familiar with the operators' problems and what they need to make money. For many years they have been on their own but now that they have exclusive distribution of the Irwin Camera, an item which they are convinced is a knockout for salesboard promotion. The deal includes two each of the camera and projectors.

**1937 CATALOG! NOW READY!**

Over 3,000 Items

FLY SWATTERS—Extra Long Handle, Dozen..... 20c

SQUIRTING CIGARETTES—Original Imported, 3 Cigarettes, Doz... 50c

NOVELTY RUBBER GLOVE (Hot Number), Dozen..... 40c

SHOE LACES—Imported, 27" Black Only, Gross..... 29c

FOOT POWDER—8 Oz. Metal Can, Dozen..... 50c

**BENGOR PRODUCTS CO.** 878 BROADWAY, NEW YORK, N. Y.

**OUR MEN MAKE BIG MONEY**

**5 for \$1.00 Men's Hosiery**

A great selection of real Hot Numbers. All sizes. Fancy and Plain Patterns. Exceptional Values. You'll make a big money with these hosiery.

\$1.80 Sample Doz. of 30

\$1.40 Lots of 30

25% With Order. Balance C. O. D.

**FREE! NEW SPRING CATALOG**

Lists Complete Line of TIES, Hosiery and Other MONEY MAKING ITEMS.

**CONTINENTAL MERCANTILE CO** 414 B'WAY NEW YORK, DEPT T N. Y.

**5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROAD WATCHES**

New Chromium, engraved Loco open-face cases

7-Jewel, 16 Size... \$9.75  
17-Jewel, 16 Size... 9.25

Send \$ stamp for our free catalogue—New Plan.

**THE NEW YORK JOBBERS,** New York, N. Y.  
74 Bowery, Dept. B,

**GENUINE FUR TAILS \$5.00 Per 100 \$45.00 Per 1000**

Sample, 10c. 25% Dep., Bal. C. O. D.

Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy. First grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. ORDER TODAY!

**H. M. J. FUR CO.,** 150 W. 28th St., New York, N. Y.

**ELGIN Watches \$2.95 UP**

Rebuilt and guaranteed Elgins and Walthams, in new cases. Write for Catalog. Mention The Billboard.

**LEO PEVSNER, Wholesale Jeweler,** 5 So. Wabash Ave., Chicago, Ill.

End your correspondence to advertisers by mentioning The Billboard.



**REMINGTON**  
PENS • PENCILS • COMBOS

**JOHN F. SULLIVAN**  
459 Broadway, NEW YORK CITY.

**RING WORKERS**  
JUST RECEIVED  
NEW Reproductions from DIAMOND - PLATINUM - RINGS.

Our line is famous everywhere! Highest grade WHITE STONE and Osmos. Send \$2.00 for 20 samples. FREE CATALOG.

**OLYMPIC BEAD CO.,** New York City.  
907 5th Ave.

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**  
Write us your needs.

**ARGO PEN-PENCIL CO., Inc.**  
220 Broadway, NEW YORK CITY.

**AGENTS**  
BIRTHDAY AND CONVALESCENT GREETING CARDS, For In Boxes Assortments. Very liberal commissions. Write for particulars.

**DOROTHEA ANTEL**  
226 West 72d Street, New York, N. Y.

**UNDERWOOD**  
**PLUNGERS**  
SPECIAL \$21.00 Gross. 25% With Order, Balance C. O. D.

**GRODIN PEN CO.,** 398 Broadway, New York City.

**Save 80%**  
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

**THE N-R MFG. CO.,** Dept. H-21, Box 383, Hamilton, Ontario.

**LIGHT THE GAS STOVE AND POCKET YOUR PROFIT**  
Quick-Action (1937) Perfected

**AUTOMATIC GAS LIGHTER**  
No. Flint or Friction. Lights Instantly. Retail \$1.00. Doz. or \$5.00 a Gro. postpaid. Sample Free. **NEW METHOD CO.,** Box BB-28, Bradford, Pa.

**No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.**

**RADIO STROPPER CO.**  
SANDWICH, ILLINOIS

EVERYTHING IN FOUNTAIN PEN LINE. In Solid Gold & Gold Plate.

**JAS. KELLEY, The Fountain Pen King,**  
487 B'way, N. Y. C.; CHICAGO, 130 W. Adams St.  
784 Mission St., San Francisco, Calif.

**Slip-Not-Ties**  
New Spring and Summer Colors—Silk Lined. \$2.50 Doz., Post Paid. Send for Sample Dozen. Money Back Guarantee. Free Catalog.

**GILT EDGE MFG. CO.,** Original Patented, 13 N. 13th St., Phila., Pa.

**TELL US PRICE YOU WANT TO PAY. WE HAVE IT!**

**NASSAU PEN & PENCIL CORP.**  
118 Nassau St., New York City.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**THE VAUGHN TRIO**  
Jerry, Suzy and Gaylord, will be with the R. A. Thomas show this summer. Organization carries 22 people. The Vaughns are instrumentalists, singers, dancers and comics. They spent the winter in Georgia, Alabama and Southern Tennessee, playing schools and theaters.

**TOM SIGOURNEY**  
Infos that he made Maxwell Street Market, Chicago, recently and it was the usual madhouse. Cold, rain and wind, according to Tom, hurt business, however. Here's another of Tom's weekly epigrams: "Some people 'grow up' to their added importance or prosperity, while others simply swell up."

**FAMOUS LAST WORDS:** "If you're not satisfied bring it back. I'll be at this same corner for the next —"

**GEORGE MICHAELS**  
of the novelty house furnishing the hustlers of the Hoosier State with merchandise novelties, anticipates a bigger business this year than last.

**PAUL AND VI BECKETT**  
have discarded their pen sales to open a tavern in Indianapolis.

**GRANGER THORNBERRY**  
who left the Hoosier capital recently with a gang of pads, is headed northward.

**JACK ROGHWELL**  
is reported to be working novelties to motorists at 16th and Meridian streets, Indianapolis, to an excellent business.

**MONEY SPOTS:** Kenosha, Wis., should not be given the go-by without first looking over the Nash works. Only 11 miles away is the Chase plant, which should be a good spot too.

**ACCORDING TO REPORTS**  
Ralph Anderson, formerly a popular lecturer, has quit the arts to go in on a lucrative position in the Bronx, New York.

**REPORT'S EMANATING**  
in Oklahoma City are to the effect that quite a few of the boys are working out of the Kinchoeloe plant there and that business is on the uptrend.

**ST. LOUIS NOTES**  
Sighted in the chain stores here were Jane Chester, curlers; George Beyers, corn, med; Esther Evel, jewelry layout; Mike Madden and Charles Seymour. Working the streets were Harry McGinley and the missus, with pens; Carl Herbert, solder; DeGast, solder; Bill Knott, key checks; MacBotsford and the missus, automobile accessories; Blackie Kessler, gummy; Carl Holsdorf, astrology; C. S. Gates, liquid solder; Bert, Doto, and Girard Williams.

**SAM POPOWITZ**  
is going over with a jewelry layout in an Indianapolis department store.

**PITCHMEN'S SAYINGS:** "What would you do with this money if you 'had' it?" —Salim Bedoni.

**TOMMY BURNS JR.**  
has a rug cleaner demonstration going in a chain store in St. Louis and is reported to be corralling some real folding money.

**YOU PURVEYORS**  
of patent, proprietary, secret or trademarked medicines would be assessed a license fee of \$100 under the Grob-Schmidt Bill (712, A) introduced in the Wisconsin Assembly, while those selling house and kitchen utensils and other small hardware would be required to pay

a \$50 fee. For sellers of merchandise not specifically mentioned in the bill the fee would be \$75.

**HUSTLER'S TIPS:** A sure-fire sales item for those who are ready to snatch off a little extra money is the celluloid price ticket. Merchants in small towns, where good show card writers are hard to find, should be ready buyers for the tickets because they can use them for display purposes. How can a person miss if he informs the buyer that the items may be used over and over again?

**LOU SCHNEIDER**  
who is working Kansas City, Mo., with watches, is reported to be collecting plenty of folding green.

**BILL KNOT**  
who has spent nearly a quarter of a century at different tasks around the sawdust arenas, has gone in for a key-check outfit and is elated with the returns thus far.

**JOE SMITH**  
is working the coal fields of Southern Illinois with his sharpener layout and is reported to be clicking.

**JIMMY WELLS**  
recently blew into the Mound City and blew right out again.

**ROUNDY CARUTHERS**  
and Little George Beaver have quit the automobile business and have taken up right where they left off with their medicine emporium.

**SIDNEY GOODMAN**  
of mag fame, is loading with novelties and other merchandise and will take to the road until long after the fair season has ended.

**HARRY COREY**  
who has the jam store on Hennies Bros.' Shows, is working to good business.

**TRIP OD PININGS:** Wonder what became of the controversy regarding the organization of Pitchdom. It can or cannot be done?

**OLIVER FITZMAURICE**  
is working in Memphis to a good take.

**B. STARLING**  
blew into Cincinnati last week. During a visit to the Pipes desk he infoed that he has quit writing sheet and will work banners on the Mighty Sheesley Midway for the summer.

**JOHN THOMAS**  
is closing his cleaner demonstration in an Indianapolis chain store and will head west.

**EARL DAVIS**  
is of tie-form fame, is clicking with that item in a Harrisburg, Pa., chain store.

**GEORGE BEYER**  
of corn-med fame, is rolling right along in chain stores and clicking with his clever talks and demonstration and has been getting plenty of the folding gelt. He recently took purchase on a new house trailer of the latest design and with all modern conveniences and trimmings.

**STEVE O'CONNOR**  
general manager of Official Publications, Chicago, infos that his organization handled the sale of the official souvenir program during the recent Chicago centennial jubilee ice-skating carnival, as well as the souvenir program for Hagenbeck-Wallace-Circus. It also has on the way programs for the Women's Pageant of Progress, Chicago, and the St. Louis air races and acrobatic competition over Decoration Day.

**MEMORIES:** Remember when Chiefs White Eagle and Redwood sold tonic by the truck-load on the corners of towns with only one or two entertainers? They are still rated as topnotchers when it comes to garnering the coin.

**MILTON BARTOK**  
was seen working a drug store window with his med demonstration via his

**OAK-HYTEX BALLOONS**  
**STARS & STRIPES**



These "all-over" designs are extremely good looking. One is printed in three colors, the other in four colors—both designs assorted in each box. Also offered in patriotic colors only.

At Leading Jobbers.

Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.

The **OAK RUBBER CO.**  
RAVENNA, OHIO.

**PHOTO JEWELRY**  
**PHOTO MEN ATTENTION**

Photo Jewelry is the 1937 Money-Making Item.

Everybody wants to carry a miniature picture on a piece of jewelry. Our new line is unusually well-made and expensive looking.

Send \$2.00 for 10-piece sample line. No. P10, including ring, pendant, 2 brooches, 3 solid and flexible bracelets, 2 tie holders and 10 pin.

Send \$2.00 for 18-ring sample line of Whitestone Rings—Rhodium and Yellow.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**PEARL \$24.00 PLUNGERS**

Ink Gauge—Tells When to Refill—Fill-free Band—Streamline Design—Inkless Special Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready.

8 Different Samples. 50c Prepaid

**JACKWIN PEN COMPANY.**  
50 W. 28th St., New York, N. Y.

**MEDICINE HEADQUARTERS**

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

**GENERAL PRODUCTS LABORATORIES**  
84½ G. Pharmacists, Columbus, O.

**MONOGRAM EMBROIDERY MACHINE**

Big daily profits with this machine that beautifully embroiders names or monograms on any kind of material. Easily operated. Big money market at parties, fairs and resorts. For free sample of your name and full particulars address

**RUPERT WEIDNER, INC.,**  
20 West 22d St., New York City

**Self-Starter PLUNGER PEN**

**ONE PULL-IT'S FULL**  
An Extraordinary Value! 5 times greater ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! LEAK PROOF!

**LIFE-TIME GUARANTEE**  
BUY DIRECT FROM MANUFACTURER.  
Better Quality—No Extra Cost!

24 PER DOZEN  
PEARL COLORS  
25¢ PER GROSS  
Send 25¢ for free sample

**NUPPOINT PEN & PENCIL** 11 EAST 19 ST. NEW YORK, N.Y.

# JOE LOUIS

*America's Best Advertised Man  
Hero and Idol of His Race*

Millions of admirers will buy this bas-relief wall plaque of Joe Louis' head with the facsimile Good-Luck letter signed by Joe. Size 11 1/2 x 9, practically indestructible, ready to hang, individually packed in carton. The only authorized and approved Joe Louis head in relief. Fully protected and not to be obtained elsewhere.



This is the hottest item right now—before and after the big World's Championship fight on June 22. Get these big profits quick. Send 65c today for postpaid sample and full information.

**ZIMMERMAN-POST, Inc.**  
519 Donovan Bldg., Detroit, Mich.

## Wherever Beer is Sold "Valve Ball" FOAM CONTROL is a necessity!

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Saves time—saves beer. Fits on all faucets. Sell a handful to every bar. Retail 50c. Rush 25c for sample and particulars.



**GORDON MFG. CO.**  
110 East 23rd St., Dept. JFB, New York City.

## HEADLINER TIES!

**FATHER'S DAY SPECIALS**  
\$2.25 Doz. \$24 Gross  
Made from the finest Silks. Both ends open, margin silk lined. Has a wool lining to resist wrinkles. GUARANTEED WRINKLE-PROOF. Our biggest money-makers. \$1.00 Sellers. Send at once for a 2 dozen assortment and receive your self. 25¢ Deposit. Balance C. O. D. Money refunded.

**A. HERBERT, 1312 Washington Ave., Bronx, N. Y. Dept. "F"** Free Catalogue

## SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.  
Send 25c for sample assortment and prices.

**CAPITOL SHOE LACE & FINDINGS CORP.**  
317 BOWERY NEW YORK, N. Y.

## BUY DIRECT SILK HOSE DEAL

Wm. A. Woodbury Powder, Perfume and 2 pairs of 280 Needle Ladies' Chardonise Silk Hosiery (Collapsible). Complete Deal, 49c; Sample, Prepaid, 75c.  
**WILLIAMS SALES CO.**  
210 West 8th St., Kansas City, Mo.

## SLUM JEWELRY \$1.00

Full Line of Rings, Ladies' and Gents' (signets) \$1.00 doz. up  
Waldemar Watch Chains, assorted \$1.00 doz. up  
Kivias, Chronium Medals \$1.25 doz. up  
Collar Holders, assorted \$1.50 gross up  
Pen and Pencil Sets—Chromium or Colors, 14-k. plated points; handsome display boxes \$3.75 doz. sets  
25¢ Deposit With Orders—No Catalogue  
**FELDMAN BROS., 189 Canal St., New York**

## Big Profits!

Own your own business, stamping Key Chains, Social Security Tags, Name Plates. Sample, with name and address, 25c. cent.  
**HART MFG. CO.**  
311 Degraw Street, Brooklyn, New York

## PUBLISHERS MAGAZINES REMAINDERS HOT-CHA BOOKS

Fortune Telling, Dream, Astrology, Psychology, Health and Joke Books and Magazines at less than wholesale prices. Send 3c stamp for latest list. No stamp no list.  
**P. LEWIS & CO., 117 E. 23d St., New York**

public-address system and clicking to some big takes. He's collecting \$1 for his remedy and also making some touches at three for \$2.50. Curley is making his way to a prominent summer resort and will take on the fairs after Labor Day with his trailer equipped with a new sound and public-address system.

**CLEVER AND EVER-HUSTLING** . . . Al Marks is working some items in a Louisville store and as usual is giving a good account of himself and his work.

**MIKE MADDEN** . . . and Charles Seymour are reported to have opened in a Kansas City chain store with their cleaner and varnish demonstrator.

**TWO sure-fire tip gatherers** are pitchmen and the fire department.

**FRANK LIBBY** . . . was recently sighted in St. Paul.

**JIMMY KELLEY** . . . and the missus are reported to be working magic and Svengali card decks to a good take on their way to Chicago.

**CHARLIE GOW** . . . is reported to be getting huge takes with his outfit in a Detroit chain store.

**FRANK NUGENT** . . . has just taken purchase on plenty of stock for his lot in Indianapolis.

**JOHN THOMAS** . . . is working a rug cleaner demonstration in an Indianapolis chain store to a reported swell take.

**BILL RUIZ** . . . is reported to be clicking with his lecture in the Mound City.

**AFTER SPENDING** . . . a pleasant winter in Chaffee, Mo., Dr. Les Williams has opened his med show at Carterville, Ill. Organization is said to be new thruout and carries 10 people.

**JOE ABBOTT** . . . reported to be the youngest jam and medicine pitchman, passed thru Blytheville, Ark., recently, headed north to join the Tom Dean med opera.

**PLENTY OF stock** on hand means more profit and an ultimate bank roll.

**TOM DEAN'S MED OPERA** . . . left its Blytheville, Ark., winter quarters April 18 and will head northward. All equipment has been repainted and new canvas and a factory-built trailer have been added. Tom's son, Bobby, will live with Hubert Potter and the missus until the school term has ended. Remainder of the roster, however, left Blytheville together. Tom reports a successful winter season. Show's roster includes Tom and Aletha Dean, Buster Williams and the missus, Joe Abbott and Emily Mills and two cowboy singers.

**DR. FRANKLIN STREET** . . . has opened a med opera in Frankfort, Ill.

**DR. HUBERT POTTER** . . . has returned to his home at Paragould, Ark., after a pleasant sojourn in Florida.

**"HAVEN'T PIPED IN** . . . for a long time," inks Charles F. Klesinger from the Pythian Home, Springfield, O. "After about 45 years as a singing and musical comedian in the med and vaudeville field I have retired to the home here at the age of 70. I shall ever retain the pleasant memories of my last 14 years with the Dr. Harold L. Woods and the Dr. Floyd Williams med operas. This is a swell spot, with all the comforts of home."

**GEORGE J. (HEAVY) MITCHELL** . . . info that he is no longer affiliated with the store located on Broadway, Gary, Ind. He and the missus have taken a seven-room bungalow in Michigan City, Ind., and, according to George, the latching is ever out to their many friends. They would like to read pipes from Morris Davidson, Mr. and Mrs. George Sallows, the Ragan twins and Chet, Mr. and Mrs. Dick Jacobs, Frenchy Thibault, Jimmie Miller, Charles K. Clark, Johnnie Voigt, King La Mar and Jake Branholtz."

**PITCHING WOULD** be much easier if we were sure of the way to the next best spot.

**WHITIE JOHNSON** . . . blasts from Wurtland, Ky., that he and his partner, J. R. Williams, are working Kentucky to good results. They have taken out med and merchandise readers and expect to stay in that territory for some time. Williams is handling the



**PALEFACE BROTHERS, HOW!** George Rabbitfoot is no mail-order Indian but a member of the Rabbitfoot family of Sioux Indians, which represents three generations of medicine, showmen and performers. George is one of our best medicine pitchmen. At present he is pitching and maintaining a modern laboratory in Somerset, Ky. George is assisted by his missus, Grace, who supervises the laboratory and looks after a huge mail-order business. They have four children.

lectures, while Johnson continues to jam. It's his 15th year. The pair added a new truck with pictures and sound equipment this spring. "Get with it, boys," White advises, "that's the only way to accumulate the dough. Say, Morris Kahntroff, I missed you in Florida when I was there on my vacation."

**MANY PITCHMEN** are too superstitious to put their hat on a bed. Put the lid on your head, boys, and get out and get busy.

**MORRIS J. SOBEL** . . . who retired from the pitching game, is now managing an up-to-date jewelry store in Beaumont, Tex. Writing from that city, he says: "It pleases me once more to say that a pitchman is the highest class salesman in the world. Jack Britt, king of them all, in my opinion, is now living a retired life as a country gentleman on a country estate near San Francisco."

**FLOYD B. HULIN** . . . under date of April 26: "Have made several good spots in Missouri working the jam sale. Made Jefferson City for two days to fair business. Circus day in Fulton was also very good. Columbus is a red one if you can square the law. I worked there two days with rad and was told to close up. They seemed to think I had enough. Plan to stay here until Saturday."

**COL. W. J. UDEN** . . . winter scribbles from Flanagan, Ill., winter quarters of the Colonel's Domestic Trained Animal Attractions, that he has just completed a new animal act in which he uses a steer, goat, pony and two dogs. He is also presenting 10 animal acts, which are said to be different from those attractions which appeared at various fairs and home-coming dates last season. All props are new and the show trucks and equipment have been repainted. The Colonel says the organization will take to the road in May, playing free acts at parks and celebrations.

**IF YOUR left hand itches** it is a sign that you will get it—if you get out and hustle for it.

**ART ENGLE** . . . pipes from Muskegon, Mich.: "Just had the pleasure of seeing my old friend Sam Berman work to a swell take here. Sam advises that he has a new outfit for the coming fair season. He has just taken purchase on another Chevy."

**BERT GLAUNER** . . . letters from Detroit under date of April 17: "Strikes here didn't have any effect on my take. Just finished my 100th consecutive day yesterday. Don't let the strike talk fool you, boys, because I know what I'm talking about. I repeat that there is more money in Detroit than in any other town in the country today. The boys are pouring in here from all sections of the country and it's becoming difficult to get a place in which to live.

If any pitchman wants to find another man in the business he'll find him in Detroit. My reader for the corner of Monroe and Randolph streets is \$3 per day."

**T. D. (SENATOR) ROCKWELL** . . . long silence under date of April 26: "R. Guild Stewart, of knife sharpener fame, has switched to gummy and is getting by. He and yours truly have just returned from a two-month 3,000-mile tour of Oregon and California. While in Sacramento we met Irish Owen working rad and hones and B. E. (Frenchy) Thibault with flukem. We plan to work here for several more days and then he back home to Portland. Certainly saw some poverty-stricken towns in California. In fact, in one town, Santa Rosa, to be exact, one fellow stood in the tip eating black walnuts and cracking them with a pair of pinchers 14 inches long. That was really a tough break. The tip got more of a kick out of him than they did the pitch."

**NO MATTER** how much noise a pitchman makes in regards to how good he is—it's how he stands in his own mind that either makes or breaks him.

**"I UNDERSTAND** . . . from all the rumors that my show has closed," writes Doc Coy D. Hammack from North Little Rock, Ark. "That must be good news to some people, but I must say that the report is false and the party sadly mistaken. My show runs winter and summer and only closes when we change people. This usually has to be done from one to three times a year, as I stay in one town as long as six weeks at a time. And I have found that the average performer can't last that long, which forces me to make the changes. I am now getting a fast-stepping show together for the summer and we will work the North exclusively this year. All I have to say is, boys, don't let it get you down. Just keep your chin up, take care of your own business and let the other fellow do the same. You'll make it all right and you won't have to brag and blow because everyone can see what you have done."

**SALEM BEDONIE** . . . who worked Chicago to good business as long as good weather prevailed during the winter, has been with the Walter L. Main Circus since its opening in Montgomery, Ala., April 2. Writing from Pikeville, Ky., under date of April 28, he says: "Plan to be around with the circus as long as I can keep the big bad wolf away. Worked Tennessee to fair business and Kentucky has also been good. I'll more than likely be seen around the good Midwestern fairs when the season starts. Pipe in, Morris Kahntroff, Sam Jones and L. (Chappie) Chapman."

## LEATHER TIES AND LINKED LEATHER BELTS

Best Novelty — Quickest Sellers  
**Largest Assortment, Lowest Prices**  
Money Back Guarantee.  
1 Doz. Lot, \$2.00 per Doz.  
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**LINKED LEATHER SUSPENDERS,**  
\$3.50 per Doz.  
All Prices are F. O. B. Salem, Mass.  
**SAMPLE BELT, BOW TIE AND FOUR IN HAND TIE, 50c.**  
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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.

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In New Cases, As Low As . . .  
Send for Circular, showing the Biggest Bargain in Jewelry. Watches and unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
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Pitchdom Five Years Ago

George Grooms and his missus returned to Dayton, O., after working in and around Columbus, O., for a week. . . . Charley Kane, with med, had just worked the Masonic lot at Dayton, O., to fair business. . . . Doc James Church, of med fame, returned to Cincinnati after a short business jaunt to Dayton, O. . . . Lem Fugle, the old chemist of the Kentucky hills, was of the opinion that the prosperity he had heard about must have gone around the corner again to negotiate with the pawnbroker. . . . Doc Mal Hathaway had his five-act vaudeville med opera going along at a merry clip in Kansas territory. . . . Secretary H. J. Lonsdale of the National Pitchmen and Salesmen's Protective Association was slowly recovering from an appendicitis operation at his home in Los Angeles. . . . Knights of the tribes and keister sighted around Columbus, O., were Kid Carrigan, Zeb Austin, Oriental Foy, Chick Brunell and the missus, Chick Cummings and the missus, Charley Rosenblatt, Joe Miller and James Lockwood. . . . Mrs. Jenkins, formerly of Lockwood, was operating the New Brighton Hotel, Columbus, O. . . . Al (Pater) Burdick announced that he was finding Western Kansas to be as good as ever. . . . A big week was had by the paper talent at the Shamokin Industrial Exhibit. Among the fast steppers on the job were McNellis, Count Bolen, Mason and Myers. . . . An oldtimer, Charles Skully, quit the leaf and went into business in Shamokin, Pa. . . . King and Hazel Felton had just signed for the coming season with Sharpsteen's Medicine Show. . . . Doc George M. Reed was finding Reading, Pa., to be in worse shape than any other city in the East. . . . Jockey Ross was fast putting it across in Detroit. . . . Court day at Harrisonburg, Va., drew a big gangup of the boys on the leaf. Among those getting the money were W. L. Jamleson, Phil Babcock, Pat Dawson, E. B. Cruise, Joe Sanderson, Bert Pentick, Joe De Marco and the missus and their son, Jimmie. . . . That's all.

**SOME HOME GUARDS** rap and finger to a point where even the patience of the local powers-that-be is exhausted and as a result the town is closed to all. Then what? Who's to blame?

**MADALINE E. RAGAN** . . . describes from Dallas under date of April 22: "The sun is shining at last and my feet are itchy for the road. Plan to work my way east. Played Centerville, Tex., court day yesterday. It's a good spot and no reader. Haven't met any of the boys or girls here. I suppose they have deserted this spot. My itinerary will take me into Greenville and Gainsville Tex., then Oklahoma, where several good Saturdays and trade days are listed. Would like to read more pipes from oldtimers. Surely all the spots are not closed."

**E. D. TRUEBLOOD** . . . blasts from Forrest City, Ark.: "Met six workers inside of 45 minutes after my arrival here and they all seemed to be going well. Dr. Snyder has stored his med show in his barn, and he is now in the liquor business here. Boys, Arkansas is three weeks behind on pay checks and you know we can't live on promises. John Rogers is working corn pulp and eradicator here, and Chief Clearwater and Darley Mason left a few weeks ago."

**SILM CHARAK** . . . looks from Kannapolis, N. C., that he has been finding the mill towns in North Carolina exceptionally good with the knife sharpeners. He says that Charlotte, N. C., is okeh for \$10 per week, but that there are no good spots available in Kannapolis. He adds that Florence, S. C., is good for Saturday with plenty of p. c. spots open.

**JEFF FARMER** . . . is now in Louisville. Writing from the Kentucky city under date of April 26, he says: "Came in here to see how things were for Derby day and, as usual, they're okeh, with the exception of some spots which are closed to snakes for bally. I'm doing tattoo on Leona Lee's Ten-in-One show on the Wallace Bros.' Shows at night and med during the day. Have been finding things okeh, too. Will be in Henderson, Ky., this week, so I intend to work some Indiana spots if possible."

**SCOTTY SULLIVAN** . . . of ginseng fame, inks from Mt. Vernon, Ill., that he is finding things okeh in Illinois. He says he would like to read

Pitchmen I Have Met

By SID SIDENBERG

I was born and reared in St. Louis. For years I worked on the newspapers there and became acquainted with mayors, chiefs of police, judges and what have you. After getting into Pitchdom, I vowed that if I ever wished to work the home town I would arrange to work on the sidewalk in front of the City Hall. Well, I never had the desire to work the spot, but I did get beat out of the pleasure of being the first to work in front of the City Hall. I couldn't believe my optics while strolling down the Plaza one day when I lamped a dude with tri-pods and keister working the edge of the sidewalk in front of the main entrance to the main building.

If it had been anywhere but in that spot I wouldn't have thought anything of it. I had tried to get a few aldermen in the town to introduce a bill opening some corners for the boys who wished to work the Mound City, but everytime I approached the politicians on the subject they just threw their hands in the air and got away from me.

To top it off, the baby who worked the spot came from Pitchburg, Mass., and did most of his pitching around New York, where hot-spotting is the daily pastime. He was none other than that clever magic worker, Gene Fredette. When I asked him how he got "fixed" to work the spot, he replied that any spot is closed if a fellow lets himself feel that way and that everything is open if one believes contrary to the rule. The best way to get to work, he added, is to go to it and do your worrying afterwards.

He must have obtained his big city hot-spot training in the 40th degree, for the next time I saw him he was working on Olive street, the busiest street in St. Louis. About that time I was getting ready to make a book that he would take a ride in the Black Maria and land in the bastle. I have never heard of him making the can, however. After he had worked the town for about three months I came to the conclusion that anybody is as big as he thinks he is.

Last summer when Gene got those 15 bonds along with the extra jack that Uncle Sam was handing out to the vets, he threw tri-pods and keister in an alley, bought a car, grabbed the missus and headed east for a visit with the folks in the old home town in Massachusetts. Haven't heard of Gene since, but I'm willing to wager that he is working the revelation boxes or some other item and garnering the jack of the realm. Gene is 37 years old.

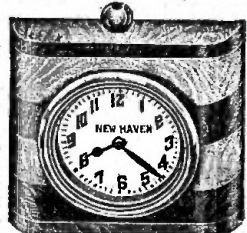
pipes from Johnnie Hicks, Burt Roberts and Dr. Black.

**IF YOU** meet a fellow rapping a pitchman you can gamble the sox off your feet that the fellow being rapped is the best pitchman.

**"THE SIT-DOWN STRIKE** . . . is over," wags Harry F. Burton from somewhere in Florida, where he has loafed since last October. "I'm on my way north, but not in any particular hurry. Plan to open in Ohio about May 11. Haven't decided as yet whether I shall continue pitching in stores or open a lot show. Haven't had a show for seven years and my feet are itching for one."

**J. T. BOOKER** . . . and the missus have just completed a series of baths at Hot Springs, Ark., and they report that they are now feeling fit. They plan to leave there soon for Dallas, where they will hold forth for another season. They are anxious to read pipes from the boys over Carolina way and C. M. Barnett.

**"THERE ARE** . . . only two real pitch stores in Greater New York and business is just fair," letters Meyer Reich from the big metropolis. "Ike and Mike store is doing okeh and their roster includes Lady Harcourt, mentalist; Professor Buzzard, Walter De Lenz, soap, and Dolly Devoe,



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NEWARK, N. J.

books. Business here is really only passable but it is considered good today."

**"VERY SORRY TO LEARN** . . . that my friend, Charles Blue, passed away," tells Mary Ragan from Long Beach, Calif. "Carnivals and circuses, as well as Pitchdom, lost a real friend and troupier. Business is rather slow here due to the absence of the sailors, who are out practicing war maneuvers. Here's something that may surprise the boys and girls. Dr. Paul Hunt is a candidate for Congress next year. He has been active in politics here for some time. We have been working steadily here all winter. Boys, if you have the flash you can get the dough, no matter how tough. Chet is receiving plenty mail orders for his mineral. Plan to work Michigan and Ohio falls and then Florida next winter." Ollie Meyers, Mr. and Mrs. MacKinny and Pops Ludwig have been working the Virginia Hotel lot here every Sunday. Sister Madie is working east. Let's hear from the folks in Kentucky and Tennessee."

**"NOTICED THAT** . . . Frenchy Thibault was wondering about my whereabouts," pens James E. Miller from New York. "Have been working indoor circus dates since January and made Detroit, Cleveland, Minneapolis, St. Paul, Rockford, Buffalo, Albany and Waterbury, Conn., to good results. Still have two more spots, New Haven and Montreal, to go. Met my old sidekick Frank Libby in St. Paul, where he and the missus were working glass-cutters in a chain store. Sighted around New York were Ralph Pratt, Shorty Grace, Larry Freedman, Harry Rosenblatt, Archie Smith and my old sidekick George Klein. Would like to read a pipe from Bert Glauner."

**MANUFACTURERS**  
(Continued from page 70)

Jobs since 1933, it was revealed. Of these about 2,180,000, or 66 per cent, were accounted for by the durable goods industries and the remainder in other manufacturing enterprises. "The manufacturing industries," the report set forth, "have been and are swiftly re-employing the idle."

**Record Demand for Toys Reported by Denver Ops**

DENVER, May 1.—A record demand for small toys for use in vending machines is sweeping this territory. Many operators who have never before even experimented with toys are now putting them

**Get Set for Life!**  
**IN COUNTER CARD BUSINESS**



**MAKE BIG MONEY**

In new kind of wholesale business. Place famous line 50-100 goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is Laymon's Aprin—nationally advertised in Saturday Evening Post. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and biz Catalog sent free.

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**STORE**  
**ROUTE**

**WORLD'S PRODUCTS CO.**  
Dept. 588, Spencer, Ind.

**ELGIN OF WALTHAM \$1.95 Ea.**

7-Jewel, 18 Size Watches. In New White Cases.  
7-Jewel, 16 Size Elain and Waltham. \$2.75.  
Flash Carnival Watches that do not run, 50¢ each.  
Send for Price List.  
Your Money Back If Not Satisfied.  
**GREENSBORO CITY SMELTING CO.,**  
Old Gold and Silver Buyers and Refiners,  
113 N. Broadway St. Louis, Mo.

in all vending machines suited for their use.

While, of course, the greatest play on toys is in locations near schools, adult customers are also patronizing toy vendors in excellent style. In some cases getting the little novelties out of machines becomes an exciting game with adult players.

Operators who are having the greatest success with toys are those who put a liberal number of novelties in each load of candy or other merchandise. They report that the cost of a generous supply of toys is easily balanced by the increased play on the machines.

**European Circus Notes**

PARIS, April 26.—Stanley, Toni and Mae, American aerial flash; Paul Benny, juggler; Don Del Monte, wire walker, and the Two Californians, acrobatic dancers, are at the Empire in Brussels. Waldorf's boxing bears are at the Variete Alfa in Luxembourg.

The Circus Miehe-Kolzer is playing Copenhagen with a bill including the Wetzel Sisters, trapeze; Miss Carre, wire walker; Miehe's horse and elephants; "Aqua," sea lion; Five Rastellis, trampoline; Recha, illusionist; Albert Salstrom and Harold Schulz, jockeys; Svend Pfanner, high-school horses, and Chocolat and Company, clowns.

## Strates Shows Start Season

**Good weather — Mayor Leigh opens festivities — new features**

PORTSMOUTH, Va., May 1.—Favorable weather prevailed when the Strates Shows opened here last Thursday and good crowds greeted the show at its 1937 opening. Promptly at 7 o'clock Mayor James P. Leigh threw the switch that illuminated the midway for the first performance. A huge parade headed by the championship drum and bugle corps of the local auspices, followed by Capt. Wally Smithly and the show's three lions in their new cage wagon.

Almost everything but the title is new this year. General Manager James E. Strates has spared no expense in creating a show that is second to none of its size. Midway is illuminated with thousands of lights in addition to three new towers with powerful searchlights used for extra illumination. Show fronts are all new and were constructed under the supervision of Nate Worman and Jimmie Yotas. Strates has received many compliments from city and county officials and visiting showmen on the beauty of the show.

Capt. Wally Smithly's and Wild Bill Moore's Lion Auto Drome topped the midway opening night, with Jack and Frances Paige's Casa Manana musical comedy running a close second for top money.

Opening lineup of shows included Smithly and Moore's Lion Auto Drome; Jack and Frances Paige's Casa Manana; Rod Kralls' Jungle Oddities; Dr. Zander and Company, Mystic India; Fred Thomas' Circus Side Show; Nate Worman's Nudist Colony; Bobby Mansfield's Hawaiian and Dixie to Harlem Minstrels; Show Boat, funhouses, and Billy Bresse's Jungle Jim. Rides included Merry-Go-Round, Loop-O-Plane, Twin Eli Wheels, Loop-the-Loop, Ridee-O, Whip, Dangler, Lindy Loop, Skooter, Fred Thomas' Auto Ride, Kiddie Aeroplans, Kiddie Merry-Go-Round and Twin Kiddie Ferris Wheels.

Pete Stamos' new midway cafe is busy serving the folks with good meals. Reported by Ben H. Voorhels.

### Conditions Are Good In Wisconsin, Michigan

CINCINNATI, May 1.—J. C. Admire, general agent for Chase & Son Circus, states that conditions in Wisconsin and Northern Michigan are good. Factories are working, mines going and there was no appreciable crop failure in Wisconsin last year. After driving over the entire territory the last two weeks he thinks that shows going into those States will find plenty of money, and that Wisconsin looks better than ever.

### Showfolk Pay Tribute to Charles C. Foltz (Blue)

Grieved to learn of the death of our old friend Charley Blue. He was a true friend of all outdoor showmen. His passing away I know is mourned by thousands in our line of endeavor. His good deeds to showfolk will be everlasting to those who survive him.—F. Percy Morency.

I was very sorry to learn of Charley Blue's death. He was a grand fellow and will be sorely missed.—Arch E. Clair.

All members of the Yellowstone Shows deeply regret the death of Charley Blue.—Don M. Brasher.

Entire personnel of Wallace Bros. Shows saddened by death of Charles C. Blue. A distinct shock to myself, who was an old friend.—Walter B. Fox.

Very sorry to hear of the death of Charley Blue. However, it was God's will.—H. E. LaBrecque.

Was sorry to learn of the death of Charles C. Blue. Wrote him to the hospital, not knowing that he had died.—George F. Dorman.

Was sorry to read of the death of Charley Blue, as he was a wonderful fellow and a real trouper.—Will Wright.

Was sure sorry to learn of Charley Blue's death, but that is one debt we must all pay.—Jack V. Lyles.

Grieved to learn of the death of Charles C. Blue. Wrote him to hospital but guess the old boy was too ill to respond. He was a grand trouper and friend to showfolk. He was a friend of mine.—Crazy Ray Choisser.

Death of my friend Charles C. Blue does not seem possible. Looked forward to his planned trip to visit. The show world will miss this grand old trouper, but he will live on in the minds of the oldtimers who knew him.—R. G. Snyder.

It was a shock to learn of the death of Charles C. Blue. I shall never forget happy days spent with the joyful little Lillie B. Hays, and it was from my show that they left and got married. Have never seen them since, tho we kept up our correspondence.—Roy Gray.

### Tait, American Carnival Showman, in Singapore

SINGAPORE, S. S., May 1.—Edwin E. Tait, American carnival owner, arrived here from Manila, P. I., recently to conclude negotiations with the Happy World Amusement Park to install his shows and rides for the opening. The park was scheduled to open in April but has extended the date to be coincident with the King's Coronation festivities, which will be celebrated here week of May 10.

### A. C. Jubilee and Frolic Of Headliners May Merge

ATLANTIC CITY, May 1.—With preparations getting under way for the third annual Showmen's Jubilee in the fall, Mayor C. D. White said he wants it to cover a larger field of showdom and include radio and screen features, as well as possible international entrants. Suggestion was made that the Headliners' Frolic, tentatively scheduled for July, be showed off until fall and held in connection with the Jubilee.

The mayor favors an effort to interest more stage producers and picture companies in the affair, with possibility of finding new talent.

John Hollinger, resort hotel man, who previously declared he would not again be connected with the pageant unless given full sway, has been made general director with full authority. His declaration was result of a mixup last year, with newspaper men sent to cover the event and for which he was not responsible.

### Miner Model Shows Open; Suffer Storm Losses

PENNSBURG, Pa., May 1.—Due to a wind and rain storm which hit the Miner Model Shows during its opening here this week the management decided to remain over next week in view of the many repairs necessary to rehabilitate the show's physical equipment.

Three show tops, kiddie auto ride roof and four concession tents were completely destroyed, but will be replaced at once. Despite all the work done in quarters to condition the equipment, much of it will have to be done over again. Efforts to present a decent opening by Manager E. H. Miner have so far failed, but in the spirit of the business he will carry on.

### Percy Martin Resigns From Sam Lawrence Shows

CINCINNATI, May 1.—Percy Martin, general agent, in a communication from Crystal River, Fla., this week states: "After getting the Sam Lawrence Shows practically booked solid for the season, by mutual consent with Sam Lawrence I resigned as general agent of the Lawrence Shows at Bristol, Va., this week.

"Returned to my home here, where I have a small business store. My present intentions are to remain home for the balance of the outdoor season and to devote my time to my local interests. I left Lawrence on the friendliest terms and consider him a clean-cut reliable man. He has my best wishes for a successful show and season."

### Paris Shows Minus Bands

PARIS, April 26.—As a result of the strike of the theatrical employees' union last Sunday theater and circus orchestras were forced to walk out. The Cirque d'Hiuer, which is presenting a bill in which second half is a musical spec, was obliged to close until Tuesday night, but the Cirque Medrano by using a phonograph and amplifying system carried on as usual. Strike called off on Tuesday morning.

Circus acts appearing at the Empire are Chrysis de Lagrange, aerial; Austel and Arthur, hand to hand and tumbling; Christian's dogs, and the Two Weekens, equilibrist. The Gaudsmith Brothers, comedy dog act; Four Macks, roller skaters; Stetson, juggler, and the Rigolotto Brothers, burlesque acrobats, are at the ABC. Mignone, American contortionist, is at the Bobino. Djim, Bill and Schlap, comedy bike act, and Betty Gromer, acro-contortionist, are at the Petit Casino.

The Volair Trio, flying trapeze, and Miss Dora, contortionist, are at the Gaudmont Palace. The Arnolds, hand to hand, are at the Moulin Rouge, and the Plastics, athletic posing, are at the Paramount.

### John Winters, Notice!

CINCINNATI, May 1.—The Billboard received the following wire today from Steubenville, O.: "Locate John Winters. Brother Ed died. Will be buried Tuesday.—Martha."

### MAGIC

(Continued from page 29)  
expenses to the IBM convention at High Point, N. C., in June. F. L. Morgan, Atlanta, was a guest at the meeting. Others in attendance were H. M. Ortwein, C. O. Morrisso, T. L. Baxter, T. O.

Crowder, O. M. Stow, Jack Smith and Paul Smith.

PAUL FUHS, oldtimer from Chicago who has been out West for seven years for his health, is carrying on with special shows when his health permits. He now resides at Colorado Springs, Colo.

WILLIAM A. HEISEL, Detroit magician, has been spending several weeks touring Michigan cities.

WITH THE PHILADELPHIA roadhouse and roof garden season getting under way, reopenings find Joe Rance, card trickster, at the new Overbrook Villa, Lindenwold, N. J.; Syd Golden, ventriloquist, a holdover at Weber's Hofbrau, Camden, N. J., and LeRoy and Pearl presenting their "inebriated magic" at the Pierre Roof Garden, Upper Darby, Pa.

MR. SIEMS, of the magic turn known as Siema and Kaye, is seriously ill at North Adams Hospital, North Adams, Mass. He was stricken while working the Paramount Theater, that city. His illness is described as "quinsy throat infection with attendant complications." In reporting Siems' illness, F. L. Frechette, Paramount manager, says: "Siems exhibited the finest display of courage and stamina I have ever witnessed in my 28 years in show business. In spite of a temperature of 102 and suffering intensely, he went thru three performances. It was with the greatest of difficulty that I prevented him from going on the fourth time. Miss Kaye went on as a single at the fourth show." Friends may write to Siems in care of F. L. Frechette, Paramount Theater, North Adams, Mass.

JOHNNY PLATT, after closing at the Texas Hotel, Fort Worth, played several one-nighters for General Motors and is now winding up a fortnight's engagement at the Chez Maurice, Dallas. He followed Bill Baird at the latter spot by four weeks.

BRANDINO, youthful magish, is now on tour with Hollywood Holiday Revue in Western Canada. He features pipes, silks, the elusive canary and Walsh's cane-to-silk. Brandino enjoyed a visit from Richard Haldane, well-known Winnipeg magician, during the unit's recent engagement there.

JAMES W. KELLY, of West Haven, Conn., info that he recently "caught" the Jaclar Spook Show at the Loew-Poli, New Haven, Conn. Jaclar, working with one fem assistant, takes up the first 10 minutes answering questions written in the lobby, Kelly reports. Second part is given over to 20 minutes of magic, including an escape similar to the Leon Filloy; third part is 10 minutes of spook effects. "Jaclar has a neat gag for keeping the too inquisitive in seats during the spook show," Kelly writes. "He announces from the stage that for personal safety of audience he advises them to remain in seats, as he has one effect that travels about six inches over the heads of the audience and to be struck by it may mean a broken nose."

WILLIAM W. LORD, mentalist, will be with Ripley's Believe-It-or-Not Odditorium in Dallas this season.

VANTINI AND COMPANY are in their fourth week in Hobbs, N. M., working the Petroleum night club at nights and schools during the day. "Lot of activity here," Vantini postals. "Listen to this—15 cents and 25 cents for kiddie's matinees only. Oil boom and lots of money. At the club we present Nudity in Magic—shoot pistol, lights out, girl is seen in nude and then fully dressed."

HEARST'S Chicago American is running a series of by-line articles by Russell Swann, magician, playing at the Empire Room in the Palmer House, Chicago, exposing simple tricks. Articles are accompanied by pictures of Swann going thru the motions, with captions explaining trick for that day.

GEORGE DE MOTT, who plays schools in Pennsylvania and New York, and John Terry, who plays schools and clubs in the Central States, are working in Clown Alley on the Hagenbeck-Wallace Circus this season.

THE GREAT GEORGE opened his International Revue at Auburn, Me., last week for the RKO Boston office. Show is slated to open on the Kemp Circuit the middle of May and will play some dates for Bob Shaw, of the Gus Sun office, and around Pittsburgh for Warner George carries 16 people, including an orchestra and six showgirls. Roy Sampson is in advance.

## NEW DATE BOOKS

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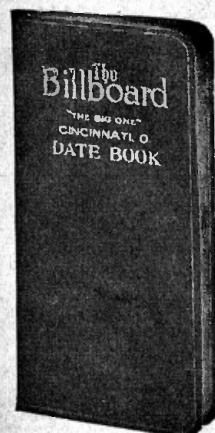
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Social Security Headache

THE Social Security tax is proving a nasty headache to traveling show operators this year. Because of their unique character it seems logical to assume that the federal government would make exemptions to some extent, but it looks like circuses and carnivals will be forced to toe the mark.

Ringling-Barnum's attempt this year to keep visitors away from the Garden's dressing rooms while the show is on has been so successful and has aided the easy-running program to such an extent that General Manager S. W. Gumpertz is planning to institute a similar ruling when the show is on the road.

Ed Kelty's shot of the Ringling-Barnum spec at the Garden is a beauty. He should sell plenty to circus folk and fans who wish a souvenir of the show that has been breaking all attendance records at the Garden.

Along the Stem

WILLIAM P. LYNCH, owner-manager of the Lynch Shows, Halifax, N. S., in New York in the interests of his show and the Nova Scotia Exhibition. Lynch, at 34, is probably one of the youngest carnival impresarios in the business.

"bigger and better," says he is one of the most popular showmen in the Dominion. Mark Sclar, sometimes known as "The Mark Twain of the Talkers," has returned to the amusement biz after a layoff of six years.

Ted Deglin, press and promotion rep of Madison Square Garden, back in town after catching Lucky Teter's dare-devil auto-driving show last week in Boston Garden. Teter and company will play special dates thru the East before traveling the fair circuit.

Many Showfolk In Paramount Film

LOS ANGELES, May 1.—There are many circus folks on the Paramount picture High, Wide and Handsome, starring Irene Dunn and directed by R. Mammoulian. This has been a long run of employment, probably a record for employing circus people.

Several of the people were injured on location. Big wagon with six-up got from under control in a hurry-up scene on a steep grade. Bernie Griggs was the most seriously injured, suffering broken ribs, chest and leg injuries.

Others of the circus in the picture are Sid Street; Olga Celeste, of the California Zoo, who figures prominently in the picture with Mel and Leslie Kuntz; Jack and Mickey Gentry with their movie chimpanzees; Bernie Griggs, Jack and Irene McAfee, Bill Foller, Virginia Schaller, Lela Plank, W. A. Phillips, Myron Kyle, Jimmie French, Bill Passeau, Francis Penrod, Johnny Gibson, Lew Hall, Gilbert Allen, Roy Austin, Charles Hills, Harry De Garro, Adolph Grant, Singer's Midgets, John and Marie Winters until opening of Barnes Circus, Nels Lausten, Ray Behee, Charley Post, Fay Walcott, Ruby Woods, Bertha Matlock, Everett Hart, Arthur Burson, Skinny Matlock, Dixie Whitaker, Mary Garner, Dick Gerald, Honde Howe, Al Keenan, Jack Briax, Al Willis, Irving Fulton and Ray Harris.

Notes From France

PARIS, April 26.—The Cirque Medrano big top is installed at Marseille for a 10-day stand. Cirque Medrano "construction" continues run at Caen with Alfred Court's jungle cats; Chester Kingston; American contortionist, and Alex and Porto, clowns.

Cirque Leonce playing 10-day stand at Chalons-sur-Marne with Luis Corzano's horses and the American roller skaters Finks and Ayres. Paul Gordon, American wire walker, heads the bill of the Cirque Franco Belge at Roubaix. The

LETTER LIST

(Continued from page 69) Keyes, Mrs. George Radtke, Mrs. Art King Diane LaBurne, Jeannie Lewis, Mrs. Vio. Alfred Tedwell, Mrs. E. Thompson, Mrs. E. Young, Mrs. Virginia

Gentlemen's List

Alton, Milo Anthony, Bill Astora, Minello Badger, Harry Boate, Mr. and Mrs. Walter Bowen, O. W. Bryer, Mrs. Mahel Reaumont, Jack K. Collins, William T. Conarty, Robert M. Cooper, Mickey Dalry, Fred

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CLINT'S EXPOSITION SHOWS

Canonsburg, Pa., May 3 to 8, followed by twenty weeks in towns; not playing the sticks. Can place Shows that don't conflict. A few choice Concessions open, such as Groceries, Photo, Bowling Alley, Custard, Grind Stores, Lead Gallery (Miller, wire), Candy Apples, Custard. CLINT ROBERTS.

KEYSTONE SHOWS WANT

Girl Review Show to join on wire. Have complete outfit. Can place Shows not conflicting. Concessions—Wheels, Diggers, Grind Stores, Shooting Gallery, Octopus Foreman and Rjde Help. Waynesboro, Pa., this week; Glassmere to follow.

BARLOW'S BIG CITY SHOWS

WILL SELL EXCLUSIVE ON CORN GAME, OUSTARD, PALMISTRY, PHOTO GALLERY, PENNY PITCH, DIGGERS, ARCADE, OPENING FOR MAN AND WIFE, CAPABLE OF HANDLING COOK HOUSE. WANT ONE MORE FREE ACT. HAVE OUTFITS FOR HAWAIIAN, MINSTREL, HILL-BILLIES, SUBMARINE, GIRL, CRAZY HOUSE, SNAKE, SINGLE PIT AND SIDE SHOW. WANT Foreman for Merry-Go-Round, Ferris Wheel, Mix-Up, Chairplane and Butterfly. Carpenter, Trainmaster who can build, Poles, Tractor Driver, useful Carnival People. Good proposition for Tilt-A-Whirl, Loop-O-Plane, Whip, Auto Rides. We move in special railroad service. Henri Beth, Eddie Carmie, Stadart, Bob May get in touch with us. WANT Bannerman, with Sound Car.

Two Hensens, trapezists, have joined the Cirque Lamy on tour.

The Yulliams Troupe, acrobats; Chizeel, juggler, and the Florentinos, hand to hand, are at the Casino Municipal in Cannes. Billy Bourbon, tumbler, and the Okbre Trio, acrobats, are at the Casino Municipal in Nice.

Downie Concession Dept.

ROANOKE, Va., May 1.—The concession department lineup of Downie Bros.' Circus follows: M. Malman, superintendent; E. W. Somers, assistant; Bud Cullin, cashier; Mrs. M. Malman, J. Sullivan and L. Milton, lunch stands; Jake Jacobson, outside novelties; E. W. Somers, inside novelties and sweets; W. McEntee, No. 1 stand; M. Ceaser, No. 2 stand; C. Walsh, candy floss; R. Spears, fiddlestick; H. Branam, pop corn; H. Lord, E. V. Weatherwax; G. L. Nelson, Ed Fakcloth, C. Williams, M. W. Scott, R. A. Pearse, A. Kline, seat men; G. W. Wilson, Raymond Clark, E. R. Snapper, O. M. Hilton.



WANT SHOWS AND CONCESSIONS Can place few more concessions that do not conflict that work for Stock. Also will book 10-in-1, Athletic, Girl, Snake, Crime and Midget Shows or will furnish canvas for same. Will book another Ferris Wheel or any Flat Ride, Open May 8-10, two Saturdays and Sundays, Werners corners, Toledo; 20 weeks to follow under auspices. Write wire or phone. WILLIAM B. JACOBS, 432 Walbridge Ave., Toledo, O.

W. E. WEST MOTORIZED SHOWS

Can place good Side Show Manager, also Girl Show Man; must have two Dancers and (Sassy wardrobe). Also Grand Agents for (Sassy Concessions, Fredonia, Kan., all week. Don't write; wire or come.

WANTED CONCESSIONAIRES

Here's a winner: Let's Go Florida Exhibition. Playing big city auditoriums all summer a \$2.00 Broadway show for a carnival gate admission. Big newspaper and radio campaign every city. Work rain or shine. Indorsed by governor and leading State officials. No games wanted. Want Juice and Grab, Candy Floss, Working Acts that sell (two trunks), Girl in Fish Bowl, Photo (Sassy) etc. What have you? write fully. Address RAAB RABOID, 94 Palm Island, Miami Beach, Fla.

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GREATER UNITED WANT - SHOWS - WANT

Octopus Ride, Whip or Ridee-O, Illusion, Mechanical, Crime Shows Will furnish tents and fronts

ACTS FOR SIDE SHOW

Colored Minstrel Performers, also Brass. Can Place Talker.

CONCESSIONS

American Palmist, Hoopla, Scales and Ball Games.

WANT SOUND TRUCK Wire J. GEO. LOOS WEEK MAY 3—DUNCAN, OKLA.

Wanted Eli Wheel Foreman

At once. Also Grind Show, Double Loop and Concessions. Address O. J. BACH'S SHOWS Glens Falls, N. Y.

STONEMAN'S PLAYLAND SHOWS

McAfee wants to hear from Harry Restland. Can place Auto Kiddie Ride, Chairplane and Loop-O-Plane at once. Will book a good String Show. Whitwell, Tenn., this week; Crossville, week May 10.

Hartmann's Broadcast

IF AGREEMENTS with shows are not worth the paper they are written on, why have them? But they are—and more, courts of Illinois and Indiana have ruled. The decisions should be of vast interest to performers and managers everywhere.

In each of four cases decided by these courts in the last few weeks it was held that circus performers' contracts are valid and legal.



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FOR RENT FINEST LOCATION ON WATER FRONT. BEACH STREET, SAVIN ROCK, CONNECTICUT. Ideal for clean Ten-in-One Show with good Top, from May 27 to September 10.

SUNSET AMUSEMENT CO. WANT Fish Pond, Cigarette Gallery, Pitch Win. Bumper, Custard and Diggers, Want Wax, Mechanical Mouse and other Grand Shows, 25 per cent. Address Muscatine, Ia., this week.

in an effort to assist in stabilizing the circus business, in the interest of both management and artists, found it necessary to bring these four suits to restrain artists under contract with Cole-Beatty Circus from performing for any other circuses during the life of the contracts.

A fourth case was begun in the Miami Circuit Court in Peru, Ind., where a temporary injunction was denied, but upon change of venue to the Cass Circuit Court at Logansport, Ind., the court overruled the demurrer filed by the performer's attorneys and held in substance that the contract was legal and equitable and therefore enforceable.

In all four cases the performers contended that the contracts lacked mutuality and were therefore cancellable, their contention being that the contracts gave the circus certain rights which the performers did not have. The courts in substance found that

the contracts were not inequitable and that the courts were open for the enforcement of these contracts. Attorneys for the circus corporation argued that the contracts gave the performers certain rights and gave the circus certain rights and that the nature of the business required the nature of the contract, which had been developed by all circuses, baseball teams, theatrical performances, etc., over a period of many years.

It is believed that these four decisions, indicating to a greater or less degree that the contracts are not inequitable and are such as will be upheld by the courts, will go a far way both toward assisting performers and circuses in knowing that contracts once signed will be carried out by both parties and that the courts have found the contracts to be such as to merit the assistance of the courts in carrying out the terms and provisions of the contracts.

The courts of Indiana and Illinois in these cases have in substance restated the proposition that unskilled labor is not subject to injunction, in that it can be replaced in the open market, but that persons who execute contracts representing themselves to have unusual, extraordinary and unique skill and ability are not only subject to damages if they break their contracts, but that the courts will restrain and enjoin them from performing for any other interests during the time covered by the terms of the contract.

It is believed that these decisions will be quite helpful in preventing confusion, disorder and disadvantage in the future and that persons and circuses dealing with each other will be protected by the courts in compliance with the terms of their contracts and that these results will greatly assist both performers and circuses.

Notes From the Crossroads

By NAT GREEN

Nobody has spilled any info but there is a possibility that Chicago may see two rodeos this season. The Stadium rodeo, first staged last fall and now planned as an annual affair, is definitely set for October.

There has been plenty of rainy and cold weather this spring. In spite of it, shows have been doing well—some even excellent business. Which is another indication that the season ahead is going to be a big one!

Trailer Legislation

CINCINNATI, May 1.—For the benefit of other truck owners Manuel Valencia, a free act, relates the experiences he had in making a jump from Long Beach, Calif., to Raleigh, N. C., to join the Goodman Wonder Shows.

to the governor, and for me to see him. This I did. He got in touch personally with several officials, even introducing me, but they could do nothing.

"If you play Arizona you must buy plates for both trucks and passenger cars. I had to when playing an indoor date for the Shrine."

BOSTON, May 1.—Trailers are shortly going to bring about great improvements in construction, according to speakers at the recent New England Building Officials' 24th convention and exhibition at Hotel Statler here.

MADISON, Wis., May 1.—Under Bill No. 846-A, introduced in the Assembly by the committee on transportation, every motor vehicle, trailer and semi-trailer having a gross weight of 1,500 pounds or more would be required after January 1, 1938, to be equipped with brakes operated by mechanical or electrical means, with power from the driver's seat or, if they cannot be so operated, by an adult attendant on such trailer.

Governor Philip F. LaFollette has approved the Handrich Bill (241-A) which permits four-wheel drive trucks to carry a maximum gross weight of 28,000 pounds, 4,000 pounds in excess of that permitted other trucks.

Mr. and Mrs. Joe Rogers embarked Saturday on the S. S. Sikola at New Orleans for an 18-day cruise that will take in Havana and other points in the West Indies, thence by way of the Panama Canal to Los Angeles, and winding up at San Francisco, where they will take a plane for Dallas.

Cole Contracts Akron, O.

AKRON, O., May 1.—Cole Bros.' Circus has been contracted for Akron after much deliberation on the part of executives because of the rubber strike and transportation tieup here. The date announced is May 25 and show will use the lot at Carroll and Exchange in the heart of the business district, "broke in" by this show two years ago.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# Around the Clock With the Circus

By BARRY GRAY

Berths all ready in the coaches  
As the midnight hour approaches.  
(Clock strikes 11.)  
Kinkers coming down in bunches,  
Stopped in town for midnight lunches.  
(Clock strikes 12.)  
As the morning hours are creeping  
Kid snowfolks rolled in and sleeping.  
(Clock strikes one)  
Razorbacks been working steady,  
Flats all loaded, all is ready.  
(Clock strikes two.)  
All aboard, you'll have to hustle,  
Toot-toot-toot and lots of bustle.  
(Clock strikes three.)  
Weary troupers busy dreaming  
As the moon is brightly beaming.  
(Clock strikes four.)  
Now and then a bump or shakeup,  
Porters only ones to wake up.  
(Clock strikes five.)  
Daylight now is fast appearing  
As the trains the town are nearing.  
(Clock strikes six.)  
Transportation boss exploding,  
Wants the men all out unloading.  
(Clock strikes seven.)  
Porters yelling: "Hey, you kinkers,  
"Make the lot for Java, sinkers."  
(Clock strikes eight.)  
Cookhouse flag is gayly waving,  
Empty tummies food are craving.  
(Clock strikes nine.)  
"Make the grade," for time is pressing.  
Everyone gets busy dressing.  
(Clock strikes 10.)  
All is ready in a jiffy,  
Street parade off for the city.  
(Clock strikes 11.)  
Back again and town folks rally  
Round the kid show for the rally.  
(Clock strikes 12.)  
Big show open, all is breezy  
Stop that pushin', take it easy.  
(Clock strikes one.)  
Youths and sweeties seated hunching,  
Kids and parents peanut munching.  
(Clock strikes two.)  
Now grand entry just beginning,  
Gymnasts thru the air are spinning.  
(Clock strikes three.)  
Joys round the ring are chasing,  
Comes the good old chariot racing.  
(Clock strikes four.)  
Concert tickets now collected  
For the after-show expected.  
(Clock strikes five.)  
Dinner time and all is clover,  
All know how to put it over.  
(Clock strikes six.)  
Then an hour for needed leisure,  
Some for town and some for pleasure.  
(Clock strikes seven.)  
Time once more for evening labor  
For everybody and his neighbor.  
(Clock strikes eight.)  
Away she goes, and still a-going,  
As the night show keeps a-showing.  
(Clock strikes nine.)  
All wrapped up in expectation,  
Waiting to beat it for the station.  
(Clock strikes 10.)  
Big show ended, concert starting,  
From the lot the crowd departing.  
(Clock strikes 11.)  
Circus weeks begin on Monday,  
End at midnight, mostly Sunday.  
(Clock strikes 12.)  
(And the band plays on!)

## Four Ortons Back From Foreign Tour

ROSEDALE, L. I., N. Y., May 1.—The Four Ortons, who were accompanied by their 83-year-old mother, returned home April 24 after a successful seven-month tour of Europe and South Africa. They closed their European tour at the Empire, Brussels, Belgium, and sailed from Le Havre, France, April 14 on the steamer President Harding.

While in South Africa they played one show a day and two matinees a week. The first day on board the President Harding they received a cable from Miles Ingalls, their agent, informing them that he had booked them at the Metropolitan, Boston, for week of April 29.

## K. C. Parent-Teacher Circus Proves Success

CHICAGO, May 1.—Ernie Young has just returned from Kansas City, where he and Tom Drake are staging an indoor circus under auspices of the Parent-

Teachers' Association, and he reports that the affair is a huge success. Show closes Sunday night. Attendance has been large and the big program presented has proved highly pleasing.

Among the acts in the show are Bob Eugene Troupe, Macchaha, the Three Behrs, the Taketas, Three Jordans, Willie Wright and Company, Sanger and De Lenz, and Three Girton Girls, bicycle acts; Kosak, Mann Brothers and Don Phillip, wire acts; Hoshi and Osal, Dick Hoshi, head slide; Aerial Flowers, the Atterburys and the Lazelles, flying acts, three skating acts and Kenneth Waite and 20 clowns.

## FINAL CURTAIN

(Continued from page 77)

Rev. James McNeil Wheatley in Trinity Episcopal Church.

NEWHAFER—Lewis F., 55, manager of the Tower Theater, Chicago, April 25 at his home in that city. He was employed by Balaban & Katz for the last 18 years and has been engaged in the theatrical field for 30 years. Surviving are his widow, Mary; two children, Carol and Richard, and two sisters. Burial in Oak Woods Cemetery, Chicago.

NOLAN—Edward John, 37, baritone radio soloist, recently at the Potsdam Hospital, Canton, N. Y., of a cerebral hemorrhage.

NUSZKOWSKI—John, 68, April 26 at his home in Dearborn, Mich. He was well known in Detroit musical circles as an organist and vocalist. Survived by his widow, a daughter and two grandchildren. Burial in Mt. Olivet Cemetery, Detroit.

OBLEIN—Percy, 66, former Shakespeare actor, in Los Angeles April 26. He played his last engagement 20 years ago.

RICHARDSON—John K., 59, bookstore proprietor, friend of many prominent show people and frequent contributor to *The Billboard*, of heart attack at his home in Akron, O. His bookstore was made a clearing house for tickets by show people, and in this way Richardson became well acquainted with such figures as Buffalo Bill, Thurston, Edwin Booth, E. H. Sothern, Thomas Keene and Newt Chisnell. Surviving are his widow, two sons, Robert and John K. Jr., and a daughter, Virginia. Burial in Akron.

ST. PETER—Joseph, 54, State senator and motion picture theater owner, in Swedish Hospital, Seattle, Wash., recently after a six months' illness.

SCHUTZENDORF—Gustave, 52, former baritone of the Metropolitan Opera Company, New York, April 27 in Berlin of heart disease. He became well known in this country thru his performances in Wagnerian parts. His widow is the former Grete Stueckgold, operatic soprano.

SOHN—Clem, 26, parachute jumper, of Lansing, Mich., at Vincennes, France, April 25. He was well known as an air headlines thru his invention of a bar-wing device with which he simulated flight. During the two years in which he had been giving exhibitions he became noted in stunt flying circles and was credited with invention of a new type of aerial dare-devility after that field had been apparently exhausted. He plunged to death before a crowd of 30,000 when his parachutes failed to open at a height of about 1,000 feet. Sohn was born in Fowler, Mich., but his home was in Lansing. Survived by his parents.

SCOTSHIST—Gertie, glantess, who has tramped with many circuses, at Piedmont, S. C., April 19. Survived by her husband, D. D. Hall, who is with R. H. Work Shows.

STRITE—Paul, 32, photographer for *The Los Angeles Herald-Express*, in that city April 26 following an emergency abdominal operation. He was a charter member of the Hollywood Press Photographers' Association. Surviving are his widow, Agnes; a daughter, Carolyn, 4, and a year-old son, James.

TERRILL—Mrs. Virg., 73, mother of Zack Terrell, one of the owners of the Cole Bros.-Clyde Beatty Circus, recently at her home in Owensboro, Ky., of a complication of diseases after an illness of several years. Burial in Elmwood Cemetery, Owensboro. Besides her son, Zack, a brother and three sisters survive.

TRACY—James (Jim), 59, veteran Cincinnati stagehand, for the last 17 years electrician at the Empress (now the Gayety), Cincinnati burlesque stand, at his home in Carthage, Cincinnati suburb, April 27 after a two-day illness with pneumonia. He had been a member of the Cincinnati local IATSE for the last 30 years, and had hundreds of friends in the burlesque field. Funeral and burial in Cincinnati April 30. Sur-

# AL. G. HODGE SHOWS, INC.

### WANT AT ONCE GENERAL AGENT

Who can and will stay ahead of the Show. No manager wanted. Must have car and furnish reference. In order to save your time and not waste ours, do not misrepresent. Salary \$60.00 per week. Not show in any capacity. Hurry (Doc) Allen is no longer connected with this show.

WANT ONE MORE SHOW NOT CONFLICTING. Will make special inducement to Show with own outfit. CAN PLACE CONCESSIONS REASONABLE. WILL BOOK OCTOPUS OR ANY FLAT RIDE.

WE PLAY THE DREAM OF MICHIGAN.  
FAIR SECRETTARIES—Write or wire us for dates, or come and look us over.  
All Address AL. G. HODGE SHOWS, INC. (W. M. Tucker and Andy Carson, Managers), Danville, Ill., this week; Bloomington, Ill., week May 10.

viving are his widow, Ethel, and two sons, James and Willard.

WALKER—Clifford, 67, actor, in Liberty, N. Y., April 28 of tuberculosis after a lingering illness. His stage debut was in Capetown, South Africa, in 1896 when he appeared in *Charlie's Aunt*. In vaudeville he was directed by Arthur Hopkins. More recently he acted with Margaret Anglin in *Caroline* and *Charming Conscience* and made his last professional appearance in an engagement with Dennis King in *Peter Ibbetson* at the Shubert Theater, New York. Buried in Kensico Cemetery, that city.

WALKER—Herbert Milton, 63, known on the stage as Bert Walker, in the University of Kansas Hospital, Kansas City, Kan., April 13. His first tramping was with Guy Caufmann's *That Spaniard*. Other shows with which he tramped were Newell Bros.' *Twin Stars*, Noble Dramatic Company, Fitts & Webster's *A Breezy Time*, Terry's, Stetson's, Al Martin's and Washburn's *Uncle Tom's Cabin* companies and Baird & Wilson's Comedians. He also operated his own tent rep show in California, known as the Walker Players, for several years.

WERNICKE—Alfred Frederick, 18, second assistant film cameraman, at Glendale Sanatorium, Glendale, Calif., April 23.

WEST—Cliff, 51, magician, April 26 at the French Hospital, New York. During the 25 years that he had been in the show business he was associated at various times with Blackstone, Thurston, Hardeen and Kuma, having been an assistant to the latter for 12 years.

ZACK—Edward, 74, veteran stagehand, in Cincinnati April 30. Survived by widow, Mary Kneff Zack. Funeral at Charles A. Miller Son's funeral home, Cincinnati, and burial in that city.

## Marriages

BERNS-WETTER—Harry Berns, projectionist at the Dawn Theater, Detroit, to Lola Wetter, nonprofessional, recently at Angola, Ind.

BISHOP-HAYES—Ralph Bishop, head of Station KFJZ, Fort Worth, and Nora Hayes, night club singer, in that city recently.

ELLISON-DURKIN—James Ellison, film actor, and Gertrude Durkin, screen actress, at Yuma, Ariz., April 25.

HOTINE-GREEN—William Hotine, radio engineer, and Barbara Green, non-professional, April 24 in Flushing, L. I., N. Y.

MAIER-BARRIE—Eddie Maier, orchestra leader, and Betty Barrie, non-professional, April 24 in Philadelphia.

MERIVALE-COOPER—Phillip Merivale and Gladys Cooper, both currently appearing in the show *Close Quarters*, at Chicago April 30.

MITCHELL-CHISM—Frank Mitchell, Station WJR, Detroit, to Evelyn Chism, of Sydney, O., in that city April 24.

PIVAR-SCHONZETT—Ben Pivar, producer for Grand National Pictures, to Judith Schonzett, costume designer, in Hollywood April 22.

STAHLMAN-FOLLETTE—Arthur Stahlman, for eight years purchasing agent and advertising solicitor with the Al G. Barnes Circus, and Helen Follette, non-professional, in Los Angeles recently.

## Coming Marriages

Walter Smith, nonpro, and Ethel B. Good, secretary to Evert R. Cummings, district manager for Tri-State Theaters, Omaha, June 3.

Fenton Gresser, Paramount publicity agent, and Mary Gonzales, sister-in-law of Henry Hathaway, film director, in Los Angeles soon.

Joseph Metzger, Hollywood non-professional, and Natalie Cantor, daughter of Eddie Cantor, soon.

Joseph Harper, nonpro, and Cecelia Hoyt deMille Calvin, daughter of Cecil B. deMille, film director, next January.  
Ernest Laemmle, nephew of Carl

Laemmle, former film producer, and Odetta Bray, Hawaiian dancer, soon.

Ken Murray, stage and radio comedian, and Florence Heller, nonpro, soon.

Lester Ziffren, nonpro, and Edythe L. Wurtzel, daughter of Harry Wurtzel, actors' agent, in Los Angeles in May.

Will C. Jones, Boston actor, and Elizabeth Wood, nonpro, of Malden, Mass., soon.

Robert M. Bodkin, nonpro of Wading River, N. Y., and Mabel B. Jebb, Boston actress, soon.

Roy Shelton, Boston musician, and Willie Daniels, Boston non-professional, soon.

Hewitt Joyner, Boston musician, and Dorothy Ware, nonpro of Dorchester, Mass., soon.

Robert McGinnis, clarinetist, and Marjorie Tyre, harpist, both members of the Philadelphia Orchestra, in that city soon.

William F. Matteson, manager of the Trans-Lux Theater, Philadelphia, and Margaret Walker Graham, non-professional, in July.

Morris Winocker, connected with Benny the Bum's night club, Philadelphia, and Anna Berman, non-professional, in that city in June.

Pete Newman, radio singer, and Peggy Murray, member of the Murray Sisters, radio entertainers, in Philadelphia soon.

## Births

A son to Mr. and Mrs. Emmett R. Sargents April 18 in Philadelphia. Father's cellist with the Philadelphia Orchestra.

An 8½-pound son, Peter, to Mr. and Mrs. Ben Wolf April 21 in Philadelphia. Father is director of little theater groups in Philadelphia and mother is a dramatic actress.

A son to Mr. and Mrs. Art Levy at West Penn Hospital, Pittsburgh, April 27. Father is manager of the Columbia Pictures exchange in that city.

A son, Stuart Michael, to Mr. and Mrs. Henry Greenberg in Boston recently. Father is New England accessory manager for Columbia Pictures, Boston.

A son to Mr. and Mrs. Johnny Duffy at Bogalusa, La., April 25. Father is member of the comedy team of Lupino and Duffy.

A nine-pound son, Stuart Pearce, to Mr. and Mrs. Stuart Sherman, at Passavant Hospital, Chicago, April 27. Father is vice-president of the Pepsodent Company, in charge of advertising.

An 8½-pound daughter to Mr. and Mrs. A. O. Nelson April 24. Father is a well-known pitcher.

A 7½-pound daughter to Mr. and Mrs. R. C. Foster at Maywood, Ill., recently. Mother is the daughter of Frank H. Wilson, of the Wilson Brothers, vaude team.

To Mr. and Mrs. Russel Stanton a six-pound daughter April 19. Father is engineer at Station KEHE, Los Angeles.

Eight-pound son to Mr. and Mrs. Frank Bjerring in Los Angeles April 14. Father is MGM cameraman.

Seven-pound son to Mr. and Mrs. Sam Katzman in Hollywood April 21. Father is head of Victory Pictures.

Six-pound eight-ounce son to Mr. and Mrs. Jack Runyon in Los Angeles April 6. Father is radio producer for Lord & Thomas agency.

## Divorces

Edith Mason Polacco, opera singer, from Giorgio Polacco, opera conductor, at Reno April 21.

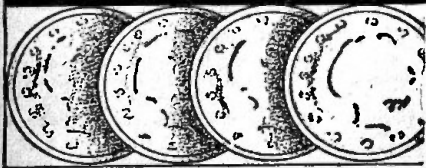
Elaire Barrie, stage actress, from John Barrymore, film actor, at Los Angeles April 23.

Mrs. Severin Eisenberger from Severin Eisenberger, Cincinnati concert pianist, in Cleveland April 21.

Guy M. Collins, professionally known as Revolving Collins, from Olive Collins recently.

Barbara Rogers from William Koenig April 13.  
James Hilton, author of *Goodbye, Mr.*  
(See *DIVORCES* on page 95)

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## WHY THE NOISE?

Many liberal-minded persons would like to have a logical explanation of the noise that is made at intervals about the "slot machine racket." The noise appears in newspaper headlines, in motion pictures, such as the recent "King of Gamblers," and even in such books as "Crime, Inc." The average citizen will say that where there is so much smoke, there must be some fire.

In spite of all the publicity the great body of American citizens still have only a hazy idea of "the slot machine" and the wide variety of other types of coin-operated machines. Hence the very novelty of the machines provides excellent copy for headlines, inquiring reporters, syndicate sensations, movie thrillers and the like.

First of all, the coin machine industry has a history said to extend over a period of 40 to 50 years. That history has its black spots, sticking out like a sore thumb, and a problem to the industry itself. But the proportion of crime, rackets or whatever you wish to charge against the industry is no greater than in many other lines of business accepted today as a decent part of our commercial life. Today also the industry is making worthy effort to clean its own house and to legalize its strictly gambling machines in keeping with the standards of a more liberal age which is legalizing pari-mutuels, liquor, playing cards, stock markets and many other things formerly regarded as criminal or objectionable.

The source and purpose of much of the adverse publicity against coin-operated machines is worthy of careful study. Newspapers early recognized the sensational value of stories about certain types of machines and still continue to use them at regular intervals. Certain types of machines make good material for exposes. Many police departments and prosecutors find it good publicity to stage a raid, then pose for pictures beside the "one-armed bandits." Such stories are good for public consumption and often cover up for more serious forms of rackets.

There is really nothing to be said for the pure games of chance, except that they have as much right to legal recognition as pari-mutuels, stock markets, liquor, playing cards and other things which a changing public attitude has come to accept. In fact, changing times and conditions offer much in defense of gambling. It is slowly finding its place in financing charities which private gifts do not support, in providing tax money that people rebel against paying and as one of the oldest and most popular forms of amusement.

Many other types of coin-operated machines seem to have felt the effects of adverse publicity. It used to be the penny scales. One of the most bitter campaigns against penny-in-the-slot vending machines was planned in 1930 by a national labor organization; organized musicians today oppose the automatic phonograph. Cigaret vending machines were recently banned from a large city. The official explanation was that minors could buy from the machines. But the real opposition came from chain and department stores, thru the channels of the Better Business Bureau. Racing interests frequently stir up adverse publicity and opposition to slot machines and table games. The coin machine trade itself has

factions and cutthroat competition as in other industries. All of these things and many others contribute to the noise of adverse publicity and the general public has only a hazy idea of what it is all about.

There are rackets in connection with slot and other types of coin-operated machines. But the few centers in which these are found are well known to newspaper men and public officials. They exist in a few centers to provide spending change for other, and larger rackets; when the heat goes on it is turned on the slot machines and not on the main racket. Our democratic system which forces candidates for office to spend far more than the office will pay in order to get elected also accounts for some of the rackets. The successful candidate will get his money back by filching it from the public treasury, or in graft on business, or in some cases from slot machine protection funds. The realist will face such conditions for exactly what they mean.

The vast body of owners and operators of coin machines of all types can be readily known by anybody who wishes to find out. They are small business or professional men, with a little money to invest, family men and in many cases own homes. Many of them belong to trade associations, and States that license the machines have records to show exactly who they are. Reliable estimates of the earnings of various types of machines can be had instead of the wild estimates that frequently appear in print. The coin machine industry today is not a closed book and the rank and file of its membership can be easily known.

The real racket story in connection with coin machines is what may be called the legislative racket; that is, prohibitive laws or excessive tax bills introduced for the simple purpose of provoking what is known as a shakedown. The proportion of such bills has been astounding. The adverse publicity given to games and slots encourages these legislative shakedowns. Churches and reform organizations support such bills and throw their moral support to far worse rackets than the so-called slot machine racket.

Much of the newspaper publicity is unfair because it does not distinguish between the types of machines. Merchandise vending machines, automatic phonographs and strictly legal games suffer by this general misunderstanding. Pinball games are on the borderline between skill and chance. It is like arguing which comes first, the hen or the egg. Statutes and court decisions of a former day prevent the consideration of these games strictly on their merits as amusement devices produced by a mechanical age. Every informed person knows that if these laws were strictly enforced, contests, playing cards, newspaper sporting pages with racing bets and many other things would feel the brunt of the strict moral standards of a former day.

Thus the impartial observer will see that all the noise about the "slot machine racket" has many angles and is designed to serve many purposes. The situation is such that so much adverse publicity hinders the industry's own efforts to establish better standards. Then, when every industry has its rackets, why pick on coin-operated amusement devices?



THE FINEST EXAMPLE OF PRECISION ENGINEERING EVER EMBODIED IN A COIN GAME

# KEENEY'S Track Time

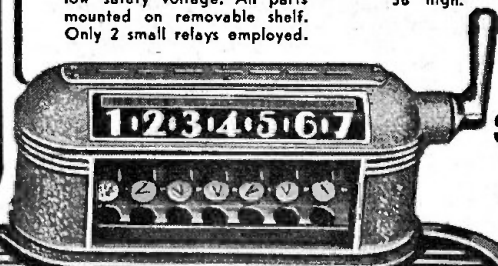
7-PLAY, 3 SPINNING DIALS

**\$7 AWARD**  
POSSIBLE FOR SINGLE NICKEL PLAYED

Showing of played number on first dial pays off with higher award if number also appears on second dial, and increasingly higher award if also coming up on third dial.

*Features*

1. Interchangeable "boards" or tops in converting to Number or Bell-Fruit symbols.
2. No possibility of set sequence of numbers. Dials stop separately from left to right.
3. No powerpak, and operates on low safety voltage. All parts mounted on removable shelf. Only 2 small relays employed.
4. Illuminated, 7-play coin head with improved, unbreakable clutch.
5. 10,000 test plays on each game before shipping, and all parts of triple normal load capacity.
6. Magnificent console cabinet, 38" high.

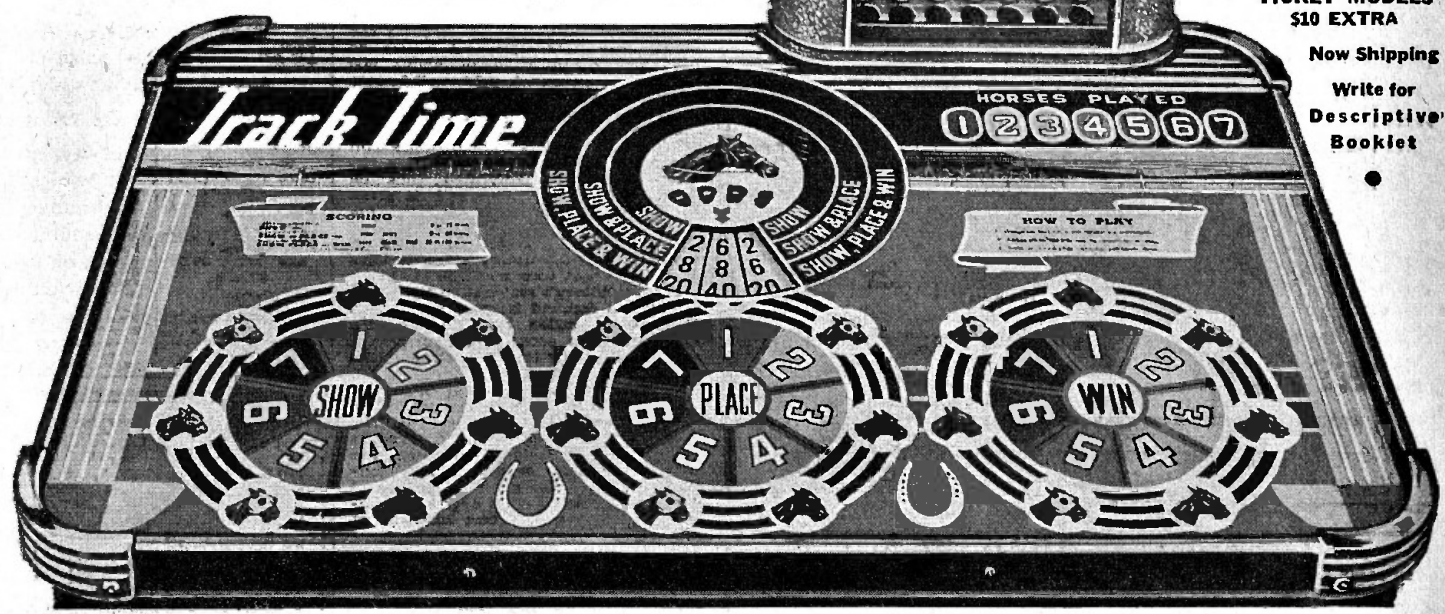


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NO HOLES — NO BUMPERS

### FIRE BALL

5-BALL, NOVELTY

This is the game that has set a revolutionary trend in play principle and in novelty game earnings. No holes or bumpers, with more flash and thrill than ever embodied in a pin game. The high score game which others are trying to imitate but none can equal.

### MAGIC LAMP

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Same "no-holes, no-bumpers" principle as FIRE BALL. Hits or scores recorded by ball passing thru one of five Electronic-beams on playing field. Not a dead inch of space on the playing board, and not a dull second from the time ball leaves plunger trough until it hits the bottom out-hole.



POWERPAK EQUIPPED MOVIE SCREEN TOTALIZER OPERATORS! **\$69.50**

IN PRODUCTION **KEEN-O** 5-BALL, BUMPER-SPRING NOVELTY GAME WITH "DOUBLE AWARD" AND "HIGH COUNT" BUMPERS **\$69.50**

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You MAY win on the Derby! . . . You CAN'T lose on our Extended Credit Plan, and you are assured of tested profit-makers if you buy our games! . . . Ask about our convenient credit terms, with no carrying charge.

**YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—Swell opening for Ras-ma-Tax workers.

# Amalg Elects Joe Fishman

*Ill health causes Louis Goldberg to resign post as executive director*

NEW YORK, May 1.—Following a prolonged illness and a resultant operation, Louis Goldberg, executive director of the Amalgamated Vending Machine Operators' Association, has resigned his position and is now out of the city to recuperate his health. The board of directors has called upon Joe Fishman to fill the post. Fishman resigned the position many months ago to enter the distributing field. He will return to head the organization of about 600 members at a time when his well-known organizing ability is greatly needed to meet current problems.

Goldberg had established a record for efficiency during his term of office and had often been on duty day and night when his health indicated that he should refrain from work. He is given full credit for having guided the organization thru a period that required hard work and careful judgment to meet stringent conditions in the nation's most important coin machine field.

Upon Goldberg's resignation there was a universal demand from operators that Fishman be called back to the job. When Fishman accepted the news was gladly received by the trade thruout the city. The offices of the Amalgamated have been transferred to 1841 Broadway, which provides more room and better facilities. Saul Kalson, head of the Greater New York Vending Machine Operators' Association, expressed the good wishes of his organization to Fishman. Fishman has stated that he will start immediately on an aggressive program to promote the best interests of the trade.

## Distrib's Staff Forms Ball Team

NEW YORK, May 1.—John A. Fitzgibbons reports that his employees have organized a bang-up baseball team to take on teams composed of various New York operators. The team has been named the Bally Bullets and Fitz has agreed to arrange a schedule for them and further promote the interests of the team if they prove worthy of carrying the name.

The first game of the season has been scheduled with a team made up of local operators. Tommy Callahan, one of the firm's salesmen, will twirl for the team, and Phil Coogan, Gene Callahan, Bill McDonald and Jack Delvin are a few members of the team who are expected to star at their positions. Interest in this game is mounting daily, for Fitzgibbons has promised to attend and watch his boys in action.



LOUIS GOLBERG, retiring executive head of the Amalgamated Vending Machine Operators' Association, New York, with Joe Fishman (right), who returns to the post with Amalgamated which he formerly held.

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WRITE FOR DESCRIPTIVE LITERATURE

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925 W. NORTH AVE. \* CHICAGO, ILL.

\$32.50 Sunshine Baseball Five Ball	\$5.75 Bankers (50¢ Box)
\$7.25 Excel Top Hat Tackle	Line-O Base Hit Kings & Queens Man 'N' Moon Pipplin System Bomber Totalite Twenty Grand Scotty Over Under
\$12.50 Fortune Neck & Neck Ivory Golf Jumbo Trojan	Exhibit Ticket, Inc. (including Three Faces) \$4.95
SLOTS—1c-5c. Callio Cadets \$32.50 Callio Sphinx 19.50 Mills G. T. J. 30.00 Rebuilt Wac-Lings, Like New . . . 39.50 Mills Modern-Islio . . . 39.50	Fifty-Fifty Traffic Ball Fan Screaming Golf Kings-of-Turf Balance-Line Five & Ten Angle Lite Hopscotch Clearing House Bear Tavern Western Races Traval
\$22.50 Bally Derby All Stars Tycoon (Late Model) Exhibit Payout, with Bonus, Whirlpool and Rodeo Faces.	FINN & GENE, Metcannaqua, Pa.

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**SPECIALS IN NOVELTY PIN GAMES**

**\$300 EACH**

Action, Jr. American Beauty Ball Fan Big Shot Gannon Fire, Jr. Chris Cross Alita Cross Country Cuo, Sr. Dealer Five & Ten Fleet Flying Colors, Sr. Flying Traps Golden Arrow Jockey Club Kelley Pool Kings Kings of Turf Line-O Lucky Star Mal. Longan, Sr. Man in the Moon	Necontact Rapid Transit Rocklito Score-A-Lite Sensation Screamo Scrimmage Shooting Star Show Boat Signal, Sr. Sink or Swim Split Fire Split Second Spotlight Subway Totalite Tit for Tat Traffic O Zenith Zoom	Auto Flash Fair Play Felsky Genco Baseball Madcap	High Hand Ponies Rescator (1 Ball) Free Play Torpedo	\$500 EACH
		Bank Nite Excel Fifty Grand Gateway (10 Ball Ticket) Great Guns (Register)	Hunter Neck and Neck Short Sox Tackle Whirl Pool (Ticket)	\$750 EACH

Lights Out . . . . . \$12.00  
Pockets (10 Ball) . . . . . 12.00  
Trappito . . . . . 12.00  
Happy Days . . . . . 17.50

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ROCK-OLA FLASHLIGHT . . . \$25.00	SHORT BOX, Plain or Electropak . . . \$ 8.00
GENCO ROTATION . . . . . 8.00	DAVAL EXCEL . . . . . 7.00
CHICAGO COIN THRILLER, Eltopak 5.00	MADCAP, Plain or Electropak . . . . . 7.00
GENCO SCOTTY . . . . . 5.00	BALLY LIGHTS OUT . . . . . 15.00
EXHIBIT, SR., TWISTER . . . . . 10.00	GOTTIE'S CYCLONE . . . . . 8.00

Your Choice of Any of These Games, \$3.00 Each (Choice of 4 for \$10.00): Genco Zenith, Total-Lites, Zoom, Tri-A-Lite, Screamo, Dilto, Kings, Line-O, Five and Ten, Large Action, Gold Medal.

**COUNTER GAMES.**

QROETCHEN HIGH TENSION . . . \$ 3.00	DAVAL RACES . . . . . \$4.00
REEL DICE . . . . . 6.00	BALLY BABY CIGARETTE . . . . . 8.00
REEL 21 . . . . . 6.00	ROCK-OLA SWEETSTAKES . . . . . 2.00

**AUTOMATIC PAY TABLES.**

BALLY BONUS (Cash Model) . . . \$15.00	BALLY JUMBO (Ticket Model) . . . \$15.00
KEENEY IVORY GOLF . . . . . 7.50	CHICAGO COIN MULTIPLAY . . . 20.00

**ELECTRIO EYE RIFLE RANGE MACHINES.**

ROCK-OLA SCHOOL DAYS, 6lands, \$75.00 | HOLLYWOOD DE LUXE, Cab. Mod. \$125.00  
One-Third Deposit in Cash, Cashier's Check or Money Order Must Accompany All Orders. Mention Method of Shipment Preferred.

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BALL GUM, 1/2 Cans (50 Boxes) . . . \$8.00
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COLLECTION BOOKS, Dozen . . . . . 1.10
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MARBLES, No. 1, Dozen . . . . . .60
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PLUNGER SPRINGS, Dozen . . . . . 1.20
PENNY OR NICKEL SLOTS . . . . . 2.00
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Golden Harvest . . . . . \$15.00	Light-Up Pin Games
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Wurlitzer SKEE BALLS. \$75.00 Up.  
Genco BANK ROLLS. \$100.00 Up.  
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Bally Sky High . . . . 19.50	Ten Grands . . . . . 24.50	Bally Hialeah . . . . 22.50
Pamco Parlay, Sr. . . 24.50	Bally Belmonts . . . 39.50	Bally Prospector . . . 9.50
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Used Slots dirt cheap. Faces Races, Automatic and Novelty Tables; Counter and Peanut Machines. We must receive. Write for bargain list issued every week.

MARION COMPANY, Wichita, Kan.

2 Western Grand Prize, @ \$40.00; 2 Bally Prankness, @ \$50.00; 2 Derby Day, @ \$50.00; 1 Speed King, @ \$50.00; 2 Bally Snappys, @ \$40.00; 2 Bally Bonus, @ \$150.00; 1 Queen Mary, @ \$25.00; 1 Flying High, @ \$25.00. All machines are in perfect condition. 1/3 Deposit, Balance C. O. D. No checks accepted. Money back if not satisfied.

**WILLIAMSPORT AMUSEMENT CO.**  
321 Hepburn St., Williamsport, Pa.

MILLS FUTURITY 50 Plays . . . . . \$85.00  
MILLS WAR EAGLE, Bally 50 Plays, \$55.00  
MILLS BLUE FRONTS, 50 Plays, With Milk-co-Checks, Used 1 Week . . . . . 75.00  
BELLS . . . . . 70.00  
BALLY BUMPERS . . . . . 30.00  
ROLL-OVER . . . . . 90.00

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Portable Balloon Race, 14-Unit, \$100; 4 Electric Penny Boards, \$40; 4 Frame and Top, 12x9, \$28; 6 Wheels, \$80; 24 Oats and Bottle, \$10; 50 Pin Game Machines, \$50; 3 Iron Claws, \$80; 1 Mutoscope Game, \$25; 4 Electric Signs, \$20.

T. ODDO, 104 Boardwalk, South Beach, S. I. N. Y.

**BALLY BUMPERS, \$36.50**  
 MANY OTHER GOOD BARGAINS.  
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**FOR SALE**  
 Mills Slot Machines, 1931 Model, Serials 233844 to 251835, in A-1 condition. All are equipped with Single Jackpot. Sacrifice at \$15.00 Each.  
**FLETCHER G. FULLER,** Ocala, Fla.  
 Box 216,

**Improve Target By Two Features**

CHICAGO, May 1.—No matter how good a game may be, ABT Manufacturing Company's engineers believe that it can be improved. This search for improvement has resulted in two new improvements on Target Skill. "By constant testing ABT engineers found out that the game could be improved by incorporating a silent clock motor to make the game noiseless in operation," states President Walter Tratsch. The new Target Skill, the silent Model F, is now available for operators who need only to demonstrate its highly interesting, amusing and noiseless performance to overcome the objections of even the most particular location owner.

"Not content with this improvement," Tratsch continued, "ABT engineers went a step further and developed a new small-hole target plate. This innovation is designed to revive interest in the game on locations where players thru constant practice become too expert with the pistol. The new plate is quickly and easily placed on the game and makes a perfect score difficult to achieve."

Tratsch maintains that the intense fascination that the game holds for players has made it one of the top-notch games in point of earning power. "And the fact that it is purely a skill game," he says, "has opened the door to territories previously closed to coin-operated amusement games."

**Used Games Mart For Graded Games**

POUGHKEEPSIE, N. Y., May 1.—Due to the popularity of his idea for grading used games, Al Schlesinger, of Square Amusement Company, is making plans for one of the largest used game marts in the country. He is convinced, it is reported, that the demand for used games has grown to greater proportions than the industry has ever known.

Since Schlesinger's firm distributes

**Scoring System Speeds Up Play**

CHICAGO, May 1.—Reports from operators indicate that the new Equalite, five-ball bumper-type novelty game, is almost as fast as the average one-shot game, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"Altho a five-ball novelty game," Jim explained, "Equalite is actually rivaling one-shot payouts for speed of play and consequent heavy collections. This is due to the novel scoring system, which encourages the player to play less than five balls.

"Player shoots one or more balls to select his own score. At the same time he selects his own odds, as awards vary depending on score selected. Then he presses the skill switch button on the front of the cabinet and continues to shoot to match the score selected. It is not necessary to wait until ball comes to rest before pushing the button. It may be pushed while ball is in motion. And this is where the one-shot play comes in.

"For example, a player shoots his first ball. It rolls down the board, just missing one bumper after another. When it has almost reached the bottom it hits a bumper and scores one on the backboard. Well, the player says to himself: 'It looks like it's only going to hit one more bumper before it goes out.' He quickly presses the button—and just in time! The ball hits another bumper and rolls out. But the one is matched and the player wins. Various low scores pay relatively high awards, and to shoot for these awards the player must limit his shots to two or three balls—frequently only one.

"Operators tell us that the idea is meeting with unusual success on location, as players get a kick out of trying to push the button at the psychological moment. Due to the fact that Equalite has all the action thrills of Bumper, plus the new skill switch idea, I am convinced it will be another outstanding hit. Sample shipments are resulting in heavy repeat order business and we are getting the factory set for a repetition of the Bumper boom."

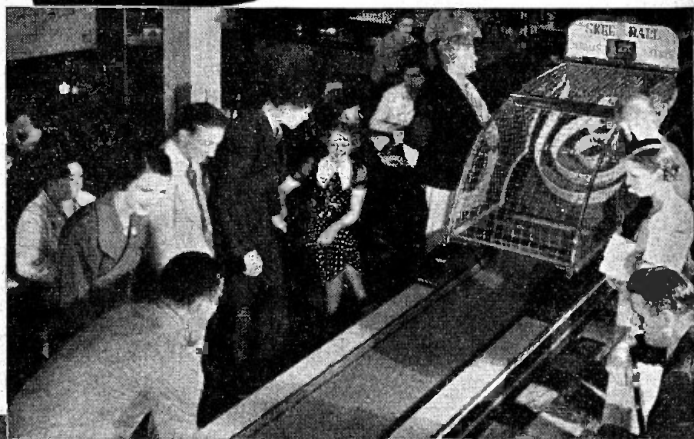
games for most of the manufacturers, it is in a position to take trades on the new machines and maintain a large stock of used games. The games are reconditioned and graded according to age and demand. The latest used machines are placed in number one grade, the next oldest are placed in number two grade, etc.

Because operators have recognized the merits of his idea, Schlesinger reports that he has been forced to increase his present space for used games and that he may seek larger quarters in order to have sufficient room for the used game mart he has planned.

**Get These BIG MONEY MAKERS WORKING FOR YOU NOW**

Packed with flash, brilliancy, eye appeal, Wurlitzer Skee Balls stimulate continuous play; produce big profits wherever installed. Step up your summer earnings. . . . Get these money makers rolling in the coins for you.

Operators everywhere will tell you SKEE BALL has what it takes to pull crowds—keep them playing—build a big permanent business for you. Write for particulars. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



**WURLITZER'S SKEE BALL**  
*America's Biggest Money Making Bowling Game*

REG. U.S. PAT. OFF.

**A SQUARE DEAL TO ALL**  
 WE HAVE THE FOLLOWING RECONDITIONED MACHINES, READY TO OPERATE.

Bally Multiple	\$25.00	Ten Strike	\$62.50	Hi De Ho	\$70.00
Bally Derby	22.50	College Football	55.00	Flicker	35.00
Bally Peerless	20.00	Sunshine Baseball	25.00	Queen Mary	25.00
Bally Belmont	42.50	Skill Roll	25.00	Pamco Bee Jay	25.00
Bally Bonus	22.50	Sunshine Derby	17.50	Ten Grand	17.00
Pamco Chase	15.00	One Better	30.00	Big Casino	10.00
Pamco Bailout	20.00	Diamond Mine	20.00	Pamco Parlay	10.00
Pamco Saratoga	27.50	Snooker	9.50	Grand Slam	11.00
Western Rascos Mult.	15.00	Bally Hi-Lash	17.50	Post Time	70.00
Double Score	10.00	Western Grand Prize	75.00	Palooka Jr.	15.00
Prospector	11.00	Mammoth	10.00	De Luxe 46	10.00
Bally Ace	10.00	Do or Don't	9.00	Put and Take	7.50

**NOVELTY GAMES.**

Bally Bumper	\$37.50	Hold 'Em	\$13.00	Swing Time	\$ 13.00
Short Sox	11.00	Mad Cap	10.00	Excel	10.00
Handicap Ticket	10.00	Globe Trotter	10.00	Keeney Target (Like New)	100.00
Fire Cracker	27.50	Happy Days	13.50		

**COUNTER GAMES.**

Reel Dice	\$5.00	Reel 21	\$6.50	Daval Races	\$7.50
Horses	7.00	Wagon Wheel	6.50	Sportland	5.00

GET OUR PRICES ON ALL NEW GAMES. — ONE-THIRD DEPOSIT.  
**VEECH SCALE CO. DECATUR, ILL.**

★ **"FILM" RADIO RIFLE** ★  
 FOR AMUSEMENT PARKS, ARCADES, SPORTLANOS, OPERATORS!  
 The BIG HIT of the Amusement Parks and Coin Machine Shows! They're going fast!  
**WRITE OR WIRE NOW!**

**AUTOMATIC NOVELTY CO.**  
 2047 N. WANAMAKER PHILADELPHIA, PA.

**∴ KENO ∴**  
 Combination consisting of 1,285 five-row cards. Guaranteed no two cards alike. Smaller sets of 500 or 750 also available with same guarantee. For further details write  
**PAUL LORENZ, 24 S. Boston Avenue, Atlantic City, N. J.**

BEAM-LITE	\$4.00	ESQUIRE	\$3.50	BOREAMO**	\$6.00
BALL-FAN**	4.50	LUCKY STAR	5.00	SPIT-FIRE	4.50
BIG GAME**	5.00	MANHATTAN	4.00	STAR-LITE	4.00
ORISS CROSS	3.75	MILLS NEIGHBORS**	6.00	TIT-FOR-TAT	4.00

RAPID TRANSIT 4.50  
 \*\* Indicates Electro-Pak Equipped.  
 Certified Check or P. O. Money Order Deposit for One-Third Required, Balance O. O. D.  
**J. LESTER TEMPLIN**  
 105 MURRAY STREET BINGHAMTON, N. Y.

When Writing to Advertisers Mention The Billboard.



I. H. ROTHSTEIN (center) and William Blatt (right), distributors, observe some of the incoming orders for Magic Lamp and Fire Ball games at the Keeney plant. Ray Becker, Keeney sales manager, says: "That's nothing, you should be here every day."

## McCormick Back From Long Trip

GREENVILLE, N. C., May 1.—L. B. (Mac) McCormick, president of the McCormick Machine Company, has just returned from a business trip which took him over half the country. He reports that he introduced his new phono cover and carrying case to noted operators all along the way.

Upon his return he stated: "Everywhere I found phonograph operators using our covers and carrying cases. They all are quite pleased with the service and efficiency of these covers and cases. The orders that have resulted from the trip are so large that we are having our hands full trying to make complete deliveries.

McCormick states that he is also making covers for other machines now and this trip gave him the opportunity to survey the national market for the covers. He intends to start shipping them in large quantities with the opening of the summer season.

He also reports that he found operators enjoying better business. The trip firmly convinced him that this year will go down in coin machine history as one of the greatest on record.

## Oldest Music Op Likes Rhythm Master

CHICAGO, May 1.—Hale and hearty at the age of 78 and with 61 years' experience in the music business, M. A. Melvin, of Bangor, Me., has just added the new Rock-Ola Rhythm Master to his operations.

At an age when most men are considered thru and are content to sit back and let the young fellows have all the fun, Melvin keeps right up with the times and is successfully operating more than 50 phonographs.

I. F. Webb, manager of the phonograph division of Rock-Ola Manufacturing Corporation, says: "We are proud to welcome Mr. Melvin into the happy Rock-Ola family of music operators and, knowing him as the oldest operator in the United States and with 61 years of experience behind him, it is gratifying to know that he has chosen the 1937 line of Rock-Ola phonographs for his operations. 'Youth must be served,' but hats off to real wide-awake old gentlemen like Mr. Melvin with 'young ideas.'"

## Detroit

DETROIT, May 1.—Oscar (Mac) McLaughlin is one of the new men to work in Port Huron (Mich.) territory. McLaughlin started a few months ago with three phonographs and now has 27 on his routes, as well as a few other types of machines. He spends his leisure time when not collecting the nickels from his machines in fishing on the St. Clair River and Lake Huron, near his home. He was a Detroit visitor last week, pass-



ing out calling cards in the form of freshly caught pickerel.

Graphite for lubrication of machines is a common operators' necessity and one hard to get. So local jobbers are taking to stocking it regularly in their stores.

Mrs. Lily Hodges, wife of Walter Hodges, coin machine operator, is winning the title of the "Babe Kaufman of Detroit." Hodges, who operates in partnership with his brother, Homer, has another position and devotes very little time to the enterprise. Mrs. Hodges has taken hold of the business and is one of the most active women in the field,

seems only temporary," Banks said. Banks is not planning further expansion until toward late summer, depending upon conditions during the next few weeks.

Henry W. Schmidt is the latest name added to the list of Detroit operators of music machines. His initial purchase is a group of Rhythm Master machines.

Henry C. Lemke, of the Lemke Coin Machine Company, is advising all his customers to go into the music machine field. Listening to his conversation this week, it was evident that he is becoming more enthusiastic over this field, which is relatively new to him, despite his



MILRAY DANCERS—Ruth Mund (left), Patsy O'Day and Marjorie Gifford—playing at the Showboat, Pittsburgh's distinctive night spot, pose with a Wurlitzer phonograph on location.

winning the respect of the men who meet her in daily competition. Her specialty is phonographs, of which she now manages a considerable number.

Andrew H. Banks, new operator, is now operating a sizable route of phonographs. "Business has shown a slight drop during the past two weeks, but it

years of experience in operating other kinds of machines. "It's steady and the return keeps coming in at a regular rate, so much per week, indefinitely," Lemke says. The gospel of the automatic phonograph has an energetic proponent in Lemke.

General Amusement Devices Company, Inc., is again expanding its music department and has appointed an experienced music man as full-time outside salesman this week. Manager Harold Chereton announced.

## New Orleans

NEW ORLEANS, May 1.—While indoor spots are reporting a letup in play in the past week as warm weather prevails, the slackening off is slower than expected by most operators and seems to be more than made up for the gains at all outdoor spots where crowds are gathering for early picnics and outings. Many of the operators, sensing the change in entertainment places, are making shifts to summer spots and report that there really is something in making the move. All operators continue to talk optimistically about conditions in the industry and predict a big season just ahead. Distributors are likewise encouraged by signs and are finding it difficult to immediately fill many orders pouring in for latest ideas in slots, pin games and counter games, particularly the latter class.

All music operators are reporting a good business. Those engaged in rentals say that demand is good for the many spring festivals and balls going on and

## Sheet-Music Leaders

(Week Ending May 1)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Little Old Lady (Chappell) (1)
2. Boo-Hoo (Shapiro) (2)
3. Will You Remember? (Schirmer) (4)
4. Moonlight and Shadows (Popular) (3)
5. Love Bug Will Bite You (Santley) (5)
6. September in the Rain (Remick) (13)
7. Too Marvelous for Words (Harms) (11)
8. Sweet Leilani (Select) (8)
9. Blue Hawaii (Famous) (7)
10. What Will I Tell My Heart? (Crawford)
11. Never In A Million Years (Robbins)
12. Carelessly (Berlin)
13. Where Are You? (Felst)
14. When My Dreamboat Comes Home (Witmark) (11)
15. My Little Buckaroo (Witmark)

believe that this business will continue good for the rest of the spring season.

Congrats to Paul Jock, State representative for the Pace Manufacturing Company. A nine-pound boy found its way to the Jock household this week. Mother and family heir are both doing nicely.

Flowers that bloom in the spring, tra, la, have almost flooded the desk of the pretty Claire Pace, secretary of the Dixie Coin Machine Company and daughter of Julius Pace. It all started with one or two roses, and now the category runs all the way from violets to asters and Easter lilies.

Sam Gentlich, PAMCO and Bally distributor in this territory, is scheduled to fly to Chicago this week-end, where he will confer with factory officials in the interest of the new line of machines. Sam, in case you don't know by now, is the young gentleman who makes himself conspicuous at the annual conventions by grabbing an oyster shucker and goin' to town.

Not so long ago we told you about several of the Caille Centaur machines, 35 years old, that had been placed on location by the Bell Distributing Company, of this city. These machines not only allow 10 to play at one time but even play a nice German air for your nickel. Well, it seems that one of the machines, now so brightly shined up in the Bell office that it looks like a brand-new one, was in the disastrous Mississippi flood of 1927 at Ferriday, La. Following two weeks under water the mechanism was as good as ever and only a repolishing of the woodwork was necessary to continue it on location. Try and top that one.

B. T. Perkins, sales manager of the O. D. Jennings Company, was a visitor here this week, calling on Emile Iacoponelli, territory distributor for the Jennings company. Perkins made the formal appointment of Iacoponelli and his partner, H. B. Fox. "Yock," as he is better known, was the originator of the firm's Dixie Belle. He is now busy in his back office with another "hot" invention, but you can't get him to talk about it.

Ken Willis, field man for PAMCO, passed thru New Orleans this week after three weeks touring the Lone Star State and Western Louisiana on his way back to Chicago. Willis is traveling by automobile.

An expansion program has begun at headquarters of the New Orleans Novelty Company. Louis Boasberg says that the firm has taken a lease on the adjoining place and after renovation and repainting the firm will almost double its present space. The firm is Gottlieb

THE SEEBURG FRANCHISE IS MORE VALUABLE!

FOR OVER 30 YEARS

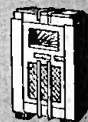
Seeburg Phonographs

HAVE BEEN THE MOST DEPENDABLE—MOST PROFITABLE AUTOMATIC MUSICAL INSTRUMENTS!



J. P. SEEBURG CORP.

1510 DAYTON STREET CHICAGO, ILLINOIS



and Watling distributor in this territory and has been enjoying a steady expansion under the co-direction of Bosberg and Ray Bosworth.

Frank Gleason, resident manager for Mills' Do-Re-Mi's, Swing Kings and counter ice-cream freezers, has returned from a successful business tour of Central and North Louisiana. He says that business conditions are fine throughout the state and that prospects are bright for continued good sales of all Mills' products.

Dixie Coin Machine Company has received its first shipment of Bally's new counter game, Nugget, and reports large sales already booked for future deliveries. "The little game is a practical one and appears to require a minimum of attention. It should be a successful money maker for operators and location owners who are in a position only to make a small investment," Julius Pace, of the Dixie company, says.

**Hoosier Day at Atlas Novelty**

CHICAGO, May 1.—Hoosier Day was celebrated at Atlas Novelty Company this week, when quite a number of operators from the State of Indiana happened to visit the Atlas offices on the same day. Among the Hoosier operators present were John Gaffney, Al Whitehead, Carl King, A. Fleig and C. F. Porter. To make the Hoosier spirit complete Al Evans and Clarence Kenyon, of South Bend, came during the afternoon. Eddie and Morrie Ginsburg, brother pilots of the Atlas firm, say that a record number of games are being shipped by them to the European market. They blame it on the long experience the firm has had in the export field and also that Atlas has acquired a reputation among foreign buyers. Atlas also carries large supplies of games to meet any order from overseas, they state.

**Gifts Prove Popular in Profit-Sharing Plan**

NEW YORK, May 1.—Most popular awards in the Fitzgibbons profit-sharing plan, according to a recent checkup, have proved to be the hand trucks, dishes and watches. Fitzgibbons maintains that the idea has proved to be one of the most popular that the coin-machine industry has ever had. The plan has been operating quietly for the last six months, and not until recently was it disclosed that thousands of certificates are being held by operators and that dozens of fine gifts have already been awarded. "The profit-sharing plan is one of the best ideas that we have ever presented to the operators," said Fitzgibbons. "With

**Real Leadership**

By COINOGRAPHER

Perhaps one of the finest tributes paid to the coin machine industry was indirectly printed in an article in *Time* magazine about N. Marshall Seeburg, head of the J. P. Seeburg Corporation, Chicago.

In commenting on Seeburg's connection with the industry *Time* characterized him as "a credit to the industry he represents," as indeed he is. That opinion concretely expresses the regard in which all coinmen hold Seeburg.

Into his able and firm hands has been placed the guidance of the oldest organization devoted to the manufacture of coin-operated phonographs, and the progress of the Seeburg organization in the past few years to a position of international recognition has been the result of the ideas and ideals inaugurated by the elder Seeburg and brought to fruition by N. Marshall Seeburg. Not only has the Seeburg organization benefited immeasurably under the leadership of Seeburg but the entire coin machine industry as well owes its progress to the ideals supported by him.

Seeburg has been the acknowledged leader of the forward-looking members of the industry in their fight to stabilize manufacturing and operating and to establish them as legitimate businesses of definite economic value to the nation. That this struggle to gain recognition is achieving a measure of success is noted in the ever-increasing public acceptance of pin games, phonographs and related equipment.

Seeburg is one of the youngest members of the manufacturing industry both in point of years and ideas and his suggestions are considered most valuable in the framing of the policies of that group.

In spite of the time required to direct the activities of his company, Seeburg always has time to discuss matters of coin machine manufacturing and operating policy with any person who shows a sincere desire to help in the stabilization of the industry.

such hits as Bally's Bumper, Bally Booster, Equality and Crossline, certificates have been going out at a tremendous rate every day and gifts are daily being shipped to our customers. All our customers have to do in order to participate in our profits is to purchase the regular games that they ordinarily buy. There is no necessity for them to do anything out of the regular course of their business. That's why our profit-sharing plan has proved in six months' time to be one of the finest ways we know of to share our profits with the operators."

**PARTING . . . A melancholy silence haunts the air as boy leaves girl.**

But their hearts gladden, for they know they'll be together  
**"WHEN IT'S SPRINGTIME BACK HOME AGAIN"**

A Beautiful Waltz Ballad  
**DON NIXIE, Publisher**  
**Hobart, Ind.**

**London**

Sixth monthly supper gathering of the Slot Club took place in London April 14, Edward Graves presiding. Inspired by chairman's name, participants received black-edged menus, reading: "Supper Macabre—Gravey—Cut Off Marble Headstone, Granite Chips, Arum Lilies, Brass Fittings—Concoction du Climtiere," with notices to effect that "smokers are requested to deposit their ashes in the urns—Biers at 11:30, up to which hour embalming oils are available."

During supper following telegram was received: "Eat, drink and be merry. A warm welcome awaits you here. Mephistopheles." Chairman was presented by L. V. Hodgson, of Buckley Manufacturing Company, with large wreath made up of leeks, swedes, rhubarb and other vegetables. Entertainment included the veteran star comedian Tom Leamore.

Manufacturers and distributors' section of British Automatic Machine Operators' Society has decided to hold next London Coin-Operated Machine Exposition from February 21 to 26, 1938. Executive file been approached by Amusement Caterers' Exhibitions, Ltd., promoter of another exposition concerned largely with games and swags, for holding of both shows under one roof.

French trade organizations will give official reception to BAMOS delegation visiting Paris-coin machine show at end of May. Delegation will also attend banquet May 29.

First issues of new George VI coinage have been made by Royal Mint to banks. All sizes remain as before with exception of three-penny piece, which is 12-sided and slightly larger than old round type.

New British table game Forecast, inspired by popular football pool betting, was introduced to trade by Major Products, Ltd., May 1, date of English football cup final at Wembley Empire Stadium.

W. E. Bryan, popular machine manufacturer, has been elected a member of local government authority at Kegworth, Derbyshire. Received 528 votes to next candidate's 444.

W. T. Willmott, son of BAMOS president, "Tish" Willmott, director of Coin Machine Equipment and Supply Com-

pany, Ltd., has been seriously ill with pneumonia. Latest bulletin states corner has been turned and that patient is on road to recovery.

**None Immune to Jungle Dodger**

CHICAGO, May 1.—"Visible evidence of the enthusiasm with which Jungle Dodger has been accepted," states Max Glass, of Gerber & Glass, "lies in the fact that during the short time we have been handling national distribution many hundreds of the target machines have been shipped to the trade all over the country. In no case has a machine ordered on our guarantee plan been returned."

"No player is immune to the fast glancing thrill of Jungle Dodger," says Glass. "There is something about the bouncing gorilla in the target that rouses the primitive hunting instinct in every one. The profits are hence satisfactory to every operator. When a machine combines mechanical perfection with universal appeal an operator cannot fail to find it an investment that will return profits over a long period of time."

Glass reports having received a number of orders for 25 and up to as many as 50 machines. One operating company in the Far West, he said, placed a first order for 50 machines and had since been taking them at the rate of 20 per week.

**Genco Augments Full Plant Staff**

CHICAGO, May 1.—Upon his return from a brief visit to the West Coast Dave Gensburg reports that he was astonished to find the Genco plant and offices humming with greater activity than prior to his departure.

"Naturally," said Gensburg, "I had kept in touch with the office while I was away, but I had no idea that we were as busy as this. Not only are we working overtime on the production of our 100 per cent coverage games, Batter Up and Running Wild, but we have found it necessary to augment both office and plant staffs to handle the daily increasing pile of orders."

According to Ginsburg, there is hardly a community in the nation that does not have Batter Up and Running Wild on location. More and more games are being shipped daily in response to the constant flow of reorders, he says. "The readjustment of our production activities has enabled us to catch up on back orders and the normal shipping schedule will soon be resumed. In a very short time we will be able to ship all games as soon as they are ordered," he announces.

**Five Best Record Sellers for Week Ended May 3**

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6831—"You're Here, You're There," and "When Two Love Each Other," Shep Fields Orchestra.	7867—"How Could You?" and "Carelessly," Teddy Wilson Orchestra.	1175—"Sweet Lullaby," and "Blue Heaven," Bing Crosby.	111—"Tower House" and "Toy Trumpet," Raymond Scott Quintet.	524—"Wake Up and Live!" and "Never in a Million Years," Red Nichols Orchestra.	25554—"Spring Cleaning" and "You've Been Reading My Mail," Fats Waller Orchestra.	3508—"Never in a Million Years" and "There's a Lull in My Life," Mildred Bailey Orchestra.
2	B6897—"The Love Bug Will Bite You" and "Would You Like To Buy a Dream?" Teddy Hiji Orchestra.	7870—"Moonlight and Roses" and "The Blue Room," Jan Garber Orchestra.	1162—"Boo-Hoo" and "I Adore You," Mal Hallett Orchestra.	101—"I've Got To Be a Rug Cutter" and "The New East St. Louis Toodle-O," Duke Ellington Orchestra.	526—"It's Swell of You" and "There's a Lull in My Life," George Hall Orchestra.	25551—"To a Sweet Pretty Thing" and "Cry in My Mood," Fats Waller Orchestra.	3511—"Rose Room" and "Back in Your Own Back Yard," Fletcher Henderson Orchestra.
3	B6876—"The Arkansas Bazooka Swing" and "The Bazooka Stomp," Bob Skyles Orchestra.	7865—"Where or When" and "Johnny One Note," Hal Kemp Orchestra.	1186—"Moonlight and Shadows" and "I Never Realized," Bing Crosby.	112—"Wake Up and Live" and "Never in a Million Years," Hudson-DeLange Orchestra.	508—"September in the Rain" and "Melody for Two," Barry Wood Melon-Low Melody.	25562—"You Can't Run Away From Love Tonight" and "Cause My Baby Says It's So," Bunny Berigan Orchestra.	3509—"The Love Bug Will Bite You" and "52d Street," Louis Prima New Orleans Band.
4	B6933—"There's a Lull in My Life" and "I'm Bubbling Over," Shep Fields Orchestra.	7866—"On a Little Dream Ranch" and "To a Sweet Pretty Thing," Music in Russ Morgan Manner.	1208—"Cloudy" and "Puddin' Head Serenade," Andy Kirk Orchestra.	106—"Where Is the Sun?" and "When Love Is Young," Rudolph Friml Jr. Orchestra.	515—"Caravan" and "Stomp y Jones," Barney Bigard Jaztopaters.	25565—"You Showed Me the Way" and "San Anton," Fats Waller Orchestra.	3490—"Good Night, My Lucky Day," and "There's a Kitchen Up in Heaven," Henry (Red) Allen Orchestra.
5	B6923—"I Hear Your Music" and "The Drug Store Cowboy," Bob Skyles Orchestra.	7846—"Who?" and "Blues," Kay Kyser Orchestra.	1187—"The Love Bug Will Bite You" and "Listen to the Mocking Bird," Jimmy Dorsey Orchestra.	108—"Twilight in Turkey" and "Minut in Jazz," Raymond Scott Quintet.	519—"In the Shade of the Old Apple Tree" and "Walk in the Dog," Midge Williams jazz jesters.	25564—"Carelessly" and "There's a Lull in My Life," Kay Thompson.	3460—"Swing, Baby, Swing," and "Rhythm in the Air," Blue Ridge Playboys.



## ZEPHYR

### CIGARETTE VENDER or BELL FRUIT GUM VENDER

Two Machines in one when you buy this smartly streamlined ZEPHYR Machine! Extra Fruit Gum strips included free of charge, together with the fascinating new "Star Award" Mystery Reward Card.

Decorated in thrilling new colors, set off with gleaming chromium, this ZEPHYR will be a Spring Tonic to your Locations. It will stop up weekly collections to new highs.

Groetchen Engineers designed an entirely new mechanism for it, as a result. Needs spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken to different combinations.

Bell Gum Vender, with visible display. Large Cigarette or Fruit Symbols, 4 kinds of reward cards.

Ask your Jobber to show you the new "ZEPHYR."

Price \$18.75 each, Tax Paid.

**GROETCHEN TOOL CO.**  
130 N. UNION STREET, CHICAGO

## Gottlieb Will Announce Game

CHICAGO, May 1.—D. Gottlieb & Company report that they are all set to announce a new game that promises to be a departure from anything heretofore produced. Encouraged by the success of its two recent games, Electric Score-Board and Electric 21, both of which incorporated many ideas suggested by operators themselves, the company decided to follow the trade's suggestions in the construction of the new game.

"For months," says Dave Gottlieb, "the trade has been clamoring for a radically new idea and many operators and distributors have sent in valuable suggestions. From these suggestions some outstanding features of our new game were evolved. After all, the operators are the best authorities on what features a game should have. We have taken their suggestions into consideration in the construction of our new payout, and it will comply as completely with their demands as if they had built the game themselves."

Details of the new game have not been disclosed other than that it will be a one-ball payout. Officials at D. Gottlieb & Company state, however, that their advance location tests indicate that it will be a genuine sensation. They maintain that the game is entirely different from anything yet produced and that it combines play-compelling features together with a proven earning capacity that promise to set new records. Additional production facilities are now being arranged to handle the new games.

**WURLITZER MODEL P-12**  
PERFECT CONDITION \$124.50  
**STEWART-McGUIRE DELUXE**  
7 COLUMN CIGARETTE \$69.50 MACHINE  
1/3 Dep. With Order, Bal. C. O. D.  
**GERBER & GLASS**  
914 DIVERSEY BLVD., CHICAGO, ILL.

**RECONDITIONED—READY TO OPERATE**

Double Action	\$32.50	Horses	\$ 3.50
Hi-De-Ho	32.50	Races (Daily)	3.50
Fire Cracker	32.50	Punchette	3.00
Stop 'Em		Mills Silent Escalator	
(Bumper)	29.50	(F. V.)	27.50
Red 'N' Blue	17.50		

TERMS: 1/3 Deposit, Balance C. O. D.  
**IDEAL NOVELTY CO.** 1518 MARBLE ST. CHICAGO, ILL.



## OPERATORS

### PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00, Lots of 10 or more, \$4.50.

**H. G. PAYNE COMPANY**  
312-314 Broadway, Nashville, Tenn.

## President Roosevelt on Stock Market Gambling

WASHINGTON, May 1.—Following his request to government employees to refrain from gambling on the stock market, President Roosevelt at his regular press conference April 27 extended the warning to the general public to avoid gambling in stocks. The President used a more polite word—speculation.

The President said that he had the general welfare in mind in issuing the warning. During his first term of office the values of stocks and bonds were estimated to have advanced about \$40,000,000,000, and at times there have been fears of another stock-market boom like that of 1929.

The President said that he had been warning against stock-market gambling since 1927. His opponents have accused him of encouraging speculation at about that time by being listed as a director of CAMCO, a coin-operated vending machine holding company that played an important part in the boom period of vending machines.

## Monarch Adopts Bright OK Tag

CHICAGO, May 1.—In accord with the new reconditioning processes inaugurated a short time ago by the Monarch Coin Machine Company, Roy Bazon, head of the organization, announced that each game which goes thru the production line is now being labeled with a brilliant okeh tag.

"This tag is not placed on the game until it has passed all of the rigid tests we have devised," stated Bazon. "We have hundreds of reconditioned games ready for immediate delivery and are constantly putting more used games thru our production line. We have ample proof of the efficiency of Monarch reconditioning, for we have many letters in our file praising the excellent condition of our used games since the inception of our production line reconditioning process."

Bazon reports that not only is the used game business on the increase but that his company is also distributing a large number of new games in addition to merchandising machines and sales-boards.

### CLEAN UP CLOSEOUT OF AUTOMATICS AND PIN GAMES

WE ONLY ADVERTISE MACHINES WE HAVE IN STOCK

**● 1-BALL AUTOMATICS ●**

Jumbo (Cash)	\$14.00	Bolmont (Cash), floor sample	\$60.00
Jumbo (Ticket)	18.50	Peerless (Cash)	22.50
Hilfach (Cash)	40.00	Round Up (Ticket)	35.00
Multiple (Cash)	37.50	All Stars (Ticket)	35.00
Challenger (Cash)	40.00	Bally Bonus (Ticket)	27.50
Parli-Mutuel (Cash)	40.00	Bally Natural (Cash)	35.00

TERMS Full cash with all orders for \$10.00. Over, 1/3 Cash Deposit, We Ship, Balance C. O. D., F. O. B. New York.

**FITZGIBBONS DISTRIBUTORS, INC.**  
453 WEST 47th STREET, NEW YORK, N. Y.  
362 MULBERRY STREET, NEWARK, N. J.

EASTERN FACTORY REPRESENTATIVE FOR BALLY MFG. CO.

## LADY LUCK

1200 Hole Form 4190  
Takes In . . . . \$40.00  
Pays Out . . . . 19.00  
Price With Easel . . 2.01  
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

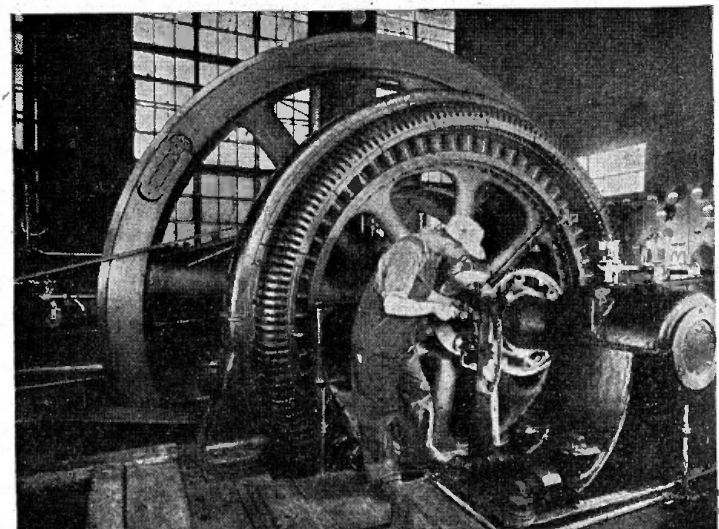
**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



**LADY LUCK**

PROG. 1/3 2/3 3/4

1000 HOLE FORM 4190



ONE OF THE POWERFUL MOTOR GENERATORS in the power plant of the Rock-Ola Manufacturing Corporation, Chicago. Each of these dynamos is capable of producing enough power to light a city of 25,000 inhabitants. Naturally, with seven distinct divisions in the organization, a tremendous amount of power must be generated and it is said that the Rock-Ola engine room is comparable to any in Chicago for size, efficiency and general mechanical perfection.

<b>BUMPER PIN GAMES</b>	<b>LIGHT-UP PIN GAMES</b>	<b>● ● SKEE BALLS ● ●</b>
Bally BUMPER . . . \$35.00	EXCEL . . . . \$ 8.00	TARGET ROLL, 9 Ft. J. \$69.50
RAGG 'EM UP . . . 19.50	NECK 'N' NECK . . . 10.00	TARGET ROLL, 14 Ft. . . 75.00
RUGBY . . . . . 12.50	HAPPY DAYS . . . 15.00	ROLL-A-BALL, 14 Ft. . . 89.50
BOLO . . . . . 7.50	QUISNER . . . . 14.50	BANK ROLL, 14 Ft. . . 89.50
HI-DE-HO . . . . 19.50	SHORT SOX . . . . 7.50	1/3 Cash With
LIVE WIRE . . . . 19.50	SWING TIME . . . 17.50	<b>TERMS—</b> Order, Bal. C. O. D., F. O. B. Newark, N. J.
STOP 'EM . . . . 22.50	HOLD 'EM . . . . 12.50	

WRITE FOR COMPLETE NEW PRICE LIST.

**ACE VENDING CO., 1125 Broad St., Newark, N. J.**

*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.**

635 RUSSELL AVE. • DETROIT, MICH.  
NEW YORK OFFICE CHICAGO OFFICE  
8 WEST 29th ST. 624 WEST JACKSON

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!"

PRICES  
Sample \$1.00  
Lots of 8 1.40  
Lots of 12 1.20  
1/2 doz. with OP-  
der, bal. C.O.D.

**STAR SALES CO.**  
3921 Wayne Ave.,  
Kansas City, Mo.

No Personal Checks, Please

**Schlesinger To  
Represent GADCO**

DETROIT, May 1.—Harold Chereton, manager of the General Amusement Devices Company, announced that Al Schlesinger has been appointed district manager for that organization.

According to Chereton, Schlesinger will personally contact operators and jobbers thruout Michigan for the GADCO firm. His experience in the coin machine field amply qualifies him as a counselor whose advice is most valuable at all times. "His background and pleasing personality teamed with GADCO's aggressive sales policies will make a marvelous combination," Chereton says.

"In order to avoid any possible confusion," he explained, "it must be stated that this Al Schlesinger is from the Middle West and is not to be confused with the Eastern coinman of the same name."

**Fire Ball Still  
Climbing Upward**

CHICAGO, May 1.—According to reports from the J. H. Keeney & Company offices, Fire Ball, firm's electronic beam five-ball novelty game, has been acclaimed by operators not only for breaking down player resistance but for being directly responsible for the birth of thousands of new pin-game fans.

Ray Becker, sales manager of the organization, reports "earnings on Fire Ball indicate that there must be many thousands of new players in order to explain the heavy profits. We back up this supposition still more forcibly with the knowledge that distributors have consistently been increasing their orders for the machine. Even if that doesn't mean that there are more pin-game players it does prove that the country's pin-game fans of long standing have stampeded unanimously to Fire Ball. Regardless of theory or supposition, however, the fact remains that Fire Ball is the No. 1 novelty game today.

"Not only is the electronic beam principle a strong factor in the popularity of the game," continued Becker, "but the fact that an operator can prolong the life and appeal of the game has made this game a better than ordinary investment. Operators have found that they can adapt Fire Ball to all types of locations and that they can make adjustments on the machine that will always maintain its fresh and money-making appeal."

**Johnson Is Back  
From Texas Trip**

CHICAGO, May 1.—Back at his desk after a brief tour thru Texas, Jimmy Johnson, of Western Equipment and Supply Company, is rushing the process of shipping the orders he received from distributors in the Southern field.

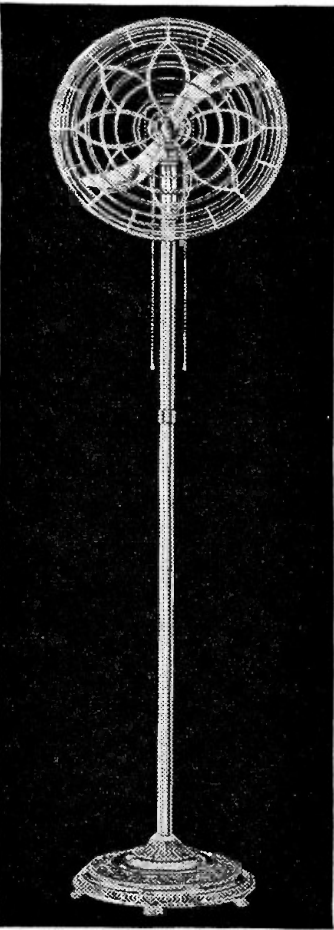
Johnson reports that enthusiasm for the Winner, Fast Track and Big Roll games among Southwestern coinmen was most gratifying to him. "Orders for the Winner are fast approaching a new high for pay tables," he said. "We are working at full blast at the Western plant and deliveries are being made as per schedule. Distributors that I saw on my trip predict that the present season will be very successful for operators in their territory."

**Mints Continue  
To Pour Coins**

WASHINGTON, May 1.—The mints continue to turn out small coins in great quantities, all of which means sweet music to operators of coin machines. Nellie Taylor Ross, mint director, said that in the first eight months of the fiscal year which ends next June 30, 80 per cent more coins were delivered by the mints than in the same period last year.

She submitted a schedule showing 652,269,535 coins with a total value of \$39,844,126.45 were minted in the nine months ended March 31 and commented that "orders are growing progressively heavier."

**Doing One Thing WELL.....**



**GIBB  
"Air Circulators"**

That's why Gibb Air Circulators are preferred! Why they pile up profits for distributors hand over fist. They're made for just one purpose . . . to circulate the air in the proper manner. And they do that supremely well.

**CLEAN UP NOW  
With Gibb's Fast Selling Deal!**

Gibb Air Circulators sell on sight. No sales talk necessary to put over a value like this. No costly, non-essential features to run up the manufacturing cost and the sales price. Gibb Air Circulators cost less money—look like more. It's a clean-up . . . surpasses all competition. Thousands of easy sales are going to be made. Tie up with Gibb and ride to new independence this summer on a tidal wave of profit. Your territory may still be wide open. Grab it.

**GIBB  
"Air Circulators"**

Write—Wire—Get Full Details  
Today!

**GIBB**  
MANUFACTURING CORPORATION  
231 South La Salle Street, Chicago, Ill.

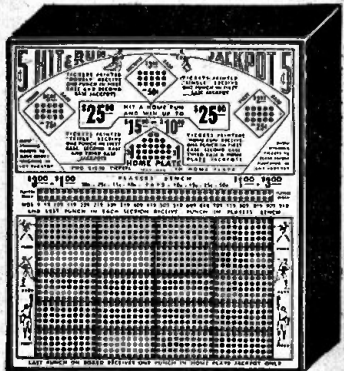
**PLAY BALL!**

Swing Into the Season With  
This Harlich Profit-Hit.

**HIT AND RUN JACKPOT.**  
No. 1049 — 1,000 Holes.  
Takes In . . . . . \$50.00  
Average Payout . . . . . 18.88  
Average Gross Profit . . . \$31.12

This, and Hundreds of Other Profit-makers, Are Described in Our New Colorful Catalog Which is Now Ready.

Write, Stating Your Line or  
Business, To



**HARLICH MFG. CO.** 1401-1417 W. Jackson Blvd.  
Chicago, Illinois

**BASEBALL**  
*THE NATIONAL GAME*

OUR NEW BASE BALL BOARD HAS ALL THE THRILLS OF BETTING ON YOUR FAVORITE TEAM AT THE GAME

Printed in attractive colors, makes a big flash, all 16 major teams to bet on, pays players generous awards.

PLAYER CAN BET FROM A NICKEL UP AND WIN AS HIGH AS \$10.00.

Send us your order today, you will come back for more.  
Sample \$3.95 C. O. D. express prepaid anywhere in U. S. A.

**PEACHY NOVELTY CO., Dept. B. B., Poplar Bluff, Mo.**



X. L. COIN MACHINE COMPANY, BOSTON, displays a full line of U-Need-A-Pak cigaret machines. The front window display also features an attractive array of cigaret machines, especially the new wall models.

SAVE MONEY BY WATCHING FOR OUR WEEKLY SPECIALS  
MADCAP . . . . . \$7.00 SEEBURG SELECTOPHONE . . . . . \$75.00  
REEL RACES . . . . . 5.00 MILLS TROUBADOUR . . . . . 35.00  
Terms: 1/3 Deposit With Order, Balance C. O. D.  
WRITE FOR OUR LATEST PRICE LIST.

**W. B. Specialty Company** "THE HOUSE OF  
3800 N. Grand, St. Louis, Mo. FAIR DEALINGS"

**FOR BIGGER  
BETTER PROFITS**  
George Ponser  
**RECOMMENDS..**

— EVANS' —  
**GALLOPING DOMINOS  
ROLLETO JR.  
BANG TAILS**

— GENCO'S —  
**BATTER UP  
RUNNING WILD**

— GOTTLIEB'S —  
**ELECTRIC SCORE BOARD  
ELECTRIC "21"**

— MUTOSCOPE'S —  
**POKERINO  
NUMBERINO  
ROTOMATIC  
PHOTOMATIC  
HOCKEY**

— PACIFIC'S —  
**SKOOKY  
DE LUXE BELLS  
ROYAL RACES  
PLAY BALL**

— WESTERN'S —  
**BIG ROLL  
WINNER  
FAST TRACK**

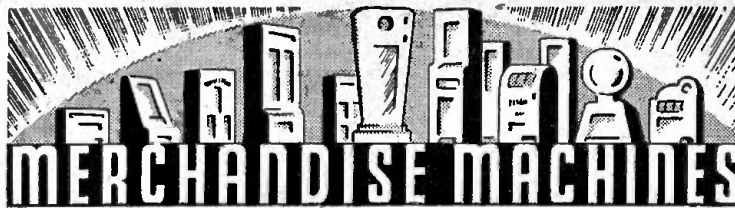
WRITE, WIRE OR PHONE  
TODAY FOR COMPLETE  
DETAILS AND PRICES  
TO . . .

**GEORGE PONSER  
COMPANY**

1140 Broadway, New York  
(Tel: ASHland 4-3915)

11-15 East Runyon St.  
Newark, N. J. (Blgelow 3-6272)

900 North Franklin  
Philadelphia (MARKet 2656)



**Big Summer for  
Paper Cup Firm**

CHICAGO, May 1.—Bern J. Gartlan, writing in *The Chicago Journal of Commerce*, describes the market prospects and plans of the Dixie-Vortex Company, which manufactures millions of paper cups for dispensing in penny vendors. Company, now coming into its peak sales period, relies largely on a warm summer season and sustained general business activity to realize fully on its earning potentialities, in the view of officials of the concern.

The company, which earlier this week reported first-quarter earnings nearly 30 per cent ahead of those of a year earlier, is faced with the problem of meeting increased material and labor costs. This problem can only be solved by expanding sales, since the keen competition existing in the concern's field makes impractical the boosting of prices materially.

Largest manufacturer of paper cups and dishes, principal products of Dixie-Vortex are cone-shaped drinking cups, soda cups, sundae dishes, cups for molding ice cream, etc. Upward of 400 standard items are manufactured, besides a number of specialties made upon order. Products are used largely in soda fountains and in connection with drinking water and beverage dispensers wherever low-priced sanitary containers for individual use are practical.

Products are patented and sold, mostly under trade names, in all parts of the world, the company's list of customers including a great number of institutions and large industrial and business organizations. From the uses to which the company's products are put and the customers it supplies it appears that a warm summer and sustained business activity would be a boon to Dixie-Vortex.

Distribution is effected thru branch offices in New York, Philadelphia, Boston, Atlanta, Baltimore, Cleveland, Detroit, Los Angeles and Pittsburgh.

The Chicago plant, containing approximately 200,000 square feet of floor space, is located on a square block of land on the near northwest side of the city. The Easton (Pa.) plant consists of a building containing approximately 280,000 square feet of floor space and situated on part of about eight acres of land.

During the first quarter of 1937 Dixie-Vortex operated with a relatively low-cost inventory, and for the greater part of the period with a wage scale less than now prevailing. While inventories at present are understood to be priced satisfactorily in comparison with current general levels, it is believed by most that materials necessary to carry the concern thru its busy season cannot be purchased far in advance. The rising costs of paper, glue and other materials going into the products and the tendency toward higher wages seemingly leave open only the expanding of sales as an offsetting factor.

From a seasonal standpoint the months of May, June and July are the best of the year for the company. The April and August months ordinarily are just under the peak, but the other seven months might be considered off-season.

**XL Displays New  
Cig Vender Line**

BOSTON, May 1.—Maurice Kushner, manager of the XL Coin Machine Company, is giving the U-Need-a-Pak cigaret vending machines real distribution in New England. "There isn't a cigaret machine on the market that will compete with it in construction or simplicity of operation," Kushner claims. "That's why," he states, "we have just received another carload of new wall-model machines from the U-Need-a-Pak Products Corporation. We keep on hand at all times a complete line of the machines in all models and colors. We are

doing this because there has been a distinct advance in cigaret vending machine sales due to pin game and slot operators adding cigaret machines to their operating units.

**Court Affirms  
Cig Vender Ban**

CHICAGO, May 1.—United States Circuit Court of Appeals April 30 affirmed a decision of Federal Judge William H. Holly dismissing two injunction suits which sought to restrain city officials from enforcing a new ordinance prohibiting cigaret vending machines in the city. The appeals were brought in behalf of the Illinois Cigaret Service Company and Rowe Manufacturing Company. Both suits attacked the constitutionality of the ordinance.

The opinion upholding the dismissal was written by Judge Walter C. Lindley and concurred in by Judges Evan A. Evans and J. Earl Major.

The opinion pointed out that the police power over things affecting safety and the health of the city is most important and should be liberally construed. The ordinance, it was pointed out, is designed to prevent the easy access of minors to cigarets.

While the official reason for the ban is said to be because of sales to minors, observers see behind the move the opposition of department and chain stores which feel that cigaret machines usurp some of their cigaret sales. The first indication of the opposition came during the 1936 coin machine convention in Chicago when an advertisement of the Chicago Better Business Bureau appeared in the Chicago dailies. The advertisement attacked cigaret vending machines and apparently was carefully timed to appear on the second day of the convention.

**Michigan Distrib  
For Soap Vender**

DETROIT, May 1.—F. G. McBride, newly appointed as Michigan distributor for the American Dispensing Company's new soap vender, is enthusiastic over business prospects in the new field.

"As far as the vending business is concerned," he said, "conditions will be very good as soon as all the strikes are settled. This is a new field of business activity to me and it looks like a good one.

"Soap is a necessary article in industry, and one might almost say that the dirtier an industry or trade is the better the opportunity for the new machine.

"We are extending the territory gradually to cover Michigan and increasing the investment in the business slowly.

"Personally I have almost always been on the buyer's end of the industrial picture, and this position on the selling end is an interesting and new experience to me."

**Richards Reports  
On Texas Market**

CHICAGO, May 1.—Willard N. Richards, representative of the J. D. Drushell Company, who has been traveling in Texas and Oklahoma during the past month, made a hurried trip to Chicago this week and gave an interesting account of conditions in the Southwest. Richards has been carrying a trailer with sample machines and has covered extensive territory. He works in Southern territory during the winter months and will cover other territory during the warm season. In making his hurried visit Richards left the trailer in Austin and drove up in his roadster to make quick time in getting here and back.

He reports that conditions in the Texas area, as pertaining to the vending business, are undergoing great changes.

**RECONDITIONED & REPAIRED  
LIKE NEW**

Reconditioned Cigarette Machines of Every Description. Write for List.

Capacity 150 Packs.

Obtainable With 200 Coin Chutes. \$2.00 extra

Obtainable With Chrome Front Door. \$2.00 extra.

1/3 Deposit Certified Check or Money Order (Must Accompany All Orders. Write! Phone! Wire!)

**Metal Stands \$2.00 extra** | **ROWE SPECIAL Operators Price \$16.50**

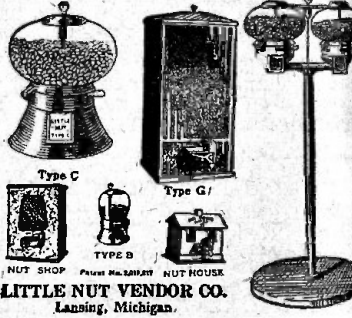
**X. L. COIN MACHINE CO.**  
1351 Washington St. BOSTON, MASS.

**SPECIAL**

**BRAND NEW! ONE CENT  
STICK GUM, PEANUT,  
HERSHEY VENDORS.**

**Only \$2.75 Each**

**A. M. WALZER CO.**  
426 Stinson Blvd.  
Minneapolis, Minn.



The tendency is for operators to conduct their routes along the lines of "big" business and many have formed investment companies as a means of attracting outside capital with which to enlarge the routes and expand their operations, thereby covering more territory and effecting a higher degree of service. "This," explains Richards, "is in keeping with the trend of the times, for the public, being educated up to larger and more attractive machines, is expecting and demanding a larger measure of quality and service. Such units naturally entail a larger investment in equipment and therefore present a sizable problem to the smaller operators, but the indications are that the big-time boys are finding the answer with their new methods of financing and taking on a newer type of mechanism as exemplified in our firm's leading number, now known to the trade as Automatic Stores."

The home office also this week received two orders from Texas operators, each calling for 50 of the Automatic Stores, the new four-way vending unit made by Drushell. Officials say that the size of the orders indicates that Texas operators, evidently in keeping with the size of their State, believe in doing things in a big way. The firm ordinarily expects to start operators into the vending field with more moderate orders, they state.

**Amalg Removal**

NEW YORK, May 1.—Amalgamated Vending Machine Operators' Association announced the removal of its offices from 2248 Broadway to 1841 Broadway, at the corner of 60th street.

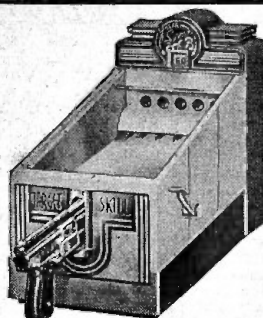
According to organization officials, the new quarters will provide more room for the regular meetings of the organization. The offices are not only roomier but so arranged as to greatly facilitate the handling of the organization's business.



# LOOK 75 A. B. T.'S 1c Pistol Targets

Equipped With Meters, Used Less Than 30 Days  
**SINGLE MACHINE, \$27.50**  
**LOTS OF 10, \$25.00 EACH**  
**LOTS OF 25 \$22.50**  
**SLIGHTLY USED PIN GAMES AND MACHINES**

12 BUMPERS .....	\$ 35.00
2 FIRE CRACKERS .....	35.00
15 RACK-EM-UP .....	25.00
11 HI DE NO, Cash and Ticket Model, used 10 days .....	67.50
5 AIR RACES F. S. ....	110.00



2 POST TIME F. S. ....	\$115.00	2 PALOOKA JR. ....	\$22.00
3 JUMBOS .....	15.00	1 DOUBLE HEADER .....	17.50
4 BOLDS .....	10.00	1 DAILY RACE .....	22.50
3 BREAKNESS S. U., cash or ticket .....	75.00	2 TOTALIZER, Davis .....	10.00
1 BELMONT .....	30.00	1 KEENEY REPEATER .....	7.50
1 STARTER .....	20.00	2 GOLDEN HARVEST .....	15.00
1 TOM MIX .....	150.00	4 WESTERN EQUIPMENT'S BABY JACKS, brand new, never used .....	5.50
1 RED 'N BLUE, like new .....	20.00	4 WESTERN EQUIPMENT'S PRINCE CIGARETTE MACHINES, brand new, never used .....	5.50
1 PAMCO SPEEDWAY .....	17.50		
1 BALLY BONUS .....	15.00		
7 TURF CRAMPS .....	35.00		
1 FLICKER .....	35.00		

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. Get our prices on the latest creations on the Pin Game Market before buying elsewhere, as we stock all those that are available from the respective manufacturers.

**MOSELEY VENDING MACHINE EX. INC., 60 Broad St., Richmond, Va.**  
DAY PHONE, 3-4511. NIGHT PHONE, 5-5328.

## Salesboard Dope

By C. E. DAVENPORT  
Manager Peachy Novelty Company,  
Poplar Bluff, Mo.

Since the advent of salesboards many types have been put on the market and, as a result, the operator is at a loss to know what will click and what will prove to be a fizzle. Just like the people who play his boards, he has to take a chance on picking a winner.

When he does find a real seller he takes in real money. Most operators, however, are afraid to take chances and, as a result, they pass up many boards that would make big profits for them. These operators should remember that the investment in salesboards is small in comparison with the cost of other amusement devices. Consequently, the wise operator who is not afraid to invest is the one who is really taking in the coin.

There is no manufacturer or operator who can tell in advance whether a board will be a winner or a dud. The only way to find out is to get the boards on location. It seldom happens that a board meets with success in all parts of the country. Public tastes are constantly changing and are difficult to analyze. I have seen boards sell like wildfire in one town, while in another town 10 miles away they get no play at all.

My advice to salesboard men is to sample them all. If a board doesn't move in one location move it to another. It is bound to click somewhere in your territory. During my 35 years as an operator I have bought many duds, but the hits I picked have been far greater in number and have made me money.

At this time of the year baseball boards are making big profits. Operators should be using this type of boards right now. They can get a good line on the manufacturers who put out the live money makers for the operators by checking up on the manufacturers who art putting out these baseball boards. For they are the fellows who have their fingers on the public pulse and who are quick to meet every desire for a new board as soon as it is discovered.

Island, the Rockaways, Asbury Park and Atlantic City are reported to be making plans to feature Numberino and Pokerino. Some of these spots are going to use as many as 30 of the games for a real flash display and will feature attractive merchandise awards.

Bill Rabkin, president of Mutoscope, has just returned from an extended European trip during which he attended the coin machine show in London. "The most popular machine over there at this time," he maintains, "is our Photomatic, with Rotomatic and Hockey games running a close second. Pokerino and Numberino are now getting started, however, in a big way." Rabkin stated that he expects the coming outdoor season to be one of the greatest in history, with Mutoscope games more popular everywhere.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,  
Bell, Front Vender and Gold Award.  
Built for 1c-5c-10c-25c Play

Made Only By  
**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1888—Tel.: COLumbus 2770.  
Cable address "WATLINGITE," Chicago.



## 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 \$3.14**  
Plus 10% Tax.

**GLOBE PRINTING CO.**  
1023-27 RACE ST., PHILADELPHIA, PA.  
Send For Catalog.

## PACES RACES

We have six brand new Paces Races, check separators, used only 3 or 4 days that will sell for \$349.50 each. Serial numbers over 4900. Wire deposit and balance C. O. D. for immediate shipment.

Let us quote you on new Races.

**SPARKS SPECIALTY COMPANY, Soperton, Ga.**

## Burras Reports On Silent Show

CHICAGO, May 3.—Hugh Burras, who with Mrs. Burras attended the big party given by the Silent Sales Company of Minneapolis last week, was back in Chicago today filled with enthusiasm for the unusual promotional ideas used by William (The Sphinx) Cohen.

"There wasn't a dull minute," said Burras. "Bill Cohen pulled out a bag of surprises and scattered them all over the place and each one was more impressive than the preceding one. Entertainment and refreshments left nothing to be desired. It was a real show and I am happy to state that Western games Winner, Fast Track and Big Roll were centers of attraction for the big gathering of Northwestern operators and jobbers."

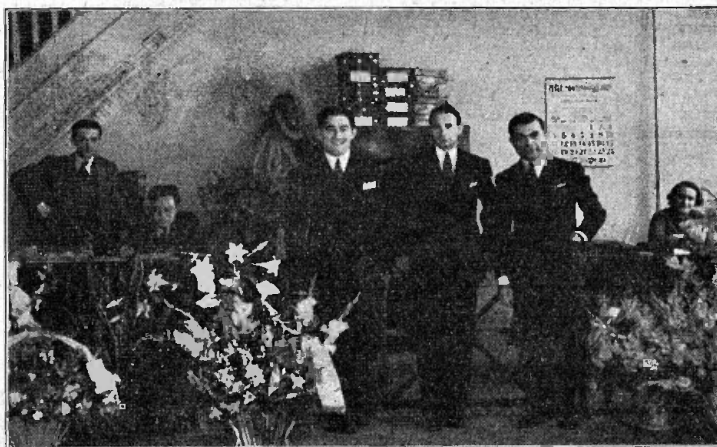
## New Salesboard Pleases Trade

NEWARK, N. J., May 1.—The new Soda King salesboard presented a few weeks ago by Jersey Trading Company has clicked in a big way, according to Sam Broudy, president of the firm. "The immediate reaction to our new board from operators was so great that we have been forced to practically double our production," Broudy claims. "Of course, some of this demand can be attributed to the opening of the new season, but we believe that most of it is due to the fine deal we have arranged on the popular Soda Kings."

"Operators have already written to tell us that if our Soda King deal is just half as good as our revolving-clock board they will buy them in large quantities," Broudy continued. "Judging by the fast action operators are already reporting with the new board, we are on our way to hang up a new sales record."

## Outdoor Season To Boost Games

NEW YORK, May 1.—Officials of the International Mutoscope Reel Company, Inc., state that the sales of Pokerino and Numberino have hit a new high with the opening of the outdoor season. "Interest has increased," they say, "in every part of the country. There will be more sportlands and arcades featuring these roll-down light-up action games than ever before. We are working at high-speed production to have the games in the new spots before Decoration Day." The popular Boardwalk spots in Coney



PHILADELPHIA STAFF OF GEORGE PONSER COMPANY at recent opening of the Philadelphia branch. Left to right: Mechanic, bookkeeper; Bert Lane, sales manager; George Ponser; Joe Ash, manager of Philadelphia office, and his secretary.

## Vending Machine CANDIES

Also  
**PAN'S CHARM MIX**  
**PAN'S TOY MIX**

WRITE FOR SUMMER  
PRICE LIST

**PAN CONFECTION FACTORY**

NATIONAL CANDY CO., INC.  
345 W. Erie St., Chicago, Ill.

**COMING!**  
A PHENOMENAL  
**ONE BALL  
PAYOUT**  
BY  
**GOTTLIEB**

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# HUGE PROFITS with RO-WO-BO

## A Fast Moving Deal OPERATORS AVERAGE \$26.00 PROFIT

This Flashy Red, White and Blue 5c ticket deal is a Big Money maker. Nothing like it for repeats and it pays operators 5 to 1 and up on their small investment.

### BIG CASH WINNERS

79—\$.50 to \$10 Cash PRIZES

These prizes are a real attraction. 50c, \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9 and even a \$10 Jack Pot Prize. It is a real sensation.

### SAMPLE DEAL \$6.00

Get our special operator and distributor quantity prices. Ask for complete facts.



### CLEAN UP WITH "WERTS" Baseball Series Books

**BASEBALL DAILY BOOKS.** We stock all leagues and have many variations of the two major leagues.

**DAILY AND WEEKLY SERIES.** All sizes of series books from 28 tickets to 10,626 tickets.

**"MATEO" DAILY BOOK.** Creates more interest with baseball fans. Ask about this big money-maker.

**SPECIALS OF ALL KINDS.** We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

**WERTS NOVELTY CO., Inc.** DEPT. 88-5, Muncie, Ind.



## Ball Fan Made In 1937 Model

AURORA, Ill., May 1.—Ted Stoner on his return from the East announced that the 1937 edition of Ball Fan is getting a big play by baseball addicts all over the country. He maintains that all the thrilling action of big-league baseball is crammed into the amusement game.

As Stoner puts it: "Ball Fan is a five-ball bumper-type game which gives players seven innings of play. The scoreboard registers outs, home runs and hits, and the object of the game is to better the visitors' score."

In commenting on the game's success, he stated: "Ball Fan's beauty as well as its action attracts the public play. Its de luxe cabinet is made of exquisitely grained hardwood decorated with chrome hardware. The playing field is decorated in five colors and lavishly trimmed with metal. The game fits right in with the finest surroundings, yet it has flash enough to capture attention anywhere. Operators who are looking for the newest money makers should look this machine over at their distributor's showroom and arrange with him for a location test."

## Robbins Praises New 1937 Model

BROOKLYN, May 1.—Dave Robbins, of D. Robbins & Company, reports that he has been booking advance orders for Stoner's new 1937 Ball Fan at a merry clip. Judging by present indications, he predicts that the 1937 sales will far overshadow those of 1936 on Stoner's game of the same name.

According to Robbins, the 1937 edition of Ball Fan is constructed along the modern trend in novelty games. It is said to have all the bumper and bouncing features of today's games, together with a few innovations of its own. Robbins claims that deliveries on the new game will soon be coming into New York on regular schedule.

## Maryland House Includes Games

BALTIMORE, May 1.—Attempts to get up a new schedule of taxes to provide relief funds included a report by the House ways and means committee this week which recommended the non-controversial tax items of the bill vetoed by the governor. The former bill passed both houses but was vetoed because it provided for licensing bookies and also pinball games and diggers.

The new schedule drawn up by the committee includes State license of pinball, to yield an estimated revenue of \$350,000 per year.

The program agreed to by the Senate April 28 did not provide for the State licensing of pinball games, however.

## BEST BUYS OF THE WEEK!


- FLICKERS . . . \$34.50  
*Late Green Cabinet*
- REDMAN, 5 ball. 32.50
- HIT IT . . . . . 29.50  
*Jennings Baseball*
- PALOOKA JR. . . 27.50
- TYCOON . . . . . 19.50
- WATLINGTWIN JACKS . . . . . 22.50
- 1/3 Deposit With Order,  
Balance C. O. D.

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO, ILL.

### THEY DIVE DEEP FOR THIS ONE

#### 5' DEEP SEA MYSTERY TREASURE 5'

WIN VALUABLE CULTURED PEARL WORTH UP TO \$50.00



TRY YOUR LUCK

NUMBERS 10-200-300-400 AND LAST SALE WITH ONE DEEP SEA MYSTERY TREASURE

#### "OYSTER GEM SEA TREASURE DEAL"

Valuable Cultured Pearls, just as produced by Nature, Unseen, Untouched, growing for years within the body and shell of the oyster. Sealed in tins, direct from the sea beds of the Orient. Each package guaranteed to contain a Pearl. It's the thrill of a lifetime. 600-Hole Board, 60 Sections. Last 6 Holes in each Section are free. Takes in . . . . . \$18.00  
Pays Out 5 Deep Sea Treasures, 20 Packages of Cigarettes.

No. 730K69—Complete Deal, Each . . . \$3.85  
LOTS OF 12 \$3.35 EACH

25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

**JOSEPH HAGN CO.**  
"The World's Bargain House," Dept. BB.  
223 W. Madison St., Chicago, Ill.

## DIVERSIFY Your Operations With . . . . . Gold Rush Gun Club

LEGAL! PROFITABLE! LONG LIFE!



**FIRST! BEST! SAFEST!**

GOLD RUSH GUN CLUB is expertly engineered, strongly constructed and is by far the most beautiful and attractive miniature shooting gallery on the market. Dimensions: 2 1/4 feet wide, 6 feet high and 10 feet long. GOLD RUSH GUN CLUB is the best Portable Shooting Gallery, because it is the only one equipped with Caswell Patented Bullet Trap . . . the trap that insures safety! Gold Rush has other exclusive features, too. Start diversifying your operations today with Gold Rush . . . \$164.50 to \$295 Complete!

**ELECTRO-BALL CO., INC.** 1200 CAMP, DALLAS  
Exclusive Manufacturers of Gold Rush.

## Superior

"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

THE FASTEST MOVING SALESBOARD ON THE COUNTERS TODAY!

### GREASED LIGHTNING

"A Salesboard as Fast as Its Name." 600 Hole—60 Section—5c Board. Here's a board that will start the nickels coming in over the counters of your locations in a hurry. Greased Lightning—the fast-moving salesboard. Last Sale in Each Ten-Hole Section a Winner. 80 Winners in a 600-Hole Board. Possible \$10 Capital Award. Board Takes in (600 Holes @ 5c) . . . . . \$30.00  
Pays Out (Average) . . . . . 14.59

Profit Average . . . . . \$15.41  
Thick Board with Escels and Oculoid Protector Over Jackpots.

**SUPERIOR PRODUCTS Inc.** Dept. B 14 North Peoria Street  
Chicago, Illinois




HERB BESSER, owner-manager of the Besser Novelty Company, St. Louis, and one of the most popular coin machine men in that territory. Besser, elated with business so far this year, is looking forward to the biggest year in his company's history.

### MAKE BIGGER PROFIT With Our Deals

6 Jewel Men's Wrist Watch.  
High-Grade Movement and a 500-Hole 5c Salesboard, Complete. No. B110.

**\$3.65 SAVE MONEY**

Send for Catalogue Full of New SALESBOARD Assortments and Vending Machines.

Send 25% Deposit With Order.

**LEE MOORE CO.**  
180-182 W. Adams St., Chicago.



### PORTERS, CONCESSIONERS, TAVERN KEEPERS

Install Vending Machines in Night Clubs, Gas Stations, Recreation Parlors, Taverns, etc. Buy Merchandise and Machines from us. These new Machines are \$3.00 Each. Big Profits.

**KAPLAN**  
1615 South Keester, Chicago, Ill.

## UNHEARD OF VALUES

Rock-Ola's Payout Tables—Brand New, in Original Cases

"ALAMOS"—Formerly Sold for \$149.50—now Only . . . . . \$59.50

"ONE-BETTERS"—Formerly Sold for \$137.50—now Only . . . . . \$59.50

**B. J. MARSHALL, Inc., 3726 Woodward, Detroit, Mich.**

# BARFIELD COSMOPOLITAN SHOWS

Owing to disappointment want organized Colored Minstrel. Will advance no money; have just been stung. Will furnish outfit, salary allowance if have band. Want any show of merit, especially Wild West, Dog and Monkey, Fun House or Mechanical. Want Chairplane and Loop-O-Plane. Can Place Legitimate Grind Stock Concessions, opening for Strip Photo Studio. One more stand in Georgia, than choice spots in Tennessee and Kentucky, where we positively hold shut-out contracts. Want Freaks and Acts for Side Show. Address Griffin, Ga., this week; Villa Rica, Ga., next week.

# WANTS SMITH'S GREATER WANTS ATLANTIC SHOWS WANTS

For American Legion Big Spring Festival and Gala Weeks at DURHAM, N. C. TWO WEEKS. TWO LOCATIONS. MAY 10 TO MAY 22. This will positively be the largest spring date in this section. WILL BOOK any Ride not conflicting with Merry-Go-Round, Wheel and Chairplane. Nothing too big or small for our consideration. Loop-O-Plane, Octopus, Tilt-a-Whirl, Rides-O, Kiddie Auto Ride; in fact, any Ride will do well. CAN PLACE Monkey Show, Motorhome, Platform Show or any meritorious Attraction, with or without outfit. WANT Musicians and Performers for Minstrel Show, also Producer and Talker for same. WANT Ride Help of all kinds. CAN PLACE two more High Aerial Free Acts. Must be sensational. All address Chatham, Va., this week; then Durham. This will be a wonderful date for legitimate Concessions. No racket tolerated; no exclusive except Cook House, Bingo and Mus Joint.

# MAJESTIC SHOWS WANT

FOR BALANCE OF SEASON. We have 5 Rides, 10 Shows. WANT Motor Drome, Midgets, Monkey Circus, Big Snake, Arcade. WILL BOOK Two-Abreast Merry-Go-Round, Octopus, Tilt-a-Whirl, Caterpillar or Whip. Have outfit for Tents-One and Illusion. All Concessions open. Want to hear from the following People: Bill Pink, Bill Birchman, Lon Norton, Mrs. Nora Smodgrass, Working People in all lines. WANT sober Lot Man. Mike Foust wants Concession Agents. All that have worked for me before get in touch with me. Washington, Ind., this week; South Bend to follow; then into Northern Michigan. This Show will positively play 10 bona-fide County Fairs in North Carolina, Virginia, Tennessee and Georgia. All address R. G. MCENDRIX, Washington, Ind.

# DIXIE MODEL SHOWS

Gary, W. Va., next week, best spot in entire State. Want Shows, Rides and Concessions. What have you? or come on. Want High Aerial Free Act, all season's work. Bernice and Williams contact Freddie Boswell quick. Princeton, W. Va., this week.

# FOREMAN WANTED

Who can handle Philadelphia Toboggan Merry-Go-Round. CAN USE Second Man for Ferris Wheels. Address WM. ZEIDMAN, Shesley Shows, Richmond, Ind., this week; Dayton, O., next week.

# CAMPBELL UNITED SHOWS

WANT Ferris Wheel, Kiddie Rides, Loop-O-Plane, Girl Show, Wheel Show. PLACE any Show with own outfit. Furl Shields either join now or communicate immediately. PLACE legitimate Concessions, Photo Gallery, Fish Pond, Hoop-La, Shooting Gallery, Custard, Ringo, Ball Games, Mitt Camp, Free Acts. Murphy and Gilligan want Agents. Ball Ground, Ga., this week.

# WANTED

RIDE HELP. Must be sober and reliable. Write MRS. HOWARD RINARD, Everett, Pa.

# SECRETARY WANTED

Martin and Evelyn Wirth wire ma. AL C. HANSEN, Lincoln, Ill., Week May 3.

# JIMMIE McGEE or JACK ARNOLD

Communicate with me at once. Boston, this week; Washington following. Mother oked. VELMA.



**REVISED WHOLESALE CATALOG SHOWS**  
4000 Fast Sellers, 260 Pages of World-Wide Bargains.  
15 New Selling Plans, 30 Money Making Ideas.  
New creations phenomenal sellers, outstanding values—all from one source of supply. Illustrated in our Catalog. Send for it today.  
SPORS CO., 537 Erie St., Le Center, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# City Ordinance Held Up To Determine State Law

MILWAUKEE, May 1.—Circuit Judge Daniel W. Sullivan April 23 signed an order restraining the city from enforcing the new anti-pinball ordinance, which was to become effective May 1. Claiming the ordinance is contrary to the public policy of the State, 32 owners or lessees of pinball machines petitioned the court to declare it void and unconstitutional, to declare that the city lacks authority to prosecute and confiscate under it and to enjoin the city permanently from enforcing it. If the court takes under advisement the plea for a temporary injunction the restraining order probably will be continued pending a decision.

# H-W WINS

(Continued from page 3) to have been played April 27 but had to be passed up because of a muddy lot. At the first matinee in Cincy there was a three-quarter house and at night people were on straw in front of the blues, with but few vacancies in the reserves. At the Sunday matinee straw again was used at the blues and in the evening the tent was filled with the exception of one section. The performance made a great impression with the circus-goers.

Manager Bary is fast whipping his organization into shape and inquiries revealed that the personnel is certainly "with it and for it." The trouperes are greatly enthused over the fact that there is another big railroad show in the field.

# RINGLING-BARNUM

(Continued from page 3) New York can take a longer engagement. Before departing for the Hub City circus and Garden got together and planned for an additional week next year, beginning as usual early in April. Although figures are not available, it is believed that the 1937 date tops all others from a business standpoint. Last year was the largest since the tremendous 1929 stay, running approximately 11 per cent ahead of the previous year. Reports from Boston Saturday were that the advance sale for the engagement in that city is the largest in years, running approximately 65 per cent ahead of 1936. Balance of show, including most of the rolling stock, horses and other road equipment, is due in Brooklyn Wednesday. Show opens its canvas tour in that city May 10.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# SAVE WITH VEMCO

**SACRIFICE!**  
16 Do Re Mi Z-Tone Phonographs Like New  
ONLY \$137.50 EACH

**MILLS BLUE FRONTS**  
With Check Separator and Mint Vender.  
Guaranteed Like New Perfectly Reconditioned. Wire Your Order while they last. Enclose \$10.00 Deposit with wire.  
\$69.50 EA.  
Dark Cab. \$74.50  
Light Cab.



**WHILE THEY LAST**  
40 Slightly Used Mills Nickel Blue Front Mystery Gold Award Bells Like New  
Only \$57.50 Each

**MILLS SILENT F. O. K.**  
GUARANTEED PERFECT  
Instant shipment. Wire \$10.00 Deposit with Your Order. Write for Complete List!  
\$39.50 EACH



**500,000 Used Phonograph Records**  
OUR SELECTION—NO TWO ALIKE. PACKED 100 TO PACKAGE. 100 for \$3.00. Certificate of remittance in full required with order. CLOSEOUT BARGAINS IN 1-BALL PAY TABLES—SLOT MACHINES—PIN GAMES—OTHER GAMES.

**1-BALL AUTOMATICS**

Western Occanute	\$3.50
Western Put 'N Take	\$3.50
Big Red Arrow	\$3.50
Pacific Eclipse	\$3.50
Bally Jumbo (Cash)	\$18.00
Bally Jumbo (Ticket)	\$18.00
Bally Prospector	\$18.00
Keeney Mammoth	\$18.00
Exhibit Top Row	\$18.00
Mills Double Header	\$18.00
Rock-Ola Alamo	\$18.00

**MULTIPLE AUTOMATICS**

Traffic, 5 Balls	\$3.50
Match Play, 2 Balls	\$3.50
Big Red Arrow	\$3.50
Liberty Bell, 10 Balls	\$3.50
Bally Sky High, 5 Balls	\$15.50
Keeney Big Five, 5 Balls	\$15.50
Mills Position, 5 Balls	\$15.50
Rambler (Cash), 5 Balls	\$15.50
Rambler (Ticket), 5 Balls	\$15.50
Golden Harvest, 10 Balls	\$15.50
Golden Harvest (Ticket), 10 Balls	\$15.50
Jennings Fjicker, 4 Balls	\$15.50
Mills Ten Grand, 2 Balls	\$28.50
Mills McCoy, 2 Balls	\$28.50

**SLOT BARGAINS**

Mills Neighbors	8.00
Rock-'Em-Up	18.75
Rock-Ola Totalities	8.75
Rock-Ola Big Games	5.50
Rock-Ola Bomber	4.75
Shyvers Round in	12.00
System	3.75
Sensation Special	4.75
Scrimmage	6.00
Hi-Lite (new style)	11.00
Zip	3.50

**A.B.T. Grub Stake**

Bally Blue Bird	\$24.50
Bally Bonus	\$24.50
Bally Hulaah	\$24.50
Bally Peerless	\$24.50
Gottlieb Brokers Tip	\$24.50
Gottlieb Daily Races	\$24.50
Gottlieb Derby Day	\$24.50
Gottlieb Skill Roll	\$24.50
Keeney Grand Slam	\$24.50
Keeney Valvet	\$24.50
Pamco Chase	\$24.50
Pamco Galloping Plus	\$24.50
Pamco Pinch Hitter	\$24.50
Rock-Ola Credit	\$24.50
Pamco Parlay, Jr.	\$24.50
Pamco Roll Stars	\$24.50

**NOVELTY PIN GAMES**

A.B.T. Archers	\$22.00
All American Foot ball	7.50
A.B.T. Autodarts	7.50
Bally Lights Out	12.75
Pacnet Bole	17.00
Double Nugget with payout register	11.50
Budget	6.00
Country Club	10.50
Daval Totalizer	18.00
Daval Excel	18.00
Draw Ball	10.50
Exhibit Ticket Game	10.00
Geno Champs	7.50
Harvest Moon	8.75

**SLOT BARGAINS**

Mills Nickel War	Each
Eagle Boils	\$48.00
Mills Lionel	\$48.00
Nickel Goose Neck Bell	\$7.50
Mills Nickel Regular	\$5.00
Golden Vendors	\$5.00
Mills Penny Sky scraper Vendors	\$2.50
Mills Penny Blue Vendors	\$5.00
Golden Vendors	\$5.00
Jennings Penny Little Duke Vendors	\$15.00
Pace Penny Corner Twin Jackpot Side Vendors	\$7.50
Waiting Nickel Single Jackpot Front Vendors	\$3.50
Waiting Nickel Single Jackpot Front Vendors	\$2.75
Waiting Penny Twin Jackpot Front Vendors	\$2.50
Waiting Penny Twin Jackpot Front Vendors	\$9.50
Waiting Twin Jackpot Front Vendors	\$2.50

**TERMS** One-Third Certified Deposit MUST Accompany all orders. We ship Balance C. O. D., P. O. B. Fayetteville. WRITE FOR NEW COMPLETE MONEY-SAVING LIST OF ALL LATEST AND BEST GAMES!

# THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

# SALESBOARD OPERATORS AGENTS—DISTRIBUTORS

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**A SENSATIONAL CAMERA AND PROJECTOR DEAL ON A FAST MOVING SALESCARD**

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16 m.m. Movie CAMERA F. 4/5 lens and Professional Amateur Type 16 m.m. MOTOR DRIVEN PROJECTOR (400-Foot Reel)

**QUICK ACTION BIG PROFITS**



Never before has a deal like this been offered. The Irwin Camera is the biggest buy on the market today and compares favorably with the most expensive cameras made. With everyone taking pictures now the demand for this camera will be tremendous. Be The First In Your Territory To Work This Deal.

SEND FOR FREE SAMPLE SALESCARD AND FULL DETAILS

**GRAND SALES 1472 Broadway, N. Y. C.**

Advertise in The Billboard—You'll Be Satisfied With Results

# "WELCOME BACK"—JOE FISHMAN

To again head our organization that you made world famous. We're ALL WITH YOU 100 Per Cent!  
**AMALGAMATED VENDING MACHINE OPERATORS ASSN., INC., 1841 BROADWAY, NEW YORK CITY**

There's a Big Job for You To Do, Joe—and We  
 Know You're the right man to do it right.

Best Wishes From Bally and Myself  
 We're With You 100%

**John A. Fitzgibbons**

**FITZGIBBONS DISTRIBUTORS, INC.**

453 West 47th Street, N. Y. C.

Best Wishes to You, Joe—and Congratulations to  
 Amalgamated on Getting You Back

**DAVAL MANUFACTURING COMPANY**

200 So. Peoria Street, Chicago, Ill.

Modern Vending Company joins with all New Yorkers in  
 wishing you good fortune in your return to Amalgamated  
 Vending Machine Operators' Assn.

**NAT COHN ★ IRVING SOMMER ★ HARRY ROSEN**



656 Broadway, New York City

**JOE—**

Brooklyn Operators join everyone in New York City in  
 welcoming back one of the foremost men in the amuse-  
 met machine industry—you can depend upon us to  
 co-operate with you and Amalgamated all the way.

**GREATER N. Y. VEND. MACHINE OPERATORS ASSN.**  
 186 Joralemon Street, Brooklyn, N. Y.

More Power to

**JOE FISHMAN**, and Don't Forget **Electropak** Can Supply It

**ELECTRICAL PRODUCTS COMPANY**

6535 Russell Street, Detroit, Mich.  
 N. Y. Office—3 West 29th Street, N. Y.

Best of Luck, Joe  
 We All Have Confidence in You Because Your Ability Has  
 Been Tested and PROVED

**GEORGE PONSER**

**GEORGE PONSER COMPANY**

1140 Broadway, New York City  
 11-15 East Runyon Street, Newark, N. J.  
 900 North Franklin, Philadelphia, Pa.

Good Luck to You, Joe,  
 On Your Return to Amalgamated  
**Charles Aronson — Jack Kaufman**

**BROOKLYN AMUSEMENT COMPANY**

now located at  
 8-10 Varet Street, Brooklyn, N. Y.  
 Evergreen 8-4732

On Your Previous Record Your Future Success is Assured  
**BILL RABKIN**

**INTERNATIONAL MUTOSCOPE-REEL COMPANY, INC.**  
 516-20 West 34th Street, N. Y.

A Good Move for the Industry  
 . . . We're All Glad To See You Back on the Job

**GENCO, INC.**

2625 N. Ashland Ave., Chicago, Ill.

We Say, "WEL"come Back, Joe . . . and Know You  
 Will Do "WELL" for the Industry's WELfare

**H. ROSENBERG COMPANY**

158 St. Nicholas Avenue, New York City

It's Good News To Have You Back With Amalgamated  
 We're With You 100%

"Hymie"

**BUDIN'S SPECIALTIES, INC.**

174 So. Portland Ave., Brooklyn, N. Y.

Bottoms Up, Joe; Here's Wishing You the Best—

**BABE KAUFMAN**

250 West 54th Street, N. Y. C.

Me, Too—

Good To See You Back

"MIKE"

**MIKE MUNVES CORP.**

145 Park Row, New York, N. Y.

*Lots of luck goe!*

No one individual has done more for the coin machine industry in the East than you. You have devoted your efforts to the welfare of the Eastern Operators unselfishly. You have denied yourself the pleasure of personal friends, and the company of your own family. Your tact in dealing with operators' problems—your understanding of those problems, and your great executive ability in directing Amalgamated Association is unparalleled. Your giving up of other interests to answer Amalgamated's call is indeed one of the most commendable things ever done by anybody in the coin machine industry. We all owe you a vote of thanks and we want you to know that every member of the Pacific organization is ready and glad to co-operate with you at any time in any way.

**PACIFIC MFG. CORPORATION**  
 4223 Lake Street • Chicago  
 Los Angeles Office 1320 S. Hope St.

**Magic Lamp Opens Eyes to Profits**

CHICAGO, May 1.—“Not only has our payout game, Magic Lamp, revived player interest on locations,” reports Ray Becker, sales manager for J. H. Keeney & Company, “but it has also opened the eyes of operators to the fact that new progressive ideas in games will keep their profits constantly mounting.”

“This is the first game to employ the electronic beam principle in a one-ball odds-changing play,” Becker says, “In addition, its high and low-score awards have proved to possess genuine appeal. A single hit, for example, pays 82. The appeal of the game is further intensified by the replay hole on the playing field which, when made, permits the player to add to his high score.”

“We have received many compliments,” states Becker, “on the originality of the idea featured in Magic Lamp and on the fool-proof construction of the game. One of the most unusual compliments came from an operator who maintains that for the first time in many years the appeal of a game has held his attention for more than a few test plays. This operator reports that the many Magic Lamps he now operates have already paid for themselves, and he is placing additional games on locations as soon as he can get them. He expects profits on the game to out-distance anything ever before earned by a payout table.”

Officials of the company said that production on the game is fast approaching a payout record. They point to the fact that this is really astonishing when you consider how successful other Keeney payout tables have been.

**Alligators Are Punk in Pinball**

CHICAGO, May 1.—Willie Blatt, president of the Supreme Vending Company, of New York, was the victim of one of Al Douglis' practical jokes while visiting the Daval plant the other day.

Douglis brought home a pocketful of baby alligators from Florida, and

while Blatt was playing one of the machines in the Daval factory Douglis slipped an alligator into the coin chute. Upon releasing the plunger Blatt found that he was shooting an alligator instead of a ball and that the alligator didn't like the idea of contacting the bumper coils at all. In fact, the animal simply curled up at the top of the playing board and went to sleep. The shot set a record for the lowest score on the new Daval game Boo-Hoo.

It is reported that Blatt dreamed of alligators shooting from plungers for days afterwards and is trying to figure out some way of incorporating the idea into a new game.

**Big Advances in Electrical Units**

DETROIT, May 1.—“Altho operators are well aware of the value of Electropak

and its associated power supply and control units, too few of them realize what is back of the successful operation of their equipment,” maintains A. B. Chereton, president of the Electrical Products Company.

“Operators have long recognized Electropak as one of the basic factors in profitable operation,” continued Chereton. “Perhaps they vaguely realize what goes into the production of the product, but those who have inspected our plant know that Electropak is the result of hard, painstaking labor. Intensive experimentation and research were carried on before the first unit was tested. With that first unit as a basis our engineers kept on experimenting and improving the pack. The dependable unit now in universal use is the result of this costly research.”

“After years of experimentation,” he



THIS IS THE DEMONSTRATING MODEL of the Rock-O-Ball bowling alley on exhibition in the display room at the large Rock-Ola plant, showing the triple-score feature.

**ANNOUNCING**

**DIXIE BELLE**

**3 JACKPOTS**

- Regular Jackpot
- Active reserve (concealed)
- Permanent visible reserve

Jennings announces a new check machine with a new idea—the permanent visible reserve jackpot. Southern operators gave it an exhaustive try-out for months, say it's the greatest yet in player appeal. The permanent reserve is always full, always tempting. Built with the famous Chief mechanism.

Write for our special 10-day trial proposition on Dixie Belle

**O. D. JENNINGS & COMPANY**  
 4309 WEST LAKE STREET, CHICAGO, ILLINOIS

*Midwest Most Reliable Distributors*

**McCALL SPECIALS**

LIVE WIRE (Bumper Type) \$22.50  
 SWINGTIME ..... 22.50  
 MADCAP ..... 7.50  
 HAPPY DAYS ..... 19.50

Complete Line of All Late-Type Bumper Games in Stock for Immediate Delivery.

**McCALL NOVELTY CO.**

**SAVE MONEY**

**DEAL WITH SUPREME**

MAD CAP	9.50
BOLD	7.50
DRAW BALL	7.50
EXOEL	9.00
SHORT BOX	9.50
NECK 'N' NECK	9.50
RUGBY	9.50
ROUND 'N' ROUND	9.50
ROUND 'EM	9.50
HOLD 'N' BLUE	19.50

Orders UNDER \$10.00 FULL CASH. Over 1/3 Deposit, bal. C. O. D. f. o. b. N. Y. WRITE FOR FREE COMPLETE LIST NOW!

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# RE-PLAY

5 BALL BUMPER SPRING NOVELTY GAME!

## GOING GREATER DAY BY DAY!

Free Game Bumpers!  
Extra 100 Bumper!  
1 Game in 6 Free!

**ORDER NOW!**  
Immediate Delivery

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CHICAGO COIN CORP.  
1725 DIVERSEY BLVD. CHICAGO ILL.  
*Circle Address CHICAGO*

### Bulgarian Music Enjoyed by Ops

TOLEDO, May 1.—Though it was quite unplanned, the Markepp folks here had a regular Bulgarian music festival the other night. It all started this way. The company had consented to the storing of an old-time coin-operated piano in its warehouse, and when some of the employees found out about it a party was organized in no time.

The night of the party, however, it was discovered that there were only Bulgarian rolls for the old-time music maker. This had no effect on the party makers, for they danced Irish jigs, Hungarian chardos and German polkas to the Bulgarian airs in true festive fashion.

The merry-makers present at the party were Mr. and Mrs. Roy Kerr, Mr. and Mrs. Karl LaPlant, Mr. and Mrs. E. W. Defries, Mr. and Mrs. H. Sheffler, Mr. and Mrs. O. Fisher, Mr. and Mrs. K. Boetehler, Mr. and Mrs. Philip Leopold; Lee Evans and daughter, Thelma; O. McClure, H. (Brownie) Wahley, Frank LaPlant and Norman Fetzler.



### HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Cupped, Ass. Meltin Star Boxes, Cello. Wrapped.

Doz. \$1.20  
Per Carton of 4 Doz. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc. 50 East 11th St., New York City.

### Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY  
TIPECANOE CITY, OHIO

### THE MIGHTY HAAG

BIG THREE RING CIRCUS

Wants General Agent

Wire Morganton, N. C., May 7;  
Lenoir, N. C., May 8.

MRS. HELEN HAAG.

### GROVES' SHOWS

Opening Clinton, Ind., May 1 to 8.

Wanted People for Girl and Athletic Show or any show of merit, Legitimate Concessions, exclusive on Diggers and Palmistry. Will Book Loop-O-Plane, Circus Acts and White Musicians on salary.

Clinton, Ind., this week; Jasonville, Ind., week May 10.

### HAAG BROS. CIRCUS WANTS

Steward with circus experience, Billposters, Colored Musician, Dog and Pony Troupe, Clarinet for big show band, useful people write. Owingsville, 5; Morehead, 6; Mt. Olivet, 7; Flemingsburg, 8; all Kentucky.

### SPERONI SHOWS WANT

Minstrel Entertainers, Girl Show, Merchandise Concessions. Milan, Ill.

### SOUTHERN EXPOSITION SHOWS

Can place Shows that don't conflict; few more Stock Concessions, \$10.00. Can place Stock Concession Agents, handy men in all departments. Place Stock Wheels, \$10.00. Have Chair-o-Plane for sale. Route furnished to interested people. Address SOUTHERN EXPO SHOWS, Orange, Va., this week.

### HUGHEY BROS.

WANTS Ferris Wheel Operator. Must join at once. CONCESSIONS—Opening for Hoop-La, String Game, Fish Pond, Cigarette Gallery, Bowling Alley, Guess-Your-Weight Scales and Knife or Cane Rack. This week, Blue Mound, Ill.

### ORANGE STATE SHOWS

Book Girl Show, Cook House, one more Free Act. Williamsburg, Ky., week May 3d; London, Ky., next.

### FRISK GREATER SHOWS

WANT Ferris Wheel Foreman, Merry-Go-Round Foreman. Must know your business. Good salary. Clean-cut Man for Corn Game. CONCESSIONS—Lead Gallery, Cauly Floss, Hoop-La, Watch-La, American Palmist, others. No racket. Shows that are capable. Long season, 11 Faira, Colorado. Tiny Grounds, St. Paul, May 1 to 8; Northfield, Minn., 10 to 16.

### ROUTES

(Continued from page 35)

Marquis, Magician; (Grand) Ashland, Ky., 3-5; Welch, W. Va., 6; (Memorial) Mt. Vernon, O., 8; Oakland, Md., 10; Frostburg 11-12; (Perry) New Lexington, O., 16-17; Marine & Firestone Co.; Shawnee, Okla., 3-8; Cushing 10-15.

Malloy, J. R., Circus Revue; West Kittanning, Pa., 3-8

Nemars, Magicians; La Porte, Ind., 5; South Bend 6; Mishawaka 7-8; Elkhart 9-10.

Rleton's Show; Devereux, Ga., 4; Shady Dale 5-8; Newborn 7-8.

### REPERTOIRE

Billroy's Comedians, Billy Wehler's; Covington, Va., 5; Lexington 6; Staunton 7; Harrisonburg 8; Winchester 10; Martinsburg, W. Va., 11.

Ginnivan, Norma, Show; Fayette, O., 3-8.

Hayworth, Seabee, Players; Monroe, N. C., 4-8.

Obrecht, Christy, Show; Zumbrota, Minn., 5-8; Chatfield 13-15.

Tobert, Milt, Players; West Point, Miss., 5; Tupelo 6; New Albany 7; Corinth 8.

### CIRCUS AND WILD WEST

Barnes-Sells-Floto; Santa Rosa, Calif., 4; Eureka 5; Petaluma 7; Jackson 7; Willows 9; Chico 10; Marysville 11; Sacramento 12; Reno, Nev., 13; Alturas, Calif., 14; Klamath Falls, Ore., 15; Montague, Calif., 16.

Cole Bros.; South Bend, Ind., 4; Kokomo 5; Ft. Wayne 6; Lima, O., 7; Muncie, Ind., 8; Indianapolis 9-10; Terre Haute 11; Anderson 12; Richmond 13; Dayton, O., 14; Middletown 15.

Hagenbeck-Wallace; Mansfield, O., 4; Canton 5; Alliance 6; New Cass, Pa., 7; Pittsburgh 8; East Liberty, Pittsburgh, 10-11.

Hall's Animal; Dongola, Ill., 4; Cobden 5; Alto Pass 6; De Soto 7; Hurst 8.

Hinkle, Milt, Rodeo; La Fayette, Ind., 10-16.

Howe Bros.; Tompau, Nev., 7; Goldfield 8.

Mix, Tom, Sunbury, Pa., 4; Hazleton 5; Wilkes-Barre 6; Scranton 7; Binghamton, N. Y., 8; Syracuse 10.

Palack Bros.; (Convention Hall) Hutchinson, Kan., 3-8; (City Aud.) Topeka 10-15.

Ringold Bros. and Barney & Bailey; (Boston Garden) Boston 3-8; Brooklyn 10-15.

Roberts; Mt. Holly, N. J., 4; Palmyra 5; Williamstown 7; Swedesboro 8.

Royal Bros.; Wink, Tex., 4; Kermit 5; Jal. M., 6; Eunice 7; Hobbs 8.

Scal Bros.; Scott City, Kan., 4; Oakley 5; Wakeeney 6; Hill City 7; Hoxie 8; Goodland 10-11.

W. F. A.; (Ridgewood Grove Stadium) Brooklyn 9-11.

### CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo; Stone Mountain, Ga.

Air-Expo.; Norfolk, Neb., 8-15.

American Expo.; Lincoln, Mo., 10-15.

Anderson-Strader; Wichita, Kan.; Lyons 10-15.

Atlas; Nokomis, Ill.

B. & V.; Wallington, N. J.

Beh, O. J.; South Glens Falls, N. Y.; Corinth 10-15.

Bantley's All-American; Du Bois, Pa.; Punt-sutawney 10-15.

Barfield's Cosmopolitan; Griffin, Ga.

Barker; Hillsboro, Ill.; Pontiac 10-15.

Barknot Bros.; (Armory Lot) Toledo, O.; Sylvania 10-15.

Bazin, Wm., & Sons; St. Paul, Minn.

Beckmann & Gerety; (Kingshighway & Natural Bridge) St. Louis, Mo.; (Grand & La-Clède sts.) St. Louis 10-22.

Bee, F. H.; Springfield, Tenn.

Blue Ridge; Bulls Gap, Tenn.

Broadway Shows of America; Reading, O.

Brown Novelty; Rochelle, Ga.

Buck, O. C. Expo.; Stamford, Conn.

Buckeye State; Marion, Miss.

Bullock Am. Co.; Jefferson, N. C.

Byers & Beach; Fulton, Mo.

Byers Greater; Union, Mo.

Carlson; Carrollton, Mich.

Castle's Union; Mt. Airy, Ark.

Centanni; Passaic, N. J.

Central State; Ellinwood, Kan.; Russell 10-15.

Cetlin & Wilson; Winston-Salem, N. C.

(See ROUTES on page 96)

WISCONSIN DELUXE CORPORATION

1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

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FLASH SERVICE

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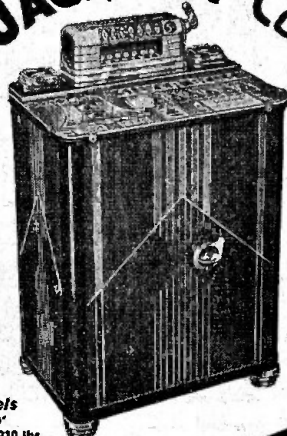
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### CETLIN & WILSON SHOWS

Want Piano Player, white, that can read, fake and transpose. Art Parent, answer. Want experienced Workingmen. All legitimate Concessions open. Address, this week, Winston-Salem, N. C.

**SEVEN JACK POT** Combinations



Both Models  
38" x 36" x 15"  
Shipping Weight 210 lbs.

**EXHIBIT'S RACES**  
The World's Finest Race Machine

**SILVER BELLS**  
The World's Greatest Jack Pot Bell Machine

**Positively....**

the world's finest coin machines. Nothing can equal the money getting power of these great machines. 3 spinning reels—7 separate jack pot combinations—7 coins per game means 7 times the profit. For mechanical perfection—for money making ability—for genuine quality—we guarantee you'll agree that Silver Bells and Exhibit Races are positively the World's greatest and finest coin machines. Silver Bells has Bell machine fruit symbols on its 3 spinning reels—Exhibit Races has race track symbols and pays on Win, Place, Show, and Purse. Demand these greatest of all Profit Producers from your jobber or write today for complete details.

**NOTE:** For special territory we can furnish with Ticket Payout.

**SEVEN JACK POT COMBINATIONS**

**SEVEN COINS PER GAME**

**SEVEN TIMES FASTER PLAY**

**SEVEN TIMES the PROFIT**



**EXHIBIT SUPPLY COMPANY 4222 WEST LAKE STREET CHICAGO**

**BROADWAY SHOWS OF AMERICA**

Will furnish complete Side Show. What have you? Can place one small Grind Show at 25%. Want Concessions of all kinds. Rates reasonable. Can use capable showmen and help of all kinds in all departments. Reading, O., week May 3; Chillicothe, O., week May 10. Address all mail and wires as per route.  
H. C. SMITH, Mgr.

**New Distributor For Kalamazoo**

KALAMAZOO, Mich., May 1.—A newcomer into the local distributing field is the Kalamazoo Coin Machine Sales Company, headed by Ernie Defries. Defries is well liked by operators in Western Michigan and has contracted to represent most of the prominent manufacturers in this territory. Assisting him in the new firm are N. A. Roberts, as cashier, and Helene Matnic, as secretary, both of whom are well known to Ohio and Michigan coinmen.

According to Defries, his firm will handle a large assortment of the popular games and will maintain a well-equipped service department, of which R. F. Roberts will be in charge. Company has purchased hundreds of used games and slots and is reconditioning them for resale to operators for resort locations. Firm will also carry a complete line of parts, salesboards and tickets. Defries states that everything possible has been done to make his firm one of the most up-to-date in the field.

**DIVORCES**

(Continued from page 79)  
Chips, from Alice Helen Brown Hilton, of London, at Juarez, Mexico, recently.  
Margaret Shelby Fillmore Flynn from Emmet J. Flynn, film producer-director, in Los Angeles recently.  
Jacklyn Roth Cudahy, actress, from Michael John Cudahy in Los Angeles recently.  
Gladys Cooper, actress, from Sir Neville Pearson in London April 26.  
Margery Feist Nast from Myron C. Nast, film director, at Reno April 24.  
Norma Dorothy Stone, nonprofessional, from Luther H. Love, Philadelphia musician, April 20 in Atlantic City.

**TILLEY SHOWS WANT**

Sensational High Free Act, Mechanical Show, Illusion Show or any meritorious attraction with or without own outfit, Merchandise, Wheels, experienced Ride Help. Address East Peoria, Ill., until May 15.

**WANTED**

Tilt-a-Whirl, Chairplane, Pony Track, Penny Arcade, Pit Show and one more Bally Show with own outfit. WANT legitimate Concessions. HENRY J. POLLIE, this week, Grand Rapids, Mich.; week May 10, Kalamazoo; Battle Creek and Lansing follow.

**WANTED**

CONCESSIONS: Duck or Fish Pond, Devil's Bowling Alley, Country Store, Ball Game, RIDE HELP: All Kinds, Foremen for Merry-Go-Round and Chairplane. JERE SHAW, this week, Bardonia, N. J.

**BADGER NOVELTY COMPANY**  
NOVELTIES PREMIUMS SPECIALTIES

**ITS READY NOW!**  
Send for a Copy and Save Money  
Our new catalogue containing thousands of new items—Novelties, Concessional Goods, Specialties, Sales-boards, Premiums, Imported and Domestic Merchandise—at remarkably low prices.  
ONE DAY SERVICE.  
DON'T FAIL TO SEND FOR YOUR FREE COPY TODAY.  
**BADGER NOVELTY Company**  
2546 N. 30TH STREET, MILWAUKEE, WIS.

**ATTENTION CARNIVAL MEN ATTENTION**  
AS USUAL THE LOWEST PRICES IN THE COUNTRY.  
**THE JOHN ROBBINS COMPANY**  
340-42 THIRD AVENUE, PITTSBURGH, PA.  
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.  
Slum of Every Description. No Catalogue.

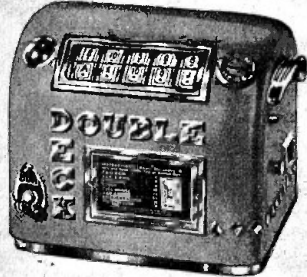
**WANTED FOR MODERNISTIC SHOWS, INC.**

RIDES NOT CONFLICTING. MERRY-GO-ROUND, FERRIS WHEEL, TILT-A-WHIRL, OCTOPUS, WATERPILLAR. ESPECIALLY WANT CHAIRPLANE, LOOP-O-PLANE AND KIDDIE RIDE.  
Win. Pink wants Tilt and Octopus Help. CAN USE Merry-Go-Round Foreman and Ride Help. WANT Showmen with or without own outfit. PLACE Preks for best-framed Ten-in-One on road. Will furnish capable Showmen New Tops and Fronts. Will give good proposition to Monkey Show and Motordrome. Concessions all open except Cook House and Diggers. WANT White Musicians for Concert Band, also Colored Musicians for Colored Band. Money out of office. NOTICE—I am a cleaning house. If you can tend to your own business and not an agitator or-booze hound, you are welcome.  
R. O. McCARTER, General Manager, Modernistic Shows, Inc., Middlesboro, Ky., This Week.

**WINTERS EXPOSITION SHOWS**

ON THE BOUNDING WAVES TO SUCCESS.  
MAY THE 15TH, INCLUSIVE, TWO BIG SATURDAYS.  
WANTED for 20 Weeks of the Best Towns and Auspices in Western Pennsylvania and Ohio, 12 Big Fairs to follow. CAN PLACE Loop-o-Plane, Octopus, Rides, also Shows not conflicting. WANTED—Ten-in-One, Mechanical City, Monkey Speedway, Motordrome, first-class Hawaiian Troupe, Animal Show, Wild Cream, Candy Apples, Floss Machine, Scales, Pitch-Bill-You-Win, Devil's Bowling Alley, Dart Gallery, WANT Girls for Girl Revue, Minstrel People that can double Brass. Talkers wanted. Happy Bounding-home wants Agents. FOOT BALP—One Clubhouse in A-1 condition. Address all mail to HARRY H. WINTERS, WINTERS EXPOSITION SHOWS, Canonsburg, Pa.

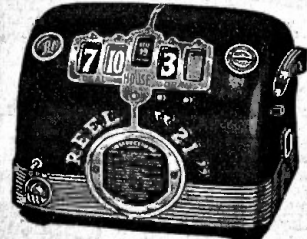
**START THE SUMMER WITH THE WORLD'S 4 GREATEST PROVEN COUNTER GAMES ON 7 DAYS' FREE TRIAL**



DaVal's Newest Hit! Double Decker on All Locations! Deals Double Poker Hand, giving Player's 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 10 Cigarette Play Counter Game #1711! 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" "stotily" 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

**DAVAL MANUFACTURING CO. 200 SOUTH PEORIA ST. CHICAGO**

**Operators' Meeting**

By BEN WITT

On Tuesday nights Philadelphia coin machine operators gather in the grand lounge of the Majestic Hotel for the general meeting of the Philadelphia Coin Machine Operators' Association. Much useful information and many excellent ideas come to light in the interesting discussions that usually take place before the formal meeting gets under way.

At 9 p.m. President Marty Mitnick raps his gavel and the meeting comes to order. Portly Jack Brandt reads the minutes and the committee reports follow. Discussion of the business of the organization usually finds many members seeking the floor to express their views. Some lively arguments result as one member heatedly opposes or favors a motion made by one of the other members.

Eddie Richter is a stickler for correct form and is instantly galvanized into action at the slightest deviation from correct parliamentary procedure. Meyer Frank is always good for an outburst whenever "chiseling" is referred to, and Joe Brown, the loquacious sergeant at arms, invariably forgets to maintain order in his own eagerness to be heard.

The meeting usually adjourns at 12 p.m., altho many members stay later to discuss at further length many of the views expressed at the meeting. By 1 a.m., however, the lounge is deserted and all of the members of the PCMOA have returned home with the feeling of having spent a profitable evening discussing their business problems.

**ROUTES**

(Continued from page 94)

- Christ United: Ashland, O.; Mt. Vernon 10-15.
- Cliff's Expo.: Canonsburg, Pa.
- Coleman Bros.: New Britain, Conn.
- Colley, J. J.: Chandler, Okla.
- Conklin's: Hamilton, Ont., Can.
- Corey Greater: Johnstown, Pa.; Phillipsburg 10-15.
- Cory Greater No. 2: St. Michael, Pa., 10-15.
- Cosmopolitan: Griffin, Ga.
- Cote's Wolverine: Mt. Clemens, Mich., 3-5; Royal Oak 8-16.
- Crowley's United: Leavenworth, Kan.
- Cumberland Valley: Winchester, Tenn.
- Cunningham Expo.: Woodfield, O.
- Carl Greater: London, O., 15-23.
- Crystal Expo.: Damascus, Va.; Marion 10-15.
- Dalley Bros.: Sedalia, Mo.
- The Luxe Shows of America: Baltimore, Md.
- Dick's Paramount: Central Falls, R. I.
- Dixie Expo. & Ala. Am. Co.: Demopolis, Ala.
- Dixie Model: Princeton, W. Va.; Gary 10-15.
- Dixie Belle: Owensboro, Ky.
- Dodson's World's Fair: Charleston, W. Va., 10-15.
- Douglas Greater: Centralia, Wash.; Olympia 10-15.
- Dyer's Greater: Fortnelt, Mo.
- E. J. Co.: St. Boniface, Man., Can., 12-15.
- Eddy Bros.: Chester, Pa.
- Evangeline: Wilburton, Okla.; Eufaula 10-15.
- F. & M.: Milton, Pa.; Danville 10-15.
- Fair at Home: Pompton Lakes, N. J.
- Fairly-Martone: Boonville, Mo.; Granite City, Ill., 10-15.
- Frisk Greater: St. Paul, Minn.; Northfield 10-15.
- Funland: Franklin, Tenn.
- Georgia Attra.: Gray Court, S. C.
- Gold Medal: Cairo, Ill.; Vincennes, Ind., 10-15.
- Golden State: Modesto, Calif.
- Gooding, A. W.: Barberton, O.
- Gooding Greater: Springfield, O.
- Gooding, F. E.: Plaqu, O.
- Goodman Wonder: Knoxville, Tenn.
- Greene Eastern: Downingtown, Pa., 10-15.
- Great Olympic: Beaver Dam, Ky.
- Great Superior: Hoopston, Ill.
- Greater Expo.: Streator, Ill.
- Greater United: Duncan, Okla.
- Groves Am. Co.: Clinton, Ind.
- Hames, Bill: Cushing, Okla.
- Hansen, Al C.: Lincoln, Ill.
- Happy Attrs.: Coshocton, O., 1-9.
- Harris: Kokomo, Ind.; Huntington 10-15.
- Heller's Acme: Manville, N. J., 2-9.
- Heras Bros.: East St. Louis, Ill.
- Heth, L. J.: Bowling Green, Ky.; Hendersonville 10-15.
- Hildebrand United: Ukiah, Calif.; Eureka 10-16.
- Hodge, Al G.: Danville, Ill.; Bloomington 10-15.
- Honest Bert's: Rock Island, Ill., 1-6.
- Howard Bros.: Glouster, O.
- Hughey Bros.: Blue Mound, Ill.
- Hurst, Bob: Mt. Pleasant, Tex.
- Hyde, Eric B.: Harriman, Tenn.
- Hyde Park: Decatur, Tex.
- Imperial United: Russellville, Ky.
- Island Exhn. Shows: East Northport, L. I., N. Y.
- Jackson Midway: Bathurst, N. B., Can., 10-16.
- Jones, Johnny J.: Expo.: Washington, D. C.
- Joyland: Pontiac, Mich.; Lansing 10-15.
- K. G. Am. Co.: Sullivan, Mo.
- Kaus United: Norristown, Pa.
- Kennedy Greater: Barstow, Calif., 3-9; Las Vegas, Nev., 10-16.
- Keystone: Waynesboro, Pa.; Glassmere 10-15.
- Legasse Am. Co.: Worcester, Mass., 12-23.
- Landes, J. L.: Eldorado, Kan.; Newton 10-15.
- Lang, Dee: Edwardsville, Ill.
- Latip: Whiteside, W. Va.
- Lawrence, Sam: Plasterco, Va.
- Lewis, Art: Ansonia, Conn.
- Liberty National: Earlington, Ky.; Dawson Springs 10-15.
- McClellan: Belleville, Ill.; E. Alton 10-15.
- McKee Am. Co.: Skiatook, Okla.

**The New A.B.T Silent TARGET SKILL MODEL F**



with the Silent Clock Motor

**Provides MORE PLAY-GREATER PROFITS on Your! COUNTER GAME LOCATIONS!**

ONLY **\$39.50**

10 or 5c Play Optional, Small Extra Charge for Vendor Counter, Vendor Model at Slight Additional Cost.

TARGET SKILL, the counter pistol game with big rifle range appeal and earning power, incorporates 8 superior features that insure constant player appeal, consistent ever growing profit and permanent trouble-free operation!

- NO ELECTRICITY—NO BATTERIES!**
1. SKILL PLAY.
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  4. 5 MOVING TARGETS.
  5. 10 SHOTS FOR ONE COIN.
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  7. MODERN CABINET DESIGN (Flashy Red and Yellow Cabinet).
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Hundreds of "Up to the Minute" Merchandise Values — Lamps, Clocks, Blankets, Radios, Chromeware, Plaster, China, Cans, Slum and Novelties.

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**JUMBO GIVE-AWAY CANDY**

PACKED 200 TO CARTON, \$2.00 PER CARTON. 1,000 PACKAGES, \$10.00.

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Our Candy is Guaranteed to Stand Up in All Weather.

**MARVEL CANDY CO., INC.**  
101-103 Wooster Street, New York City.

**MODEL SHOWS WANT**

FOR LYNCH, KY., Week May 10 and Balance of Season, With 14 Bona-Fide Fairs—Colored Performers, Cornet, Trombone, Trap Drummer, Wire FATS ROBERTS. Salary from office. Grind and Bally Shows. Concessions, come on, except Corn Game, Cook House and Custard. Will book Octopus Ride, Acts for Real Side Show. Wire DICK HARRIS or E. B. BRADEN, New Taxewell, Tenn., this week; then Lynch, Ky.

**WANT STRONG SINGLE PIT ATTRACTION**

For One-Day Stand Truck Show Under Big Top, Operated Cafeteria Style Like Whale Show. Salary or percentage. Eats, Drinks, Horoscope, Photos open. No games allowed. Want Banner Man. Open May 12. Address TOL TEETERS, Congo Jim Jungle Circus, 505 Virginia, Wichita Falls, Texas.



**CONCESSIONA/RES! HERE IT IS!**

**SEND FOR IT TODAY!**

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If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Hustler, you simply can't afford to miss the hundreds of "money-makers" our New 1937 General Catalog presents. Don't fail to send for your Free Copy today!

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119 North Fourth Street  
MINNEAPOLIS MINNESOTA

\* CORN GAME OPERATORS  
\* PITCHMEN  
\* NOVELTY MEN  
\* AUCTIONEERS  
\* STREET WORKERS  
\* SPECIALTY MEN

McMahon: Marysville, Kan., 8-15.  
M. B. Am. Co.: Advance, Mo.  
Marks: Martinsburg, W. Va.  
Marlin's United: Wasco, Calif.  
Midwest: Santa Rosa, N. M., 7-9; Roy 11-15.  
Miller Bros.: Newcastle, Ind.  
Miner Model: Pennsburg, Pa.  
Model: New Tazewell, Tenn.; Lynch, Ky., 10-15.  
Modernistic: Middleboro, Ky.  
Nail: W. Smackover, Ark.  
New England: Stratford, Conn.  
Northwestern: Detroit, Mich.  
Oliver Am. Co.: St. Louis, Mo., 3-15.  
Page, J. J.: Harlan, Ky.; Logan, W. Va., 10-15.  
Pearson: Greenville, Ill.  
Peerless Expo.: Pomeroy, O.  
Pellie: Grand Rapids, Mich.; Kalamazoo 10-15.  
Reading's United: Lafayette, Tenn.; Portland 10-15.  
Regal United Am. Co.: Welectka, Okla.  
Rice Bros.: Ayer, Mass.  
Rogers & Powell Am. Co.: Hazelhurst, Miss.  
Royal American: Atlanta, Ga.; Memphis, Tenn., 11-15.  
Royal Palm: Decatur, Ala.; Scottsboro 10-15.  
Rubin & Cherry Expo.: Peoria, Ill.  
Santa Fe Expo.: Downey, Ida.  
Sheelsley Midway: Richmond, Ind.  
Shenandoah Valley: Glasgow, Va.  
Silver State: Pueblo, Colo.  
Sims Greater: Windsor, Ont., Can.  
Smith's Greater Atlantic: Chatham, Va.; Durham, N. C., 10-15.  
Snapp Greater: Baxter Springs, Kan.  
Sot's Liberty: Champaign, Ill.  
Sparks: Bucyrus, O., 3-8.

Spencer & Clark Expo.: Carnegie, Pa.; Dravosburg 10-15.  
Stanley Bros.: Columbia, Pa.  
State Fair: (9th, South & Main sts.) Salt Lake City, Utah, 4-9.  
Stoneman's Playland: Whitwell, Tenn.; Crossville 10-15.  
Sunset Am. Co.: Muscatine, Ia.  
Sutton: Alton, Ill., 3-8.  
Tomas Longhorn: Tyler, Tex.; Overton 10-15.  
Tidwell, T. J.: Monahans, Tex.  
Tilley: East Peoria, Ill.  
Tofel, Johnny: Pocatonic, Ill.; Rockton 10-15.  
Valley: Sugarland, Tex.  
Wade, R. H., Attrs.: Salem, O.  
Wade, W. G.: (West Port at Miller road) Detroit, Mich.; (Vernor highway at Waterman) Detroit 10-15.  
Wallace Bros.: Princeton, Ind.  
Ward, John R.: Humboldt, Tenn.; Memphis 10-15.  
Weer, M. R.: Benton Harbor, Mich.  
West Bros.: Am. Co.: Quincy, Ill.; Washington, Ia., 10-15.  
West Coast Am. Co.: Livermore, Calif., 6-9.  
West Coast: Coeur d'Alene, Ida.; Pendleton, Ore., 10-15.  
Pittsburg 11-17.  
West, W. E. Motorized: Fredonia, Kan.  
Western States: Greenville, Tex.  
West's World's Wonder: Wilmington, Dela.  
White City: Logan, Utah, 3-10.  
Wilson Am. Co.: Petersburg, Ill.  
Wilson's: Owosso, Mich.  
Winters Expo.: Carmichael, Pa.  
World of Fun: Honaker, Va.  
World of Mirth: Alexandria, Va.  
Work, R. H.: Gaffney, S. C.  
Yellowstone: Albuquerque, N. M.; Santa Fe 10-15.  
Zeiger, C. F., United: Cedar City, Utah; Salt Lake City 10-15.  
Zimdars Greater: Litchfield, Ill.; Danville 10-15.

**Additional Routes**

(Received too late for classification)

Baxter-Leonard Players: Trout Dale, Va., 3-8.  
Bentum, Bench, Diving Sensations: Chester, Pa., 3-8.  
Craig's Vaude Med Show: Portageville, N. Y., 3-8.  
Delmar, Hypnotist, Escapes: (Broadway) Burlingame, Calif., 3-8; (Blanco) Sunnyvale 9-10; (Blanco) Mt. View 11-13.  
McNally Variety Show: Stanfordville, N. Y., 3-8.  
Miller, Al H., Show: Ideal, Ga., 3-8.  
Webb, Capt. George: (Celebration) Marion, Ill., 3-8; (Celebration) Taylorville 10-15.

**DUQUESNE RODEO—**

(Continued from page 3)

closing session of the 10-day rodeo in Duquesne Garden. Event was climaxed with a mid-arena wedding and initiation of a local prize fighter into an Indian tribe. Despite rainy weather half the days, show grossed nearly \$30,000, doubling last year's take. Eighty-four contestants were entered.

Novel at any public entertainment and doubly so here because the rodeo is unique to steel-town people was the matrimonial ceremony performed for entrant Carlisle Morris, of Silver Gate, Mont., and Percyna A. Clark by Alderman Clarence E. Claggett astride a white steed. With the bride and groom attended by cowboy and cowgirl performers, rites were broadcast over WWSW, as well as brought to fans thruout the vast garden by means of amplifiers.

The new Indian tribesman is Pittsburgh's pugilist Billy Conn. He was inducted with formal rites into the Oneldas by former Carlisle College students playing here with Col. Jim Eskew's Band.

Awards, donated by city business houses in exchange for program advertising, were given by Garden Owner John H. Harris, in addition to the splits on \$2,000 prize money, to Mary Park for girls' bronk riding; Bill Sawyer, men's bronk riding; E. Pardee, calf roping; Odell Betzell, bulldogging; Curly



Combination Ticket Model and Automatic Payout.

**\$159.50**

**ELECTROPAK EQUIPPED**



**STONER CORPORATION**  
*Aurora, Illinois*

**COMING! SOON! BALL FAN**

Stoner's 1937 Series

IT HAS EVERYTHING! OPERATORS PRICE \$62.50

PERFECTLY RE-CONDITIONED PIN GAMES

Belo ..... \$ 7.00 | Hold 'Em. \$10.00 | Excel ..... \$7.50

Short Box. . . 8.50 | Neck 'n Neck 8.50 | Ticket Games 7.00

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items. 6 Col. Olg. Vendors.

**IF STONER makes it**

**AIR RACES**

STONER'S SENSATIONAL PAYOUT GAME

Immediate Delivery

**ATLAS sells it**

2201 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

Hatchell, steer riding, and Lloyd McFee, Lewis at Vets' Hospital, St. Paul's Orphans' Asylum and business men's Breakfast Club, rodeo is already being anticipated for next year in plans being formed by Harris promotion managers, George Tyson and Tom McKee.

Announcing Our New  
Pit Walk-Thru Show  
**EXECUTIONS**

**BEFORE YOUR EYES.**

**FOLLOW THE PRISONER TO THE CHAIR.**

The largest, finest, biggest money-getting Show we have ever made. 5 Banners, 50 Panels in beautiful Frames with 100 World's Greatest CRIME Scenes, all described, our new portable Electric Chair with lecture in pit featuring SUSANNA, THE GIRL WHO REFUSES TO DIE. A knockout. 25 new type Viewing Boxes with hair-raising scenes inside on colored glass, finest 30" Bally Cloth, etc. Show complete

**Only \$250.00**

This show is for all, including the very biggest Parks and Carnivals in the Worlds Wire or wall \$50.00 and Show will go out at once, remainder collect. 2% off for cash. Weight 850 lbs.

ORDER NOW, or write for information, which will include cuts, etc., and list of 6 other new Shows—Ohio and Mississippi Flood, G Men, NIDIST CAMP, Astrology, etc. ALSO Free List of big 8x10" actual photographs to FLASH Unborn, Hawaiian, Girl, Crime, Rodeo and Wild West Shows, on request.

**CHAS. T. BUELL & CO.**  
Box 306, Newark, O.

**WANT WILD WEST PEOPLE**

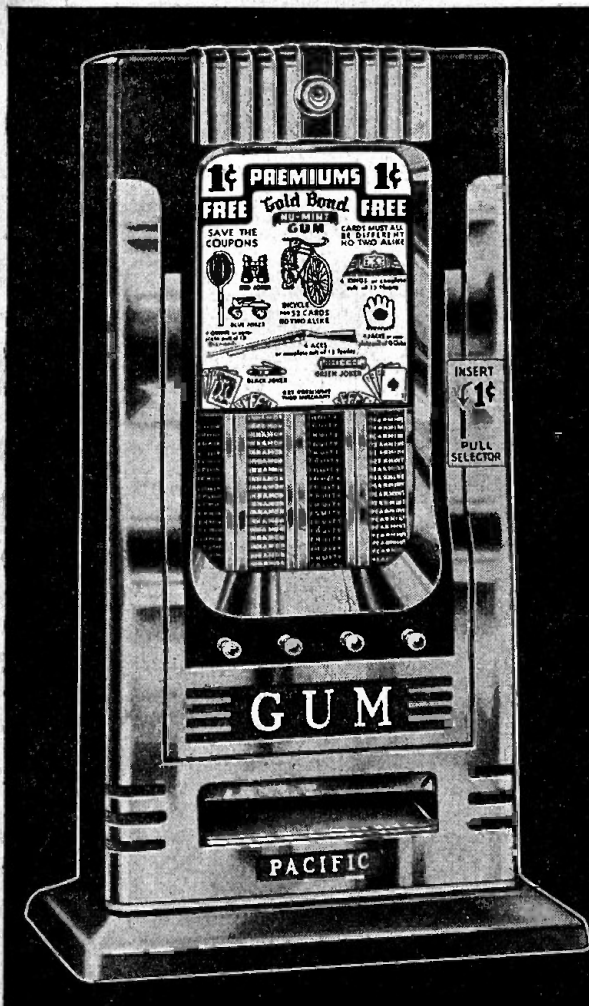
With Stock, 2 or 3 Indians, Wild Animal Acts, Seal Act, Pickard wire, Comedy Juggling Act, Billy Bearno wire. Any Acts suitable for arena. **KAY BROS. CIRCUS AND ART MIX WILD WEST**, Doylestown, Pa., Thursday: South River, N. J., Friday: Rahway, N. J., Saturday.

**WANTED FOREMAN**

FOR GLASS HOUSE.

Unless sober, capable and reliable do not apply. Ad. dress inclose.

**F. E. GOODING**  
Box 389, Columbus, O.



*Introducing!*

the **BIGGEST** Merchandising Idea in 10 YEARS . . . . .  
**Pacific's GUM MERCHANT**

About once every ten years, a good idea takes shape in the form of automatic merchandising that changes the old way of doing things. An idea that creates new sources of rich income for operators. Right today, Pacific's GUM MERCHANT is a bright and shining example of that very thing. It gives you a splendid vending product in the form of Pacific's "Gold Bond" Nu-Mint Gum. Two sticks. A choice of four delicious flavors. But of utmost importance, you and your customers get a plus value that will bring

for the **FIRST** time... **BIG** as well as **STEADY PROFITS**

premiums—gifts aplenty—merchandise awards on the surest, cleverest plan ever contrived. You profit on thousands of easy, quick repeat gum sales. You profit on the sale of merchandise which you and you alone control on Pacific's iron-clad award plan. The deal is all set up. Fool-proof! You can't miss! and Pacific's GUM MERCHANT is priced surprisingly low! Very low considering the prize ideas incorporated, which alone are worth your investment in Pacific's GUM MERCHANT machines. Better write, wire or phone your shipping instructions!

**PACIFIC MFG. CORPORATION**  
4223 LAKE STREET CHICAGO • Los Angeles Office 1320 S. Hope St.

**AVON BLASTS**

**THE BOTTOM OUT OF PRICES ON RECONDITIONED GAMES!**

All Machines are like **NEW** — Guaranteed **PERFECT**  
OUR PRICES ARE SO LOW THEY CANNOT BE ADVERTISED!  
Money-Saving Prices on New Games! Write for Confidential Price List!

SERVICE THAT MERITS SALES  
**AVON NOVELTY SALES CO.**  
5907 EUCLID AVE. CLEVELAND, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**Lemke Suggests Donating Games**

CHICAGO, May 1.—Henry C. Lemke, head of Lemke Coin Machine Company, Detroit, spent a few days in Chicago this week. Before leaving he announced the purchase of a large quantity of Bally's Eagle Eye target machines, made by Bally Manufacturing Company. Lemke explained that he is convinced of the value of target machines and that he plans to use the Bally target for his own operations. First shipment of the machines was to go forward this week. Lemke said that he is diversifying his operations to include the higher grade machines, turning more to targets, phonographs and similar machines. He said that during the past year he paid a higher income tax than in the previous five years, proof enough that the better grade machines pay the distributor to handle them and the operator to use them. "My firm contributed 25 used games to the Jewish children's home last week," Lemke said, "and we plan to donate about 40 more this week. I believe the trade should remove thousands of the table games from circulation by giving them to charities." Before leaving for Detroit, Lemke voiced his praise of the products made by the Bally and Stoner firms.

**Wires Protest on Movie "Expose" of Industry**

To the Editor: "Inclosed is a copy of a telegram which we sent to Paramount Pictures concerning its picture *King of Gamblers*. We would suggest that before producing another gambling picture or expose of the coin machine trade that the producers read "Meet the Coin Machine Man," by Leo J. Kelly, and the editorials in *The Billboard*. Thousands of operators and their families, manufacturers and their employees patronize motion pictures daily. "Why should Hollywood pick on our industry? Why not develop their tal-

ents for exposure, if any, toward the great percentage of fake tickets on foreign lotteries sold in this country?"

"For some reason marble tables have usually been called slot machines and for no good reason at all. These machines are a real source of amusement to young and old. They should not be classed as slot machines in any case, either in newspaper reports or in movie exposes.

"If such exposes continue there is no reason why the coin machine industry should not organize to expose some of the scandals of Hollywood.

"C. E. ARMSTRONG, Indiana."

*Midwest's Most Reliable Distributors*  
**\$5.00 ALLOWANCE**  
ON ANY COUNTER GAMES  
On the Purchase of  
**ZEPHYR - \$18.75**  
(Fruit or Cigarette Rolls)  
CALL NOVELTY CO.

**SPRING CLEARANCE**  
**JENNINGS CHIEF VENDERS**  
Serials 117000-119000 (Jack-Pot on Case) .....\$59.50  
Serials 120000-123000 (Jack-Pot on Mechanism) ..... 64.50  
SLIGHTLY USED—RECONDITIONED REFINISHED—LIKE NEW  
TERMS: 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. DALLAS.  
**FISHER BROWN**  
2702 ROSS AVE., DALLAS, TEXAS

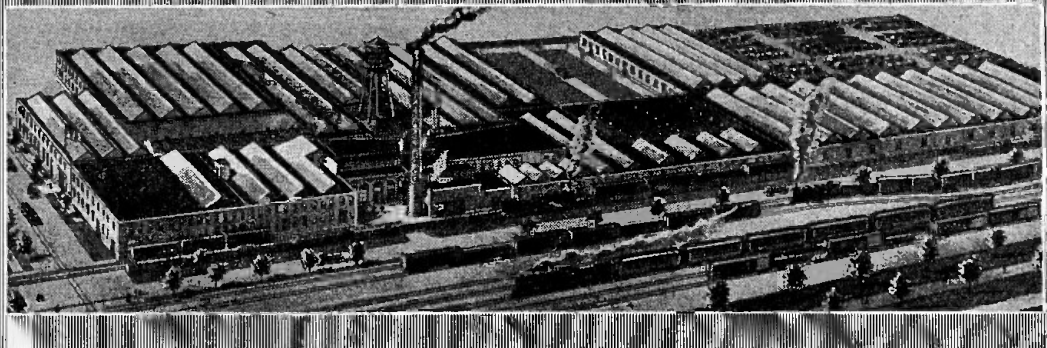
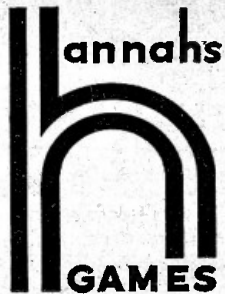
**ANOTHER SPORS SCOOP.**  
**RECAMIER**  
Successor To the Business Conducted By **HARRIET HUBBARD AYER**  
During the Year 1886-1887. Not Connected With Business Conducted Since 1907 by **HARRIET HUBBARD AYER.**  
Offers D248 Deal. Consists of: 1 Jar of Cold Cream, 1 Box of Face Powder, 1 Bottle of Perfume and 1 Lipstick. Quality Merchandise—repeat sales. Full Size Packages—expensive looking. Dealers welcome you. Sales Coupons for Above Deal, 85¢ a 1000.  
**SAMPLE DEAL 33¢, DOZ. 28¢ Each**  
SPORS CO., 537 Superior St., Le Center, Minn.

**IT PAYS TO DEAL WITH HERCULES**  
THRILLER ..... \$ 7.50  
SHORT BOX ..... 8.00  
GURRY ..... 9.00  
HOLD 'EM ..... 8.50  
HAPPY DAYS ..... 13.00  
RED 'N' BLUE ..... 27.50  
1/3 Cash Deposit, Balance C. O. D., F. O. B. Newark, N. J. Under \$10.00 FULL CASH WITH ORDER.

**HERCULES**  
MACHINE EXCHANGE, INC.  
1175 BROAD ST. NEWARK, N.J.

**BLOOD PRESSURE**  
COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.50. Send for illustrated circular. **LAUFMANOMETER CORP.**, 4522 Park Ave., New York City.  
End your correspondence to advertisers by mentioning The Billboard.

# Fresh Blood INVIGORATES!



**THIS MILLION DOLLAR ORGANIZATION OFFERS AN ENTIRELY NEW SERIES OF GAMES BASED ON TESTED NEW PRINCIPLES!**



**RELEASE  
No. 1  
"Han-Ball"**

**\$79<sup>50</sup>**

Net Cash  
f. o. b. Kenosha, Wis.

All cabinets for Hanna's games are made in our own plant. Beautiful and modern in design, with warm, attention-impelling colors, made by skilled cabinet-makers, these games are really something

to look at, as well as play. A competent engineering department assures dependable construction throughout. The Hanna's trademark on a game means cabinet beauty and reliable quality.

Yes, new blood invigorates and helps *everybody*. That's why the entrance of Hanna's Mfg. Company is good news to all in the game industry. The combination of a vast, modern production plant, unlimited technical facilities, and many fresh, original ideas is bound to bring effective results.

And it has! Release No. 1 is herewith announced. Other "hits" are ready for release when needed. Order **TODAY!**

## **A Revolutionary New Game...**

- ★ A new playing principle with fast, exciting action *all thru the game* — and suspense maintained to the very end.
- ★ Balls under control of player all during game thru new special **TILT TABLE** feature — and all balls *always* active.
- ★ Mystery "Zipper" gives each player equivalent of 100 balls during short period of play.
- ★ One of the simplest games ever offered — really trouble and fool-proof. You'll be amazed and delighted when you lift the playing board.
- ★ No ball lift — no plunger — no pockets — no pins — no under board. Positive action — no light beams. All this means a minimum of service difficulties.
- ★ Location tested — with **PROFIT** results that seem too good to be true.
- ★ Automatic pay-off counter. Attractive, flashy backboard with score counter.

**HANNAHS MFG. CO. KENOSHA WISCONSIN**

# THESE LEADING DISTRIBUTORS & JOBBERS

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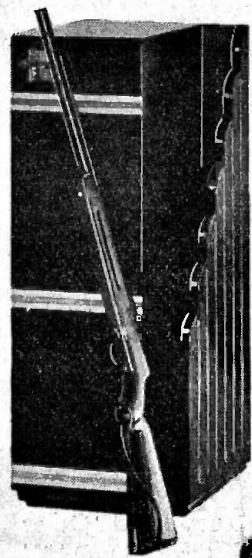
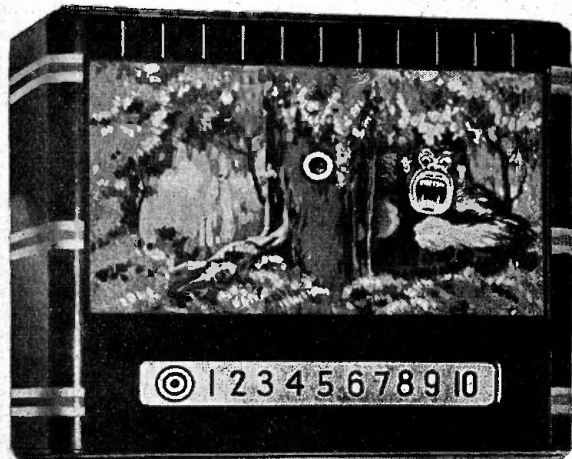
# GERBER & GLASS

In Offering the

# Jungle Dodger

ELECTRIC RIFLE RANGE

## ON A 7 DAY MONEY BACK GUARANTEE



FLINT NOVELTY CO.  
FLINT, MICH.  
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CENTRAL DIST. CO.  
KANSAS CITY, MO.

UNITED AMUSEMENT CO.  
KANSAS CITY, MO.  
WESTERN MUSIC CO.  
DENVER, COLO.  
L. A. GAMES CO.  
LOS ANGELES, CALIF.  
ADVANCE AUTOMATIC  
GAMES,  
SAN FRANCISCO, CALIF., AND  
PORTLAND, ORE.  
BIRMINGHAM VENDING CO.  
BIRMINGHAM, ALA.  
MARION CO.  
WICHITA, KAN.

**\$99<sup>50</sup>** Wall Model  
**\$109<sup>50</sup>** Floor Model Shown

IT COSTS YOU NOTHING TO TRY IT  
NO IFS -- NO ANDS -- NO BUTS

EXCLUSIVE NATIONAL SALES REPRESENTATIVE!  
**GERBER & GLASS**  
914 DIVERSEY BLVD. CHICAGO, ILL.

REMEMBER—IT'S NOT A FALE UNLESS YOU ARE SATISFIED! GERBER & GLASS' FAMOUS POLICY.

### Exhibit Planning Surprise Release

CHICAGO, May 1.—Thru the airplanes sped Bruno Radtke, Exhibit's chief engineer, last week to contact various operators, jobbers and distributors. It is reported that Exhibit has several new games ready to release as soon as the proper time arrives.

"I made the trip," stated Radtke, "to find out first-hand just what type of equipment is needed in the field and I secured some information that will prove profitable to our customers when our new games are introduced."

"Silver Bells and Exhibit's Races," he

continued, "have taken the lead in deluxe games and it makes me feel mighty good to know that these machines are mechanically perfect. The factory is always striving for mechanical perfection, and the sales department always wants machines that make top money. As the two machines satisfy both departments, I am sure that the operator will be supersatisfied with them."

### One Announcement Brings In Deluge

CHICAGO, May 1.—"Only one brief announcement was necessary to bring us a deluge of orders for our new counter game, Free Play," states Sales Manager Kelly of Exhibit Supply.

"Territory that formerly did not permit any kind of game has opened to this one. Operators have declared that the game embodies the most important counter game idea advanced in a long time. And the exceptionally low price of this game allows operators to cover quickly every counter in their territory."

### Target Roll To Make New Game

NEWARK, N. J., May 1.—Target Roll Distributing Company, manufacturer of the nine-foot Target Roll bowling alley, reports that it is preparing to market a new, high-priced, quality game.

According to Leo Waldor, president of the firm, the game will sell for \$200 and will be one of the finest games ever presented to the coin machine industry. "The game has been designed for ex-

clusive high-class locations and for those operators who want an exclusive operation," he stated. "It will incorporate all the popular action of the bowling alleys, together with the action of the smaller games.

"There is no doubt that operators of better locations everywhere will want it," Waldor went on. "Production will not be based on speed but on quality craftsmanship. Each game will be carefully built and thoroughly inspected before it is shipped, for we want to assure each buyer that the game will enjoy a long, profitable life."

### Royal Distrib Gets Multi-Bell

NEWARK, N. J., May 1.—Royal Distributors announces that Adolph and Arthur Calle, of the AC Novelty Company, have chosen the firm as distributor for the AC Multi-Bell.

Dave Stern, of Royal, believes that the machine is one of the most outstanding developments in the slot biz. As he puts it: "All the operators agree that the machine is one of the fastest and best money getters we have ever featured. The machine's play is so well known that it gets immediate action everywhere. What's more, the players like the idea of being able to invest as many as seven coins in each play. This gives the spin of the reels a greater fascination for the players than ever before.

"We are already rushing deliveries of the Multi-Bell," added Stern, "and we hope to catch up on orders for these machines in the near future."

### Three Shifts To Supply New Bell

CHICAGO, May 1.—Pacific Manufacturing Corporation reports unusually good operator reaction on the new De Luxe Bell Console, which is said to be getting favorable results in actual operation.

Fred McClellan, head of Pacific, has given his reason for such action by saying that he wanted first-hand expressions from some of the oldtimers in the Bell machine business.

McClellan states that each of the operators insisted upon placing the early models out on location. He avers that the patronage accorded De Luxe Bell was amazing to see. He is said to have visited locations personally in company with Paul Bennett, general sales manager of the company, and Bon McDougall, ace designer, night after night and day after day, with Irwin Eisenberg, chief engineer, making mechanical observations, while Pacific's other heavy men checked the returns.

"It might suffice to say," Paul Bennett stated in an interview, "that De Luxe Bell performed in every way to our complete satisfaction. Not being given to extravagant claims, I can only advance this much: Pacific's De Luxe Bell has surpassed any piece of location equipment I've ever seen. I look for our sales to supersede early production by six to one," Bennett continued.

Pacific claims to be working three shifts and that its new novelty game, Skooky, also has struck a wave of popular acceptance which outrivals anything the company has seen in a long time.

**CLOSE OUT!**  
**TURF CHAMPS**  
All High Serial Numbers, Combination, Cash and Ticket of Model, Perfect Condition.  
**\$49.50 EA.**  
**WURLITZER'S SKEE BALL \$89.50 EA.**  
1/3 Cash With Order, Balance O. O. D.  
**SUPREME VENDING COMPANY, INC.**  
64 ERASMUS ST., BROOKLYN, N.Y.

*Evans' DE-LUXE PAYOUTS*  
*Unequaled*  
**FOR PERFORMANCE AND PROFITS**

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of **PERFECT PERFORMANCE**. Brand new, original, not copied or changed over from older models. Every machine is built **RIGHT**. Evans games are absolutely free from "bugs."

For top profits and unfoiling 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.



5c or  
25c  
Play

**GALLOPING DOMINOS**

Fascinating Dice Payout . . . . . \$325

**BANGTAILS**  
 Superb Horse Race Payout . . . . . \$335

**ROLLETTA JR.**  
 Automatic Roulette Payout . . . . . \$345

**PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE**

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

**H. C. EVANS & CO.** 1522-28 W. Adams St.; Chicago, Ill.

**7 TIMES EARNING POWER**

7-coin visible drop chute accepts one to seven coins at each play!

**SPINNING FLASHER LIGHT**

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

**MIRROR-BAK-FIELD**

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

**MODERNE CABINET**

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.



**Offers Line of Air Circulators**

CHICAGO, May 1.—A new line of air circulators has made its appearance, which bids fair for a goodly portion of the hot and heavy summer business which lies directly ahead. It is known as the Gibb air circulator line and is said to consist of a splendid array of fan-type units which have established an enviable reputation among coin-machine distributors.

Gibb air circulators are described as being highly attractive in appearance and design. They are built in several high-stand models with propeller sizes ranging from 16 inches upward. Likewise, the low-stand Gibb air circulators range in size from a minimum of 16-inch blade sizes upward.

W. H. Gibb, president of the company, forecasts a demand during the hot summer months that will tax the combined resources of the manufacturers to meet. He states that the tavern, hotel, drug store, confectionery, factory, mercantile and office trade alone should absorb more than can possibly be produced.

This leaves the institutional market such as hospitals and clubs still wide open as an extra sales outlet to satisfy. Meanwhile the type of air circulators offered are becoming more and more popular in apartments and homes.

Gibb is making an extensive trip along the Atlantic seaboard, closing negotiations with jobbers and distributors who are seeking territory on the new line. Gibb is said to have been closely associated thru a period of years with industries devoted to engineering and ventilating developments. His careful study and vast experience enable him to impart authentic information on air-circulating problems. And with distributors keyed to handle this type of equipment his visit should be productive of mutually beneficial results.

**Rat Turns Player and Provokes New Game Idea**

BELLEVILLE, N. J., May 1.—News reaching here that a rat was operating a coin machine at the State University's psychology laboratory in Minneapolis struck a brainstorm for William Junda and Paul Jones, teachers in the Belleville High School here. Instead of marbles, they have devised a new game that has mice running down the block.

The large wooden playing field is about 10 times the size of a pinball field, but it contains the usual numbered holes. A trap is located at the far end of the field, and when the player pulls a string out pops a mouse. The mouse, in its fright, will not be long in scurrying into a hole. And if it happens to be the hole on which the player picks, winner collects in merchandise.

The two teachers have already paid a \$1,500 license fee for the concession to introduce this new type of game on the Boardwalk at Atlantic City this summer, providing humane societies do not interfere. Aside from the fun and pastime they hope to afford summer visitors at the resort town, the game is being urged as a stabilizer for the ladies, proving it is just as harmless to have mice disappear down the holes instead of the conventional marbles.

**Texas Ops**

An unforeseen condition has arisen which makes it impossible to hold the State meeting of the Texas Coin Operators Association as originally scheduled.

The date for this important meeting has been changed to Sunday, May 23. It will be held at the Rigo Hotel, Houston. Business meeting will convene at 2:30 p.m. and will be followed by a banquet at which a top-notch band and several high-class entertainers will appear.

In addition, several of the leading manufacturers have consented to donate machines which will be awarded to those lucky members who hold the winning numbers. A large number of association members are expected to attend the affair.

**PERFORMANCE ATLAS PERSONAL SERVICE GUARANTEED**

*Atlas*  
**GAMES MEAN MORE PROFITS FOR YOU!**

**BRAND NEW**

Factory Closeouts—In Original Crates

**NOVELTY GAMES**  
 FIRE CRACKER . . . . . \$39.50  
 RACK 'EM UP . . . . . 28.00

**STOP & GO . . . . . \$24.50**  
 (Combination Payout and Ticket)

**LEATHERNECK . . . . . 43.50**

Write for Latest Price Bulletin Just Released

**ATLAS NOVELTY CO.**  
 1901 Fifth Ave., Pittsburgh

2200 N. Western Ave., Chicago

**"SEE-DICE"** ELECTRICALLY LIGHT UP, THE THROW, THE ROLL, THE POINT, JUST LIKE TRUE LIFE ACTION

**A STARTLING, NEW, REAL "McCoy" COUNTER GAME**

A game that EVERY operator NEEDS! IN PRODUCTION JULY 1ST.  
 A game that meets all operating conditions and DOUBLES and TRIPLES PROFITS! A \$5.00 DEPOSIT GETS YOU  
 "SEE-DICE" IS FULLY GUARANTEED! Re-serve as many as you will want NOW! "SEE-DICE" FIRST! ORDER NOW.

**SEE-CON, INC., 3400 Joy Road, DETROIT, MICH.**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Paddock

**CHICAGO COINS HORSE RACE  
1 SHOT BUMPER SPRING  
PAYOUT TABLE**



**READY to SET  
NEW PROFIT  
RECORDS on all  
LOCATIONS!**

**Is Now Ready!**

- ODDS CHANGE WITH EVERY GAME!
- ODDS FROM 2 TO 40!
- PAYS ON WIN-PLACE-SHOW!
- FREE PLAY HOLE!
- MECHANICAL AWARD ADJUSTMENT!

FOR THE FIRST TIME . . . The race from start to finish around the oval track on the startling Chicago Coin Backboard! All the atmosphere and thrills of the Turf alive in flashing perfect ACTION!

**ORDER A SAMPLE TODAY**



**\$149<sup>50</sup>**  
Tax Paid.  
F.O.B. Chicago  
\$10.00 Extra  
for  
Ticket Model.

**CHICAGO COIN Corp.**  
1725 W. DIVERSEY CHICAGO

## Carom Demand Is Setting Record

CHICAGO, May 1.—“We may be gay and giddy at Bally, but we're not completely nuts!” Thus did Ray Moloney, president of Bally Manufacturing Company, reply to the question of whether or not the Carom game would soon be taken off the active list.

“It is true,” Ray stated, “that we usually limit production to a figure far below the market saturation point. But when operators and jobbers thruout the country literally demand that we continue full-blast production on a game, then it's time to forget about policy and give the operators what they want. Moreover, due to the great appeal of the Carom game we are still probably 5,000 machines away from the saturation point.”

“After all, operators have seen Carom stick on location since last January. They've seen other games come and go,

while Carom kept right on month after month earning profits that we don't even dare print. It's only natural that they should want to get Caroms on as many locations as possible, and we at Bally will, see to it that they get the machines. We can't promise anything like 24-hour delivery, because we're almost a week behind on Carom orders now. But I will say that production will be continued for an indefinite period so every operator can get his full share of the big Carom collections.”

## Tournaments Boost Bowling Game Sales

CHICAGO, May 1.—Perhaps the recent bowling tournaments conducted in regular bowling alleys thruout the country have made the public more bowling-alley conscious than ever before. At any rate the Rock-Ola Manufacturing Corporation reports a decided increase in the popularity of its Rock-o-Ball bowling alleys. They report that a noticeable increase in orders from operators for the

triple-score Rock-o-Ball is discernible in many distributors' headquarters.

Rock-o-Ball alleys are of two sizes, the senior model being 14 feet in length and the junior model slightly over nine feet. Both have exceptionally wide playing fields and are ruggedly constructed to enable players to “bank” the balls without any perceptible marring or disfigurement of the sidewalls of the alley. The exceptionally wide playing field also permits a much better game than usual to be played.

A distinctive register enables the operator to set his Rock-o-Ball alley for any certain top-score he desires to maintain. The large model is particularly portable, as the various sections will fit on a small truck. The novel and exclusive feature of the triple-score mechanism is the outstanding advantage of the Rock-o-Ball senior and junior. As the demonstration model quickly shows, the machine registers the high score of the previous game played, the total score of the current game being played, and also shows at all times the number of balls that have been played.

on the brilliantly colored back glass,” states Gensberg, “and around the track are reproductions of galloping horses. On the rail are figures which light up progressively each time the ball contacts a bumper spring. Awards are paid out according to the laps completed. For example, 12 hits make one lap and the show award is paid out according to odds showing. Eighteen hits, or a lap and a half, award place odds, and 24 hits, or two laps, get the win odds. The player can follow each hit as the numbers on the rail are lighted. Payouts are controlled by our exclusive payout unit.”

Wolberg states that Paddock is another Chicago Coin payout that is destined to achieve distinction. “Our desks are already piled high with orders,” he states, “and we are running full production on the game. Our distributors report unanimous acceptance of the game by all operators. Again it looks as tho we'll be burning the midnight oil to meet the demand.”

## Calcutt Plans Big Slot Sale

FAYETTEVILLE, N. C., May 1.—Joe Calcutt, president of the Vending Machine Company, reports that his firm has prepared one of the biggest slot-machine sales in its history. He claims that the reconditioned machines to be featured in the sale are among the best that his firm has ever offered to operators, and that they are sure to move fast as soon as they are presented for sale.

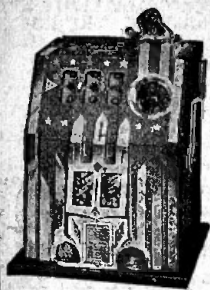
“Every one of the machines,” states Calcutt, “that will be on sale will be fully guaranteed. We are preparing one of the largest price lists for the sale that we have ever presented, which will be widely distributed among operators.”

## Debut for New Paddock Game

CHICAGO, May 1.—Just at the time when interest in horse racing reaches its yearly peak the Chicago Coin Corporation announces the release of its latest horse-race payout game, Paddock.

According to Wolberg and Gensberg, heads of the company, Paddock is a bumper spring one-ball payout built into a de luxe size cabinet. It features such Chicago Coin characteristics as changing odds, from 2 to 40; a free play hole, which enables the player to hang up a higher score, and a new and highly diverting light-up back rack.

“A complete oval track is reproduced



## THE MACHINE OF TODAY! PACE COMET ALL STAR BELLS

The 1937 Model Pace Comet Bell is a machine you can bank on 52 weeks in the year. Its modernistic design and bright lacquer paint job attracts the player's eye. It is the only machine made with positive Rest Stops. No bouncing off or on winning combinations. Buy one and try it on our money-back guarantee. You can't go wrong.

**BRAND NEW MACHINES.**

1c Play .....	\$87.25	10c Play .....	\$75.00
5c Play .....	72.50	25c Play .....	77.50

**SOLO ON MONEY BACK GUARANTEE.**

**1937 MODEL PACE RACES NOW READY**

**HUBER COIN MACHINE SALES CO.**  
600-610 W. VAN BUREN ST., CHICAGO, ILL.

THE GENCO "100% COVERAGE" GAMES ARE GOING TO TOWN!

# BATTER UP!

BASEBALL  
BUMPER SPRING

# RUNNING WILD!

HIGH SCORE  
BUMPER SPRING



Have you seen it?  
Have you played it?  
Operators Tell Us It's The  
Best Baseball Bumper  
Spring Game They've  
Found!

- Extra Batting Average Award
- Regular High Run Awards
- Skill Home Run Shot
- Required Runs to Make and Odds Change With Every Play and With Every Home Run Made.

More Than Just A High  
Score Bumper Game — It  
Has Those Extra Features  
That Make A Game Profit-  
able For Many Months!

- 2 Side Kickers Send Balls Back Over the Playing Field
- 500 Points Skill Lane Shot
- Big Totalizing Backboard
- AND GENCO'S NEW ADJUSTABLE AWARD RECORDER THAT KEEPS COUNT OF ALL WINNING SCORES.

**AN APOLOGY** Because we have been swamped with orders for Running Wild and Batter Up, it has been humanly impossible to make deliveries as per schedule. However, we are now working 24 hours a day and shipments should be back to normal in the immediate future. You'll be glad you waited for these two GENCO hits.

Both GAMES \$ **64.50** Deluxe 22"x46" F.O.B. CHICAGO CABINETS  
5 BALLS EACH  
**Genco Inc.**  
2621 N. Ashland Ave., Chicago



AWARD RECORDER CAN BE SET TO BEGIN CHECK AT ANY OF SEVERAL HIGH SCORES

## French Show To Set New Record

PARIS, May 1.—American manufacturers who attend the French Coin Machine Exhibit in this city May 27, 28 and 29 will be welcomed by the organizer of the exhibition, Rene Godin, editor of the French trade journal *La Revue de l'Automatique*. Godin is well known to United States coinmen, as he has been a frequent visitor at the annual American convention in Chicago.

This will be the third French exhibition, and all French manufacturers, as well as the French agents for American, English and German houses, are planning to attend. Godin contracted for additional exhibit space this year and sold all of it before April 15. Over 60 firms will display the latest in coin machines to members of the industry. The show will be open to members of the industry only and admission will be by ticket. American operators and jobbers desiring tickets may secure them in advance by writing Rene Godin. An entertainment program has been planned that is sure to meet with the

## Shapiro Party

NEW YORK, May 1.—The girls of International Mutoscope Reel Company, Inc., tendered Ruth Shapiro a grand send-off party at the Harlem Uproar House. Since she announced her engagement Miss Shapiro has been swamped with congratulations from the many operators in the city. As a member of the Mutoscope staff she has become one of the most popular women in the industry.

wholehearted approval of visiting coinmen. Tours of both the International Exposition and the Paris Fair, which will be running here at that time, have been arranged. In addition, over 500 people are expected to attend the banquet which will formally close the exhibition.

According to many French manufacturers, the industry has made such decided progress during the past year that this year's exhibition should be remembered for some time to come as one of the biggest and most important ever held.



SOME OF THE GUESTS at the opening of the Philadelphia branch of the George Ponsler Company, New York.

## ALL ABOARD THE MAYFLOWER

All New Games (Novelty and Payout) Ready For Shipment

NOVELTY GAMES	BALLY DERRY	\$17.50	AT A SACRIFICE
HI DE HO	FLICKER (New Unit)	24.50	ROTARY MERCHANT
RUGBY	TYCOON (Electropak)	18.00	DISC
BUTTONS (New)	DAILY RAGE (Mult.)	17.50	MARKSMAN
BALLY BUMPER	PROSPECTOR	12.50	FLYING DUCK
BALLY POCKETS	GOLD AWARD	10.00	ACE, STAMPEDE, RODEO, GOLD RUSH, WAMWOTH. Above 5 Games for only 35.00
HURDLE HOP (F. S.)	McGOY	17.50	
PAY OUT TABLES	JUMBO	12.50	
DERBY DAY	DIAMOND MINE (F. S.)	52.50	
BALLY MULTIPLE			

Write or Wire for Circulars and Complete Information on the New A C MULTIBELL 7-Play, 7 Jack Pot Slot.

WE CARRY A COMPLETE LINE OF SALEBOARDS AND TICKET DEALS.

## MAYFLOWER NOVELTY CO., INC.

369 University Ave. Elk. 5678 St. Paul, Minn.

## WURLITZER

SINGLE—\$139.50.

P-12 Perfect Condition

\$129.50

Lots of 10

BUMPERS ..... \$37.50  
BOLOS ..... 7.50

★ KEENEY BOWLETTES (Very Low Price)

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th-St., N. Y. C. 6-1642)

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



**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.

**50 PENNIES**  
THE SLUGGERS COIN COUNTER COMPANY  
Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.  
**PATTON, PENNSYLVANIA**

ACCURATE COIN-COUNTER CO.

# It's a Pacific Year!

It is no secret that Pacific's SKOOKY is today the best novelty game on the market. No secret that Pacific has given coin machine men three of the finest pay tables they have had this year: HI-DE-HO—ROYAL RACES—HEAVYWEIGHT. And no secret that DE LUXE BELL is the King of Consoles. Operators who are using these games are enjoying the comfortable state of mind which comes from the knowledge that they are operating dependable games. In Pacific they feel the same confidence of fair treatment they would have in a friend.

For these reasons we believe Pacific's customers and friends will bear with us—will be patient for their deliveries on SKOOKY. Everything possible is being done! The greatest production ever seen in the coin machine industry is being developed. A night shift has been added. New production releases put through. A fleet of trucks chartered. Cabinet makers rushed. If your order is already in you can count on delivery by Saturday, May 8. If you have not ordered, see your distributor immediately. Make sure he is getting SKOOKYS for you!

**PACIFIC MFG. CORPORATION**

4223 LAKE STREET • CHICAGO  
Los Angeles Office 1320 S. Hope St.

**MONARCH**  
THAT'S THE NAME  
REMEMBER IT FOR EVERY GAME

Guaranteed  
**O-K**

**RECONDITIONED PAYOUT TABLES**

- |                         |                        |
|-------------------------|------------------------|
| All Stars .. \$27.50    | Baffle Ball .. \$12.50 |
| Bonus .. 22.50          | Ballot .. 29.50        |
| Belmont .. 45.50        | Flicker .. 34.50       |
| Derby .. 27.50          | Mammoth .. 17.50       |
| Challenger .. 29.50     | Mystery 3 .. 13.50     |
| Jumbo .. 17.50          | Pamoo Parlay .. 19.50  |
| Golden Harvest .. 17.50 | Rambler .. 22.50       |
| Sky High .. 17.50       | Trojan .. 18.50        |
| Round Up .. 32.50       | Tycoon .. 22.50        |

**NOVELTY GAMES**  
BIG GAME BEARLITE ANGLELITE SCORE-A-LITE  
\$4.50 each, 3 for \$12.00

**COUNTER GAMES**  
Deval Races .. \$8.50 | Sportland .. \$7.50  
Reel 21 .. 7.50 | Reel Dice .. 6.50  
Penny Smoke .. 6.50 | Tilt Top .. 6.00  
Wagon Wheels .. 7.50 | Skipper .. 3.00  
Kazoo .. 5.50 | Cardinal .. 7.00  
Write for New Price List, Just off the press.  
1/3 Deposit with order, balance C. O. D.

**MONARCH COIN MACHINE CO.**  
2304-08 ARMITAGE AVE.  
CHICAGO, ILL.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## Suburban Paper Names Jennings To Be Finest Factory Executive

CHICAGO, May 1.—The Garfieldian, suburban newspaper, nominated O. D. Jennings, head of O. D. Jennings & Company, as the "Finest Factory Executive on Chicago's West Side for 1937." Accordingly, a full-page feature was devoted to Jennings and the organization he has built up. An extensive account of Jennings' civic and community activities was also given.

In a short biography of Jennings the newspaper related that "while a young man he left his home State of Kentucky in 1901 to seek his fortune. Marvelous tales of opportunity to be found in Chicago at that date had spread thruout the Middle West. In the lull at the table after the evening meal in towns large and small it was a fruitful topic of conversation. In a typical home the father would point to a spot on the map at the bottom of Lake Michigan and then describe some of the sights he had seen when on a visit to the Columbian World's Fair in 1893.

"Small wonder then that so much attention should focus on Chicago and that a young man in Kentucky, seeking opportunity, should adventure forth to this wholesale collection of opportunities.

"He secured a job in Chicago selling vending machines and for five years he had for his customers the owners of the penny arcades and of gum machines that had reached a new era of popularity.

"Looking back over all those years Jennings sees in those ancient and mysterious and fascinating arcades the birthplace of the modern picture show. The arcades were owned by men who became movie magnates, such men as Loew, Zucker, Jack Schaefer, and Jack Dalton, father of Dorothy Dalton of movie fame. Dave Warfield, great friend of Marcus Loew, had financed the latter when he started his chain of penny arcades.

"Back in the early 1900s, when the electric street cars began replacing cable

and horse cars and a few wooden sidewalks remained here and there, a new institution called a nickel show became the cause of considerable excitement. The pictures were silent. They jumped. And the scratches caused by pioneer machines and soft films made each picture look as tho it had been taken in a rain-storm. But people flocked to the first one opened and it drew the attention of men who saw a future in it.

"About the only locations adaptable to this new amusement were the penny arcades and, one after another, these became converted into picture shows."

An interesting part of the story is the mention of the manufacture of slot machines by the Jennings firm. The newspaper introduces the subject as a "surprise."

"While his firm manufactures slot machines and pin games, this business, large as it is, is only about 5 per cent of the entire vending and coin-operated machine business," the newspaper states.

"You probably have a slot machine in your office or home," said Jennings to this interviewer, and when we looked puzzled and questioning he laughed and said:

"I refer to the telephone."  
"We never thought of the nickel phone in every drug store as a slot machine, but so it is. And so are meters, gum and cigaret machines, 'metermisers' on electric refrigerators, sandwich servers, peanut and candy, the entire service machinery of the automatic restaurants, the remarkable parking machines already installed in over 150 towns and cities in this country, as well as the slot machines in which you put a nickel, dime or quarter and hope to see the jackpot tumble out in a vivid stream of silver.

"He views gambling philosophically. "You won't be able to stop gambling until you perform a major operation on human nature, is the way he phrases it. "You interfere with people venturing

a few nickels and they turn to some other form of venture that may cost more money and instead of it being a mere amusement outlay it can then become a dangerous loss of time and funds. What the world needs is the happy medium in everything—the Golden Mean proclaimed by Aristotle, the Greek philosopher, over 2,000 years ago.

"What he thinks should be done is the licensing of chance machines so that the State can collect a tax, such as is now being done in Nevada, taking some of the burden off the heavily pressed property owner.

"There is merit to his contention because no matter how often pin games are outlawed and slot machines confiscated they are permitted to come back for a while, are picked up again and then permitted to run again in some sort of hide-and-seek law enforcement game that confuses the retail business men who display these machines, retail men whose reputations in the community stand high in every respect, who begin to develop a theory about the mysterious processes of law enforcement."

## Bumper Breaks Atlantic Record

CHICAGO, May 1.—Eight days from Chicago to London! That's the speed record established for a carload of Bumper games shipped by Bally Manufacturing Company to Scott, Adickes & Company, Ltd., according to Bally officials.

The machines were still in the process of manufacture at noon April 19 and did not leave the factory until that night. Yet they got aboard a ship that sailed Wednesday noon and by noon the following Monday they were in the hands of British operators, who are said to have quickly grabbed up the shipment.

Bally officials give all credit to Harold Howell, of National Carloading Corporation, who handled the shipment, and Harold modestly remarks: "It's all in a day's work—or maybe I ought to say a week's work. Anyway it beats every record I've ever heard about."



# TWIN SENSATION OF THE NATION

## ELECTRIC "21" SCORE-BOARD

BUMPER SPRING 5-BALL NON-PAYOUT



22" x 44"  
A O Current  
Only.  
Card Tally  
Board with  
award cards  
Or Odds Tally  
Board Op-  
tional.

**\$69<sup>50</sup>**

TICKET MODEL  
5-BALL, \$99.50.

### BLACKJACK ACTION!

All the Excitement of Blackjack! Player or knows from the very start what point he must shoot 5 balls to beat Dealer's score and not exposed to odds of 2-1 to 20-1.

### FEATURES IN BOTH GAMES

- ★ ADJUSTABLE AWARDS — positive mechanical adjustment of odds.
- ★ MYSTERY SLOT—the Outstanding Feature of Gottlieb Payouts.
- ★ FLASHOGRAPH — — — Movie-Type Projector records play-by-play score.
- ★ MECHANISM—mounted on sliding chassis in back of score board, removable in a jiffy.
- ★ TILT-FOILER — lights up and cuts off playing lights when tilted.
- ★ ILLUMINATED A.B.T. COIN SLOT—last coin visible.

COMING PHENOMENAL ONE-BALL PAYOUT

### BASEBALL THRILLS

All the best features of Novelty Games and Payouts combined! Visitors' Score and Odds turn up on the Score Board, 5 balls to shoot. Every bump is a hit & hits record a run. Odds up to 40 to 1.



22" x 44"  
A O Current  
Only.  
Ball Club  
Score Board  
with award  
cards or  
Odds Score  
Board Op-  
tional.

**\$69<sup>50</sup>**

TICKET MODEL  
5-BALL, \$99.50.

IMMEDIATE DELIVERY.

**D. GOTTLIEB & CO.**

2796-42 N. PAULINA ST.

CHICAGO.

## Pegler Sees N. Y. Losing Revenue

NEW YORK, May 1.—That the New York Legislature is guilty of excessive cruelty to taxpayers is the opinion of Westbrook Pegler, as expressed in his daily newspaper column April 28. The Legislature is looking for ways to raise \$20,000,000 in revenue, he says, but overlooks the book-making industry and pari-mutuels which would easily raise the sum.

The reason, Pegler suggests, is "that the book-making racket is a political concession to a few professional gamblers with strong political connections, and it handles upward of \$300,000,000 a year, of which the gamblers retain at least \$45,000,000 for expenses and profit." Then Pegler declares himself frankly for legal pari-mutuels: "The gambling concession belongs to the State itself and if the pari-mutuel machines were adopted it probably would yield more than enough to cover the \$20,000,000 deficit."

### Raising Revenue

Pegler gives an interesting review of how the legalizing and taxing of the

pari-mutuels is yielding painless revenue to many States:

"There are now 23 States which have legal racing and 21 of them have legalized mutuels, while New York is the only one that forbids the mutuels by law. Most States take a percentage of every dollar wagered thru the machines and many of them also collect the breakage or nickel-and-penny money.

"In Maryland the mutuel tax is only 1 per cent, but the tracks pay a license fee of \$8,000 a day and there is a further yield from a net revenue tax. Ohio, with a comparatively small gambling industry, collects from 10 to 30 per cent of the money wagered thru the machines, raising the percentage as the volume of business rises. Rhode Island, with a 2 per cent mutuel tax, collected \$1,198,000 last year, and Florida, during the season just closed, derived about the same amount in mutuel taxes, which applied to the dog races and jal alai as well as horse tracks.

"But New York, with the greatest volume of gambling in the country, did not receive a dime last year from this source, altho the bookmakers retained at least \$45,000,000 out of the total business. All New York collected was \$487,000 and this was picked up in the form of a tax on gate receipts."

## GUARANTEED RECONDITIONED PAYTABLES

ALAMO	\$24.50
PEARL HARBOR	22.50
KING FISH	14.15
BIG RICHARD	32.50
COLD RUSH	12.50
DAILY RACES	22.50
GOTTLIEB BAFFLE BALL	12.50
NATURAL	37.50
PROSPECTOR	12.50
BALLY DERBY	32.50
GALLOPING PLUGS	25.00
PALOOKA, JR.	32.50
GRAND SLAM	25.00
JUMBO	19.50

Many More Re-Conditioned Games in Payouts as Well as Amusement Games. Write for Price List!

## ALL TYPES OF MILLS BELLS AND VENDERS

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**

## JOE'S SPECIALS

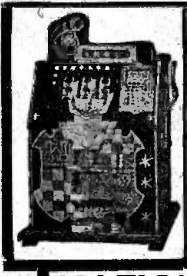
EVANS GALLOPING DOMINOES	\$150.00
RAY'S TRACK	185.00
DAVALS REEL "21"	7.50
RELIANCE DICE, 25c	22.50
BALLY PEELERS	20.00
BALLY BONUS	20.00
PAMCO PINCH HITTER	20.00
MILLS TYCOONS	20.00
ROCK-OLA DE LUXE	20.00
WESTERN POLICY	35.00
ROCK-OLA CREDIT	22.50
JENNINGS CHIEF Bells, all sizes	60.00
MILLS Wolf Head Bells, all sizes	32.50
MILLS ESCALATOR VENDERS	37.50

THOUSANDS OF OTHER BARAINS. WRITE FOR LIST.

**Huber Coin Machine Sales Co.**  
600-610 W. Van Buren St., Chicago, Ill.



THREE COINMEN POSE. Left to right: Dave Robbins, Ted Stoner (Stoner Corporation) and Irving Mitchell, taken when Stoner recently visited D. Robbins & Company, Brooklyn.



## WANTED! MILLS BLUE FRONT WAR EAGLE YELLOW FRONT

JENNINGS CHIEF WATLING ROL-A-TOP Will Buy Outright or Accept in Trade for Latest Type BUMPER NOVELTY or PAY TABLE Write at once. Get on our Mailing List!

**NATIONAL COIN MACH. EXCHANGE**  
1407 Diversey Parkway CHICAGO, ILLINOIS

# NEW BUMPER ONE-SHOT BY *Bally* GOLDEN WHEEL

4 TO 40 WINNERS  
EVERY GAME

CHANGING ODDS  
2-TO-1 to 40-TO-1

BUMPER ACTION

ELECTRIC KICKER

BLAZINGLY BRILLIANT BACKBOARD  
20 INCHES HIGH! 10 RICH COLORS!  
GLEAMING MIRRORS! FLASHING LIGHTS!

"ROUND AND ROUND it goes . . . and where it stops nobody knows!" But every player knows GOLDEN WHEEL gives him up to 40 WINNERS and 40-TO-1 TOP ODDS . . . because it's all there on the most gorgeous, glorious, glittering back-board ever created . . . with lights flashing and mirrors gleaming like a jeweler's window full of diamonds, rubies, emeralds!

Imagine the thrill of watching your score climb toward one of the winning selections . . . the suspense as the score slips by a winning selection and then climbs on toward the next winner on the wheel! Add the payout-appeal of Freakness to the play-appeal of Carom . . . plus the most spectacular flash you ever saw . . . and you get GOLDEN WHEEL and the biggest profits in payout history!

- CHECK SEPARATOR STANDARD EQUIPMENT
- 12-COIN ESCALATOR
- A. B. T. 400-CHUTE
- BALLY BUMPERS

## BALLY QUALITY

- LONGER LIFE ON LOCATION WITHOUT SERVICE GRIEF
- HIGHER RE-SALE VALUE

## WRITE FOR PRICES

On Payout and Ticket Models

STILL GOING STRONG: CAROM  
RAY'S TRACK • RELIANCE • BALLY BABY

64 IN. BY 28 IN.

## CROSSLINE

- "RADIO RAY" ACTION
- "BALLOON-TIRE" BUMPERS

THE SCIENTIFIC SENSATION of the age! Shoot a ball across any one of the white criss-cross lines and presto—the totalizer adds 10 to the score! Unusually! Mystifying! "Magic Mirrors" throw invisible "Radio Rays" along the white line—and totalizer operates every time a ball rolls thru the Ray. "Radio Ray" Action ELIMINATES ALL DEAD SPACE FROM PLAY FIELDS! "Radio Ray" Action is today's best bet for a bigger crop of novelty niches. And in CROSSLINE you get Radio Ray's Action GUARANTEED TROUBLE-PROOF BY BALLY! Be first Order CROSSLINE today!

\$69.50

F.O.B. CHICAGO

44 IN. BY 22 IN.

## NUGGET

COIN-OPERATED SALES-BOARD

A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1,000-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 MANUFACTURING CO.

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

John A. Fitzgibbons Eastern Distributor 553 W. 47th St., New York, N. Y.

# Permanent

## Rock-Ola's WORLD SERIES

Nothing ever conceived equals this machine for permanent profits.

Your earnings with ROCK-OLA'S 1937 WORLD SERIES go on and on.

You owe it to yourself—to place these permanent profit producers on your location.

This is REAL baseball with real appeal and you will still sing praises of this machine years from now.

Easy Payment Plan. Small down payment and then machine PAYS FOR ITSELF—PLUS A PROFIT EACH WEEK.



# Profit

## Rock-Ola's RHYTHM MASTER

### BETTER TONE!

Rich . . . Clear . . . Deep . . . and powerful Jensen speaker. Rock-Ola deluxe amplifier. Full Housing baffle.

### BETTER MECHANISM!

Rock-Ola phonographs are known everywhere as the phonographs with the simplest mechanism. All unnecessary costs have been eliminated. Nothing to jam! Nothing to wear out! No vibration!

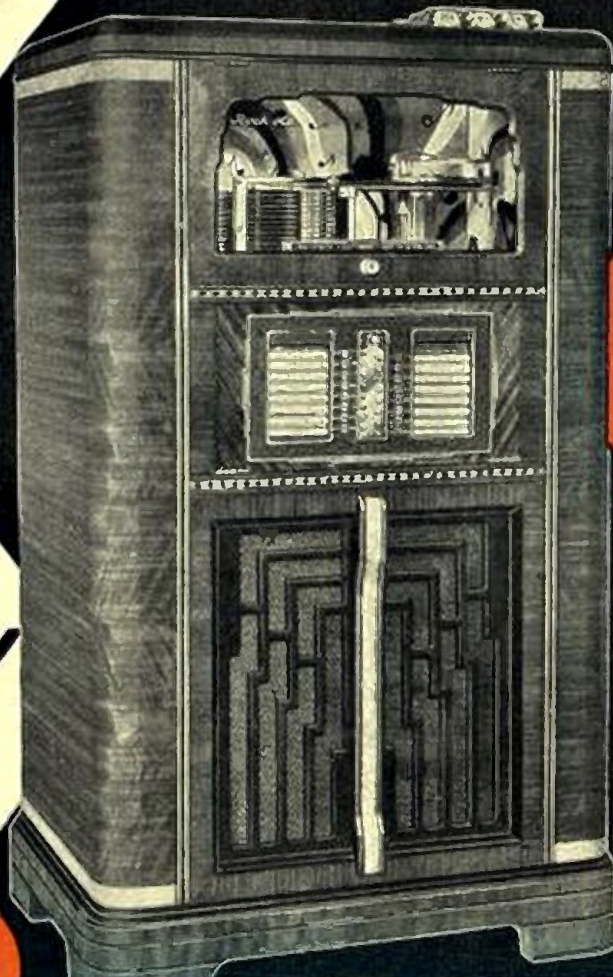
### LIGHTWEIGHT CRYSTAL PICKUP!

Exclusive with Rock-Ola. As superior to magnetic pickups as electric light is to the kerosene lamp.

Matchless full range reproduction.

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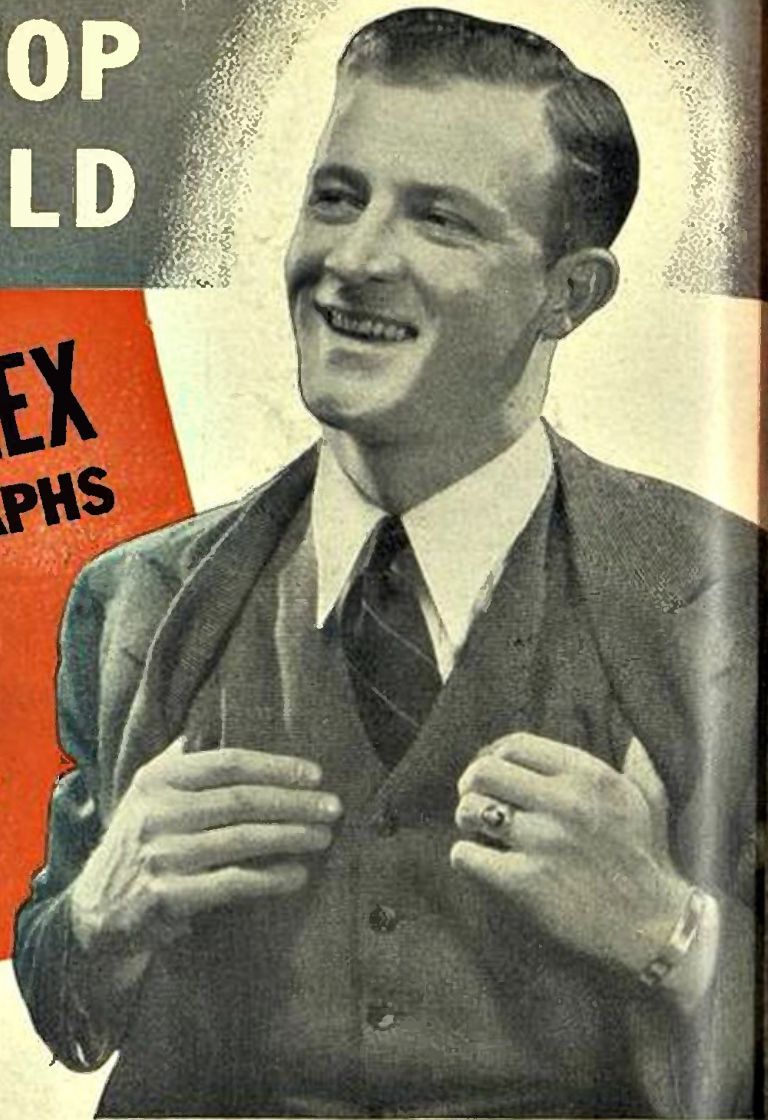
*The Best  
there is  
in  
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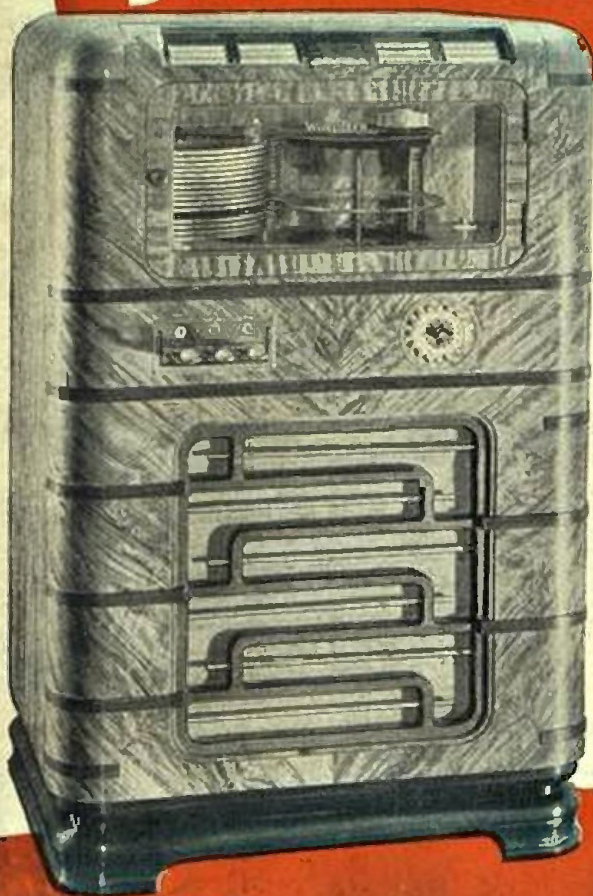
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**AUTOMATIC PHONOGRAPHS**  
*Sold only to Operators*