

RADIO — STAGE — LIST NUMBER — PICTURES — OUTDOOR

*

15 Cents

MARCH 28, 1936

The Billboard

The World's Foremost Amusement Weekly



BETTY REAL
"Rhythm in the Real Manner"
Personal Representative—Andy Pine

• popular songwriters of

- "SING, IT'S GOOD FOR YA"
- "GOIN' TO TOWN"
- "RHYTHM IN MY NURSERY RHYMES"
- "HOME COOKIN'"

DON HUGHIE LES
RAYE, PRINCE and CLARK

• SONGS WELL-SEASONED

*Took the Cocoanut Grove by Storm!
Held Over 8 Weeks on Original
Two-Week Engagement!*

• currently at the
**COCOANUT GROVE
PARK CENTRAL
HOTEL ***
New York

★Thanks to the
LANZNER BROTHERS
and **GEORGE LIBBY**



★
*The Most
Versatile
Act in Night
Clubs Today!*

Originators of the
**"THREE WAY
FAN DANCE"**
*The Fan Dance To End
All Fan Dances*

From The Billboard,
March 14, 1936, issue:
"Raye, Prince and
Clark were an easy hit.
Prince is at the baby pi-
ano, while Don Raye and
Les Clark stick to singing,
and all three join in on
flashes of hoofing. Boys
specialize in spicy lyrics,
their youth and vigorous
delivery doing much to put
them over." — PAUL
DENIS.

Raye, Prince and Clark

"Three men, dressed in evening
clothes. Act opens with luke com-
edy followed by comic songs delivered
in limerick fashion with one of the boys
doubling at the piano. Routines thruout
are interspersed with light comedy, mug-
ging, etc. Hit number is a fan dance bur-
lesque which is carried thru with plenty of hu-
mor. Also socked with 'The Music Goes
'Round,' first vocally, and then hoofing. Audi-
ence gave them riotous applause lasting well into
the next act." — PAUL ACKERMAN in The Bill-
board.

• Personal
Management

CHARLES V. YATES

• *We hate to be Corny, BUT ...
we've got Tacky Tunes, Lyrics that are Lalapaloozas,
Snappy Steppings and Jazzy Jokes . . .*

OH, YOU KID!

The Billboard

Vol. XLVIII
No. 13

The World's Foremost Amusement Weekly

March 28,
1936

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
92 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

SWIMMING POOL THEATERS

Showbiz Washed Out by Floods In All of the Affected Areas

Pittsburgh loss estimated in millions—radio stations hit by power shutdowns—repairs will take weeks—loss at b. o. not added in—New England hit

NEW YORK, March 21.—The physical damage inflicted on showbiz by the ravaging floods of the past week will be equaled, if not exceeded, it is thought, by the loss at the box office, a loss which may extend for some time. Only big hope showmen may have is that the flood sufferers may seek enjoyment to forget. Practically every city and town hit by the waters had its theaters, night clubs, dance spots and like closed. Actual damage to interiors, in keeping with the flood damages at large, is inestimable. With the waters still high in New England, especially Connecticut, no approximation can be made at this time.

Radio stations were variously affected. Some, such as WCAE, Pittsburgh, went off the air Wednesday, to return intermittently with storage battery and emergency power. Stations were of considerable aid in broadcasting whereabouts of those hemmed in by the water, flood warnings and the like.

Lucky Millinder and his orchestra were playing a date in Pittsburgh and were marooned there by the flood, unable to get out. The company of the Theater Guild's *Idiot's Delight* was likewise flood-struck, with the New York opening due Tuesday (24). Russell Crouse, Guild press agent, managed to get out of town before the date was over, but took a day and a half to get into New York. Opening will take place as scheduled.

About 75 Warner Bros. theaters in Pennsylvania, Ohio and West Virginia were damaged to varying extent. Included were many de luxe spots. Until power is restored in Pittsburgh, still out today for the third day, action is practically impossible. Johnstown theaters today were also partly filled with water, slowly receding. Comerford houses in Pennsylvania have been badly hit, as well, and many of them are without

(See SWIMMING POOL on page 79)

Stem Pix Houses Come to Life As Elevator Strike Is Ended

NEW YORK, March 21.—Part of Broadway's dormant carcass came to life this week when the resumption of elevator service and the break in the weather accounted for circulating a fair number of shekels amongst the motion picture houses, night clubs and hotel dining rooms. Legit's end-of-season hibernation, getting earlier and earlier each year, is about due, with few openings scheduled and the few remaining doing rather badly on the whole.

The Music Hall did okay on its second week of *The Country Doctor*, altho a longer run was anticipated. Paramount, with Mae West and Fred Waring, grossed \$55,000 the first week and \$45,000 the second. The Rivoli is apparently in for some dough with *These Three*, the screen adaptation of *The Children's Hour*, following the Chaplin vehicle. The State, with Arthur Tracy and Herman Timberg, together with *The Ghost Goes West*, made out well. The Roxy held over *Love Before Breakfast*, supported by Pinky Tomlin on the stage, later entering his fourth week at the house. The Capitol was knocked on its heels by *Robin Hood of El Dorado*, but opened with *Petticoat Fever* to fair press notices, despite the cuteness of Robert Montgomery. *The Great Ziegfeld*, at the Astor, will bring back to that house a two-a-day schedule when it opens.

Showmen's League Third Annual Spring Show Scores Success

CHICAGO, March 21.—With a score of stage, radio and screen artists of note delivering a whale of a show and more than 500 persons packing the College Inn of the Hotel Sherman, the Showmen's League of America scored another success Monday night with its third annual Spring Theatrical Night. In all, more than 30 acts took part in the show, which made a tremendous hit. The American Hospital, which cares for many show people, was enriched by nearly \$1,000. It was the recipient of the entire net proceeds of the show.

Appreciative of the work the Showmen's League is doing for showfolks, members of the profession responded whole-heartedly to the call for talent, and the result was an evening of keen enjoyment for all who attended. There were so many volunteer acts, in fact, that not all could go on.

During the dinner hour the regular College Inn skating carnival was staged, with George Olsen and his boys furnishing the music. The ice show

The two new WPA shows, T. S. Eliot's *Murder in the Cathedral* and *Triple A Plowed Under*, at the Manhattan and Biltmore theaters, respectively, are getting plenty of publicity and are doing well so far.

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Circus Agents Concerned Over Effects of Floods

WASHINGTON, March 21.—Agents representing several circuses gathered in Washington are tremendously concerned over the effect of the floods on spring business. The wide expanse of the disaster, affecting many points in Pennsylvania, West Virginia, Maryland, Virginia, Massachusetts, Connecticut and New York State, creates an effective barrier thru which shows must pass for this spring patronage.

Coupled with the infantile paralysis epidemic of last season, which prevented access to Southern territory from the North, the shows now in the South en

(See CIRCUS AGENTS on page 84)

Heavy Damage At Wheeling

Believed park at old West Virginia State grounds is nearly a complete loss

WHEELING, W. Va., March 21.—As a mobilized army of West Virginia State policemen, relief workers and Red Cross, estimated at over 1,000, dug thru debris piled to the rooftops on Wheeling Island, searching for bodies of dead already estimated at a score, the old West Virginia State Fair grounds, which contains the present Fair Park, was still iso-

(See HEAVY DAMAGE on page 80)

Coney at Cincy Covered by Water

CINCINNATI, March 23.—Coney Island, Cincinnati's big amusement park, is going thru the same punishing experience that marked its inundation in the Ohio River flood in the spring of 1933. With several days' warning, a big force directed by General Manager Edward L. Schott prepared as far as possible against the inrush of water, much equipment being moved to spots not expected to be reached.

Except a small area in center of the grounds, the park on Monday was under from three to four feet of water, the oval inside the adjoining race track be-

(See CONEY AT CINCY on page 79)

Two Smash Hits Scored by Federal Theater Project

"Murder in the Cathedral" called a superb production—Living Newspaper's "Triple A Plowed Under" brings squawks from 100 percenters—tries to show all sides

NEW YORK, March 21.—The Federal Theater Project crashed thru with two smash hits this week. One is the Popular Price Theater's version of T. S. Eliot's poetic drama, *Murder in the Cathedral*, a superb production which brought raves from the critics, and the other is the Living Newspaper Theater's initial production, *Triple A Plowed Under*, a fast, biting stage newsreel, which immediately provoked cries of "Communism" from certain newspapers and from the Federal Theater Veterans' League. *Murder in the Cathedral* opened last night at the Manhattan Theater, succeeding *American Holiday*. It is in for an 11-day run, admission ranging from 15 to 55 cents. The first-night audience applauded and cheered several minutes when the final curtain came down on an inspired production, which should completely smother the old cries of incompetence directed against the project.

A masterly production, *Murder in the Cathedral* combines Eliot's beautiful poetry with judicious orchestral effects, a fine cast, a lovely single set, soft lighting, ecclesiastical chanting, costume colors and groupings of players that all knit into a definite harmonious pattern. Halsted Welles, who directed the Yale University production, has directed this, the first Broadway production of a drama that stirred England last year. A. Leh-

(See TWO SMASH HITS on page 10)

Big Audiences for N. Y., Chicago, Philly Recitals

Concert dances at popularity peak in big cities—Ballet Russe, Joos Ballet still big draws—flood of dance recitals in New York—Graf concert in Chicago

NEW YORK, March 21.—Dance entrepreneurs during the last month or so have been keeping the faithful occupied with a sufficient quantity of top-notch entertainment. February 24 saw the return engagement of the Ballet Joos for a series of five performances at the Alvin; the solo debut of the Spanish dancer, Sarita, at the Vanderbilt Theater, and the introduction by Martha Graham at the Guild Theater of Alexander Calder's latest developments to her number entitled *Horizons*. The Ballet Joos in movement, wit, satire and sociological significance realized to the fullest the claims advanced for it by its admirers earlier in the year. Sarita's program, presented with an abundance of color, pleased particularly with the Farruca, in addition to a couple of new dances. Miss Graham, known as an experimentalist and purveyor of novelty, received mixed press notices, but despite the charge of monotony she undoubtedly enjoys a large and stable circle of enthusiasts.

March 1 and 2 offered, chronologically, a program of Mexican dances by Josef as part of a joint recital with the tenor, Tito Guizar, and two performances by the Ruth Page Ballet at the Adelphi Theater. Capacity audiences attended and the applause was loud and prolonged, particularly for the new *Hear Ye! Hear Ye!* number, a bit dealing with a night club murder. Lisa Parnova and Edwin Strawbridge combined their talents March 9 at the Guild Theater to present a program of 19 dances. While the evening was rather lengthy, the infinite variety made it constantly enjoyable—a fact the audience was not reticent in conveying.

Joseph and His Brethren, Werner Josten's pantomime ballet given at the Juilliard School the evening of March 9, with Arthur Mahoney in the principal role, marked the school's entrance into a new field. An appreciative audience proved very receptive, particularly to the musical background provided by Josten.

Eleanor King, formerly of the Humphrey-Weidman group, together with Keith Coppage and Ann Agin, presented on March 11 the third of a series of modern dance recitals given under auspices of the New School for Social Research. The extremes of burlesque and thoroughly serious themes were included in the wide range of the program. Another recital strong on variety was that given March 15 at the Majestic Theater by the New Dance League. The opening number, and by far the most striking, consisted of a Negro group executing various African ceremonial dances to the accompaniment of rhythmic drumming and singing. The subsequent pieces did not reach the same exciting level, the entertainment maintained pace and energy. The work of John Bovington, Valentinoff and Soki, a Japanese dancer, was warmly applauded. From the standpoint of presentation, the stage technicians' expert lighting and the direction of Robert Colman were very satisfying.

According to Sol Hurok, dance enthusiasts may look forward to a two-week return engagement of the Ballet Russe, opening at the Metropolitan Opera House April 12.

Gino Daro and Rae Costa, vaudeville team, made their concert debut last

Sunday at the Guild Theater. Presenting a frankly experimental program, they made a solid impression nevertheless. For one thing, they showed surprising versatility, offering toe, ballroom, adagio, comedy, tap and acrobatic numbers. The ballet master scene, in which Ruth Wynn and Jeannette Garrette assisted Daro, was most popular, while the Mata Hari number proved the most spectacular. Daro did the choreography, Clifford Adams, Prof. Rochi and Fredric Watson arranged the music, and Ralph Monti designed the costumes.

CHICAGO, March 21.—Three important dance recitals drew plaudits the past month.

First was the program given at the Goodman Theater February 25 by Grace and Kurt Graf under sponsorship of the Art Institute Alumni Association. A large and appreciative audience witnessed their creative modernistic dance moods, patterned along graceful and harmonious lines. Beautiful costumes, designed by Graf, added to enjoyment of the recital.

Ted Shawn and his male dancers returned to the Studebaker Theater February 28 for a one-night engagement. An American epic dealing with the story of John Brown opened the program, followed by a group of medieval workers' songs, previously shown, and Barton Mumaw, whose dance of the French sailor was almost as light and agile as Shawn's dance of the ancient cupbearer called *Gnosienne*. The ensemble was seen in a pageant of figures from a Gothic frieze and the *Invocation of Thunder Bird* was presented to music by Sousa.

Trudi Schoop and her comic ballet said farewell for the season March 1 at the Studebaker. She added five new *Impressions of the Day* to her repertoire, expert studies in pantomime and dance caricature concerning the *Unemployed*, *Business in Business* and *Sport Above All*.

PHILADELPHIA, March 21.—One of most striking features of the season has been the enormous popularity of the ballet. Philadelphia has become ballet-conscious, and not only is the artistic acclaim great but the enthusiasm is evidenced at the box office.

Increasingly noteworthy work was shown by the Philadelphia Ballet Company, of which Catherine Littlefield is

(See **BIG AUDIENCES** on page 9)

New York Times Sets Strict Rules on Dance School Ads

NEW YORK, March 21.—The Dancing Teachers' Business Association, Inc., won its first round in its fight to reform dance school advertising when *The New York Times* issued three rulings clarifying its attitude on dance instruction advertisements. *The Times'* advertising statement to Thomas E. Parson, president of the DTBA, follows:

"As there have been complaints and misunderstandings due to a lack of clarity in some of the statements ap-

SAG Free Air Show

LOS ANGELES, March 21.—The subject of free broadcasting in relation to such programs as Hollywood Hotel, Parties at Pickfair and Shell Chateau came up for brief discussion at the meeting here of the Screen Actors' Guild this week. The proposition was shelved temporarily, pending the return of Guild attorney Lawrence Bielensohn.

Since broadcasting comes under direct jurisdiction of the Four A's, Guild leaders were not certain whether the organization would be able to issue an edict covering free air shows. Attorney Bielensohn, who returns from the East next week, was believed to have discussed the proposition there and would report the situation at next regular meeting of the Guild.

Writers' Guild Adds 24

LOS ANGELES, March 21.—Twenty-four new members were added to the roll call this week of the Screen Writers' Guild. The list includes: Clifford Odets, Sam Hellman, Eric Hatch, Joseph Krungold, Jefferson Parker, Nathaniel West, Douglas Foster, Mortimer Braun, Tom Van Dyke, James R. Gilbert, Samuel Hopkins Adams, George Worthington Yates, Tom Monroe, Arthur Beckhardt, Herbert Sauterre, Mark Kelly, Frank O'Connor, Sherman Rogers, Franklin Coen, Harry Tugent, Howard Lindsay, Richard Maibaum, S. G. Duncan and Samuel C. Engel.

Block-Booking Bill Hearing

Pettengill measure up before Senate subcommittee—trade practices defended

WASHINGTON, March 21.—Hearings before a subcommittee of the House Interstate and Foreign Commerce Committee on the Pettengill block-booking bill, companion measure to the Neely bill in the Senate, have been concluded. The next step as to both the Senate and House subcommittees will be the framing of reports to the main committees. Hearings by the two bodies are being printed. The hearings before the House group were much along the line of those held by the Senate subcommittee as to testimony given. Witnesses were largely the same in each instance. There was indirect crossfire between representatives of producers and distributors, and of independents, the usual charges and retorts.

Testimony was also given by representatives of numerous welfare, church, educational, reform and other groups as before the Senate subcommittee, and to the same general effect. Sidney R. Kent, Fox Film president, opposed the bill, as did C. C. Pettijohn, producers' counsel, and others. Abram F. Myers, supported

(See **BLOCK-BOOKING** on page 10)

Delay Granted In Film Case

Defendants get extension of time for filing answers, despite objections

NEW YORK, March 21.—Assistant Attorney-General Russell Hardie's attempt to prevent Federal Judge Alfred C. Coxe's ruling granting an extension of time to Paramount, RKO and Warner concerning the filing of answers to the government charges of conspiracy relative to the St. Louis product situation ended unsuccessfully March 17 when Judge Murray Hulbert okeed the 30-day grace. This brings the deadline up to April 16.

Hardie's protests were mainly based on the fact that the extensions were granted without sufficient notice being given to the government prosecution, and that the delay was not only unnecessary but would also result in additional financial losses to Fanchon & Marco, who are the chief complainants and upon whose film troubles in St. Louis the present case rests. Further testimony by Hardie revealed that F. & M. were currently considering closing the Ambassador, New Grand Central and Missouri theaters in view of the latest development granting an extension of the deadline. A further statement by Hardie to the effect that the St. Louis activities of the major companies constituted only a minor indication of what is going on all over the country ended his efforts.

Counsel for the defense, including Frederick H. Wood, of Warner, and Louis Connick, of Simpson, Thacher & Bartlett, the latter firm a new addition to the Paramount legal staff, testified that more time was necessary if a clear presentation of the many angles involved were to be given. Connick was not connected in any capacity with the two previous trials.

It is understood that Hardie will bring to the trial about 60 witnesses, of whom approximately 15 will be new.

French Film Firm Bankrupt

PARIS, Mar. 16.—Following the recent failure of the Societe de Gerance des Cinemas Pathe, the parent company of the Pathe group, the Societe Pathe Cinema has been declared bankrupt. Pathe Cinema is capitalized at 136,000,000 francs (\$9,066,666), and the Gerance des Cinemas Pathe, which controls big circuit of picture houses, is capitalized at 25,000,000 francs (\$1,666,666).

BETTY REAL

This Week's Cover Subject

BETTY REAL has not only had an unusual career; her present occupation is unusual, to say the least. One of the few girl leaders of male band aggregations, the former Ziegfeld protegee is definitely on the way to becoming one of the country's outstanding personalities in the music field.

Miss Real was born into a theatrical family and as would be expected began performing when three years old. From out of Portland, Me., the blond little lady came down to the vaudeville mart in an act with three talented sisters. This singing and dancing quartet played the major circuits for four years. The sisters retired and Betty kept on, going as a single. For five years she worked at the Hollywood Restaurant, New York. During this period she doubled into the 1931 edition of "Ziegfeld Follies," working in the Ziegfeld classic as Hal LeRoy's dancing partner. Later came an engagement in "Hotcha," also for Ziegfeld. Miss Real has also been cast in shorts with Jack Benny.

Last summer Andy Pine, trumpet player extraordinary, was struck by the happy idea of training Miss Real to lead a band. The idea took definite shape in a short time. Miss Real started out with an aggregation that includes Pine, and since then it has been a progression of successes. The Real band has toured for CBS, it opened up the Cinderella Ballroom, New York, and is being set for one-nighters and other engagements that will keep the comely baton wielder busy well into the fall. Miss Real is an accomplished drummer but in her work with the band confines her efforts to direction. Pine acts as her personal manager.

Cruze Socks Academy

HONOLULU, March 14.—James Cruze, here on vacation after finishing *Sutter's Gold*, delivered a blast against the whole idea behind the Motion Picture Academy awards. "Who are this group to set themselves up as sole judges?" he asked. The pull at the box office is the real criterion for the success of a picture, player or director, not the say-so of a group of yesmen. The Academy, when you come to think of it, is nothing more than a setup by a group of producers. The answer is clear."

TICKETS ROLL OR MACHINE FOLDED
100,000-\$17.00
SPECIAL PRINTED-CASH WITH ORDER
ELLIOTT TICKET CO. { 409 LAFAYETTE ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

War on Bank "Insurance"

**El Paso chain refuses giveaways to those "insured"—
—L. A. city attorney acts**

EL PASO, March 21.—Over 25,000 Bank Night patrons here had to re-register their names in a revised setup of awards which District Manager John Paxton of Texas Consolidated Theaters said today will force Bank Night "insurance" firms out of business. Over 80,000 names on a former list were destroyed, and new registrations started this week. Each patron signing the new register signed a pledge that he would not buy "insurance" or guarantees. Paxton announced that any known "insurance" buyers would find their names

withdrawn from the Bank Night drawings for all future awards.

"Insurance" dealers have started a persistent off-the-record campaign to convince the public no names will be withdrawn from Bank Night drawings, even threatening an injunction to restrain Paxton from taking out names, while the theater official insists "insurance" chiselers must go.

Business has dropped considerably in the last few weeks, but officials claim it will pick up with a more select clientele as a result of the new rules. New registrations every 30 or 60 days are planned now, Paxton said.

LOS ANGELES, March 21.—War was begun here this week by the city attorney's office upon Bank Night "insurance" racket. First criminal complaints, citing five violations of State insurance and lottery laws, were filed Wednesday against C. K. Franklin and J. Cafford, of the Theater Bank Night Guarantee Company, Ltd.

Complaint was drawn up by Deputy City Attorney Bert McDonald on evidence collected by M. B. Swan and Theodore Cawthorn of the police bunco squad. Within the past few weeks vendors of Bank Night "insurance" have been springing up here, advertising in the dailies for salespeople to sell books of 100 tickets for 100 per cent profit at \$10. "Insurance" called for award up to \$150 if patron was absent from house when his name was drawn on bank nights.

BOSTON, March 21.—Affiliated Enterprises, owners of Bank Night, filed an infringement suit last week against the Graphic Circuit of Maine. Bank Night owners charge that the Graphic chain violates their copyright in sponsoring Get-Rich Night, a similar cash giveaway plan. The suit was filed in the U. S. District Court in Bangor, Me., by George Ryan, Bank Night attorney.

A similar suit was filed against the B. G. Film Company, of Boston, owners of a scheme called Parlay Cash Night. Owners of Parlay Cash entered a motion to dismiss the case, which was granted by a district court judge, whereupon Bank Night filed an appeal from the dismissal, demanding that the case be brought to trial.

Meanwhile exhibitors of Massachusetts are awaiting the decision of Judge Sisk, of the Suffolk County Superior Court, who is expected to pass on the legality of Bank Night in this county. A test case was brought to court in the arrest of Frank Lydon, owner of the Hamilton Theater, Dorchester, on charges of conducting a lottery in connection with Bank Night. As Bank Night has been halted in practically every city and town in Massachusetts, exhibitors believe that Judge Sisk's decision will set up a ruling for the entire State.

Hearst-Warners in Anti-Radio Combine

NEW YORK, March 23.—With the appearance this morning of Nick Kenny's column in *The New York Daily Mirror*, the dropping of radio columns by the Hearst papers takes on a definite trend toward Hearst siding with Warner Brothers in their fight against the networks who still refuse to obtain licenses from the Warner group of publishers for use of Warner music on the air. Refusal of the networks to take Warner licenses for performance of such music does not stop at this point, but is depriving Warners of the equivalent of millions of dollars' worth of spot announcements whenever a song was used from a picture and the title of the film was mentioned.

Hearst being lined up with Warners, which release the Marlon Davies Cosmopolitan pictures, now appears to be a hammer over the heads of the networks and such stations yet unlicensed by Warner's subsidiary organization, Music Publishers' Holding Corporation. Move looks like a fast one by Warners, with Hearst in a receptive mood as a result of various angles.

Los Angeles Examiner last Thursday took up the entire editorial page against the recent broadcast over CBS by Earl Crowder, the Communist Party official. Huge cartoon showed a giant-sized statue of George Washington, while on one side William S. Paley, CBS prexy, is hopping around in favor of Communism, while on the other Crowder is dancing on a soap box waving a red flag, red ink being used. A two-column editorial further harped on the matter. Cartoon was entitled "They both look alike to George."

The Kenny column in *The Mirror* is called "Nick Kenny in Tin Pan Alley" and it is devoted entirely to Warner Brothers' song activities in its new films and also news of its signed songwriters. Substitution of Warner music news for radio activities is considered plainly evident that the war is on in full blast, with Hearst and Warners definitely lined up against the networks and other stations. Additional news on Hearst and radio will be found on page 7.

Radtke Out of RKO

NEW YORK, March 21.—R. B. Radtke, of RKO's real estate department, left the organization last week. His position has been taken over by A. S. Calvin.

DETROIT'S OFFICIAL THEATRICAL HEADQUARTERS

Making a specialty of catering to theatrical people. 400 large, clean, modern rooms with bath, with special low weekly rates for the profession. Coffee shop and bar prices unusually attractive.

In the center of the theatrical district—within easy walking distance of the foremost theatres.

Official Hotel for American Federation of Actors. We enjoy having theatrical people here—and the best is none too good for them.

Write for detailed information.

HOTEL WOLVERINE DETROIT

Choose the Chelsea Where You Get The Best For Your Money

HOTEL CHELSEA

THE CHARM OF THE CHELSEA

Is its atmosphere of cordiality and repose—enhanced by wide verandas overlooking fountains, lawns and The Sea. A beautiful dining room at the Ocean's edge serving a hountiful table of excellently prepared food.

FROM \$6.50 With Meats and Bath. \$3.50 Rm. Only and Bath.

Special Weekly and Monthly Rates

ATLANTIC CITY
JOEL HILLMAN • JULIAN A. HILLMAN
• CHRISTIAN MYERS

DONALD BAIN
(IMITATOR-COMEDIAN)

WANTS a young, experienced Comedienne to join his act. Must be able to sing and dance. Send details, photograph, age, etc., care BOX 894, Billboard, 1564 Broadway, New York.

Mouth Clear No Pain

3 POINT SUCTION ROOFLESS
Roof Clear—100% Lighter

Especially for Public Speakers, Singers, No gagging. Restores natural voice and facial expression. All kinds and Prices of Teeth Cheaper and Better by Mail. All teeth sold with a

60 DAY TRIAL
Don't delay, write today for "Why By Mail."
HOD LABORATORIES
1602 Krause Bldg., Tampa, Fla.
"Also Specializing in Prop Teeth."

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WIGS & HATS FOR EVERY OCCASION.

Mohair Wigs \$1.25
Human Hair \$3.00
For Street and Theatrical Wear.

HATS
For Pageants—Parades and Characterization.
50c Up

Catalog "B" Upon Request,
SEYMOUR GRANAT & CO.,
1225 Broadway, New York City, N. Y.

WANTED IMMEDIATELY
TALENTED MUSICAL COMEDY PEOPLE IN ALL LINES

For the Biggest Musical Comedy Stock Show Ever Presented in Buffalo, N. Y.

Great opportunity for competent Specialty People, Comedians, Singers, Dancers and Chorus Girls. Past Experience, Recent Connections, General Reference and Photographs must accompany all applications.

Shows produced by GEO. PRONATH. All those who worked for him before apply immediately. Wire or write

DEWEY MICHAELS,
State Theatre (Formerly Gayety),
Pearl at Huron Street, Buffalo, N. Y.

ONTARIO HOTEL
Well-Known Theatrical House.

\$1.00 Up Daily—\$4.00 Up Weekly.

620 North State Street, Chicago, Ill.

WANTED IMMEDIATELY
Acts of all descriptions, suitable for schools, theatres, fairs, night clubs, celebrations. Also orchestras for dance tours and locations. Write, enclosing photos and full particulars of your act. **CAPITOL AMUSEMENT ATTRACTIONS, 3822 Eleventh St., N. W., Washington, D. C.**

PARTNER WANTED
With Tent Outfit or cash; 50-50. Recognized vaudeville and picture show. Established West Virginia territory. **DOUG. FLEMING, 2530 N. Kedzie Blvd., Chicago.**

AT LIBERTY APRIL 1st
Progressive Bannerman and Merchant Show Promoter. Will do the advance if necessary. Week or three-night Rep. Good financial proposition to modern manager with up-to-the-minute Tent Show. I am financially responsible. **JAMES HAMILTON, Lubbock Hotel, Lubbock, Tex.** Pay your wires, I pay mine.

WANTED
For week-stand Rep. People all lines. Also Piano Player. Consider silence polite negative. Write, don't write. Rehearsals April 20. **BOB DEMOREST, JR., 630 Hogan St., Jacksonville, Fla.**

J. H. Devins Leaves NBC For Detroit Agency Job

NEW YORK, March 23.—J. H. Devins, of the National Broadcasting Company press department, has resigned to join the J. Stirling Getchell Agency in Detroit, where he will handle publicity on the agency's Plymouth and De Soto accounts. Getchell Agency has, among other shows on the air, Ed Wynn on CBS and the Chrysler program on the same web. Devins plans to be in Detroit early next week and get under way forthwith.

For the past year Devins has been contact man between radio columnists and NBC and also acted as head of the copy desk under Wayne Randall, head of the NBC press department. He has been with NBC for several years.

Award 'Bounty' Model Prizes

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JOSH KITCHENS OPENS THE CITY OF LIQUID GOLD TULSA, OKLA., APRIL 2nd

and in Tulsa, too, fast European Type Walkathon. All teams okehed by **MONTY HALL, RAJAH BERGMAN** and all **DICK EDWARDS' Old Teams** contact them at once, especially Elmer Dupree.

No collect wires, no transportation.
117 South Boston, Tulsa, Okla.

PHOTOS WANTED

Will pay up to \$1.00 for 8x10 clear photos or photo-reproductions of buses costing \$4,000 or more being used at the present time by traveling shows, orchestras, acts or show troupes.

Send photos, complete description of bus, how used, how many people transported, baggage and price of bus when new to C. J. LATSCHA, Adv. Mgr., The Billboard, 25 Opera Place, Cincinnati, Ohio.

10,000 Roll or Machine Folded Tickets Printed to Order \$ 6.65
20,000 Roll or Machine Folded Tickets Printed to Order \$ 7.80
50,000 Roll or Machine Folded Tickets Printed to Order \$11.25
100,000 Roll or Machine Folded Tickets Printed to Order \$17.00

CASH WITH ORDER—PROMPT DELIVERIES

THE TOLEDO TICKET CO., Toledo, Ohio

Big Audiences for N. Y., Chicago, Philly Recitals

Concert dances at popularity peak in big cities—Ballet Russe, Joos Ballet still big draws—flood of dance recitals in New York—Graf concert in Chicago

NEW YORK, March 21.—Dance entrepreneurs during the last month or so have been keeping the faithful occupied with a sufficient quantity of top-notch entertainment. February 24 saw the return engagement of the Ballet Joos for a series of five performances at the Alvin; the solo debut of the Spanish dancer, Sarita, at the Vanderbilt Theater, and the introduction by Martha Graham at the Guild Theater of Alexander Calder's latest developments to her number entitled *Horizons*. The Ballet Joos in movement, wit, satire and sociological significance realized to the fullest the claims advanced for it by its admirers earlier in the year. Sarita's program, presented with an abundance of color, pleased particularly with the Farruca, in addition to a couple of new dances. Miss Graham, known as an experimentalist and purveyor of novelty, received mixed press notices, but despite the charge of monotony she undoubtedly enjoys a large and stable circle of enthusiasts.

March 1 and 2 offered, chronologically, a program of Mexican dances by Josef as part of a joint recital with the tenor, Tito Guizar, and two performances by the Ruth Page Ballet at the Adelphi Theater. Capacity audiences attended and the applause was loud and prolonged, particularly for the new *Hear Ye! Hear Ye!* number, a bit dealing with a night club murder. Lisa Parnova and Edwin Strawbridge combined their talents March 9 at the Guild Theater to present a program of 19 dances. While the evening was rather lengthy, the infinite variety made it constantly enjoyable—a fact the audience was not reticent in conveying.

Joseph and His Brethren, Werner Josten's pantomime ballet given at the Juilliard School the evening of March 9, with Arthur Mahoney in the principal role, marked the school's entrance into a new field. An appreciative audience proved very receptive, particularly to the musical background provided by Josten.

Eleanor King, formerly of the Humphrey-Weidman group, together with Keith Coppage and Ann Agin, presented on March 11 the third of a series of modern dance recitals given under auspices of the New School for Social Research. The extremes of burlesque and thoroughly serious themes were included in the wide range of the program. Another recital strong on variety was that given March 15 at the Majestic Theater by the New Dance League. The opening number, and by far the most striking, consisted of a Negro group executing various African ceremonial dances to the accompaniment of rhythmic drumming and singing. The subsequent pieces did not reach the same exciting level, the entertainment maintained pace and energy. The work of John Bovington, Valentinoff and Soki, a Japanese dancer, was warmly applauded. From the standpoint of presentation, the stage technicians' expert lighting and the direction of Robert Colman were very satisfying.

According to Sol Hurok, dance enthusiasts may look forward to a two-week return engagement of the Ballet Russe, opening at the Metropolitan Opera House April 12.

Gino Daro and Rae Costa, vaudeville team, made their concert debut last

Sunday at the Guild Theater. Presenting a frankly experimental program, they made a solid impression nevertheless. For one thing, they showed surprising versatility, offering toe, ballroom, adagio, comedy, tap and acrobatic numbers. The ballet master scene, in which Ruth Wynn and Jeannette Garrette assisted Daro, was most popular, while the Mata Hari number proved the most spectacular. Daro did the choreography, Clifford Adams, Prof. Rochi and Fredric Watson arranged the music, and Ralph Moni designed the costumes.

CHICAGO, March 21.—Three important dance recitals drew plaudits the past month.

First was the program given at the Goodman Theater February 25 by Grace and Kurt Graf under sponsorship of the Art Institute Alumni Association. A large and appreciative audience witnessed their creative modernistic dance moods, patterned along graceful and harmonious lines. Beautiful costumes, designed by Graf, added to enjoyment of the recital.

Ted Shawn and his male dancers returned to the Studebaker Theater February 28 for a one-night engagement. An American epic dealing with the story of John Brown opened the program, followed by a group of medieval workers' songs, previously shown, and Barton Mumaw, whose dance of the French sailor was almost as light and agile as Shawn's dance of the ancient cupbearer called *Gnossienne*. The ensemble was seen in a pageant of figures from a Gothic frieze and the *Invocation of Thunder Bird* was presented to music by Sousa.

Trudi Schoop and her comic ballet said farewell for the season March 1 at the Studebaker. She added five new *Impressions of the Day* to her repertoire, expert studies in pantomime and dance caricature concerning the *Unemployed*, *Business in Business* and *Sport Above All*.

PHILADELPHIA, March 21.—One of most striking features of the season has been the enormous popularity of the ballet. Philadelphia has become ballet-conscious, and not only is the artistic acclaim great but the enthusiasm is evidenced at the box office.

Increasingly noteworthy work was shown by the Philadelphia Ballet Company, of which Catherine Littlefield is

(See **BIG AUDIENCES** on page 9)

New York Times Sets Strict Rules on Dance School Ads

NEW YORK, March 21.—The Dancing Teachers' Business Association, Inc., won its first round in its fight to reform dance school advertising when *The New York Times* issued three rulings clarifying its attitude on dance instruction advertisements. *The Times'* advertising statement to Thomas E. Parson, president of the DTBA, follows:

"As there have been complaints and misunderstandings due to a lack of clarity in some of the statements ap-

SAG Free Air Show

LOS ANGELES, March 21.—The subject of free broadcasting in relation to such programs as Hollywood Hotel, Parties at Pickfair and Shell Chateau came up for brief discussion at the meeting here of the Screen Actors' Guild this week. The proposition was shelved temporarily, pending the return of Guild attorney Lawrence Bielensohn.

Since broadcasting comes under direct jurisdiction of the Four A's, Guild leaders were not certain whether the organization would be able to issue an edict covering free air shows. Attorney Bielensohn, who returns from the East next week, was believed to have discussed the proposition there and would report the situation at next regular meeting of the Guild.

Writers' Guild Adds 24

LOS ANGELES, March 21.—Twenty-four new members were added to the roll call this week of the Screen Writers' Guild. The list includes: Clifford Odets, Sam Hellman, Eric Hatch, Joseph Krungold, Jefferson Parker, Nathaniel West, Douglas Foster, Mortimer Braun, Tom Van Dyke, James R. Gilbert, Samuel Hopkins Adams, George Worthington Yates, Tom Monroe, Arthur Beckhardt, Herbert Sauterre, Mark Kelly, Frank O'Connor, Sherman Rogers, Franklin Coen, Harry Tugent, Howard Lindsay, Richard Maibaum, S. G. Duncan and Samuel C. Engel.

Block-Booking Bill Hearing

Pettengill measure up before Senate subcommittee—trade practices defended

WASHINGTON, March 21.—Hearings before a subcommittee of the House Interstate and Foreign Commerce Committee on the Pettengill block-booking bill, companion measure to the Neely bill in the Senate, have been concluded. The next step as to both the Senate and House subcommittees will be the framing of reports to the main committees. Hearings by the two bodies are being printed. The hearings before the House group were much along the line of those held by the Senate subcommittee as to testimony given. Witnesses were largely the same in each instance. There was indirect crossfire between representatives of producers and distributors, and of independents, the usual charges and retorts.

Testimony was also given by representatives of numerous welfare, church, educational, reform and other groups as before the Senate subcommittee, and to the same general effect. Sidney R. Kent, Fox Film president, opposed the bill, as did C. C. Pettijohn, producers' counsel, and others. Abram F. Myers, supported

(See **BLOCK-BOOKING** on page 10)

Delay Granted In Film Case

Defendants get extension of time for filing answers, despite objections

NEW YORK, March 21.—Assistant Attorney-General Russell Hardie's attempt to prevent Federal Judge Alfred C. Cox's ruling granting an extension of time to Paramount, RKO and Warner concerning the filing of answers to the government charges of conspiracy relative to the St. Louis product situation ended unsuccessfully March 17 when Judge Murray Hulbert okeed the 30-day grace. This brings the deadline up to April 16.

Hardie's protests were mainly based on the fact that the extensions were granted without sufficient notice being given to the government prosecution, and that the delay was not only unnecessary but would also result in additional financial losses to Fanchon & Marco, who are the chief complainants and upon whose film troubles in St. Louis the present case rests. Further testimony by Hardie revealed that F. & M. were currently considering closing the Ambassador, New Grand Central and Missouri theaters in view of the latest development granting an extension of the deadline. A further statement by Hardie to the effect that the St. Louis activities of the major companies constituted only a minor indication of what is going on all over the country ended his efforts.

Counsel for the defense, including Frederick H. Wood, of Warner, and Louis Connick, of Simpson, Thacher & Bartlett, the latter firm a new addition to the Paramount legal staff, testified that more time was necessary if a clear presentation of the many angles involved were to be given. Connick was not connected in any capacity with the two previous trials.

It is understood that Hardie will bring to the trial about 60 witnesses, of whom approximately 15 will be new.

French Film Firm Bankrupt

PARIS, Mar. 16.—Following the recent failure of the Societe de Gerance des Cinemas Pathe, the parent company of the Pathe group, the Societe Pathe Cinema has been declared bankrupt. Pathe Cinema is capitalized at 136,000,000 francs (\$9,066,666), and the Gerance des Cinemas Pathe, which controls big circuit of picture houses, is capitalized at 25,000,000 francs (\$1,666,666).

BETTY REAL

This Week's Cover Subject

BETTY REAL has not only had an unusual career; her present occupation is unusual, to say the least. One of the few girl leaders of male band aggregations, the former Ziegfeld protegee is definitely on the way to becoming one of the country's outstanding personalities in the music field.

Miss Real was born into a theatrical family and as would be expected began performing when three years old. From out of Portland, Me., the blond little lady came down to the vaudeville mart in an act with three talented sisters. This singing and dancing quartet played the major circuits for four years. The sisters retired and Betty kept on, going as a single. For five years she worked at the Hollywood Restaurant, New York. During this period she doubled into the 1931 edition of "Ziegfeld Follies," working in the Ziegfeld classic as Hal LeRoy's dancing partner. Later came an engagement in "Hotcha," also for Ziegfeld. Miss Real has also been cast in shorts with Jack Benny.

Last summer Andy Pine, trumpet player extraordinary, was struck by the happy idea of training Miss Real to lead a band. The idea took definite shape in a short time. Miss Real started out with an aggregation that includes Pine, and since then it has been a progression of successes. The Real band has toured for CBS, it opened up the Cinderella Ballroom, New York, and is being set for one-nighters and other engagements that will keep the comely baton wielder busy well into the fall. Miss Real is an accomplished drummer but in her work with the band confines her efforts to direction. Pine acts as her personal manager.

Cruze Socks Academy

HONOLULU, March 14.—James Cruze, here on vacation after finishing *Sutter's Gold*, delivered a blast against the whole idea behind the Motion Picture Academy awards. "Who are this group to set themselves up as sole judges?" he asked. The pull at the box office is the real criterion for the success of a picture, player or director, not the say-so of a group of yesmen. The Academy, when you come to think of it, is nothing more than a setup by a group of producers. The answer is clear."

TICKETS ROLL OR MACHINE FOLDED
100,000-\$17.00
SPECIAL PRINTED-CASH WITH ORDER
ELLIOTT TICKET CO. (409 LAFAYETTE ST., N. Y. C.)
(127 N. DEARBORN, Chicago)
(615 CHESTNUT ST., Phila.)

War on Bank "Insurance"

El Paso chain refuses giveaways to those "insured"—L. A. city attorney acts

EL PASO, March 21.—Over 25,000 Bank Night patrons here had to re-register their names in a revised setup of awards which District Manager John Paxton of Texas Consolidated Theaters said today will force Bank Night "insurance" firms out of business. Over 80,000 names on a former list were destroyed, and new registrations started this week. Each patron signing the new register signed a pledge that he would not buy "insurance" or guarantees. Paxton announced that any known "insurance" buyers would find their names

withdrawn from the Bank Night drawings for all future awards.

"Insurance" dealers have started a persistent off-the-record campaign to convince the public no names will be withdrawn from Bank Night drawings, even threatening an injunction to restrain Paxton from taking out names, while the theater official insists "insurance" chiselers must go.

Business has dropped considerably in the last few weeks, but officials claim it will pick up with a more select clientele as a result of the new rules. New registrations every 30 or 60 days are planned now, Paxton said.

LOS ANGELES, March 21.—War was begun here this week by the city attorney's office upon Bank Night "insurance" racket. First criminal complaints, citing five violations of State insurance and lottery laws, were filed Wednesday against C. K. Franklin and J. Cafford, of the Theater Bank Night Guarantee Company, Ltd.

Complaint was drawn up by Deputy City Attorney Bert McDonald on evidence collected by M. B. Swan and Theodore Cawthorn of the police bunco squad. Within the past few weeks vendors of Bank Night "insurance" have been springing up here, advertising in the dailies for salespeople to sell books of 100 tickets for 100 per cent profit at \$10. "Insurance" called for award up to \$150 if patron was absent from house when his name was drawn on bank nights.

BOSTON, March 21.—Affiliated Enterprises, owners of Bank Night, filed an infringement suit last week against the Graphic Circuit of Maine. Bank Night owners charge that the Graphic chain violates their copyright in sponsoring Get-Rich Night, a similar-cash giveaway plan. The suit was filed in the U. S. District Court in Bangor, Me., by George Ryan, Bank Night attorney.

A similar suit was filed against the B. G. Film Company, of Boston, owners of a scheme called Parlay Cash Night. Owners of Parlay Cash entered a motion to dismiss the case, which was granted by a district court judge, whereupon Bank Night filed an appeal from the dismissal, demanding that the case be brought to trial.

Meanwhile exhibitors of Massachusetts are awaiting the decision of Judge Sisk, of the Suffolk County Superior Court, who is expected to pass on the legality of Bank Night in this county. A test case was brought to court in the arrest of Frank Lydon, owner of the Hamilton Theater, Dorchester, on charges of conducting a lottery in connection with Bank Night. As Bank Night has been halted in practically every city and town in Massachusetts, exhibitors believe that Judge Sisk's decision will set up a ruling for the entire State.

Hearst-Warners in Anti-Radio Combine

NEW YORK, March 23.—With the appearance this morning of Nick Kenny's column in *The New York Daily Mirror*, the dropping of radio columns by the Hearst papers takes on a definite trend toward Hearst siding with Warner Brothers in their fight against the networks who still refuse to obtain licenses from the Warner group of publishers for use of Warner music on the air. Refusal of the networks to take Warner licenses for performance of such music does not stop at this point, but is depriving Warners of the equivalent of millions of dollars' worth of spot announcements whenever a song was used from a picture and the title of the film was mentioned.

Hearst being lined up with Warners, which release the Marion Davies Cosmopolitan pictures, now appears to be a hammer over the heads of the networks and such stations yet unlicensed by Warner's subsidiary organization, Music Publishers' Holding Corporation. Move looks like a fast one by Warners, with Hearst in a receptive mood as a result of various angles.

Los Angeles *Examiner* last Thursday took up the entire editorial page against the recent broadcast over CBS by Earl Crowder, the Communist Party official. Huge cartoon showed a giant-sized statue of George Washington, while on one side William S. Paley, CBS prexy, is hopping around in favor of Communism, while on the other Crowder is dancing on a soap box waving a red flag, red ink being used. A two-column editorial further harped on the matter. Cartoon was entitled "They both look alike to George."

The Kenny column in *The Mirror* is called "Nick Kenny in Tin Pan Alley" and it is devoted entirely to Warner Brothers' song activities in its new films and also news of its signed songwriters. Substitution of Warner music news for radio activities is considered plainly evident that the war is on in full blast, with Hearst and Warners definitely lined up against the networks and other stations. Additional news on Hearst and radio will be found on page 7.

Radtke Out of RKO

NEW YORK, March 21.—R. B. Radtke, of RKO's real estate department, left the organization last week. His position has been taken over by A. S. Calvin.

DETROIT'S OFFICIAL THEATRICAL HEADQUARTERS

Making a specialty of catering to theatrical people. 400 large, clean, modern rooms with bath, with special low weekly rates for the profession. Coffee shop and bar prices unusually attractive.

In the center of the theatrical district—within easy walking distance of the foremost theatres.

Official Hotel for American Federation of Actors. We enjoy having theatrical people here—and the best is none too good for them.

Write for detailed information.

HOTEL WOLVERINE DETROIT

Choose the Chelsea Where You Get The Best For Your Money

HOTEL CHELSEA

THE CHARM OF THE CHELSEA

Is its atmosphere of cordiality and repose, enhanced by wide verandas overlooking fountains, lawns and the Sea. A beautiful dining room at the Ocean's edge serving a hountiful table of excellently prepared food.

Special Weekly and Monthly Rates

FROM \$6.50	With Meals and Bath.
\$3.50	Rm. Only and Bath

ATLANTIC CITY
JOEL HILLMAN • JULIAN A. HILLMAN
J. CHRISTIAN MYERS

AT LIBERTY BIG FEATURE ACT
for what have you. Eight full stage acts, 2,800 pounds of Magic and Illusions, haul own baggage in mammoth 4-wheel trailer. Beautiful wardrobe; finest equipment in the world. Special Scenery and Paper. A REAL box-office attraction. Wife does Singing and Dancing Specialties; plenty changes; parts as cast.

KING FELTON, MAGICIAN
600 Avenue F, CISCO, TEX.

WANTED COLORED PERFORMERS and MUSICIANS. Will consider small organized Show. State if you have your own transportation. Address **HALL'S COLORED MINSTRELS, Tulsa, Okla.**

JOSH KITCHENS OPENS THE CITY OF LIQUID GOLD TULSA, OKLA., APRIL 2nd

and in Tulsa, too, fast European Type Walkathon. All teams okehed by **MONTY HALL, RAJAH BERGMAN** and all **DICK EDWARDS' Old Teams** contact them at once, especially **Elmer Dupree.**

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100,000 Roll or Machine Folded Tickets Printed to Order \$17.00
CASH WITH ORDER—PROMPT DELIVERIES

THE TOLEDO TICKET CO., Toledo, Ohio

DONALD BAIN

(IMITATOR-COMEDIAN)

WANTS a young, experienced Comedienne to join his act. Must be able to sing and dance. Send details, photograph, age, etc., care **BOX 694, Billboard, 1564 Broadway, New York.**



3 POINT SUCTION ROOFLESS

Ro Clear-100% Lighter

Especially for Public Speakers, Singers, No gagging. Restores natural voice and facial expression. All kinds and Prices of Teeth Cheaper and Better by Mail. All teeth sold with a

60 DAY TRIAL

Don't delay, write today for "Why By Mail." **HOD LABORATORIES** Tampa, Fla. 1602 Krause Bldg., Tampa, Fla. "Also Specializing in Prop Teeth."

ADANDEE

WIGS & HATS FOR EVERY OCCASION.

Mohair Wigs \$1.25
Human Hair \$3.00
For Street and Theatrical Wear.

HATS
For Pageants—Parades and Characterization.
50c Up

Catalog "B" Upon Request.
SEYMOUR GRANAT & CO.,
1225 Broadway, New York City, N. Y.

WANTED IMMEDIATELY

TALENTED MUSICAL COMEDY PEOPLE IN ALL LINES

For the Biggest Musical-Comedy Stock Show Ever Presented in Buffalo, N. Y. Great opportunity for competent Specialty People, Comedians, Singers, Dancers and Chorus Girls. Past Experience, Recent Connections, General Reference and Photographs must accompany all applications.

Shows produced by **GEO. PRONATH.** All those who worked for him before apply immediately. Wire or write

DEWEY MICHAELS,
State Theatre (Formerly Gayety), Buffalo, N. Y.
Pearl at Huron Street,

ONTARIO HOTEL

Well-Known Theatrical House.

\$1.00 Up Daily—\$4.00 Up Weekly.

620 North State Street, Chicago, Ill.

WANTED IMMEDIATELY

Acts of all descriptions, suitable for schools, theatres, fairs, night clubs, celebrations. Also orchestras for dance tours and locations. Write, enclosing photos and full particulars of your act. **CAPITOL AMUSEMENT ATTRACTIONS, 3822 Eleventh St., N. W., Washington, D. C.**

PARTNER WANTED

With Tent Outfit or cash; 50-50. Recognized vaudeville and picture show. Established West Virginia territory. **DOUG. FLEMING, 2530 N. Kedzie Blvd., Chicago.**

AT LIBERTY APRIL 1st

Progressive Bannerman and Merchant Show Promoter. Will do the advance if necessary. Week or three-night Rep. Good financial proposition to modern manager with up-to-the-minute Tent Show. I am financially responsible. **JAMES HAMILTON, Lubbock Hotel, Lubbock, Tex.** Pay your wires, I pay mine.

WANTED

For week-stand Rep. People all lines. Also Piano Player. Consider silence polite negative. Write, don't write. Rehearsals April 20. **BOB DEMOREST, JR., 630 Hogan St., Jacksonville, Fla.**

J. H. Devins Leaves NBC For Detroit Agency Job

NEW YORK, March 23.—J. H. Devins, of the National Broadcasting Company press department, has resigned to join the J. Stirling Getchell Agency in Detroit, where he will handle publicity on the agency's Plymouth and De Soto accounts. Getchell Agency has, among other shows on the air, Ed Wynn on CBS and the Chrysler program on the same web. Devins plans to be in Detroit early next week and get under way forthwith.

For the past year Devins has been contact man between radio columnists and NBC and also acted as head of the copy desk under Wayne Randall, head of the NBC press department. He has been with NBC for several years.

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Conducted by M. H. SHAPIRO—Address Radio, Music and Orchestra Communications to 1564 Broadway, New York City.

PER PIECE PLAN SETBACK

Warner Bros. Are Not in Favor Without a Minimum Guarantee

Starr advises NAB Committee he is not very happy with present fee arrangement—may presage more money on renewals—Baldwin to confer on license continuation

NEW YORK, March 21.—Proponents of the "per piece" plan of license fee for use of copyrighted music received a very definite setback this week when Herman Starr, acting for the Warner Brothers group of publishers, informed a National Association of Broadcasters committee that he was unable to see his way clear toward working out such a method of issuing performing rights licenses. Further, Starr indicated that the Warners were undecided as to what revision of the present temporary contracts would be made as of April 1, and that there was a strong possibility of a one-month extension being arranged on the same basis now in effect.

Inability of Managing Director James W. Baldwin, of the NAB, to confer with Starr, resulted in an advisory committee going instead. This was comprised of Walter Damm, H. K. Carpenter and John Gillin Jr., with Philip G. Loucks, attorney. Baldwin was kept in Washington by the copyright hearings before the House Committee on Patents. Baldwin, however, plans to confer with Starr some time between now and March 31 relative to the contracts now in effect between station members and the Music Publishers Holding Corporation, which operates the Warner music houses.

Starr told the committee for NAB that the present license method based on the highest quarter-hour rate was not working out satisfactorily because many defects arose as a result of local and national advertising rates. Starr believed that the basis for future rates should be based on local or retail rates to which a higher multiplier might be applied.

For the time being, however, Starr said he could not commit Warner Brothers to any definite change in license fee arrangements right now. If the "per piece" plan were to be put into effect, it was the opinion of Starr that a minimum guarantee would have to be applied to the stations licensed so that a certain amount of Warner music had to be used and the copyright owners know what to expect in the way of total revenue, minimum or otherwise.

Managing Director Baldwin meanwhile is digging up additional information from stations which will throw more light on local or retail rates, so that the best possible bargain may be obtained for continuation of Warner licenses after the three months' temporary licenses run out on April 1. Broadcasters themselves have been up a tree as to a suitable definition of such rates ever since it was brought up by the Code Authority of the late NRA.

Additional infringement actions against stations and other users of music continue to be filed by Warners.

Wood With Transco

LOS ANGELES, March 21.—Clyde Wood, formerly commercial chief of WGAR and WJAY, Cleveland, has been set to become head of the newly created stations relations department of Radio Transcription Company of America. He arrived on the Coast this week.

J. Donald Wilson has been set by C. C. Pyle, head of Transco, to replace Lindsay MacHarris as production head, with Harris going to KHJ as production manager.

RADIO AND THE SEASONAL PRODUCT

By EUGENE S. THOMAS

Watch for This
In the Spring
Special Number
Of The Billboard

Columbia May Buy KNX, Hollywood Ind

HOLLYWOOD, March 21.—Within two months KNX, 50,000-watt local independent, will be bought outright by the Columbia Broadcasting System if the price of \$2,000,000 put on station by Guy Earl, president, is okehed by the web.

Returning from New York Thursday, Earl admitted that the deal was on the fire. He had set his price and it was now up to William S. Paley, president of the chain, to accept or reject.

The California broadcaster was accompanied on his four-day New York conference by Laurence Bellenson, his attorney, and G. A. Richards, Detroit and Cleveland radio station operator.

Columbia's contract with KHJ, local outlet for CBS and key station of the Don Lee chain, expires January, 1937, and it is reported the web is anxious to make a change. KNX has been up for sale to Columbia on several previous occasions but each time the price was estimated to be prohibitive.

If the deal goes thru Earl will probably continue in radio as operator of a group of small independents in Southern California. KNX is owned by Earl and five minority stockholders, including Naylor Rogers, who has been general manager of the station since its inception in 1927.

Alberti Offers Cartoons

NEW YORK, March 23.—Jule Alberti is offering two *Chicago Tribune* and *New York Daily News* cartoon features for radio and of which he controls dramatic rights for the ether. These are Terry and the Pirate and Gasoline Alley. Alberti has placed Arlene Williams with CBS on a sustaining series, Miss Williams being scheduled to sing with band accompaniment.

Levy and Philly AFM in Pact; S. A.'s Remain on Sustainings

PHILADELPHIA, March 21.—After more threats on both sides and the studio tooters at KYW and WCAU ready for walking papers, Dr. Leon Levy, of the stations, and Anthony A. Tomei, Local 77, Musicians' Union prexy, puffed the peace pipe on Thursday (19). Since there was no written trade agreement, existing pact being an oral one, it was a question of taking Levy's word against that of Romeo Cella, former union head.

Levy held out and won on the point that spot announcements be permitted on sustaining dance programs. Union contended that spots make the period a commercial. However, since Levy stuck to his guns and contended that Cella allowed him that concession, it so remains until August 31, 1936, when the pact expires. Tomei won out in his demand that rehearsals for commercial shows could not be held on the studio's playing time. As a result rehearsals will be apart from house duties and the men paid for the time.

Most significant feature of the impasse is in the fact that Levy was willing to

In Reverse

BOSTON, March 21.—Following bulletin was posted in the WEEI offices last week. This is it:

"It is the ambition of the management to make this the world's worst station. Hostesses will be guided by these rules:

"1. When a visitor enters, you're a sucker if you don't beat her to the softest chair.

"2. Never stand idle. If you can't think of anything else to do, practice hitting the cuspidor.

"3. Warn smokers about smoking in the studios. Keep your own Sweet Cap in your kisser at all times, because nicotine stains look like hell on your fingers.

"4. If you don't like the singing of the tenor on the air, say so and say it loud. Probably the old doll beside you is the tenor's wife or mother.

"5. You are automatically fired if anyone ever pays a second visit."

Chi NBC Coaching Pages For Jobs as Announcers

CHICAGO, March 21.—Sidney N. Strotz, program and artists' service manager of the NBC central division, announced yesterday that pages in the NBC Chicago studios will be given a free course in radio announcing which may lead to regular announcers' positions with NBC or its affiliated stations.

Voice tests among the pages is being conducted today by Everett Mitchell, supervisor of announcers, and those who qualify will be given a six months' course under Mitchell. Course will include diction, microphone technique, training in an announcer's switching duties, studies designed to provide a pronouncing knowledge of foreign languages, musical training which will familiarize students with the history of music and proper pronunciation of the names of composers and their compositions, and the development of pleasing but distinctly individual voices.

A similar school for announcers is conducted in the NBC Radio City studios.

Hartshorn Back to N. Y. For Clark-Hooper, Inc.

NEW YORK, March 21.—Stephen H. Hartshorn, formerly in charge of the Chicago office of Clark-Hooper, Inc., advertising research organization, has returned to this city to resume charge of radio reports division.

Eric A. Tomsett has been transferred from the New York executive staff to be western manager in Chicago, the local offices of which have been moved to larger quarters at 410 North Michigan avenue.

Adverse Ruling Expected by CA

NEW YORK, March 21.—Remarks made by Referee Frederick Spiegelberg at the end of testimony in the contested summons served by the Conquest Alliance Company on David Ballou of Standard Radio, Inc., has led the trade to believe that the referee will find in favor of Ballou and the transcription company. Testimony, completed last week, was closed by remarks made by Spiegelberg that he did not believe evidence proved Standard to be in business within the purview of this State.

Conquest served Ballou with a summons preparatory to filing in which allegations will be made attempting to prove Standard guilty of breach of contract. CA claims that as representatives of Standard and as a distributor of its program service, commissions are due and that Standard broke its agreement to pay Conquest.

Ballou was served with a summons returnable in the Supreme Court, New York County, on the claim advanced by the plaintiffs that Ballou was the Eastern representative of Standard and that Standard was now doing business in New York. This claim was based on publication in a house organ that Standard had such an office. Ballou and Standard contested the validity of the service.

Judge Aaron Levy turned the summons over to the referee. Findings of referees are sometimes upset by the assigning judge. Understood CA will appeal an adverse ruling.

Feb. Off for NBC; CBS Gross Up 15%

NEW YORK, March 21.—Altho the National Broadcasting Company Blue network passed the million-dollar mark for the first time, gross revenue for NBC for the month of February showed a slight decrease over February, 1935. February billing for the NBC-WJZ (Blue) web was \$1,015,624; NBC Red network \$1,691,524, making a total for NBC of \$2,707,148, a decrease of 1.8 per cent compared to the same period of last year. Increase over January, 1936, is 9.6 per cent.

While the Blue web was helped by the recent addition of a complete Coast complement of outlets, slight decline for NBC is due for one thing to the now-missing three-hour dance program used last season by the National Biscuit Company once a week on Saturday nights. Also, Listerine was sponsoring the Metropolitan Opera Company broadcasts last season. This was also a lengthy show. However, NBC appears to be happy over the fact that there is a trend toward the Blue, as evidenced by the Sterling Products contracts.

Columbia Broadcasting System's gross revenue for February was \$1,909,146, an increase over the same month in 1935 of 15.4 per cent. This gives CBS about \$300,000 over the NBC Red. Helping CBS are a couple of one-hour shows, such as Lux dramatic program and Colgate-Palmolive-Peet one-hour musical, both formerly using the time on NBC.

WFIL Gets Mutual Biz

PHILADELPHIA, March 21.—WFIL, local NBC Blue outlet, adds two new Mutual accounts in landing Ray Perkins, and Wayne King shows. Station has been carrying Isham Jones for Whalen Drug Stores, and the Perkins amateurs for Health Products, starting April 5, have been set for some time.

Sunday afternoon (15) WOR pumped the Wayne King ork to WFIL for a Philly test shot, and when the show goes Mutual on April 26, airing at 6:30 p.m., WFIL will be included in the expanded web. Account handled by the Stack-Goble Agency.

HEARST AIR COLUMNS OUT

WIND Joins ABC Network

New chain auditioning talent—net to serve midwestern audience

CHICAGO, March 21.—Arrangements were completed this week by Samuel Insull, president of the new Affiliated Broadcasting Company, with Ralph Atlass, head of Station WIND. Gary, Ind., whereby the 2,500-watt Indiana station joins the new network as its Chicago outlet. Station WKBH at La Crosse, Wis., has also joined ABC for commercial programs, making a total of 19 outlets for the programs of the new regional network, which will take to the air the latter part of April.

With the exception of WIND, all of the stations affiliated with ABC have been segregated into three State groups, which are available to advertisers as individual networks or in combination of one, two or three groups affording the advertiser coverage as he wishes. Each of these State groups is available only as a unit and cannot be broken up or certain stations selected.

The Affiliated Broadcasting Company will have no ABC "key" station, either in Chicago or at any other point. Programs for the network will originate in the headquarters' studios and will be sent out from there to the individual stations. Remote control pickups will be brought into the central control room and sent out again from there to the network.

In an effort to discover new radio talent hundreds of applicants are being auditioned daily under the direction of Max Halperin, program director, and Malcolm Eagle, production manager.

"The Affiliated network was organized to serve the Midwestern audience," Mr. Halperin said, "and that means Midwestern programs and Midwestern talent. We want to hear every person in this part of the country who has aspirations to perform on the radio, and we want to give as many auditions as possible, as we feel if we can find one good radio voice in every hundred auditions we will be well repaid for our work."

NBC Still Awaiting Millionth Tourist

NEW YORK, March 21.—National Broadcasting Company expects to hit the million mark in paid admissions to the 40-cent tour of its Radio City studios on either Thursday or Friday (26-27). On Wednesday (18) of the past week the network had registered a total paid score of 992,000 and on the basis of daily income from this source figures the dates given as the due date for the million mark. Opening of the studio tour was November 19, 1933.

Actually NBC has hit the million on its studio visiting list, but this includes the customers who came in on passes and these aren't being counted. Thus, the income from this source, figured with the aid of several lightning calculators, will be \$400,000 on the million day.

Network does the bulk of its sightseeing business in the summer, with the majority of all business at all times coming from out-of-towners to the extent of 80 per cent. Cost of the tour department upkeep is comparatively low, with a small department, plus the pages. Most of NBC's promotional work in this field has been to establish close contacts with all travel bureaus and transportation lines.

In 1935 NBC had about 470,000 tourists, 8 per cent above 1934. This year has been off so far due to bad weather.

MAKERS of Anacin (using *Easy Aces* on NBC) have agreed to a Federal Trade Commission "stipulation" as a result of a Cease and Desist order. Strong toning down in its advertising claims will be made by the Anacin Company.

North Calif. Network Adds Four Outlets

SAN FRANCISCO, Calif., March 21.—Northern California Broadcasting System on Monday announced expansion of the chain to include four broadcasting stations in this territory. KROW, in Oakland and San Francisco, and KGDM, Stockton, have joined the original members of NCBS, which are KJBS and KQW, San Jose.

C. L. McCarthy has been appointed general manager of the new co-operative setup, his appointment being announced by Ralph R. Brunton, head of the NCBS. McCarthy formerly managed KQW in San Jose, and preceding that was an NBC executive. Carlton E. Coveny remains as sales manager of the affiliated combine.

MacGregor & Sollie Take Over Own Bldg.

SAN FRANCISCO, March 21.—MacGregor & Sollie, Inc., local transcription producers, have bought a 1½-story reinforced brick building on South Western avenue, Hollywood, and will move their entire San Francisco plant there this coming month, according to C. P. MacGregor, president.

The new headquarters are those formerly occupied by Transigram Sound Corporation and were acquired at a cost of approximately \$50,000. The building is being remodeled and many improvements added, and when ready for use will represent an investment of more than \$85,000, it was said. Besides executive offices and technical laboratories, the building contains a large auditorium, two large studios, library and lounging room for artists.

Switch is being made because of expansion of business and the necessity of being closer to the supply of big-name radio talent.

Standard Brands Buys "Husbands and Wives"

NEW YORK, March 21.—Standard Brands has bought *Husbands and Wives*, WOR sustainer, and will use the show as a summer replacement for Robert L. Ripley. Program is on Sunday nights as an institutional plug for Fleischmann's yeast. *Husbands and Wives*, started by Allie Lowe Miles and Sedley Brown, deals with domestic problems, presenting both sides of families on various questions. Show will be heard on the NBC-WJZ web same time as Ripley is heard now.

Deal was handled by the WOR Artists' Bureau thru J. Walter Thompson Company.

Radio Men To Hit Their Stride At This Week's Copyright Gab

WASHINGTON, March 21.—Testimony by NAB representatives before the House Patents Committee on the Duffy copyright bill began this week and will be resumed next week. Thursday the committee was in executive session. James W. Baldwin, managing director; Sidney M. Kaye for Columbia Broadcasting System, and Louis Caldwell, special representative, appeared this week in support of the Duffy Bill as a whole to furnish reasons for the position which broadcasters are taking with respect to the bill, to reply to charges made by witnesses who have preceded them on the stand during hearings, answer questions by committee members and, in a word, to make plain just where broadcasters stand as to this or that copyright phase and as to which questions have been injected into the hearings.

NAB witnesses will strike their stride more fully probably when hearings are resumed next Tuesday. The broad picture, as seen by broadcasters, was outlined by Baldwin and his information supplemented by the other witnesses. The position of NAB has been right

Publisher Takes Special Peeve And Suddenly Kills Ether News

Various factors believed to be contributing causes may blow over later on, since writers are retained—straight program listings still being run

LOS ANGELES, March 21.—Starting with *The Los Angeles Examiner* last Saturday (14), Hearst papers from Coast to Coast have been given orders to drop all radio columns, all radio publicity and art, and to carry only program listings. There is some belief that this move by the Hearst papers may be temporary and that by April 15 space devoted to radio will be back again. Nothing definite, however, in this direction. There are several reasons inside credited as causing this move, which came directly as the

Herrick Voted Vice-Pres. In Key Advertising Agency

CINCINNATI, March 21.—B. C. Herrick, radio director of the Key Advertising Agency, has been elected a vice-president of the agency. With the agency since last November, Herrick was previously with Schwimmer & Scott, Chicago.

Agency is expanding its offices in the Fountain Square Building.

WBBM "Twin Winners"

CHICAGO, March 21.—From the 5,700 aspiring singers who have been heard in three months of auditioning by WBBM in its "Twin Winner" unknown singer contest, two winners were chosen Sunday night. They are Alida Sturmann, 25-year-old stenographer, and Philip Crane, 21-year-old office boy. Each was awarded a \$1,300 radio contract by CBS.

Judges in the finals were John Boles, picture star; Vivian della Chiesa, last year's "unknown singer" contest winner; Magda Neeld, Australian song star of Jack Hylton's orchestra; Mrs. William Piggott, president of the Chicago Federation of Women's Clubs; James C. Petrillo, president of the Chicago Federation of Musicians; Prof. Walter Allen Stults of the voice control school of Northwestern University, and Bobby Brown, director of *Myrt and Marge*.

Texas Co. Using Disks

NEW YORK, March 21.—Texas Company has set for a series of 39 15-minute recordings produced on the Coast, for use on 16 stations throughout the South. Deal handled by Hanff-Metzger, with the disks to be placed by Conquest Alliance Company. Series is called *Unsolved Mysteries*.

result of orders from William Randolph Hearst, but the action caused considerable surprise, especially in view of Hearst's interests in radio, which just a fortnight ago were considerably increased by purchase of several stations on the Southwest Broadcasting System.

Various developments, all breaking about the same time, caused Hearst's step, it is said. Included are the battle between Louella Parsons, Hearst syndicated movie columnist, and Mary Pickford, over film names for their radio programs; a meeting of national advertising salesmen and sales executives at the Hearst ranch in San Simeon and feuds between Hearst and NBC and Hearst and CBS.

Miss Parsons and Miss Pickford, each featured guest stars on the cuff. Miss Parsons reportedly objected to players going on Miss Pickford's show and threatened a scarcity of publicity in her column for those who went on. Then Miss Pickford started paying her guests and when the fight got plenty hot, Miss Pickford called on Marion Davies to see if the situation could be eased. Miss Pickford and Miss Davies have been close friends since the early days of pictures. A complicating factor was that Miss Parsons gave part of her weekly income from radio, said to be \$1,500, to a charitable fund maintained by Miss Davies.

Finally the question, still seething, was brought to the attention of Hearst. Latter has had strict rules against his contracted feature by-liners doing any radio work. The few exceptions, besides Miss Parsons, are Walter Winchell, Edwin C. Hill and Robert Ripley. Damon Runyon has been prohibited from doing mike work, while Bill Corum, New York sports columnist, was stopped recently in the midst of a series. First order from Hearst was that *The Examiner* radio column be dropped; Miss Parsons' column be checked for radio matter and the program listings in the paper be moved to the page opposite editorial and made more legible, thru a larger type, and more complete. Shortly before this, Miss Pickford came east with her program, one reason said to be that she sought to remedy the guest star situation. She has since returned to Hollywood.

Hearst Ad Men Meet

Just as this was going on there was a meeting of the Hearst national advertising salesmen, advertising managers of the various papers said to be included. Question of radio and its effect on the newspaper income came up again for discussion and it is reliably stated that the entire meeting concurred in the sentiment that the broadcasting field was taking plenty out of the newspaper income; that all publicity given radio by way of columns, etc., was actually helping the opposition and giving away free advertising to accounts that, were it not for radio, would have larger newspaper budgets. A direct result of this was a wire to all Hearst papers early this week, which, in effect, is understood to have stated that Hearst "liked" the new radio setup for *The Examiner*.

Hearst editors construed the wire as an order and effective Monday all morning papers dropped their radio columns, altho the men were continued on the pay roll and in some cases given other assignments. One of the factors leading to the belief that the columns may be installed is that the men have been given to understand that they will be

(See HEARST AIR on page 9)

STATION NOTES

Address All Communications to the New York Office

WALTER PRESTON, former general manager for Iowa Broadcasting System, has joined Atlas Bros.' stations, WJJD, WIND and WBBM, Chicago.

PAUL HUNTSINGER, chief engineer, KSO, KRNT, Des Moines, has a new and first son.

GARDNER COWLES JR., general director for IBS, Des Moines, welcomed Gardner Cowles III into the family last week.

HOMETOWN SKETCHES, KNX, Hollywood, commercial, written by Leonard Cox, are being transcribed for commercial use on stations other than in the territory covered by KNX.

DURING THE recent elections WATL, Atlanta, tied in thru Maurice Coleman, its political commentator, with *The Atlanta Constitution* and broadcast latest election figures. Paper gave the station a good publicity break.

WHIO, Dayton, O., held auditions recently to supply contestants for the local General Motors Show, which started March 17 for four days. Total of 60 was chosen.

THOMPSON COMPANY is presenting a morning series over WPTF, Raleigh, N. C., in connection with the Westinghouse jubilee.

OLDEST COMMERCIAL in Rochester is sponsored by the Rochester Telephone Corporation on WHAM. It's called *Down Melody Lane* and is 9 years old.

ESSO has renewed its news periods on WBT, Charlotte, N. C.

KDYL, Salt Lake City, has started a new series dealing with the history and development of that city.

COMBINATION barn dance and amateur show, running for four hours, starting at 11:30 p. m., has been inaugurated by WBIG, Greensboro, N. C., every Saturday night. Interrupting the program is a news period at 2 a. m. A medal goes to the amateur drawing the most mail.

CHICK MAUTHE has been added to the staff at WKRC, Cincinnati, to replace Carl Kennedy in the *Upstarts*, singing act. Kennedy has gone with Rudy Bundy's Orchestra.

TOM MURRAY has been added to the announcing staff at WHAM, Rochester, and will handle remote dance broadcasts.

RED TOP BREWING COMPANY, of Cincinnati, is sponsoring an all-night show on WATL, Atlanta, running from (See STATION NOTES on page 63)

New Biz, Renewals

NEW YORK, March 21.—New accounts and renewals on the National Broadcasting Company:

STERLING PRODUCTS, thru Blackett-Sample-Hummert, Inc., starts April 15, Wednesday, 8-8:30 p. m., on WJZ and 18 stations. Program not set.

STERLING PRODUCTS, thru Blackett-Sample-Hummert, Inc., starts May 27 on WJZ and 16 stations, Wednesday, 8:30-9 p. m. Musical program.

STERLING PRODUCTS, thru Blackett-Sample-Hummert, Inc., starts March 30, Monday to Friday, inclusive, 4:15-4:30 p. m., on WJZ and 20 stations. *Backstage Wife*, sketch.

GOTTFRIED BAKING COMPANY, thru Lord & Thomas, New York, starts March 29, Sunday, 6:30-7 p. m., on WJZ. Program not set.

P. LORILLARD CO., thru Lennen & Mitchell, starts April 4, Saturday, 7-7:15 p. m. Sports resume.

CBS Accounts

DODGE BROTHERS' CORP., thru Ruthrauff & Ryan, one time only, April 4, Saturday, 2-2:30 p. m., on WABC and 69 stations. Variety show.

New York Area

NATURAL BLOOM, INC., thru Montrose Advertising Agency, starts March 29, daily baseball resume. WMCA.

CLEMONS CLOTHES, thru Hirsch Turpen, Inc., started March 19, with Zeke Manner's hillbillies. WMCA.

MACFADDEN PUBLICATIONS, thru Ruthrauff & Ryan, starts in June, Sunday, 10-10:30 p. m. *Good Will Court*. WMCA.

CONTI PRODUCTS CO., thru Birmingham, Castleman & Pierce, starts March 30, Monday thru Friday, five-minute spot daily. O. E. McIntyre.

Chicago

Station WGN reports the following business:

JACOB TARSHISH, "The Lamplighter," sponsored by Bost Toothpaste, Sundays; Kremel, Tuesdays, and Musterole, Thursday, an MBS originating at WOR and fed to WGN, continuing for an additional nine weeks—on Tuesdays and Thursdays to and including May 28, and Sunday to and including June 7, 1936.

GRUEN WATCH CO., "Time Turns Back" (a musical feature), an MBS commercial originating at WLW and taking Tuesdays, effective March 31, for eight weeks, from 7:45 to 8 p. m.

THE CLIMAX CLEANER MFG. CO., one minute participation in June Baker's program, a local commercial, taking daily except Sunday, for two weeks, effective April 13, 1936, and ending April 25, 1936.

THE WEBSTER CIGAR CO., thru

N. W. Ayer & Son, "The Witch's Tale," a local commercial, taking Tuesday and Wednesday for 13 weeks, starting March 10 from 8:45 to 9 p. m.

A. S. BOYLE CO. (Samoline), thru Blackett-Sample-Hummert, Inc., "Your Lover," a local commercial, taking Monday, Wednesday and Friday, beginning March 9 for 18 weeks, from 12 to 12:15 noon.

Newark

DODGE BROTHERS' CORP., thru Ruthrauff & Ryan, two 15-minute spots weekly. WNEW.

SEARS-ROEBUCK & CO., starts March 27, thru Bess & Schillin, one half-hour weekly. WNEW.

Philadelphia

WEISBROD & HESS (brewers), placed direct, renewal, started March 17 for three weeks, daily spot announcements. WIP.

I. N. SIMON & SONS (jewelry), placed direct, starts March 30 for six weeks, daily spot announcements. WIP.

JOHN FORD (Bible lecture), placed direct, started March 15, ending February 28, 1937, Sundays, 10:15-10:30 a. m. WIP.

AMERICAN LEAGUE AGAINST WAR AND FASCISM, placed direct, starts March 23, ending September 7, 1936, alternate Mondays, 10:30-10:45 p. m. Talk. WIP.

McFADDEN PUBLICATIONS (magazines), placed direct, starts March 22, ending June 7, 1937, Sundays, 9:45-10:30 p. m. *Good Will Court*. WIP.

GOULARD & OLENA, INC., placed direct, starts May 10, ending June 14, 1936, Sundays, 9:30-10 a. m. Organ. WIP.

LESTER, INC. (clothes), placed direct, started March 12, ending March 10, 1937, daily, 12:15-12:30 p. m. Hillbilly. WIP.

DR. HARRY SHOR (dentist), placed direct, starts March 30, ending June 27, 1936, daily spot announcements. WIP.

Salt Lake City

CAPSON-BOWMAN REALTORS, 104 night-time 15-minute programs, transcriptions, placed direct. KDYL.

WHITE FAWN MILLING CO., 52 daytime five-minute programs and 52 daytime announcements, placed direct. KDYL.

AUERBACH COMPANY, five daytime 15-minute programs, placed direct. KDYL.

UNION PACIFIC RAILROAD, 57 night-time announcements, placed thru Ernest Bader Company, Omaha, Neb. KDYL.

W. H. BINTZ COMPANY, 100 daytime announcements, placed direct. KDYL.

ELIAS MORRIS & SONS, 26 daytime announcements, placed direct. KDYL.


South

FROST LUMBER INDUSTRIES, Inc., Shreveport, direct, two 15-minute tran-

FRED YANKEE AND HIS
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.,
New York, N. Y.

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNONE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
799 7th Avenue, New York City.

AL PEARCE
and his Gang
Broadcasting
Mondays,
5:00 P. M.—EST.
Fridays,
9:00 P. M.—EST.
Over NBC
for the
Pepsodent Company.



LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio • Concert • Stage

VICTOR Shell Oil Program.
WITH
AL JOLSON
YOUNG

WEAF, Saturday, 9:30-10:30 P. M. NBC Network.

BLANCHE ULTRA
delight in their work, which is brilliant as to conception and exquisite as to execution.—The Boston Globe.
AND MODERN DANCERS
Now Playing Private Functions N. V. C.
ELLIOTT

EDDIE LEONARD, JR.

Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

scriptions weekly. Program beginning March 16 is "Songs of Yesteryear," and on March 19 "The Laff Parade." KWKH, Shreveport.

I. M. CAUSEY FURNITURE CO., Baton Rouge, direct, 30-minute program weekly featuring Owen Reed and orchestra. WJBO, Baton Rouge, La.

LIQUID STARCH CO., New Orleans, direct, 15-minute program weekly featuring Louise Long, soprano. WJBO, Baton Rouge.

West Coast
SAFEMAY STORES, thru J. Walter Thompson Co., San Francisco. Transcriptions. KNX, Hollywood.

STRASSKA LABORATORIES, thru Glasser Advertising Agency, starts March 2, three times weekly, with an adventure series. KNX.

DAN HEALY WJZZ
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

JUDY CONRAD
AND HIS ORCHESTRA
102nd Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO.

HENRY HALSTEAD
AND HIS ORCHESTRA
Park Central Hotel, New York.
Mgt. Columbia Broadcasting System, N. Y. C.
Broadcasting via C. B. S. and Mutual Networks.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Netherland Plaza, Cincinnati, O.,
During March.

★★ DAVE HERMAN ★★
AND HIS MUSIC
NOW ON TOUR

HUGH CROSS AND HIS
RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A. M.—WWVA—4 P. M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS
AND HIS ORCHESTRA
The Crown Prince of Rhythm
The Choice of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
Care The Billboard, Cincinnati, O.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.
GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set



PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Morning Matinee

Reviewed Thursday, 9-9:45 a.m. Style—Variety show. Sponsor—R. H. Macy & Co., Inc. Station—WOR (MBS network.)

If succeeding shows keep near the mark set in the first of this mutually sponsored series for various department stores, there's no reason discernible why the programs won't do a good selling job for the sponsors. And, inasmuch as the talent already arranged is as impressive as that on the initial broadcast, the only factor that might cause a flop will be radio itself and daytime commercials. But radio as a daytime sales agent has proved itself well already. All in all, this layout, representing a really intelligent use of radio, sums up as an outstanding affair. Especially for a day show.

Ben Bernie, his orchestra and singers; Nellie Revell, Gladys Swarthout, Edna Woolman Chase comprised the first week's talent, with Miss Revell the only one to be on all the shows. Bernie can take major credit for a swell job, with his orchestra, gags and musical layout providing a well-paced variety. Miss Revell gets something into her interviews that none of her competitors does and she stays away from the usual trite verbiage some other spiers always fall for. Miss Swarthout served as the interviewee, but didn't sing, which may have been a disappointment to some.

Each department store in the ten cities on the hookup break in with local commercials. In addition, roundabout sales plugs are provided by Mrs. Chase, editor of *Vogue*. On this program Mrs. Chase skated on thin ice handily and said that for this Easter, the ladies can wear 'most anything. (Male chorus—how about last year's?).

Macy's commercials seemed somewhat weak. No price mention, which may have come as a surprise to the store's followers, in view of its cut-price policy. Talks were solely about the current fashions. One bargain mention could have come thru. The stores are all writing their own commercials by way of their own advertising departments.

J. F.

Harold Davis Presents—

Reviewed Friday, 4:30-5 p.m. Style—Musical variety show. Sustaining, on WDAS (Philadelphia).

For once in a long time, Harold Davis is living up to his title as production man for WDAS and has whipped together a delightful musical potpourri with Selma Hallman, Dave Walls, Dick Nelson and Fred Stahl's ork assisting. Although it won't make a dime, it's one of those things every station should have, and should be continued as a prestige-bulldozer.

Run of talent can't be called exactly topnotch, but the layout has mass appeal, and that's what counts for the station's listening audience. Selma Hallman possesses a popular blues type of voice and contributes a couple of smooth songs. Gal has been doing the local drinkeries and shows definite possibilities for the air. Dave Walls has a set of pleasing pipes in the tenor range, and shows to be another promising tenor each town boasts about. Dick Nelson contributes a one-man amateur show, himself. As a master of ad lib. he makes his Ben Bernie and Ned Sparks being the best takeoffs. Orchestra is a combination of 10 musical instruments without an individual style who play too loud and too often.

Success of show is due to Harold Davis himself. As a master of ad lib. he makes everybody forget the flaws, including the listener. Injects enough personality into the mike to create bosom warmth and keeps the show from building up to what might easily be an awful letdown. Harold Davis Presents—, if only for Davis himself, is a welcome addition to the local variety sustaineries.

ORO,

Adams News Reporter

Reviewed Wednesday, 6:30-6:40 p.m. Style—News shots. Sponsor—Adams Clothes. Station—WFIL (Philadelphia).

This 10-minute daily shot at the news for the credit clothing house, with Al Stevens, staff announcer, doing the reporting, is easily the best honest-to-goodness news broadcast in town. No

axes to grind, no banners to unfurl and no editorial backbiting. It's news, up-to-the-minute as it comes off the INS ticker. Even gives the listener a headline, that biz speeding up the shot and making the commercial an easy pill since it is also handled as a news flash. Announcer flashes headline and Stevens tells the story, and if you don't watch out, the story will be about Adams Clothes.

Peculiar angle is that station collects double on this one. Previous deal with *The Daily News* (tabloid sheet) in swapping lines for spots, gives the newspaper a credit after every other news story. But results produced by Stevens is keeping everyone concerned satisfied. Handles all the copy in nice style, diction being distinct and precise.

Sponsor has bought same time on WIP for a sports shot, and fares to grab all the wavelengths for this time.

ORO.

"Pittsburgh Varieties"

Reviewed Tuesday, 7:30-8 p.m. Style—Songs and music. Sponsor—Philadelphia Company. Station—KDKA (Pittsburgh).

This program echoes of network quality both in talent and in effective selling of product. In this case the Philadelphia Company is advertising its light and using most of its commercial time in suggesting ideas on the different ways of using light and the various lamps for sale in its quarters.

The talent is headed by a company of singers and the Philadelphia Orchestra, with a featured guest performer on each program. At this hearing Paul Gannon, well-known tenor in this territory, was on hand. He offered several pop tunes and registered well. The half-hour was mostly devoted to Irish tunes, that night having been St. Patrick's Day. The singing ensemble, accompanied effectively by the string orchestra, revived a number of famed Irish melodies in a highly entertaining fashion.

The sponsor catering to Pittsburgh and vicinity residents, local talent gets the nod on this hour.

S. H.

Romberg-Barrymore

Reviewed Monday 9:30-10 p.m. Style—Narrator, composer and orchestra. Sponsor—Swift & Company. Station—WEAF (NBC network).

Lionel Barrymore has been added to the Sigmund Romberg musical show—moved to a new time—and serves as a sort of arm-chair narrator, taking things easy and talking in the slow and deliberate style he uses in most of his film characterizations. Also from the film colony on the show is Cora Sue Collins, kid actress. On the first show Miss Collins sort of yessed Barrymore along, said she liked the music and recited a two-line poem all about a little boid with a yaller bill what hops on the window sill, curtsy. It was written by Robert Louis Stevenson and has been torn to shreds by countless cute kiddies reciting at parties or dancing-school graduation. Barrymore's main stunt was to recite a sentimental ditty, sure-fire heart-tug stuff.

Probably amost needless to say that Romberg's handling of the musical side of the show leaves nothing to be desired.

And Josephine Tummamania, soprano, supplies a voice in keeping with the composer's conducting. Show now originates on the Coast.

J. F.

Elgin Revue

Reviewed Tuesday 10-10:30 p.m. Style—Emsee, comedienne and orchestra. Sponsor—Elgin National Watch Company. Station—WEAF (NBC network).

No telling where this show would have been if Benny Goodman and his orchestra, with Helen Ward on the rhythm singing, hadn't come thru at regular intervals, to pick it up when the mildewed gags of Eddie Dowling and Ray Dooley (Mrs. Dowling) let it down. No doubt that this pair will be able to do a good radio job, but it's often expected that the first in a radio series contains a little extra dynamite in the way of material, etc. It will have to be the opposite in this case, for the lines written for or by the stellar pair seemed to hark from their ancient starring vehicle, *Honeymoon Lane*. On that basis, a call must be sounded for a material writer.

Miss Dooley has a natural comedy voice for the mike, a tonal and style delivery seeming to be between that of Snoony (Barbara Blair) and Gracie Allen. That is not to detract from her position as a veteran in the field or to suggest that she is in any way copying the style of another or others, since this is not the case. Dowling, of course, can foil perfectly for her. Best bit was Miss Dooley's well-known baby imitations. Dowling started a line or two of *At the End of Honeymoon Lane*, and something went wrong with the cues and the band wasn't there on time. But no gainsaying that the success of the show depends primarily on what fresh material is brought in.

Goodman's swing outfit was in excellent style and riding right along at full speed. Even so, Goodman's fine clarinet playing was in for a solo on practically every number. Too much. Miss Ward is one of the best of the rhythm singers and did very well.

Commercials are now plugging the value of an Elgin watch as graduation gifts. A \$10,000 contest was to be announced on the second program. Show is from NBC Chicago studios.

J. F.

HEARST AIR—

(Continued from page 7)

given assignments by April 15, and in the meantime stay with their papers.

Meanwhile the Hearst evening papers, which have a different format, continued their radio columns and pages. However, one of the editors is said to have queried San Simeon on continuance with the result that an order came thru Thursday evening ordering evening radio editorial matter out. This was effective Friday.

The Sunday radio page devoted to radio, recently installed in various Hearst papers, which is made up in New York and syndicated and which is regarded as the single best publicity break, is also affected. Understood that the space is to be lessened weekly, finally to go out after April 5.

Still another factor was the red-hot burn reported caused Hearst when the Columbia Broadcasting System gave a broadcast period to Earl Browder, chief of the American Communist party. This started a feud with CBS. The same effect came about towards the National Broadcasting Company when various Hearst stations, namely WBAL, Baltimore, and WCAE, Pittsburgh, became enmeshed in station relations' difficulties.

Because of these difficulties, WBAL and

WCAE have now permanently joined the Mutual Broadcasting System and it is expected that all Hearst stations may do so. WINS, New York, is carrying a program now for Mutual, for Feenamint, since WOR could not clear time. Arrangements said to be pending will keep the program on WINS when WOR does take it and that Mutual may get two New York outlets. In addition, the network idea is said to be stronger than ever in the Hearst plans.

Factors leading to the idea that Hearst will restore radio publicity, are: continuation of the radio men on the pay roll; fact that radio is too strongly entrenched; that Hearst may be hurting himself by his ownership of radio stations and antagonizing radio-newspaper advertisers; loss of circulation, and that in a battle with radio, columns would be the strongest method of attack. Another factor is the competition with other papers carrying radio space.

Another move, to protect raiding from radio in the way of commentators, was that all by-lines, save featured contract writers, were to be dropped immediately.

NEW YORK, March 21.—First of the New York Hearst newspapers to be affected by the order canceling radio columns was *The American*. Louis Reid's column in that paper has been out since Tuesday (17). Martin J. Porter (Aircaster), whose *New York Evening Journal* radio column is syndicated, was the next to find his column out, last appearance being Thursday (19).

According to report, Nick Kenny's column was not to appear after Friday, but Saturday's issue of *The Daily Mirror* carried it as usual. While *The Mirror* is a Hearst property, a lease operating agreement exists between Hearst and Arthur J. Kobler, *Mirror* publisher. This means that the paper may not be regarded as directly under the orders covering others, altho some felt that Kenny's column might not appear after today.

Reasons for the disappearance of the columns, leaving the papers with just program listings, are being kept quiet.

Chevy Heavy in Shreveport

SHREVEPORT, La., March 21.—Chevrolet has taken plenty of time in Shreveport with six nights a week airing of its WBS transcribed features on two stations. The schedule calls for Tuesday, Thursday and Saturday broadcasts over KTBS at 6:30 p.m., and Monday, 7:45 p.m.; Wednesday, 7 p.m. and Friday, 7:45 p.m., airings over KWKH.

BIG AUDIENCES—

(Continued from page 4)

director and premiere danseuse. On February 25 a ballet presentation with choral accompaniment was given at the Olney High School, feature being Tschalkowsky's *Nutcracker Suite*.

A varied and colorful dance program was also presented March 5 by the Philadelphia Ballet Company at Temple University. Of particular interest was the American premiere of Francois Poulenc's *Aubade*. Its choreography was devised by Alexis Dolinoff, who also distinguished himself by his dancing. Return of Dorothy Littlefield to the company was heralded in the *Classical Suite* to music of Chopin. Balance included Gluck's *Imphigenia in Aulis* and Smetana's dances from *The Bartered Bride*. Catherine Littlefield was the premiere danseuse, assisted by Messrs. Dolinoff, Thomas Cannon and Edward Caton. Soloists were Misses Dorothy Littlefield, Karen Conrad and Joan McCracken.

Ted Shawn and his group of eight men dancers made their first appearance in Philadelphia March 17. Program was divided in four parts, Primitive Rhythms and 11 Kinetic Molpal (both to the music of Jess Meeker, who was at the piano); Folk and Art Themes, depicting play and labor, and Religious Dances.

Boasting three exceptionally fine programs, the Ballet Russe returned to the Academy of Music for its last appearances March 18. Programs were arranged after tabulating the results of over 3,000 letters and requests. *Scheherezade*, *Fire Bird* and *Choreartium* were the three big works receiving the largest number of votes.

The United Campaign offered the Mary Binney Montgomery Dancers yesterday at Convention Hall in *Medieval Ballet*, with Fritz Reiner conducting the Curtis Symphony Orchestra.

The Philadelphia Ballet is preparing Ravel's ballet, *Daphnis et Chloe*, which will be given in its entirety for the first time in America March 31 at the Academy of Music. Choreography by Catherine Littlefield.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 13, to Thursday, March 19, both dates inclusive.

Let Yourself Go.....	31	West Wind.....	16
Goody, Goody!.....	30	Yours Truly.....	16
It's Been So Long.....	27	Gonna Write Myself a Letter.....	15
Face the Music and Dance.....	26	If You Love Me.....	15
Eggs in One Basket.....	24	Lights Out.....	15
Lost.....	21	Havana Heaven.....	12
Lovely Lady.....	20	You Started Me Dreaming.....	11
I'm Shooting High.....	18	Love Is Like a Cigaret.....	10
What's the Name of That Song?.....	18	Saddle Your Blues.....	10
Wake Up and Sing.....	18	We Saw the Sea.....	10
Alone.....	16	Love Came Out of the Night.....	9

SHEET MUSIC best sellers will be found on page 13.

West Coast Notes; Sister Act Clicks

SAN FRANCISCO, March 21.—The Williams Sisters, formerly with the Al Pearce Gang and Bing Crosby, have moved into NBC and are being heard five times weekly—once in their own 15-minute spot and once each on the Carefree Carnival, Woman's Magazine of the Air, Sing 'n' Swing and Pair of Pianos. The harmony trio are Ethelyn, Alice and Laura. Al Pearce trouper discovered them in Seattle and some weeks later Crosby signed them to fill the unexpired contract of the Boswell Sisters, who had gone on tour. Jean Cowan, blues singer, from the NBC Chicago studios, is another to join the network here.

Julie Dillion, NBC dramatic actress, heard in the sponsored Sperry Sunday Special and also in the Chief Quinn police dramas, is the wife of Jack Van Nostrand, KFRC production manager.

Altho it's supposed to be a secret, Harry Bechtel, KYA's chief announcer and funny man, is resigning next month in favor of Hollywood. A screen test with a major studio is the attraction, plus a series of transcriptions for national consumption.

Your Fellow Man's Opinion, which ran a close second in a preference poll in January, when it was aired over the Don Lee network from KFRC for a possible sponsor, has been given a listing on that station's schedules. The feature has been signed by Budd & Votaw (Pebble Beach neckties) for 30 weeks, starting March 24, to be heard Tuesday, 7:45-8 p.m. and Thursday, 10:30-10:45 p.m., with William Davidson as narrator. The program is designed to help in the matters of business, health, home, romance and occupation.

Paul Rickenbacher, Columbia-West Coast production manager from Los Angeles, is in town to produce the Burns and Allen show from the Alcazar Theater next Wednesday. Bea Benaderet, KFRC comedienne, was given a part in the broadcast last Wednesday, that of an excited Mexican woman. Six musicians with Claude Sweeten's KFRC orchestra have spots with Jacques Renaud's Band for the Burns and Allen broadcasts. They are Chet Patnoe, Elmer James, Chester Smith, Harrison Carlisle, George Whitney and Townley French.

Walter Lorenz, the Wandering Troubadour, who was heard over KYA more than a year ago, has a Saturday night spot on KGGC, offering ballads and German folk songs. Gene White, baritone and pianist, and for three years heard over KGMB, Honolulu, is another addition to KGGC. He's heard Tuesdays at 8:15 p.m.

Los Angeles

LOS ANGELES, March 21.—After several months as one of the better features of both KECA and KFVB, *Ports of Call* swings this week to KHJ and the Don Lee chain. The feature bows off KECA immediately, but due to the one-month-notice clause the Warner station will keep the program for another four broadcasts. Carlton KaDell takes over the narration, while Bill Robson and Lindsay MacHarrie, new continuity editor for KHJ, continue as authors.

Local independent broadcasters met last Wednesday to discuss renewals of Warner music licenses, as three-month contracts expire at the end of this month. No announcement of their decisions was made.

Eddie Holden, who has been doing a Japanese house-boy skit on KNX for the past five years with Reg Sharland, swings over to an NBC hookup April 13 five nights a week. Program will be billed as Frank Watanabe and William Holden (Watanabe) will write the pieces, while Cameron Prudhomme, of the NBC San Francisco staff, will play straight as William, a retired business man.

Sharland, Holden's former partner, is taking treatments for arthritis on the desert. He is not expected back on the air for six months.

Walter Bunker Jr., former head announcer at KFRC, has joined NBC here in a temporary production berth. Jack Sayer resigned from KHJ to freelance as script writer and announcer. Virgil Reimer has been added to the sound-effects department at NBC.

Jane Rhodes, 14-year-old air songstress, who was signed by Paramount Pictures seven months ago, gets her first picture break this week in *Something To Live For*. Les Hewitt, former chief engineer at KFVB, has returned to the station as supervising engineer.

AIR BRIEFS

By JERRY FRANKEN

KELLOGG'S, in addition to its Friday evening show on WJZ-NBC, is buying a flock of local talent thru its New York and Philadelphia offices and spotting the acts on stations in sections not covered by the network. Also started a new Coast series. Zeke Manners, who, avowedly, went on WMCA for two weeks to see if he could land a sponsor, has been doubly successful. First Kelp-a-Malt took one of his shows and then Clemons Clothes took another. He does a pair of broadcasts, with his hillbillies, twice daily. Joe Creamer has succeeded Eugene Thomas in charge of sales promotion for WOR, after Thomas had succeeded to the post of sales manager. No announcement, or anything, tho. Tab an error, for no one succeeds Beatrice Lillie on the Socony CBS program. She stays for another of the usual period. While on the road in *At Home Abroad*, her spots will come in by remote.

Mort Lewis wrote an article for the 1936 Writers Year Book on how to write radio comedy. Two words for the summation—be funny. NBC rejected a condensation of *The Postman Always Rings Twice*, slated for the Vallee program last week. Josef Israels II starts as a news commentator on WMCA March 27. Tom Howard, George Shelton, Peg La Centra and a swing band set for Melorol on NBC.

George Schmidt, of the WOR sales staff, is in Polyclinic Hospital. Appendicitis. Tempo King, WNEW swingster, starts a series of sustainers on NBC, but stays on the Newark station. Andy Burke is doing a sports series on WBNX, New York. Buddy Cantor is back on WMCA as film critic. Frank Black is to go to Europe this summer and conduct for the British Broadcasting Corporation. WHN starts a round-table series from New York University March 25. Ward Wilson may do a sort of *Iddy Bitty Kiddy* series for CBS. Sam Taylor, on WOR for BC headache remedy, goes into his third year for that account this week. Now that Perry Charles isn't doing the *Early Worm* on WHN any more, he knows what sleep is. Louis Sidney, g. m. of WHN, is on vacation in Bocagrande, Fla. Dell Sharbut and Meri Bell, singer, spliced Saturday (21).

Walter Neff and Bill Rogow, who left WOR to form Neff-Rogow, Inc., have decided to stay away from the station representation field, one of the activities planned in the original lineup. However, the new firm has already been signed to handle one advertising account, that of Nell Vinick, as well as being set by two advertising agencies to handle all radio activities. The partners feel they can't represent advertisers and stations at the same time.

CHI AIR NOTES

By NAT GREEN

Ted Maxwell, actor in *Girl Alone*, *Flying Time* and other NBC shows originating in Chi, left a few days ago by plane for a vacation in San Francisco, where he hopes to recover completely from the effects of an attack of influenza. Kate Smith bucking Major Bowes cost Kate's sponsor two grand a minute. Pickens Sisters walked out on their third week at the Paramount Theater, New York, account of money trouble. Rumor has it that *Grand Hotel* will be heard again next fall on a night spot. *Story of Mary Marlin* contract with CBS renewed and will continue to be heard on a five-a-week schedule, Monday thru Friday. Gene Arnold received hundreds of congratulatory messages and more than 50 gifts on his birthday March 14. Arthur Jacobson, who used to be heard on *The First Nighter* and other Chicago programs and now with Universal Pictures, has changed his name to Henry Hunter for screen purposes. New P. & G. transcription show featuring Pat Barnes starts on eight spot stations March 30 for 13 weeks. Francis X. Bushman and Katherine Krug will present a dramatized preview of the picture *Rose Marie* on their *Movie Personalities* program March 25. Al Pearce and his Gang move to New York after April 3. New program titled *Music Magic*, with Charles Sears, tenor; Joan and the Escorts, rhythm quartet; Joan Blaine, narrator, and orchestra under direction of Harry Kogen, started March 19 and will be heard every Thursday over NBC-WJZ.

Florence Ravenel, former stock actress, has inaugurated a new series over WJJD known as *Women's Exchange*, Monday thru Friday, which will feature domestic and social problems. Wayne King will be the first big name ork to broadcast over the three big networks for same sponsor—Lady Esther. He's on Mutual Sunday, CBS Monday and NBC Tuesday and Wednesday. Jack Hylton's Orchestra starts a new commercial on NBC April 5. Hylton has notified Kate Smith that she cannot use his *She Shall Have Music* as her theme song. Thompson Buchanan, author of *Molly of the Movies*, MBC drama, has left for Hollywood for an indefinite stay. Expects to gather new material for the program and renew contacts with movie personalities. Charlie Wilson, original tangle talker and mix-up man of vaude and radio, has a new air show with a new character and expects to be on the air with it shortly. Judy and her Jesters, young rhythm trio, will be guest artists on the

Friendly Neighbor's House Party March 23-28. The trio, two boys and a girl, write all their own arrangements.

Bess Flynn, the Mother Moynihan of *Painted Dreams* and author of *Bachelor's Children* and *We Are Four*, home from a two-week vacation in Bermuda. Irene Wicker, "Singing Lady," also back from same place, but Walter Wicker remained for an extra week of fishing. Alec Templeton, brilliant young blind pianist, will be guest artist on the WGN Mardi Gras program March 25. Hollywood is still eyeing Joan Blaine, but Kleenex took up their option on her time for next 13 weeks. Sylvia Clark, vaude impressionist, wants any oldtimers who think they "have something" to get in touch with her. New series of organ programs by Fred Beck to be heard every day but Friday and Sunday starts this week. Al Williamson, NBC publicity chief, on a Midwest tour visiting Twin Cities and Milwaukee. Margaret Maloney, editor *Radio Dial*, Cincy, visiting radio ad agencies and networks this week. Your Hit Parade moving to WBBM-CBS on May 2. Pat Flanagan to handle baseball broadcasts for WBBM for his ninth year. Broadcasts sponsored by General Mills. John Harrington, newcomer to the WBBM sports mike, will share the assignment with Flanagan. Marian and Jim Jordan's *Fibber McGee and Molly* contract renewed for 26 weeks. At Showmen's League show last week Tex Chapman took a wallop at Major Bowes, whom he termed "the worst influence in show business today." Kay Kyser to be heard over WGN and Mutual from the Trianon Ballroom, starting March 28.

TWO SMASH HITS

(Continued from page 3)

man Engel composed the fine orchestral accents, and Tom Adrian Cracraft designed the soft-colored costumes and the single set comprising a flight of stairs, inclines and expressionistic Gothic windows set against a deep blue sky. The stairs and inclines serve as the base for groupings of players, affording a sculptural, tableau effect. Edward Goodman supervised the production.

Altho Eliot's meanings are often considered as obscure, *Murder in the Cathedral* is surprisingly lucid—altho it, too, has its difficult moments of vague cadences. It gives us 27 days in the life of Archbishop Thomas a Becket, opening with his return to England December 3, 1170, after seven years of exile and his murder by King Henry's soldiers. The

opening part shows his return amidst the panic-stricken fears of his priests and women of the congregation. The powerful, brooding sweeps of Eliot's poetry forewarn of inevitable disaster. In the second part we see the archbishop delivering his final sermon, a monolog made thrilling by Harry Irvine, who played the role. And the final part has the archbishop determined he will not submit to the King, but will recognize God as the highest power, altho he is sure it means his death. He goes to his death, praising the glories of the Church. This is followed by a startling epilog in which the soldiers brazenly explain the necessity of the murder, the curtain lowering as the priests regain the stage with their invocations to God.

Irvine is magnificent as the Archbishop. Others are uniformly good, some even excellent. The cast includes Iona Bright, Georgia Harvey, Minnie Stanley, Camelia Campbell, Barna Ostertag, Mabel Paige, Helen Morrow, Mary Roth, Bessie English, Charlotte Gloer, Robert Williamson, Harry Sothern, Louis Prohoff, David Friedkin, Tom Greenway, Joseph Draper, George LeSoir, Robert Bruce, Roger DeKoven, Stephen Courtleigh, Jon Lormer and Frederick Tozere.

As for *Triple A Plowed Under*, you will remember it's really the Living Newspaper unit's second production. First was the *Ethiopian War*, scrapped due to censorship trouble. It seems as tho the new production is headed for trouble, which it doesn't deserve—at least not according to this reviewer. The Hearst papers in particular have been attacking it because it includes an impersonation of a Communist leader criticizing the Constitution. As a matter of fact, the show has been attacked by Republican papers as being too pro-New Deal and by New Deal papers as being too critical. It really is a muddled presentation, giving several viewpoints—which is just what most newspapers do.

Show runs under an hour and uses, successfully, the newsreel technique popularized by *March of Time* radio programs. It is a fast peppering of black-outs, interspersed with graphs thrown on a scrim drop. It is the headline idea, the characters usually being types and speaking in exciting, dramatic fashion. It winds up with the consumers, the workers and the farmers chanting, "We need you," while their common enemy, the speculator, looks on.

The staging is economical, the occasional scenery being expressionistic. Altho the technique is still crude, it nevertheless is exciting and suggests the sort of technique that television may use some day.

Despite its faults, *Triple A Plowed Under* is a swell show, and Morris Watson, the unit's supervisor, should take a bow. Hjalmer Hermanson designed the sets, H. Gordon Graham is associate director and William Randolph is the off-stage "voice of the Living Newspaper." A cast of more than 100 perform adequately. The program, incidentally, is in the form of a four-page newspaper.

PAUL DENIS.

BLOCK-BOOKING

(Continued from page 4)

by Nathan Yamins, testified for the measure. The welfare, church and reform groups asked approval of the bill on the grounds it would elevate the moral tone of the picture house, do away with too much of the gangster type of picture, afford opportunity for local communities to have more to say as regards pictures shown in their theaters and benefit producers and distributors at the same time.

Kent told the subcommittee the bill would permit exhibitors who so desired to get a stranglehold on booking and thereby pick out only the pictures they wanted; that he would give exhibitors liberal cancellation privileges on moral grounds, but not the privilege of taking or leaving just what they wanted or did not want. Exhibitors as a whole, Kent said, do not really want a bill under which they would be permitted to do business differently than under the present system. Big producers are not alone in presenting pictures which have been subject to the most criticism, he said. Attacking the suggestion that block booking tended to dishonest practices, he said that block booking had put many good pictures on the screen which otherwise would not have been shown; that plenty of public groups could be found to tell of the virtues of this practice, and he demanded that independents give names when talking of block booking being a cloak for dishonest practices.

Philly Musicians Okeh AFA Pact; Still Fighting Benefits

PHILADELPHIA, March 21.—A mutual working agreement between the American Federation of Actors and the American Federation of Musicians, Local 77, was drawn up and approved by Anthony A. Tomel, musicians' union prexy, and his executive committee, meeting Wednesday. Alignment was sanctioned by the membership March 3, a unanimous vote vesting full power to Tomel and the committee to consummate the negotiations with Ralph Whitehead, AFA executive secretary.

Plan, awaiting Whitehead's ratification, is identical to the tieup between the AFA and the New York musicians' union, Local 802, calling for the unionization of all hotels, theaters, cafes, night clubs and ballrooms, with no member able to work with individuals who are not members of these respective unions.

To improve conditions in the night club field, Tomel has inaugurated a plan to gag the "under-scale" boys. Hereafter, leaders on both single and steady engagements must report their work and the booker or management to the union. All moneys must be paid to the union, which in turn will pay the men. With no payoffs on the job, union will have some degree of assurance that the scale is being met. However, ironing out the "kick-back" situation bound to follow this procedure will be a terrific headache.

Union regulation that all members withdraw from all engagements (single or steady) when the shows from the various theaters, hotels or cafes in town appear to play a "benefit" was just the thing to deliver the death knell to this racket.

Hotel Pennsylvania, after allowing

New Music Firms Start; F., D. & H. Obtain Charter

ALBANY, N. Y., March 21.—Two newly formed music publishing concerns were granted charters this week by Secretary of State Edward J. Flynn. They were the Francis, Day & Hunter, Inc., Manhattan. Capital 100 shares of stock. The shareholders are Frederick E. M. Day and John Abbott, London, England, and Julian T. Abeles, attorney, New York City.

The other firm is the Cosmo Music Publishing Corporation, New York City. Capital \$20,000, and stockholders Walter E. Merrick, Robert G. Gomperts, of New York City.

D. C. Dinerie To Have Hamid's 6-Day Layout

NEW YORK, March 21.—Swank Shoreham Hotel, Washington, D. C., has booked for its ballroom-restaurant a full week of one-ring circus, starting on Monday, circus replacing its usual floor show. Bill: Will Hill's Elephants, Palenberg's Bears and Royal Dobermann Pinschers; Osaki and Taki, perch; Randow's clowns and comedy acrobats; Golda, tight wire; Ullaine Malloy, trapeze, and another acrobatic act. Local 11-piece band will supply music.

Possibility that matinees may be given. George A. Hamid, Inc., booked it.

Texas Ork Agency Busy

AUSTIN, Tex., March 21.—The Joe Erwin booking office here has had an exceptionally busy winter. At present Ewen Hall and band are set at the Plaza Hotel, San Antonio, until June 1; Mack Rogers will remain at the Gunter Hotel until April 11, and Ben Young is booked until April 4 at the Olmos Terrace. Blue Steele, Glenn Lee, Hogan Hancock, Joe Gregory, Tommy Allen and Don Albert, all under the Erwin banner, are playing one-nighters, mostly college dates, before going on summer locations.

Los Angeles Musicians Elect

LOS ANGELES, March 21.—Incumbent officers of the Musicians' Club here, Local 47 affiliate, were re-elected for 1936 at the organization's annual meeting this week. Officers renamed were J. W. Gillette, president; Harry Baldwin, vice-president; F. W. Forbes, secretary; C. L. Bagley, treasurer. Trustees re-elected were F. D. Pendleton, W. B. Harrington and George W. Teasdale.

bands to walk out on March 2 when they refused to play a benefit, has ironed out the tangle. Joe Frassetto's Ork and the Marty Landis trio returned to the stands, men getting paid for the two days out, and hotel agreeing to desist the practice starting April 1. Not only includes benefits, but also the practice of having the bands play for other functions in the hotel and classifying the crowd as an "overflow" of the dining room. Hotel Adelphia, formerly one of the worst offenders, is actually refusing to send floor shows and orchestras to play benefits and "overflows" without first getting the consent of the union. Only belligerent remaining is the Palumbo Cabaret, still holding on to a non-union combo.

Big Detroit Spot To Reopen

DETROIT, March 21.—The Coconut Palms, northwest Detroit night spot at Eastwood Park, will reopen with the park on April 17. The garden will be under direct operation of the park management again this year and will again offer one of the largest summer floor shows in this territory.

Musicians Base License Stand On Edelstein Decision of 1928

NEW YORK, March 21.—The American Federation of Musicians is not worrying about threatened suits by disgruntled agents over the new license system, its confidence being based on the Equity victory when Agent William Edelstein sued back in 1928, setting an important legal precedent.

The AFM is understood to have made a careful check of the Equity-Edelstein case before it launched its license system January 1 this year. Edelstein sued Equity September, 1928, in Federal Court, asking an injunction against Equity's compelling him to take out a

PRODUCING NIGHT CLUB FLOOR SHOWS

By JACK POMEROY

Watch for This In the Spring Special Number Of The Billboard

Grand Jury Defers Action Against Fem Impersonators

TOLEDO, March 21.—The Lucas County grand jury here is investigating the *Gay Boy Revue*, Fay Norman's floor show at the New Casino night club operated by Ted and Bert Angus.

No charges have been placed and no indictments have been brought, but complaints have been made about the revue since the first two or three weeks of its operation. The Angus brothers were questioned last week by the grand jury, but results of the probe have not been announced. It is understood that complainants refuse to file their complaints formally or to testify in court.

Hull, Aylmer Road Nix Shows Again

OTTAWA, Ont., March 21.—The lid was again clamped down on floor shows in the near-by Quebec district last week after only a few weeks of activity. Laws passed a year ago forbidding entertainment in night spots were lifted late in February and an increase in business was immediately experienced in most spots resuming floor entertainment.

A year ago last Christmas almost all the night clubs in Hull and along the Aylmer road, located in Quebec, just across the river from the capital city, were enjoying a flourishing business. Large shows were being booked in from New York and Montreal. When pressure brought to bear by clergy and certain allied factions resulted in a law forbidding entertainment of any sort patronage in these spots dwindled rapidly.

The Gatineau Country Club, largest and best known spot in the area, was doing capacity business at the time of the prohibitory measure. Shortly after the ban was lifted last month the Gatineau resumed elaborate entertainment, booking in a bill direct from the Chez Maurice, Montreal. Show included Ruth Laird and her Texas Rockets, eight-girl song and dance unit; Hal Cummings, emcee; Patricia and Renee, dance team; Virginia Hervey, dancer, and Bennett Brothers, novelty hoofers. After the show had appeared for exactly one week the lid was again clamped down. No reasons were given.

Tommy Harris Booking

DETROIT, March 21.—Tommy Harris, veteran vaude booker, is new field man for the National Vaudeville Exchange. He is handling the night club and beer garden department, and is assisting on circus work as well. Among major night spots on the books are the Seven-Wood Cafe, Elks' Rathskeller at Saginaw, Mich., and Gulf Lake at Pontiac, Mich.

Wisconsin Spot Burns Again

GREEN BAY, Wis., March 21.—Fire, believed to have originated in the heating plant, destroyed the Riverside Club here March 14. The dance hall proper was gutted by fire last fall and further destruction necessitates a change in re-building plans, which had originally merely covered repairs to the remaining portion. The Riverside was operated by Joseph Becher, who estimated the loss at \$5,000.

NIGHT CLUB REVIEWS

Trianon Room, Ambassador Hotel, New York

Vincent Lopez and orchestra and Mario and Floria comprise the dinner and supper show in this comfy, swanky room. Lopez has been here since November and has with him what is probably his best and most versatile band.

Lopez himself makes his usual gracious appearance in front of his men, frequently offering his fine piano selections. The smooth dance music is rich with sweet rhythms that are thoroughly danceable. There's hardly a number that doesn't include a specialty of some sort. Drummer Scotty Morrison is always hopping out front for comedy lyrics, while Fred Lowery contributes swell whistling. His whistling is subtle, avoiding shrill tones. Some of the other boys step to the mike for instrumental or vocal standouts. The band goes to town with *The Music Goes 'Round and Around*, proving a good orchestra can sell even a dead number. Maxine Tappen makes a charming vocalist.

A boy instrumental trio fill in the band intermissions and do a surprisingly neat job. They supply sweet melodies and even add a bit of soft singing.

Mario and Floria, just back from Florida, made the customers sit up and applaud with their grand ballroom dancing. With amazing grace they glide thru the most exacting and complicated routines. Their first, set of Debussy's *Clair de Lune*, is one of the finest ballroom numbers this reporter has ever seen. They had to encore, offering a spry *dansant*. A truly great dance team.

Adler and Taubman Ensemble, four boys, entertain for the cocktail hour. Dinner is informal, with no cover. Supper is formal, with the cover \$1 week-days and \$2 Saturdays. Room is designed by Maurice Fatio and is light colored, with overhead lighting for dancing and the show. Denis.

College Inn, Chicago

To bridge what might otherwise be a lull between its regular early evening show and the midnight show the College Inn of the Hotel Sherman presents a "Junior Revue" starting at 10 o'clock and running for about three-quarters of an hour. Music is furnished by George Olsen's Band, with Bob Rice conducting and emceeing the show. Bob has both talent and personality in abundance and his work makes a splendid impression.

Most of the talent presented in the Junior Revue consists of acts that have appeared in the amateur night shows in the Old Town Room of the Sherman, only the better ones being engaged. On the night the show was reviewed, Jerry Hill, a personable soprano, sang two numbers very well. Sergeant Major Bob White, in overseas soldier uniform, gave imitations of battle sounds, musical instruments, etc. Cherita, an extremely pretty Hawaiian dancer, gave a graceful exhibition of native dancing devoid of vulgarity and pleasing in the extreme. The show closed with a whirlwind performance of the Zephyrs, two colored lads with a washboard band and hot feet. They are also good at pantomime and their slow-motion crap game is a riot.

This interlude show provides ample entertainment and whets the customers' appetites for the gorgeous Olsen-Shutta show and the Ice Carnival that follows. Green.

Chez Josephine Baker, N. Y.

This spot is the LeMirage Restaurant, which turns into the Chez Josephine Baker Club at 11 p.m. At that time Miss Baker hops over from *Ziegfeld Follies* and is mistress of ceremonies—or, better still, she's the whole show.

As you might suspect, she dominates

the scene, greeting the customers, constantly running thru the club and seeing that everybody's comfortable and, in general, making sure everybody's having a swell time. To warm up the proceedings she distributes small cotton balls and tiny racquets and soon has everybody hitting everybody else. This loosens up the tension and before long even the stiff shirts have weakened and have started acting like kiddies.

Miss Baker sings a few French-English ditties in her ingratiating manner. Her voice has that soft quality which makes her songs superb. As a personality she is of course outstanding. On an intimate night club floor she is on home ground, knowing just how to handle a crowd. Topping the show is her sensuous dance with Jean Ashley and Wilhelm Van Loon, the lights going out when Van Loon bestows a passionate kiss. It's showmanship at its best.

Van Loon does an eccentric dance solo that is only fair, while Alice Delano Weekes, advertised as a relative of the President, offers a Spanish dance. A nice-looking brunet with a clean-cut personality, her dancing was nevertheless unimpressive here.

Ray Benson and orchestra provide dance music in smart style. Benson, a youthful and handsome chap, is at the piano and is given good support by his seven men. They provide swiny tunes, often with the Continental flavor you would expect in a Josephine Baker show. The boys are exceptionally good at rumbas and tangos.

Spot is formal, except the early part of the week. Cover is \$2. Show starts when Miss Baker arrives and ends in the wee sma' hours. Denis.

Roosevelt Hotel, New Orleans

For entertainment of almost every description, New Orleans seldom sees (See CLUB REVIEWS on page 30)

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ENRICA and NOVELLO

DISTINGUISHED DANCERS!!!!

CLUB CHATTER

MED AND NONA, West Coast dancers presenting whip adagio and apache routines, are in their second week at the Dutch Village in Toledo, O. Duo has been working Midwestern clubs all winter.

Pierce and Barlow are back in Cincinnati working clubs after an absence of seven months. They spent two months in Detroit and three months in Kansas City. Detroit was okeh, they report, but money and working conditions in Kansas City could be improved a heap.

Billy Julius, acrobatic dancer, moves from the Club Joy, Lexington, Ky., to the Ponce de Leon in Dayton, O. Cortez and Marquis and Wally Lane's Manhattan Four, dance teams, appeared with Carl Diensberger's Orchestra at Castle Farm, Cincinnati, March 21 and 22. Booked by Jack Middleton. Villano and Lorna, dance duo, are in their second week at Martins' Paradise, Rochester, N. Y.

Little Stanley Ross, formerly of the 4½ Arleys, standard vaude turn, has been working Midwestern clubs this winter. Closes a two-week engagement at the Club Continental, St. Louis, March 25.

Cevene Trio, wire act that has been enjoying a successful winter in night clubs, closes at the Club Continental March 25. DeLain and Dunn, tap dancers, are working the Club Royale in Lansing, Mich., for the third time since the first of the year.

Alita, accordionist, who has been playing in and around Cincinnati recently, is currently under contract to Herman Hartmann's Bavarian Orchestra.

Kelton and Durant, saxophone-dance team, continue at the Royal Hawaiian Club in San Francisco.

Jockey Club Boys, harmony quartet, composed of Al King, Grant Kenworthy, Billy Owen and Jimmy Richey, go into the State Lake, Chicago, March 28. Boys have been appearing over WCFL for the last month.

VIC PUREE, billed as "The Man of a Thousand Faces," is appearing at Ben Rafalo's Cat and Fiddle Club, Cincinnati. Paul Pagano is singing and dancing with Barney Rapp's Orchestra in the smart Mayfair Room of the Book-Cadillac, Detroit. Will remain indefinitely. DeCounti and Marie will continue for several more weeks at Jacksonville's unique Showboat.

Bobbie LaRue's College Boy Revue continues at the Gay Paree in San Antonio, Tex.

Bart and Dorothy Thompson, singing team, have returned to the Blake-land Inn, Denver, for a lengthy stay. Booked by Jack Blue, of the Blue & Samuel office in Denver.

Treyes and Violeta, Louisiana dance duo, are a recent addition to the bill at the El Toreador Club, New York. Are featuring their "modernistic waltz."

Yvonne Cappell, tassel dancer; Jackie Lee Miller, songstress; Chee Chee, accordionist; Dottie Clark, another songstress; Ginger Rogers, tap artist, and Yeaborn and Starrett, tap specialists, plus a line of six chorines, are presenting the current entertainment at the Golden Glow Club in Cleveland.

LOS ANGELES NOTES: A syndicate headed by Galt Bell, producer of the local *The Drunkard*, has leased the Hollywood Barn for another night spot. Barn, formerly known as the Stable, folded several months ago. Policy of new spot not yet announced.

Frank Sebastian, operator of Cotton Club, still trying to get his liquor permit okeh. New hearing comes up this week. Meanwhile Les Hite's Orchestra, Nyas Berry and Brothers and the black and tan floor-show cast of the spot takes a filler into vaudeville. Appearing this week at the Orpheum.

DIANE AND DEL CAMPO, who have just finished a long engagement at the Cocoonut Grove, Omaha, Neb., are opening at the Biltmore Country Club, St. Louis, March 25 for an indefinite engagement. Harry Richman will

open at the Chez Paree, Chicago, April 10. The De Marcos close at the Mayfair Room of the Blackstone Hotel, Chicago, March 28 and return to New York to open in the Persian Room of the Plaza.

The Mayfair Room will remain open probably until June, with Albert Kavelin's Orchestra furnishing the music.

Anita Boyer, WGN singer, will join her husband, Dick Barrie, when his orchestra opens at the Jefferson Hotel, St. Louis, on April 9.

Harry Kahne, mental wiz from vaudeville, being considered by the Bismarck and Palmer House, Chicago.

Leo Salkin booked Della Carroll, dancer who romanced with Clark Gable—according to the p. a.—into Harry's New York Cabaret; also set Nan Blackstone and show current at the Yacht Club, Chicago.

Vic Brown, of Sligh-Salkin, booking attractions for big women's show to be held in Chicago in April.

CASS DAILEY now in her eighth week at the Hollywood, New York, and being held another two weeks.

Charlie Weeghman, whose 40 Club folded recently, is staging a series of Sunday night buffet suppers at the Hotel Elysee, New York, with Leo Beers heading a show.

Eddie (Bumps) Minetti opened last week at the Lotus Club, Washington, with Betty Darling as teammate. Sailing for the Orient in May.

Evelyn Nesbit is emceeding at Joe Schectel's All Stars Club, New York.

MOE LUCKIE, actor, agent and producer, with a wide acquaintance among people in all branches of show business, has joined the staff of Sligh & Salkin, Chicago.

Continental Trio, clever instrumentalists, are appearing at the Yacht Club on Chicago's North Side. Personnel includes Florence McDonald, accordionist; Bill Alkin Jr., guitarist, and Cal Knittel, string bass and impersonations. After six extra weeks at the Hotel Park Plaza in St. Louis, Woods and Bray, ballroom dance artists, moved to the Hotel Syracuse, Syracuse, N. Y., for an unlimited engagement.

RAMON AND RENITA, dancers, now playing Palm Beach, return to New York soon. Will go into the Stevens Hotel, Chicago, April 15, heading their own band.

Ted Kosaffis, recently with the Ruby Newman Orchestra, is playing night spots around Boston. Doing Greek dialect numbers. Milt Roemer, former theatrical manager, is now promotion manager for the Cocoonut Grove, Park Central Hotel, New York.

PERZADE AND JETAN, who recently closed at the Hotel Times Square, Rochester, are in Philadelphia for night club dates.

Manya and Drigo, dancers, opened last week at the Palmer House, Chicago, after a run at the Versailles Club, New York. Lucienne Boyer leaves New York this week for two years' booking thruout Europe. Alice Delano Weekes, cousin of the President, made her night club debut as a dancer at the Chez Josephine Baker, New York, recently.

JOE AND BETTY LEE, young dance team recently at the Hotel Biltmore, New York, are back for an eight-week run and options. Gina and Giano are in the Lord Baltimore, Baltimore, for a four-week run.

Nick Lucas and orchestra are going into the Hollywood Restaurant, New York, April 6, following the Abe Lyman band. Buddy Kennedy, emceeding at Murray's, Tuckahoe, N. Y., the past three years, has rung another long run at Will Oakland's.

ENRICA AND NOVELLO closed at the Waldorf-Astoria, New York, last week after a six-week run. Will go into Loew's Fox Theater, Washington. Frank Corwell Trio now in 14th week at the Hotel Edison's Green Room, New York.

New show at the All-Stars Club has Evelyn Nesbit, Pat Harrington, Three Boston Sisters, Elsie Huber, Hickey and Griffo, Tommy Toscano and Band.

MANYA AND DRIGO, recently in swank New York spots, now heading the

London Night Spots

LONDON, March 17.—Savoy Hotel, booked by Eric Wollheim, again has three fine and diversified attractions for its floor entertainment. Pearl Twins, two American acrobatic dancers, hit well. Girls are easy on the orbs and make a splendid appearance. George Prentice, a big favorite here, is back with his "Punch and Judy" specialty which never fails to tickle the risibilities of the diners here. Arnaut Brothers, with their colorful and popular musical clowning and bird whistling, are a natural for the spot and click heavily. They have able assistance from charming Mitzl Bobs, who is attractively costumed. Bob Ripa, skillful and adroit juggler, scores sensationally.

Beate Bradna scores heavily at the Berkeley with a peach of an acrobatic dance routine. It's a quick repeat for this girl.

George Beatty, American monologist and comedian, is an outstanding hit at the Ritz Hotel, where he is back after a brief absence. Another successful contributor is La Belle Smero, stunning Grecian girl whose dance routines range from rumbas to waltz.

Walter Dare Wahl continues to panic the Dorchester Hotel patrons with the swellest idea in acrobatic humor yet seen in London. Probably garners the greatest quota of laughs that has ever been registered in this spot. Wahl and his colleague, Emmett Oldfield, are held over indefinitely.

Marion Harris introduces new songs nightly at the Cafe de Paris, where she is in her fifth week. Conchita and Rocco, acrobatic dancers, continue at the Piccadilly Hotel.

Palmer House, Chicago, show. Ruth and Billy Ambrose have signed with MCA. Left the Hotel Commodore, New York, show last week to open at the Arcadia, Philadelphia. Frank Wallace and Trixie LaMae close this week at Ye Old Tap Room, New York. Jones and Prentice, dance team, opened last week at the Eldorado Club, Jersey City. Just did a film short for Educational, spotted thru Ed Riley office.

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BANDS and ORCHESTRAS

CONSOLIDATED Radio Artists have set Frank and Milt Britton and their band to play the Intrafraternity Ball in Scranton, Pa., April 13. Night before the aggregation will play a one-nighter at the Ritz Ballroom, Bridgeport, Conn. . . . CRA has also set Harry Reser and his Eskimos for a 10-day tour for Charles Shribman, New England booker, starting April 12. Reser will later do an additional nine days, starting May 15. . . . Emil Velasco and Irving Aaronson both set to take their orchestras on the road starting the second week in April. Both set by Consolidated to cover Southern territory. . . . Eddie DeLange-Will Hudson Orchestra, booked by Mills Artists, to succeed Glenn Lee at El Coronado, Houston. . . . Duke Ellington was forced to cancel a number of dates thru West Virginia because of the flood.

JIMMIE LUNCEFORD invades the Southwest for the first time early in April. Three weeks of one-nighters thru Texas, Louisiana and Oklahoma are already set for the Lunceford combo. . . . Emilio Caceres has returned to Detroit after completing several weeks of one-nighters thru Ohio, Michigan and Indiana. Now playing at the Villa D in the Motor City. . . . Wash Funk's Monte Carlo Orchestra is supplying the tunes at Izzy Schneiderman's new 444 Club in Cincinnati. Personnel includes Ernie Eydell, Johnny Dietz, Wesley Waldenmayer, Bob Sidell, Charlie Fitch, Bob Ammann, Lou Terman and Funk. . . . Bobby Greer and band have been held over indefinitely at the Hotel Noble in Blytheville, Ark. Lee Hole and Clark Conroy are the featured vocalists.

CARL FRANK and his Round the Town Orchestra, now in their 18th consecutive month at Ben Rafalo's Cat and the Fiddle Club in Cincinnati, will continue to supply the dance melodies at that spot indefinitely. Roster of the hard-working combo includes Frank, Curt Parsons, Harry Kamlade, Don Drake, Johnny Casino, Roland Riess, Joe Bova and Elsie Wiggins, vocalist. . . . Manuel Contreras and his Latin-American Orchestra will continue indefinitely at Cleveland's popular theater-restaurant, the Mayfair Casino. Now in their 14th week. . . . Clyde Trask remains in the busy Rathskeller of the Hotel Gibson, Cincinnati, for an unlimited engagement. . . . Gray Gordon has replaced Tommy (Red) Tompkins at Jimmy Brink's Lookout House in Covington, Ky., across the river from Cincinnati. . . . Jerry McRae's Texas Rangerettes, including Hazel, Gladys, Dorothy and Evelyn Jones and Billie Gray, are current at the Edgewater Gulf Hotel in Biloxi, Miss.

JOE HAYMES is slated to play the Rose-land Ballroom, New York. . . . Fats Waller is at the State Theater, New York, this week. . . . Harry Reser begins a two-week tour of New England May 1. Arranged by Consolidated Radio Artists, booking outfit. . . . Mrs. Louis Armstrong, her original four weeks at Buffalo's Silver Grill having elapsed, has been signed for eight additional. . . . Ramon Ramos will fill a limited engagement at the Forge Club, Miami, shortly. . . . Tommy Tucker's MCA combo was recently replaced by Paul Wolfe at the Merry-Go-Round in Miami. . . . Don Clifton and his Collegians are on location at the Southern Club in El Centro, Calif. . . . Jack Adcock continues at the Yorktown Tavern, near Philadelphia. . . . Harry Hylan and his Ambassadors are one-nighting thru Ohio and Pennsylvania. Recently filled a date at Merell A. Woods' Coliseum Gardens, Mansfield, O.

ORCHESTRAS AND THE OPEN ROAD

By KERMIT KAHN

Watch for This In the Spring Special Number Of The Billboard

TOMMY TOMPKINS, one-legged vaude veteran and former head of the Oklahoma Cowpuncher Orchestra, is now touring thru Pennsylvania with his Rascals, another musical organization. He is not to be confused with Tommy (Red) Tompkins, whose swing band is playing under Mills Artists' banner. . . . Jimmie Livingston is filling an unlimited engagement at the smart Club Chalfonte in Pinehurst, N. C. Combo features a combination sweet and swing style of music arranged by Pat McCCarthy. . . . After closing an eight-week engagement at the Merry-Go-Round in Akron, O., Emilio Caceres played several one-night stands before opening his present engagement at the Club Villa D in Detroit. . . . Jay Castle has been held over for two additional weeks at the night club of the Thomas Jefferson Hotel in Birmingham. . . . Jack Moran is touring California. Recently closed at the Casino in Bakersfield.

KAY KYSER leaves the William Penn Hotel, Pittsburgh, March 28 to accept an indefinite engagement at the Trianon in Chicago. Lloyd Huntley's outfit will be Kyser's successor. . . . Etzi Covato and his ork, veterans at the Plaza Cafe, Pittsburgh, have accepted an engagement at the Black Cat Cafe in Wilmington, Del. They leave the Pitt spot March 30 and will be succeeded by Joe Schaefer's Orchestra. . . . Fritz Liddell and his 14-piece orchestra are filling an indefinite engagement at the Hotel Robert E. Lee in Winston-Salem, N. C. Wayne Squires, tenor sax man, and Jimmie Stutz, string bass and vio-

linetor of Iriquois Gardens, Louisville, was a Chicago Loop visitor and engaged Art Kassel's Band as his opening attraction on April 11. . . . He wanted Phil Levant's Bismarck Hotel crew as a Derby week special but Levant's contract with the Bismarck has been extended and prevented him from accepting.

Mills Signs Hayton, Molinas Under Management Deals

NEW YORK, March 21.—Mills Artists' Bureau this week took over the management of two name bands, Lennie Hayton and Carlos Molinas. Contract for Hayton is exclusive in all fields except radio, with Molinas exclusive all the way. Hayton now has two radio commercials.

Molinas has been booked into the Muehlebach Hotel, Detroit, for an indefinite run, starting April 7.

Bob Sanders, Mills' band booker, is back from a Western swing that took him to Chicago and Texas.

MUSIC NEWS

(Communications to New York Office.)

E. H. Morris, of the Music Publishers' Holding Company, is sunning himself at present down in Florida. Merely a vacation with fishing and other outdoor sports attracting his immediate attention. He will be gone for a month as per current schedule.

William Rockwell, of the Miller Music Company, has gone to Chicago to establish a branch office in that city.

Sammy Smith has returned to Broadway after a three weeks' journey around

Ronny Brown have turned out a new rhythm composition christened *This Is My Holiday*. The Red Star Songs, Inc., has it.

John McLaughlin, contact man with the Sam Fox Music Company, is mourning the loss of his father, Will J., who passed away in Boston last week. The deceased was inspector of police of that city and buried with military honors. George M. Cohan, an old friend of the family, attended the funeral.

Of the numerous songs symbolizing the work of Major Bowes and his amateur hour over the radio, the only one to be accorded the official stamp of approval is *The Major Rings the Gong*, published and written by Eugene West. It is an out-and-out comedy offering with a fast rhythm and retentive tune. The Major's photograph is reproduced on the cover, the latest likeness, by the way, of the noted showman.

Among the recent issues from the house of E. B. Marks is a book entitled *Blackface and Music*. The author is Dailey Paskman, creator of the radio minstrels. If any work is going to help toward reviving interest in what used to be considered a de luxe entertainment and which still finds modern converts this creation should turn the trick. It is complete with songs, text and melody, besides containing a full show. Turning thru its pages one finds such standbys as *Oh, Didn't He Ramble?*, *A Hot Time in the Old Town Tonight*, *Ballin' the Jack*, *Lazy Moon*, *Under the Bamboo Tree*; *Ida, Sweet as Apple Cider*; *With All Her Faults I Love Her Still* and other ditties popularized thru this unique form of native art.

Sheet-Music Leaders

(Week Ending March 20)

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.

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. Lights Out | 9. Alone at a Table for Two |
| 2. Beautiful Lady in Blue | 10. Please Believe Me |
| 3. Goody, Goody! | 11. Face the Music and Dance |
| 4. Alone | 12. What's the Name of That Song? |
| 5. All My Eggs in One Basket | 13. West Wind |
| 6. It's Been So Long | 14. Write Myself a Letter |
| 7. Rendezvous in Honolulu | 15. Rhythm in My Nursery Rhymes |
| 8. Wah-Hoo | |

PHONOGRAPH RECORD best sellers will be found on page 75.

linist, are recent additions to the Liddell organization. . . . Freddy Funk's swing band is current at the Club Paramount in La Salle, Ill.

LOS ANGELES NOTES: Al Jarvis, well-known local radio record commentator, is now a full-fledged band leader. He recently signed his new group for MCA and Decca Recordings. . . . George Hamilton has purchased a home in Santa Monica Canyon and has reduced his golf score to the 90s. . . . Jimmy Dorsey will remain at the Palomar until April 14, the management's deal with Ted Fio-Rito having fallen thru. . . . Fio-Rito, however, is being paged for Catalina Island this summer. . . . Jimmy Grier's combo booked for MGM's *Small Town Girl*. . . . Jay Whidden and boys back in town for picture engagements. . . . Harry Owens' combo, booked in the Alexander Young Hotel, Honolulu, is taking over the radio broadcasts of Bart Woodyard, who bowed out of the spot February 24. . . . Featured with Owens' ork are Ray Kinney, tenor; Alvin Kaleolani and the Royal Hawaiian Music Boys. . . . Sue Ross, vocalist with Everett Hoagland combo in Tucson, Ariz., in bed with spine hurts.

BEN POLLACK has severed connections with MCA and has engaged Eddie Richmond as his personal representative. . . . Pollack went into the Greyhound night club near Louisville last week for an extended engagement. . . . Phil Levant's theme song, *Strange*, formerly known as *My Book of Dreams*, is slated to come off the press this week. . . . It is being published by Milton Weil. . . . N. L. Neafus, pro-

the United States in the interest of the Shuster & Miller, Inc. Smith visited various key cities and reports that folks are buying more sheet music than on recent former trips. At least, he found it that way.

Following their successful collaboration of *Spring in Vienna But Autumn in My Heart*, Harry Schaeffer and George

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Dance at MARLOW'S PARK

Success of RKO's "Folies Comiques" Perks Up Field

Unit does 4 grand on two Providence days—first two days in Boston brings \$9,500 gross—RKO to produce more such units and to favor stage shows next season

NEW YORK, March 21.—With the eyes of the vaude field eagerly watching it, feeling that it is the barometer of what is to be expected for next season, RKO's own production of a unit entitled *Folies Comiques* opened officially Thursday at the RKO Boston, Boston, after a two-day preliminary run in Providence. The unit did phenomenal business on its two days in Providence and first two days in Boston, with the result that the circuit is already laying out plans for two other shows of a like international appeal and plans to send the current show into many of its theaters now playing straight picture policies. In general, the unit has revived RKO's interest in stage entertainment, which promises the field a better break for next season.

In addition to getting rave notices from the Providence and Boston dailies, the *Folies Comiques* surpassed all box-office expectations. In Providence, doing only four shows a day, the unit did a little better than \$4,000 on the two days, a higher gross than that set up by the *Folies Bergeres*, French Casino unit. In Boston the unit pulled in better than \$9,500 for Thursday and yesterday, doing but four shows a day, again beating the *Bergeres* figure. At that rate, with five shows being done today, the house is headed for upwards of \$32,000 on the week. The show is in for two weeks.

Charles Koerner, New England division manager for RKO, and Bill Howard, RKO booker, supervised the production of the show, with assistance given by Dan Freundlich, another RKO booker, as well as other circuit employees. Nat Holt, who gets the show after its Boston engagement for his Palace, Cleveland, saw the show and immediately designated it for a two-week run at his house instead of one week. From Cleveland it goes into the Downtown, Detroit. Members of the unit, including the Leander Freres (Four Lees), Les Cerkos (Park and Clifford), Diane Denise, Billy Branch and Company, Perry Corwey, Lucien La-Riviera, Dolores and Candido, James Evans and Mitzi are optioned for 10 one-week periods in addition to the five weeks.

From Major L. E. Thompson, president of the circuit, along to Nate Blumberg and other officials, much enthusiasm is shown for the show. The success of the unit comes at a time when the circuit was dropping its combo policies for straight pictures, and with the unit's success it is assured that more shows of this nature will be produced. Furthermore, it has been definitely proven to them that the stage show must be sold equally as well or better than the film.

As an indication of what the show is expected to do as regards going into houses using straight picture policies, Holt already has asked for the show for Columbus. In exercising the options, RKO will attempt to put the show into its own houses. It is unlikely that the circuit will produce other units this season, altho two will definitely start off next season. The possibility of again forming a production department looms once more.

Other circuits are eagerly watching the show, and it is likely that some may attempt the same idea.

Colored Unit Reorganized

DETROIT, March 21.—The *Harlem Southern Frolics* has been reorganized, reopening Tuesday at the Civic Theater, Fostoria, O. Henry Barnett has taken over the ownership of the unit and has appointed John Loveland as advance agent.

VAUDEVILLE LOOKS TO EUROPE

By ANONYMOUS

Watch for This
In the Spring
Special Number
Of The Billboard

KAO and Keith Go Into Black

NEW YORK, March 21.—Keith-Albee-Orpheum and subsidiaries showed a net profit of \$403,073 for 1935 after taxes and charges, as compared to a net loss of \$175,316 the previous year. B. F. Keith and subsidiaries showed a net profit of \$464,645 for 1935, as compared to a net loss of \$136,035 the previous year.

Theater admissions of KAO and subsidiaries for 1935 totaled \$12,998,229. The company has total assets of \$26,203,336 and cash on hand totaling \$1,999,420. Theater admissions of the Keith group totaled \$9,033,895.

BOSTON, March 21.—Keith Memorial Theater Corporation and subsidiary corporation showed a net loss of \$108,100 after all charges for 1935. The net loss the previous year was \$149,391.

Fisher Now Auto Racing

NEW YORK, March 21.—Arthur Fisher, indie booker, has gone into the auto racing field as well. He has been put in charge of the auto races to be sponsored July 18 by the Nassau County Police Benevolent Association. Fisher has designated Ralph Hankinson to put on the races.

Elenore Wood in Costume

MINNEAPOLIS, March 21.—Elenore Wood, the original Spider Dancer, now appearing with the *Cocoanut Grove Revels*, has discarded her dancing a la nude in favor of a specially designed costume for her Spider Dance. The change has added greatly to the effectiveness of the dance, it is said.

Publix Closes Detroit Agency

DETROIT, March 21.—Detroit Artists' Bureau closed last Saturday. This was the booking unit maintained for two years by United Detroit Theaters, Publix unit, handling both film and vaude originally, altho the film business was discontinued over a year ago. The bureau recently handled vaude and orchestras.

Abe Schiller and Fred Zierer will handle the same business, using the same office in the Madison Theater Building but having no connection with Publix. Zierer will take over the orchestra department under his own name, while Schiller will take over the vaude department, also using his own name under a separate agency license.

Henry P. Zapp, the other booker, will manage the Ramona Theater for Publix Theaters temporarily. J. I. M. Schwartz, manager of the theater, has left for a vacation. George A. Ranshaw, the other booker, will continue to book vaude for the United Detroit Theaters direct and will not handle outside bookings. Kay Baker remains associate booker to handle club work under Schiller.

HARRY LIMBERT, veteran vaude and circus performer, is now working with the PWA theater unit in Cincinnati, doing his barrel jumping and acrobatic routine, assisted by Mason Tume. Limbert was formerly of the act of Limbert, Clark and McCullough, and later did a barrel-jumping act with Bill DeOnzo for many years.

Vernie 'Buck' Private Again

CHICAGO, March 21.—In celebration of his record run of three years as orchestra director and emcee of the State-Lake Theater, Verne Buck has James G. Henshell as guest conductor this week and has demoted himself to first violinist to follow the leadership of the man who was his first mentor. When the State-Lake first opened, just after the World War, Henshell was conductor of the orchestra and Buck was his first violinist. Now, as a sentimental gesture and tribute to Henshell, Buck has his first maestro wielding the baton as of old while he has turned back the clock and is first violinist once more in the house where he started his career.

Detroit's "Jumbo" On Theater Tour

DETROIT, March 21.—The *Jumbo* show, closing his week after a four-week run at Oriole Terrace, local night club, is going on the road for a series of theater engagements. Opens March 23 for two days at the Ceramic Theater, East Liverpool, O. The show is of the indoor circus type. Forty-five people are carried with the show, including the Carla Torney ballet.

The *Jumbo* show was conceived and staged by Lew Kane, local booker. Bookings are being handled by the Rush & Besner agency.

NEW YORK, March 21.—The Billy Rose office, producer of *Jumbo*, current at the Hippodrome Theater here, revealed today that it is aware of the *Jumbo* show in Detroit. It is reported that Rose tried to take some action against this other show but was unable to make any headway in preventing its continuance.

Para Books Calloway And Meroff for N. E.

NEW YORK, March 21.—The Paramount office is continuing to send stage shows into its New England territory, with Benny Meroff and Cab Calloway being booked for next month and the month following.

Meroff's show goes into Springfield April 16 and into New Haven April 23. Calloway is booked for May 8 in New Haven.

Hollywood Playhouse Folds

LOS ANGELES, March 21.—After operating for only two weeks with a vaudefilm policy, Hollywood Playhouse shut down last Saturday, with Manager George Schafer, former West Virginia theater operator, holding the bag for a year's lease. House grossed only \$2,000, but Schafer expects to reopen soon with a new vaude policy.

N. Y. Para Bookings

NEW YORK, March 21.—The Mae West film, *Klondike Annie*, and the Fred Waring pit show move out of the local Paramount Tuesday night. It was originally planned to run the show three weeks. Dick Himer and ork come into the house Wednesday. Little Jack Little and ork and Ethel Merman may follow Himer in.

American Dancer Honored

LONDON, March 14.—Darlene Walders, young American acrobatic dancer, now playing a repeat European tour, was honored by giving a special performance at the Sporting Club, Monte Carlo, before the King of Sweden and the Prince of Monaco. This is the 14th time that this dancer has performed before a crowned monarch in Europe. Following vaude and club dates on the Riviera Miss Walders will be starred for three months in a Viennese revue, with a return tour of England to follow.

Joe Termini European Dates

LONDON, March 14.—Joe Termini, American comedy musician, continues to click in Europe. He recently concluded his first year of his repeat European tour and is due to headline a unit commencing March 16 at Portsmouth, after which he will make an extensive tour of Germany.

American Reps Look to Europe

Fischer's newest international agency—other major reps have tieups

NEW YORK, March 21.—Realization of the importance of Europe to American acts and vice versa is seen by the many local agencies establishing European connections for the handling and booking of talent. The formation of the International Theatrical Corporation by Clifford Fischer, Louis Blumenthal and Jack Shapiro, with Miles Ingalls in charge locally, is the newest of the European agencies. Practically all of the other major agencies have established European contacts as outlets for American vaude talent.

Ingalls left the Curtis & Allen Agency to join the new firm, but RKO has given him his own franchise so that he can continue to sell acts as in the past. He is to represent Fischer personally, taking charge of his French Casino affairs. The firm has an office in London and plans call for offices in Los Angeles and Chicago.

Ingalls is submitting acts to Fischer, now abroad, for the Ambassadeurs, Paris, which opens May 15, and acts booked so far include Jigsaw Jackson, Patou Sisters, Red Dust and Mabel Scott. Other bookings he will look after include the French Casino here and in Miami Beach, with other casinos planned for the Dallas fair and Chicago and Hollywood.

The William Morris Agency does extensive European bookings, with the Harry Poster Agency in London as its base. Lou Wolfson and Dick Henry handle the acts from here. The F. & M. Agency has established European contacts also, submitting acts for dates in Paris. The Simon Agency has its European contact also, the American representative for Montague & Collins. The Curtis & Allen Agency, with Jack Curtis now abroad, has been realizing quite an income also from European bookings. In addition, there are many other local agents who engage in European bookings.

Not only is Europe an active market for employing American talent, but the last season has seen more European acts being imported here for night spots and the like. The market for European acts has also perked up some as a result of the success of French shows.

Lazy Dan Into Theaters

NEW YORK, March 21.—Lazy Dan (Irving Kaufman), a radio feature, has started on theater engagements in this territory. He played one-day stands in Bridgeton and Camden, N. J., recently and tomorrow will appear at the Steel Pier, Atlantic City. Sam Weisbord, of the Morris Agency, has other one-day personals to follow.

Edwards Postpones Opening; Gets Charter From Albany

NEW YORK, March 21.—Gus Edwards has postponed the opening of his "Show-Window" from April 6 to April 12, the latter date marking his 40th anniversary in the theater. The theater's name has been changed to "Broadway Show-Window," the Broadway Association requesting the retention of Broadway.

ALBANY, March 21.—The Show-Window, Inc., with Gus Edwards as one of the principal shareholders, was granted a charter this week. Samuel Levey and Charles Katz are associates in the project.

Big Business

LONDON, March 14.—A recently licensed local vaude agency has as its three partners a former acrobat, an ex-boxer and a one-time booker, formerly with a well-known circuit. The office just got its first assignment, the booking of three acts on novelty nights (Friday night only) at a near-by picture house. Salary of the three acts to be kept down to a total of \$75.

VAUDEVILLE NOTES

AFTER 16 weeks in Honolulu Rube Wolf's Fanchon & Marco unit returns to Los Angeles April 2. . . . Originally set for eight weeks, the troupe was held for 16. . . . F. & M. is building a new unit for Wolf to take into the Paramount, Los Angeles, immediately following his return. . . . Fred Keating goes into the Orpheum, Los Angeles, April 8. . . . Judy Starr, after taking Los Angeles by storm in past months via radio, night spots and vaude, leaves for the Roxy, New York, following her engagement at Clover Club, Los Angeles. . . . Peggy Ryan, juvenile singer, dancer and mimic, has been signed by F. & M. and will be put into Paramount, Los Angeles, stage show April 2. . . . She will be sent east after two weeks' break-in period.

ABE LASTFOGEL, William Morris Agency exec, flew into New York Saturday from the Coast. . . . He'll be in town for at least a month. . . . Phil Arnold, of vaude and clubs, has a role in the play *Summer Wives*, now in rehearsal. . . . Written by Mark Linder and Dolph Singer and produced by Jack Linder and D. W. Wolfson. . . . Charlie (Chuck) Yates sold five orks in one day for Warner shorts. . . . He sold Jimmy Lunceford, Jacques Fray, George Hall, Leon Navarre and Jan Rubini. . . . Maurice Linal replaced Ted Mack as m. c. on the Major Bowes' amateur unit No. 7. . . . He jumped from Los Angeles to the Victory, Salt Lake City, to open March 9.

LOUIS LIPSTONE, Paramount representative in Chicago, lost his father last week. . . . Bob Broder, New York theatrical lawyer, finally got the deed on his backwoods farm. . . . Lacking bookings because of flooded areas, Buddy

Rand May Play Fort Worth Fair Following San Diego

NEW YORK, March 21.—Sally Rand may go into Fort Worth's Frontier Centennial, which opens July 1. Sam Weisbord, of the William Morris Agency, her representative, is negotiating with Billy Rose, who is in charge of the Centennial.

Miss Rand goes into the San Diego Fair, playing the amphitheater, April 11 for two weeks with an option for a third.

Dancer Accuses Paradise

NEW YORK, March 21.—Isabel Brown, dancer, has referred to Attorney Simon S. Feinstein a complaint against the Paradise Restaurant, alleging the unauthorized use of a dance number belonging to her. Feinstein has written the Paradise Restaurant to discontinue the number. Miss Brown claims she auditioned for the restaurant, featuring a number employing radiolite hands on the back of a person. She points out the same number is now being done as a chorus routine at the restaurant.

Morris Office Moving

NEW YORK, March 21.—The William Morris Agency will move from the Mayfair Theater Building to the RKO Building in Radio City in about five weeks. More than half of the 28th floor of the RKO Building has been taken by the firm. It was originally planned to move to the Paramount Theater Building.

Material Protection Bureau

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

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

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

Richards and his *Hollywood Hotshots Revue* went into a home talent show as added attraction last week in Mohawk, N. Y. . . . Moved on to Syracuse from there. . . . Cast includes Peggy Williams, Alice Pugh, Shirley Pugh, Doris Kenaly and the Richards Brothers (Teed and Buddy). . . . Nick Agneta now headquarters in the Tommy Lee office in the RKO Building, Radio City.

SELMA MARLOWE, interpretative tap dancer, goes into the Radio City Music

Hall, New York, this Thursday. . . . Her engagement there is within a month's time since her appearance at Loew's State, New York. . . . She has also been contracted by Warner-Vitaphone to do three shorts. . . . Maurice, the magician, and Joan Zappa, dancer, dropped out of RKO's *Folies Comiques* after the Providence tryout. . . . Alex Gerber's *Radio City Folies*, scheduled to go into the Casino, Pittsburgh, Friday, canceled due to the flood. . . . Sara Ann McCabe, with the Dave Apollon unit, has been signed by MGM for pix, agented by Miles Ingalls. . . . Harry Kalcheim, Paramount booker, left New York Saturday afternoon on another of his frequent trips to Chicago.

NEW ACTS

Daizie Pizarro and Her Six Blades

Reviewed at the Bronx, Bronx, Style—Instrumental and vocal harmony. Setting—Full stage. Time—Fifteen minutes.

A typical Harlem hotcha outfit, offering music and stepping at a rapid pace. New to the vaude stage, this troupe has been playing cabarets and needs experience to whip into shape. Even so, the entertainment is fast and peppy, with the boys playing the usual assortment of tin cans, etc. Two best numbers offered were *Let's Swing It* and *On Revival Day*, the latter clicking well with the troupe shouting choruses in accompaniment to the soloist. One of the colored lads pleases with a bit of lightning-fast stepping. P. A.

The Marlettes

Reviewed at the Bronx, New York. Style—Contortion. Setting—Full stage. Time—Six minutes.

The Marlettes, a mixed contortion team, do some very difficult pretzel-bending, but are handicapped by lack

of showmanship. Something should be done to inject some flash into the routines. The man does his best work on a trapeze, later clicking with the familiar balance turn accomplished on top of a column of cans. Work of the girl is similar, altho done without the trapeze. She gets her sock turn with a series of push-ups done in a seemingly impossible posture. P. A.

Lewis and Robbins

Reviewed at the Bronx, New York. Style—Dancing. Setting—In one. Time—Fourteen minutes.

Lewis and Robbins, a male team of hoofers who vary their act with occasional mugging and singing, worked up to a good finish from a rather slow and insignificant beginning. Working very hard all thru, they unleashed a surprisingly feat climax wherein each tapped in turn while the other accompanied vocally at the mike. Plenty of pep during the last four minutes or so, together with good stepping. Perhaps shortening the act so that a faster pace could be maintained would help. P. A.

VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Friday Evening, March 20)

State this week hasn't got a strong stage draw, the b. o. resting a bit on the laurels of *The Trail of the Lonesome Pine* pix. Tonight's turnout shows indication of a pretty good week. The stage show, running 65 minutes, shapes up considerably better than it looks on paper, with the last three acts of the five-act show arousing the audience to enthusiastic heights. Show's a little overboard on singing, but it's unnoticed to any extent, for there's but one straight singing act, altho there's singing in three others. Fats Waller and ork and Harry Rose share the headline honors.

Martin and Martin are the openers with a nice enough novelty turn, featuring the male's contortion stunting on a trapeze. It's a two-trapeze circus, the mixed team working on one apiece. Went over okeh.

Jean Travers sings her way thru the deuce spot, sometimes excellent and sometimes not so good. She was received very well, tho. Makes a very stunning figure in a sexy gown and has the withal to fill it. Her voice varies too frequently and she's best in the higher registers. Handling of *Smoke Gets in Your Eyes* encore was tops.

Nina Olivette, aided by Murray and King, start the show on its merry way. A madcap act, with blonde Miss Olivette an energetic and talented comedienne. Act is routed well, from the bit in which Miss Olivette teams up with the boys, her Durante handling of *I'm a Lady*, to the outstanding burlesque adagio *a la Gine*, DeQuincey and Lewis, Lowe, Burnoff and Wensley et al. Rated the heavy applause.

Harry Rose, in next-to-closing, shows up better than when this reviewer last saw him. He has added some new bits and they're good, but what's more, he's shelved most of that m. c. style and really does an act. His gab is good and so's his singing of the Dixie and Pagliacci items. Encores with *Broadway Merry-Go-Round*, his fave type of tune. Audience showed much appreciation of his efforts.

Fats Waller and ork are an ideal winder-upper for this show. Fats and his 14 colored lads are an outstanding

swing outfit, jamming sizzling arrangements for all their worth. Musically in the Harlem mode, they're excellent, brightened by Fats' showmanly direction, featuring his ivory-tickling and songs. Midway the act is afforded another socko item when Maud Russell does as well a bit of singing as you could want of *Give a Little Bit—Take a Little Bit*. A bit Helen Morganesque and an Ethel Waters rival. A couple of the band boys get brief solo innings, the sax-horn lad clicking with his truckin' and singing. The long-note holder of the clarinet is good also.

SIDNEY HARRIS.

Stratford, Chicago

(Reviewed Saturday Afternoon, Mar. 21)

This Warner Bros.' neighborhood house is probably the best example in Chicago of what vaudeville can do for a theater. Situated in one of the most populated outlying districts with plenty of competition, this house has had vaudeville shows every Saturday and Sunday for 11 years thruout summer and winter. Crowded houses attest to the popularity of stage shows, and hold-out lines are the rule even when a larger theater down the street books an occasional flesh bill. The show this week-end is conducted along stage-band lines, with all acts working in front of Wally Brahm's Band and Gus Robey doing emcee.

The Five Mary Vandas Girls opened the show with a lively routine and were followed by Paul Nolan with a pleasing line of juggling. His comedy work a la Stan Kavanagh got many laughs, and his cup, saucer and spoon trick drew nice applause. His talk doesn't mean much, however. Closed with top-hat manipulating and left to a good hand.

Terry Lawler, bronze-haired songstress, socked over four songs in the next frame. Opening with *I Feel a Song Coming On*, she followed with *With All My Heart, I'm Shooting High* and *Broadway Rhythm* all over the public-address system and almost stopped the show. Three bows.

Three St. John Brothers were next with a session of classy acrobatics. The boys work very smoothly and make the hardest tricks look easy from the front.

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ELENORE WOOD
IN HER
ORIGINAL spider DANCE
On Tour With Coconut Grove Revels.
Dances Conceived & Staged by Leo Henning

SAUL
GRAUMAN
AND HIS
"MUSICAL STAIR-A-TONE"
Greatest Novelty of the Age Always Working.
Personal Rep. JACK KALCHEIM, Chicago

Their hand-balancing and novelty formations were tops and they deserved the big hand they got.

Abbott and Robey, assisted by Sylvia Brill, entertained in the next-to-closing spot with several minutes of comedy chatter, funny business and song, with Charles Abbott's fiddling a highlight of the act. They went over big at the second show this afternoon and exited to a heavy palming.

The show closed with the Vandas Girls on again for a tap routine, after which the St. John Brothers did another trick as the curtains closed.

F. LANGDON MORGAN.

Fox, Philadelphia

(Reviewed Friday Afternoon, March 20) (First Show)

What it takes to entertain Joe Cook's *Topsy-Turvy* show has in abundance. With the versatile Cook displaying his full repertoire and with a good crew in support, the Fox show is fast, clean and colorfully staged. House was small at the opening but genuinely enthusiastic.

The show opens with the Supreme Court bemoaning that it can't keep people from laughing at Cook. The court then details the G Girls, 16 attractive prancers assembled by Bill Powers, to bring him in. The girls oblige with a tap routine and Cook is introduced.

Cook goes into a burlesque radio amateur routine, introducing Tony the Garageman, who makes music with a tire pump and an inner tube. Miachua, a skillful female wire walker, is next on the bill, dancing a rumba and performing other good stunts. Cook then surprises the uninitiated of the audience by doing a wire routine of his own.

Kay Hamilton, a torch warbler, sings *Hop, Skip and Jump*, leading into a fast chorus routine from the girls. Cook appears to a little tapping of his own and then in one and with the aid of his stooges gives a funny lecture on Indian habits and regalia.

The Three Deweys, two men and a woman, bring some fast Indian club juggling. This is right up Joe's alley and he joins the jugglers with some nifty tricks.

Dancing in a Dream is sung by Miss Hamilton, followed by a pleasing chorus

(Continued on next page)

(Continued from preceding page) routine—the girls are splendidly costumed in all their numbers—and then the Pastines, man and woman ballroom team, offer a graceful waltz routine.

Henry Scott, one of the leaders of Cook's stooges, then does a piano act while wearing mittens, with Cook surprising again with a violin accompaniment. Then Cook does his pantomime of a Scotchman in a barroom which wins a lot of laughs.

This leads into one of his "gadget" acts, in which, at the plea of his stooges, he consents to be head stooge. As usual it is one of his musical contraptions a la Rube Goldberg, and in the finish it is Cook who gets the siphon bottle in his face.

The Five Jansleys then put on their fine Risley work, giving some variations on the act, with Cook entering into it to balance a ladder, with one of the Jansleys atop on his feet. He also does his sphere-walking act in this number.

For a finale the whole company re-

peats its specialties while the girls are dancing.

The film is *Everybody's Old Man*.

H. MURDOCK.

Orpheum, Lincoln, Neb.

(Reviewed Thursday Evening, March 19)
RAINBOW REVUE

Alvira Morton has put out two winners for the Cushman time this year at least, and of these *Rainbow Revue*, the current one, is the best. Caught here on the second show, it was whittled and several numbers were out, but the show was plenty snappy and the cut, by reducing the doubling that would obviously have had to enter, was all to the good. Time here was 45 minutes, and considering an added attraction was on the bill in Raynor Lehr and Company, held over from last week, that's very fast.

Augmentation here of the band gave off a funny-looking aggregation, a half and half—male and female collection—the seven girls of the unit's regular band

were being helped by the six house stand-by boys. Beginning was abrupt, with Miss Morton making a short announcement ahead of the curtain. The Orloff Adagio Trio are right on without fanfare or other help. A bit early but two tricks and the hands were in favor. The act is trim, the people look good and have some closing punch.

A bit slower, but all right is the Fiddlers Three, a trio of girls, who do a medley. Girls answer to the names of Rita Simmermacker, Louise Stablien and Edith Carter—which is evidence of the reason for their shorter billing. In the trio is Raynor Lehr and his partner, Willie Cockey, the latter a colored boy with hot feet. Lehr works at a breathless pace and besides gagging can also hoof. So great was the reception for this turn last week, it was called back for a three-day encore and was delivering in just as fine shape. Lehr should be able to brag about this from now on, he being the first act of any kind since the days of over-staying emsees to be held over here.

Eloise Ray, who looks all right but doesn't do much, follows. Hers is an acrobatic-tap routine and short enough. Alvira Morton, up to this time playing mistress of ceremonies, which she handles capably, does a medley of songs from the picture *Naughty Marietta* and she rated nicely. Hers is a genuine voice, seldom matched on these ops. Jackie Mack steps about a bit next. Good. Connie Mitchell, a mimic, is fair, but his material is aged.

Novelty of the showing is Dorothy Denese, who takes a bath in black ink and doesn't wipe it off before doing a nude number labeled the Black Panther dance. L. W. Burns jazzes up the flitting ink spot by cracking a whip all over the stage. The number is lost without production, but gets a fair hand. Sock comedy is provided by Skeeter and Ray, who mop up next-to-closing. The girl is a nut for sure and has everybody in stitches. Her spring dance is new even for that old-time insanity. Closing is Hashi and Ossai, Japanese perch act. They have a good flash and the woman is okeh on those hand stands. Finale trots everybody out.

Picture here was *Widow of Monte Carlo* (Warners). Business good even with the opening moved up a day. Two of the acts, Black Panther and Connie Mitchell, close with the show after this date. If left as is, show is swell.

B. OWE.

Paramount, Los Angeles

(Reviewed Thursday, March 19)

They've got badminton on the stage here this week as customer lure, but while the game is fast and interesting as played in exhibition between Jess Willard, American professional champion, and Bill Hurley, Coast top man, little should be expected of it as a means of adding dollars to the box-office receipts. Exhibition match is opened with brief explanations by Braven Dyer, *Los Angeles Times* sports writer, who carries on thru the match as referee, while a score of lovely Fanchonettes group themselves about the stage to add an air of informality.

This week also marks the return of Al Lyons' Orchestra after several weeks' absence at the San Bernardino Orange Show. Combo opens show with radio theme song, following with *Dinner for One, Please, James*, Lyons on the vocals. Next comes a new British hit, *Every-*

thing Stops for Tea, and a novelty number, the *Old Kitchen Kettle*. Nick Cochrane handles the lyrics on this, assisted by several ork members about the stage displaying miniature kettles.

Fanchon & Marco line comes on next in a modernized version of the hoop skirt to dance some new formations to *Awake in a Dream*. Murtaugh Sisters take the next spot, and a girl trio showing so much promise would be difficult to find. They display all the knack and showmanship of the Yacht Club Boys and sing their crazy, insane ditties with the same punch. Center girl of the trio does an effective number in putty nose and glasses as *I'm the Auntie of Jimmy Durante*.

Bee-Ho Gray takes over next with a line of homey philosophy and humor as background for a combination cowboy routine. Uses the bull whip well, snapping paper from the hand of his stooge at 10 paces. Throws knives in the same manner, spins rope and brings on a singing coyote, which he accompanies on the banjo. Sings old-time cowboy songs and gets some good flash into his routine with trick banjoling.

Beatrice Hagen, NBC and cafe singer, who had just completed 23 weeks at the Biltmore Bowl, takes over next for two numbers, *Kiss Me Again* and an excerpt from *La Boheme*.

Nick Cochrane, cornetist, in Lyons' outfit, who has become so popular with Paramount customers since the band made its debut here Christmas week, fills in for a moment with his boss, Al, in a short rube act while waiting for the Fanchonettes, who come on stage thru an Austin driven to the curtain break. Entire line files thru curtain and then thru midget car to their places as a liveried doorman salutes them out. Music is *At Your Service, Madame*.

Badminton match closes show.

Film is *Trail of the Lonesome Pine*.

SEYMOUR PEISER.

Keith Boston, Boston

(Reviewed Thursday Morning, March 19)
FOLIES COMIQUES

If there is any doubt of the clicking possibilities of *Folies Comiques* in the minds of the RKO officials, they can brush away those cobwebs of doubt, because from all appearances at this opening show RKO has a hit. From the standpoint of color and pictorial splendor, it surpasses the famed *Folies Bergeres*. Contrary to the usual policy of the house, the first stage show began at 11:30 a.m. and the house was a sell-out by 11:15.

Folies Comiques has class. A few flashes of nudity may be modified after the first show because of Boston's staid policies, but that won't detract from its entertainment merit. Particular attention has been paid to costuming and sets, and these, combined with carefully selected talent, puts this RKO production in the upper brackets of tabloid revues.

There are six full-stage sets, each realistically produced. Show opens with a cablegram trailer, worded first in French and then in English, telling the patrons that the show is on its way to America by air. Curtain opens showing a seaplane from which 14 girls step out, each dressed according to celebrated streets in Paris. They are followed by 16 dancers, dressed in white pilot uniforms, who do an airplane ballet. Scene closes with a nude girl flash.

An unbilled boy dancer follows the

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opening. Next is James Evans, whose ability at foot juggling is one of the sensations of the show.

Easter in Paris, featuring Lucien LaRiviera and Diane Denise with songs, followed by an Easter parade of girls, clicked strongly. The parade fades thru the scrim to a swan scene in a park, where 16 dancers do a pleasing swan ballet.

The Easter number closes in to the Leander Freres (Four Lees), four boys who do a comic routine of dances and general knockabout. Strictly slapstick, it wowed the customers.

Fiesta, a Spanish patio setting, offered LaRiviera, who sings with six girls with guitars, followed by Dolores and Candido in a Spanish dance, surrounded by eight dancers in red and white Spanish costumes; then 16 dancers in red present a colorful routine. Scene ends with Whitney, Millard and Joyce doing a bullfight dance of unusual novelty.

Two men, billed as Les Cerkos (Park and Clifford), perform feats of strength that created a sensation. Wearing only a narrow gold band about their loins, their muscular achievements were given a greater emphasis.

An Apache den, full stage, is one of the highlights of the show, performed by Billy Branch and Company. A love feud among the Apaches results in a free-for-all fight, in which knife throwing is a feature. One of the Apaches is thrown against a barrel and is the target of his foe who hurls knives at him. The knives bury themselves in the keg, narrowly missing his head, giving the folks out front a real thrill.

Mitzi, a dog, who performs some nimble feats on the hand of his master, is amusing. Miss Denise sings two songs in French which got a big hand.

Creation is an effective outdoor setting, staged in dim, green lighting, its purpose being to show how a mixture of nature's works were blended to make the perfect Eve. Girls, representing fire, snow, the tigress, etc., parade, emerging from the earth, as LaRiviera and Denise offer alternate announcements and explanations. Eve then emerges and is tempted by a snake, a fantasy in which the snake effect is accomplished by the twisting arms of two men, the sleeves representing the serpent and the men, themselves, blotted out by their black costumes against a black stage.

Ferry Corwey, a clown, plays music with bells, performs comic sharpshooting tricks and pleases generally with his hokum.

Shows closes with a set representing the foyer of Napoleon's palace. Ten girls, dressed in the costumes of the period, enter drumming and are followed by the entire company in Napoleonic dress, who make a quick formation to a picture of a nude drummer. As the curtain closes, Mitzi, the dog, hops across the stage on his hind legs as the stage lights dim.

AL POWELL.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, March 20)

Still no outside billing for the acts here, even tho the show—while still mediocre—is an improvement over the last few caught by this reviewer. The Marlettes, mixed team of pretzel benders, open with contortion work which is obviously difficult. The man does his sock bits tangling himself up on a trapeze and later while balancing atop a row of tin cans. Girl's work is similar, and is climaxed by a series of push-ups accomplished while in a very difficult position. The act would click much better if more showmanship could be injected into it.

Lewis and Robbins, a team of hoofers who indulge in occasional singing and mugging, in the deuce spot. From a rather slow beginning they worked up to a speedy finale and surprised with some unusual stepping. Reached its climax with each giving choruses of *Back in Nagasaki* before the mike while the other tapped. Some good stuff here, altho the act is spotty.

Mixed team of Ward and Wilson in the third. A blonde opens with a bit of singing and is interrupted by the man planted in the audience. The gags go over okeh with the girl feeding, and the turn is about as good as the average. After a few minutes of this they complete their routine on the stage. The girl sings *You're the One I Care For*, with a so-so voice, both do some risqué lyrics to the tune of *Oh, the Farmer*, and they get a fair rise out of the audience. A fair act.

Dazle Pizarro and Her Six Blades, colored troupe, recently touring cab-

arets, provide the hotcha on the bill. While apparently somewhat raw, the offering is typically Harlem with the musicians playing everything from a tincan to a wishbone. Interspersed thru-out is some speedy stepping and singing, during which the troupe shouts choruses together with the soloist. Went off well.

Business bad at this viewing. Pictures were *Chasing Yesterday* (RKO-Radio) and *Under Pressure*.

PAUL ACKERMAN,

Grand Opera House, N. Y.

(Reviewed Thursday Evening, March 19)

A sweet little vaude show this half. Turnbull and Martin, a couple of youths, open with a routine of strong-man stuff. They perform lifts, balancing and other strength-taking stunts, winding up with one fellow leaping over four chairs and thru a paper hoop into the hands of the understander lying on the floor. Got over nicely here.

Joe Howard and Company were a big hit, the oldtimers enjoying Howard's old-time songs and the young ones applauding for Howard's two young girl specialists. Dorothy Casey, blond, does toe-tap and tap-on-hands routines that are quite unusual, while Merrill Lee, brunet, show-stopped with her swell delivery of popular numbers. Howard was on too long, but the customers seemed to like it.

Sidney Marion and Olive Sibley regaled the audience with good old-fashioned clowning and had no trouble scoring. Marion is still funny with his pebble-in-mouth delivery and superb mugging, while statuesque Miss Sibley gave the boys a sexy eyeful, in addition to singing in a piercing soprano and doing straight for Marion.

Moods and Rhythm Revue, five people, uncorked some sweet talent. A slim blonde does nice toe tapping, a youthful boy and girl team socked over their fast hotcha tapping, a boy soloed with fast hard tapping and a Latinish brunet contributed pleasant singing. Youth, snappy costumes and a nice silvery eye combined to put this flash over.

Pictures were *It's a Great Life* and *The Melody Lingers On*.

PAUL DENIS.

Oriental, Chicago

(Reviewed Friday Afternoon, March 20)

"GOING HOLLYWOOD"

If this show cost anywhere near the \$30,000 they advertise it as having cost to produce somebody has been cheated. Outside the signs claim it as the most extravagant miniature musical girl revue ever produced. Even if these exaggerated pipe dreams of a deluded press agent were only half true the show would still fall short of coming anywhere near other units that have played this house. This sort of advertising boloney does more to hurt the show business than it does good, as the public is wised up and is no longer as gullible to this sort of thing as it used to be.

The show, headed by Benny Rubin, is an interesting little effort but lacks several things as compared to other units. There is nothing outstanding either in production values or in entertainment. Rubin is not strong enough to shoulder all the comedy responsibilities and most of his material is the same he has used on many other visits here. The show sags considerably in spots and lacks verve and veracity and there isn't a sock in the whole running time.

Opening with a theater-front scene which meant nothing, the 12 coryphees did a number to *Truckin'* before a Harlem drop, the routine closing with a radium effect on both scenery and costumes. The Stanley Brothers followed with a clever array of acrobatic and eccentric stuff, including novelty somersaults, sliding splits and tumbling and drew a good hand. Helen, Irma and Billie did a miniature stair routine, preceding a routine on larger stairs by the chorus and a tap by Eleanor Etheridge on a high pedestal. Rubin made his first appearance with dialect stories and was out frequently thereafter. Chickie the Wonder Horse went thru the same business as other acts of its kind, and the chorus did the old doll routine. Virginia Gibson sang; Frances Wills led the ballet in a modernistic routine and scored with her clever one-leg control work; Herbert Ertel sang a couple of numbers like Crosby, and the finale, a roof garden,

had different members of the company on for specialties.

F. LANGDON MORGAN.

London Bills

(Week of March 16)

All Aight at Oxford Circus, latest Palladium show, is playing to capacity business. Chief honors among the American acts are registered by Al Trahan and Lady Yukona Cameron, with their Grade-A hokum and its many novelties; Jack Starr, smart and original dancer, with a flair for showmanship, and the Four Ortons, with their always reliable comedy wire vehicle. Gaylene Sisters, acrobatic dancers, and Carolyn Marsh, blues singer, also from America, are hits. Outstanding success of the entire show is registered by an amateur singer, Rosina Hudson, who essays a Kate Smith and ties the show into knots. She is one of the entrants in a Major Bowes amateur radio hour takeoff which closes the show. Getting together of these amateur artists has been made easy by searching the British Broadcasting Corporation files and picking out the most successful artists of this type who have appeared in the *In Town Tonight* radio feature. Flanagan and Allen clown thru the show and are in good form. Harry Roy and His Band play hot music. Aggregation is far from the Hylton standard and Roy does not shine in the bits that he does with the comics.

Two new acts from America, Raye Saxe, novelty musician, and the Diamond Littlejohns, with an original and entertaining vehicle, both hit solidly on their debut at the Birmingham Hippodrome.

Back from a year's tour of Australia, Frank and Warren Lassiter, American acro-comics and dancers, click heavily on their opening at the Paramount, Manchester.

Stanley Toni and Mae Four, American aerial sensation, headline at the Lewisham Hippodrome and show-stop with a thrilling routine that is amazingly versatile for this type of act.

Forsythe, Seamon and Farrell, comedy, singing and dancing trio, return to Finsbury Park Empire to tie the show into knots with their corking act, while the Hollywood Trio, comedy club juggling specialists, hit heavily in the same bill.

The Hazel Mangan Girls, with their whirlwind acro-dancing, are an applause riot at the Chelsea Palace; the Two Valors, amazing equilibrists, are the highlight of the show at Edinburgh Empire; George Beatty, monologist and comedian; Wilson, Keppel and Betty, original comedy dancers, and Max and His Gang, dog novelty, are three American acts who share applause and billing honors at Shepherd's Bush Empire.

Paris Bills

(Week of March 9)

Theoretically the Alhambra has switched to revue, but in reality the revue starring Mistinguett only takes up the second half of the bill and includes several vaude numbers. The Gilbert Brothers, excellent American bar act, open the bill and click solidly with their hand-to-hand balancing and clever bar routines. Joe Jackson continues to amuse with his familiar comedy bicycle number. The Seven Singing Babies, Viennese girl flash, playing return date and score nicely with their harmonizing. Three native acts complete the vaudeville half of the program. Bradley, clever cartoonist, talks and sings amusingly while sketching. Andre Renaud plays two pianos well and with bits of comedy thrown in. The Horam quartet are on for their adagio number which is fair but spoiled by too much posing and repetition.

The revue starring Mistinguett is well mounted and well cast. Mostly Mistinguett, who works hard and gets her stuff across in her usual fashion. Several good vaude numbers pep up the revue. Outstanding hit are Gene Sheldon and Loretta Fisher. Gene is a clever comedian and a talented banjoist, while Loretta is a good foil and a pleasing dancer. Emily Losen also scores with her acro dancing and spins. Rebla, clever juggler and nut comedian, pulls plenty of laughs as a prop man. Olive Andree Trio put across their funny burlesque acro dance and a clever doll number. Marianne and Shanley on for neat ballroom dance.

Worth noting that there's not a nude in the revue—excepting in a comedy bit where Raoul Marco, impersonating the manager of the Alhambra, is shown taking his "annual" bath. Fernand Rau-

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zena deserves mention for his portrayal of an effem stage manager. Floyd Dupont, American producer, directed the dance ensembles.
Borrah Minnevitich and the entire bill of the ABC have been held over for a third week. Minnevitich and his gang are doubling at the Lido. European bill, with Georgius, also held over. Cecile Sorel heads the program at the Bobino.
The Kentucky Singers, colored American harmonizers; Jack Peary and Mary, dance team, and the Wen Hai Troupe of Chinese acrobats are at the Rex. Chrysis de la Grange, aerial number, and the Olga Tamara Ballet are at the Paramount. The Zemganos, flying trapeze; Paloma, Spanish dancer, and Lyett and Ronald, acro dancers, are at the Gaiety Palace. Marie Dubas, pop singer, is at the Saint Marcel Pathe. The Three Volairs, flying trapeze, and Rocs, mathematical marvel, are at the Cigale.

Managers Ask Arbitration In Dramatist Guild Fight

Playwrights turn down negotiations—89 managers give power of attorney to League of New York Theaters—Authors' Guild aids dramatists—long battle seen

NEW YORK, March 21.—At present writing the managers have reached move number two in the opening gambit which they plotted in their game with dramatists over the new minimum basic agreement of the Dramatists' Guild. The gambit consisted of five moves, at the end of which the dramatists were supposed to be at least stalemated. First negotiation on the contract's disputed points to be suggested; that failing, arbitration suggested; if the dramatists refused that, a new contract to be drawn up by the managers; all managers to be bound to use that contract and that alone; legal counsel to be retained to keep everything in line.

The managers yesterday reached the arbitration stage, suggestions for negotiations having been turned down, politely but very flatly, by Sidney Howard, president of the Dramatists' Guild. Eighty-nine managers who have given power of attorney to the League of New York Theaters to act for them in the matter yesterday telegraphed the Guild, asking arbitration. Next move is up to the Guild. It will undoubtedly be a refusal to arbitrate.

The League led off by inviting the Guild to meet with the League contract committee yesterday, saying: "The committee will be in attendance then with concrete suggestions, to meet such of your representatives as you may appoint for the purpose of negotiations."

Howard answered with a flat refusal, stressing the point, always stressed by the Guild, that the League is not acting for all managers and that the Guild insists on doing business with individuals only. Tactical reasons for the move are obvious.

Howard's letter read in part: "Now that you have had an opportunity to examine the text of the agreement we shall be more than ever glad to consider any concrete suggestions as to amendments or clarifications which you may wish to propose. We assume that this was the purpose of your letter of March 16, rather than the 'negotiation' of a different agreement as you have suggested. The latter course is out of the question."

"In view of the fact that no organization of New York managers has the power to bind its members and further because our contracts are made with individual managers, we do not feel that anything will be gained by the conference to which you invite us on Friday. We must ask your committee, therefore, to reduce its recommendations to written form so that we may consider them along with those we have received from managers not members of your association."

Thereupon the League held a meeting yesterday afternoon and went on to the next move, proposal of arbitration. Its telegram to the Guild is as follows: "The League of New York Theaters, Inc., having the power of attorney of the undersigned producing managers to negotiate with you, regrets that you refuse to negotiate with it. It now asks you to join in an arbitration of the disputed points. As time is important the League would appreciate your response by Tuesday, March 24." There follows a list of the 89 managers who have given power of attorney to the League.

The League meeting also approved concrete suggestions for arbitration, and called another meeting for Wednesday, the 25th.

Meanwhile, as predicted here last week, the Authors' Guild stepped into the picture to protect its drama-writing twin. This week it adopted the Dramatists' Guild's minimum basic agreement, to affect dramatizations of all novels and stories by members. This ties up almost the entire American adaptation field, which had hitherto been considered a strong possibility for non-Guild shows if the present tangle became a long-drawn-out war between the League and the Guild.

It still leaves open, however, adaptations by non-Guild members of foreign books and stories, including a large percentage of those by English authors.

List of managers who gave power of attorney to the League includes the following:

Brock Pemberton, Richard Aldrich, Martin Beck, Charles H. Abramson, Frederick W. Ayer, Bela Blau, Leo Bulgakov-Peters, Louis Jay Chibe, Dwight Deere Wiman, Fortune Gallo, Sidney Harmon, Charles Harris, Charles Hopkins, Barney Klawans,

Theater Guild, Inc., MacKenna, Mayer & Meisner, Inc., Elizabeth Miele, Antoinette Perry, Murray Jay Queen, J. J. Shubert, Robinson Smith, George C. Tyler, Tom Weatherly, Meyer W. Weisgal, Sam Byrd, Norman Bel Geddes, Theresa Helburn, Raymond Moore, Inc., M. S. Schlesinger, George White, Gilbert Miller, Lee Shubert, Alfred de Liagre, Actor-Managers, Inc., Theron Bamberger, Gustav Blum, Leslie J. Casey, Henry Forbes, Crosby Gaige, Max Gordon, James R. Ullman, Walter Hart, Carl Hunt, George Kondolf, Eva LeGallienne, John Henry Mears, George F. Miller, Norman Pincus, Laurence Rivers, Inc., Milton Shubert, Joe Byron Totten, J. J. Vincent, Jacob A. Weiser, A. H. Woods, Eddie Dowling, Charles R. Hammerslough, Leslie Howard, Standish O'Neill, Scott Bisher Company, Ed Wynin, Guthrie McClintic, Katharine Cornell, Herman Shulman, Lyle D. Andrews, Paul L. Beney, William A. Brady, Delos Chappell, Vinton Freedley, A. Raymond Galie, Sam H. Grisman, Sam H. Harris, Richard Herndon, Russell Janney, Lawrence Langner, Kenneth MacKenna, Frank Merlin, Pearsons & Baruch, Play Producing Syndicate, Laurence Schwab, Harry G. Sommers, John Turk, Ludewick Vroom, L. Laurence Weber, Alex Yokel, Henry Duffy, Forrest C. Haring, Anthony Laudati, Sidney Phillips, Leonard Sillman.

Wheeling Compromise

WHEELING, W. Va., March 21.—Tobacco Road completed a two-day engagement here, despite ministerial protest, but only after the "objectionable parts" of the script were cut and children under 16 years were refunded admissions and taken from the Virginia Theater.

It was the second legitimate show to be shown at the Virginia, which reopened only a week ago, the other being *Three Men on a Horse*, the first legitimate performance offered here in five years.

With the opening of *Tobacco Road* on Friday, Right Rev. J. J. Swint, bishop of the Wheeling Catholic diocese, and a group of Protestant ministers met with Manager Dick Kemper of the Virginia, demanding the show be canceled. The compromise was made during the conference.

Pasadena Shakespeare Fest

PASADENA, Calif., March 21.—Following the world premiere at the Pasadena Community Playhouse here March 24 of the Benn Levy-John Van Druen play, *Hollywood Holiday*, the playhouse management will prepare for the second annual midsummer festival of Shakespearean plays, beginning June 15. Shakespeare's Greco-Roman plays will be featured, among them being *Troilus and Cressida*, *Timon of Athens*, *Pericles*, *Prince of Tyre*, *Coriolanus*, *Julius Caesar*, *Antony and Cleopatra* and *Cymbeline*.

Arb to Vallee, Bout to White, In Battle of the New Amsterdam

NEW YORK, March 21.—Rudy Vallee's head is bloody but unbowed as a result of the American Arbitration Association's favorable ruling that a clash with George White was insufficient to warrant dropping the singer from the cast of White's *Scandals*. Vallee thereupon voluntarily resigned.

The occurrence climaxed a rising tide of ill-feeling which had its inception when the show was still on the road. Matters were brought to a head Tuesday, March 17, when the gladiators tangled on the stage of the New Amsterdam over a "name" which Vallee is alleged to have called White when the latter proposed closing the show a few weeks in order to unload some of his star talent as an economy measure. The amount of damage incurred by the gamblers is a much-mooted question, but the general opinion is that Vallee, the willing, did not show much stuff

Batty
KNOXVILLE, March 21.—It was "Wings Over Dodsworth" at the old Lyric Theater last week when a bat dropped from the loft to steal the first act from Walter Huston and company. Limbering up, he took a couple of long practice swoops out over the audience and then turned his efforts to the stage. Three wide circles, one bringing a downstage duck from the Dodsworth daughter (Doris Day), and the bat retired with applause.

Lean Lent in Chicago Legit

**Two of three open houses
find going tough — two
shows due in April**

CHICAGO, March 21.—Chicago is experiencing a lean legit season. There are three houses open, but only *The Great Waltz*, at the Auditorium, has found the going good. It has felt the effects of Lent, but is still drawing well. Will remain at least two weeks longer. The show has done remarkably well here, having played to excellent business almost from the start in December.

Boy Meets Girl, at the Selwyn, has been selling its cheaper seats but downstairs sale has been only fair. The same has been true of Walter Hampden in *Cyrano de Bergerac* in its first week. Hampden is in for only two weeks.

Only other houses open are the Blackstone and Great Northern, housing WPA companies. The repertory company at the Blackstone will present a revival of *Secret Service* next week. The Federal Theater No. 1 at the Great Northern will present *Faust* beginning March 31.

Two shows are due in April. *At Home Abroad*, with Beatrice Lillie, Ethel Waters and Mitzel Mayfair, opens at the Grand Opera House April 11, and on April 13 *Winter set*, with Burgess Meredith and Margo heading the company, opens at the Harris.

"Mourning" for Coast?

LOS ANGELES, March 21.—Robert W. McLoughlin, former theater management executive of Cleveland, has taken a short-term lease on the long-vacant Music Box Theater in Hollywood with the intention of producing *Mourning Becomes Electra*. He has talked with Alice Brady and Nazimova to persuade them to do the roles they acted in the East.

New PECOC Officers

CHICAGO, March 21.—At the meeting held last week the Professional Entertainers' Club of Chicago elected the following officers for the ensuing year:

President, Prince del Zell; vice-president, Billy Vitcheil; second vice-president, Peggy Richards; treasurer, Edith

Nominators Are Picked

**Regular administration slate
for nominating committee
elected in Equity meeting**

NEW YORK, March 21.—The regular ticket of nominators, who will choose the slate of candidates for election in Equity's annual spring meeting, was selected at a nominating committee election meeting held at the Astor Monday afternoon, but not before a flareup of fireworks between Frank Gillmore, Equity president, and Philip Loeb, who was a leader of the now disbanded Forum group. Hostilities concerned themselves chiefly with the method of electing the nominating committee. The council had passed a motion providing for a vote without a discussion of the candidates, and to this Loeb objected. In addition, the administration had passed out handbills with the names of the regular nominees for the committee.

It was Loeb's contention that, with an opinion already expressed in the handbills, the other side should be given a chance to say its say too. Gillmore replied that, at the nominating committee meeting a year ago, the Forum group had passed out handbills. He also said that the "no discussion" ruling was sanctioned by common association practice, in which he was supported by Paul Turner, Equity attorney.

With no discussion, the election of the regular nominating committee ticket was a foregone conclusion. Those elected to serve on the committee are Edmund Breese, Jerome Cowan, Katherine Emmet, Franklyn Fox, Claudia Morgan and Selena Royle. The council had already appointed three members, Leo Curley, Effie Shannon and Blanche Yurka.

Loeb also criticized the amount of money spent on the Equity legal department, claiming that a third of the association's entire income was spent in that manner. Gillmore answered by saying the expense was justified by the successful appeal of the Robert DuRoy case, in which Equity had originally been socked for damages in closing a flop that failed to pay off.

Another point brought up by Loeb was the *Eternal Road* case, which is now threatening a lawsuit against the association on the part of new members who were not paid off in full for the two weeks supposedly covered in the bond, old members getting the full payoff. Loeb said that a larger bond should have been posted.

Carpenter; secretary, Ralph Seabury; sergeant at arms, Edith Burns. Board of directors: Morton Schaefer, George Troseth, Evelyn Simmons, Johnny Special and W. C. Dornfield.

Boston Drama Guild

BOSTON, March 21.—An experimental theater group known as the Masquers' Guild is celebrating its fourth year with a series of three one-act plays late this month at the Peabody Playhouse. Sets and costumes designed by students of the Child-Walker School. Actresses from the Stuart School and Child-Walker School. Actors from the Harvard Dramatic Club.

"Great Waltz" Cast Has Its Own "Bank"

CHICAGO, March 21.—Saving something for a rainy day is not a trait for which theatrical people in general are noted. But the cast of "The Great Waltz" appears to be thoroly sold on thrift, for they have been running a backstage bank of their own for two years.

Robert Milford, manager of the company, holds back 10 per cent of the salaries of the cast each week as a deposit for the "bank," and puts the money out at interest. At the close of the season each member will receive his total deposits, plus 2 per cent interest. In this way each has a tidy sum to carry over the idle summer season.

American Academy Students Present "Berkeley Square"

NEW YORK, March 21.—A week ago yesterday the seniors of the American Academy of Dramatic Arts presented their 12th matinee of the season at the Empire Theater. It was John Balderston's *Berkeley Square*, one of the finest plays of our century, in this reporter's opinion, and one that served Leslie Howard splendidly for the better part of a season. *Berkeley Square*, being a play of fine mental points, of sharp and sometimes concealed wit, of overpowering and unearthly beauty, received from the youngsters, naturally enough, not quite the treatment it deserved. But *Berkeley Square*, being also splendidly theatrical, manages to be effective in almost any presentation.

Lee Bowman played the Leslie Howard role not entirely as it should have been played, perhaps, but certainly well enough to retain most of its effect. He was a bit at sea during the delicate shadings of the final scene of the first act and the first scene of the second, but once he got into the straight dramatic sequences he did excellently. Complementing his work was that of Flavia Flavin, in the Margola Gillmore part. Miss Flavin's insistent broken-blossom attitude at the start was somewhat trying, but she carried her big scenes beautifully, getting from them just the right amount of pastel effect.

Rita Kerwin drew effective drama from the rich part of Kate, and Fred DuBrutz blustered properly thru the role of Tom—tho he was hardly helped by the direction, which saddled him with an unnecessary and very forced laugh, constantly repeated. Guy Kingsley did well as the prissy Mr. Throstle, and Cornelia Sloat did good character work as Lady Anne. Patricia Howell scored splendidly in her last-act bit as the modern Marjorie, while Brant Gorman and Strela Leeds did outstanding small-part work as the ambassador and Mrs. Barwick.

Roger Converse scored in the Major Clinton bit, Audrey Anderton played the Duchess of Devonshire, Phyllis Langner did a nicely unobtrusive maid, and Charles Thomas over-postured rather painfully as Lord Stanley. Marvin Tullman, aided by amazingly fine makeup, registered well as the Duke of Cumberland.

Lawrence Forsythe, Audrey Anderton, Mona Conrad, Beverly Mann, Jane Elwin and Charles Thomas appeared in the first act of *Apron Strings*, which was used as a curtain-raiser.

EUGENE BURR.

American Academy Students Give Lardner-Kaufman Play

NEW YORK, March 21.—Continuing the policy of two matinees a week in order to give chances to all the members of the largest graduating class in its history, the American Academy presented *June Moon* at the Empire Tuesday afternoon, the seniors doing a generally good job of it. After all these years the Lardner-Kaufman kidding of Tin Pan Alley is still an outstanding farce, and—what's more important in the present instance—most of the parts are actor-proof.

In general the subsidiary characters did better than the leads, altho the only really weak spot was Frederic Sherwood, who played Fred. Sherwood gulped his words in fast spurts, rushing out a phrase, stopping, and rushing out another phrase, until the entire part became set in a rigid verbal pattern. Ruth Valeche, a cute youngster, did a nice routine job of Edna.

Melvin Monroe and Timothy Lynn Kearse scored excellently as the unhappy Sears. Monroe, a fine young actor, got the most out of Paul, while Miss Kearse, tho not quite caustic enough in socking over Lucille's early wise-cracks, rose finely to her big scene in the last act, and turned in a really outstanding job—outstanding under any circumstances. Cornelia Sloat registered tidily as the predatory Eileen.

All minor parts were well played, with Marc Garber doing nicely with Maxie, and John Most standing out with excellent comedy work as Benny Fox. Elizabeth Childs, Marvin Tullman, John Wallace, Alva Brixley and Dorian Tankersley all did topnotch performing in the subsidiary roles.

There was no curtain-raiser.

EUGENE BURR.

BROADWAY RUNS

Performances to March 21, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	188
Call It a Day (Morosco)	Jan. 28	67
Case of Clyde Griffiths (Barrymore)	Mar. 18	11
Children's Hour, The (Elliott)	Nov. 20	509
Co-Respondent Unknown (Ritz)	Feb. 11	47
Dead End (Belasco)	Oct. 28	170
End of Summer (Guild)	Feb. 17	40
Ethan Frome (National)	Jan. 21	71
First Lady (Music Box)	Nov. 26	139
Fresh Fields (Empire)	Feb. 10	48
Lady Precious Stream (49th Street)	Jan. 27	64
Libell (Miller)	Dec. 20	107
Love On the Dole (Shubert)	Feb. 24	32
Moon Over Mulberry Street (Second Engage, 44th St.)	Jan. 13	80
Mulatto (Vanderbilt)	Oct. 24	173
Night of January 16, The (Ambassador)	Sept. 16	210
One Good Year (Fulton)	Nov. 27	133
Postman Always Rings Twice, The (Lyceum)	Feb. 25	31
Pride and Prejudice (Plymouth)	Nov. 5	182
Russet Mantle (Masque)	Jan. 16	76
Saint Joan (Beck)	Mar. 9	19
Star Spangled (Golden)	Mar. 10	15
Sweet Aloes (Booth)	Mar. 4	22
Three Men on a Horse (Playhouse)	Jan. 30	489
Tobacco Road (Forrest)	Dec. 4	994
Victoria Regina (Broadhurst)	Dec. 26	101
Musical Comedy		
Follies (Winter Garden)	Jan. 30	57
Jumbo (Hippodrome)	Nov. 18	185
May Wine (St. James)	Dec. 5	124
Scandals (New Amsterdam)	Dec. 25	102

OUT-OF-TOWN OPENINGS

"Idiot's Delight"

(Pittsburgh)

Author, Robert E. Sherwood. Directors, Bretaigne Windust and Alfred Lunt. Designer, Lee Simonson. Producer, Theater Guild. Opened at the Nixon Theater March 16 for a week.

Cast: Alfred Lunt, Lynn Fontanne, George Meader, Edgar Barrier, Edward Raquello, Sydney Greenstreet, Bretaigne Windust, Jean MacIntyre, Jacqueline Paige, Connie Cromwell, Frances Foley, Etna Ross, Marjorie Baglin, Richard Whorf, Le Roi Operti and Francis Compton.

The play is an indictment of war and centers around an interesting civilized group which is detained at a mountain resort in the Italian Alps awaiting the declaration of war that will send them across the border. One is a young radical spouting fire at Nazism and Fascism, another is a Nazi chemist who has fled Germany to perfect his cure for cancer. Also among them are

Europe's munitions baron and his mistress of confused identity and also an American variety artist stranded with his half-dozen blondes after a tour of the Balkans.

The local press praised Sherwood's play and the excellent work of the cast and predicted a long New York run. Harold W. Cohen, of *The Post-Gazette*, wrote: "Mr. Sherwood has composed in this combination of comedy, vaudeville and drama a stark, frightening picture of today's international unrest, and Mr. Lunt and Miss Fontanne are fully aware histrionically of its tragic implications. *Idiot's Delight* is a brave and bristling hit." Kaspar Monahan said in *The Pittsburgh Press*: "It is not the best play Mr. Sherwood has ever written but if there was a timely play this is it. With melodrama and comedy, both high and low, alternating, *Idiot's Delight* runs its course to a thunderous conclusion. The cast as a whole, down to the six dancing blondes, is uncommonly good." George Seibel wrote in *The Sun-Telegraph*: "Considered purely as comedy, Lunt and Fontanne make this drama a delight by their high spirits and ability to make every line and every point click." Honigberg.

"Larger Than Life"

(New Haven)

A comedy by Joseph Schrank from a *Cosmopolitan* story by Norman Matson. Produced by Crosby Gaige. Staged by Arthur Sircom. Settings designed by P. Dodd Ackerman. Presented at New Haven Shubert beginning March 18 for three days.

Cast: Ernest Truex, Jane Seymour, Paul Everton, Ruth Hammond, Peggy Shannon, Patricia Barclay, Eda Heinman, Walter Baldwin, Foster Williams, Maide Reade, Larry Williams, Lew Elwood, Thelma Ritter, Mary Wickes, Mary Jane Barrett, Joaquin Souther, Frank Gabrielson, Robert Russell and Teddy Jones.

Lambert Hunkins, a dreamy little office worker who has become engaged to be married, goes with his fiancée and her domineering mother to an auction house to buy furniture for their new home-to-be. During the hectic events of the auction he becomes fascinated by the statue of a beautiful girl which is offered for sale. Against violent protestations he buys the statue and immediately becomes involved in a maelstrom of intrigues which gets him into complications that sadly affect his usually tepid life. He comes out of it a wiser and better man.

Truex was very clever in this amusing story, and he took advantage of the excellent humor that Joseph Schrank offered in the play. Colavoipe.

THE NEW PLAYS ON BROADWAY

ETHEL BARRYMORE

Beginning Friday Evening, March 13, 1936

THE CASE OF CLYDE GRIFFITHS

An adaptation by Erwin Piscator and Lena Goldschmidt of the novel by Theodore Dreiser. Directed by Lee Strasberg. Setting by Watson Barratt. Presented by the Group Theater and Milton Shubert.

Speaker Morris Carnovsky
 Clyde Griffiths Alexander Kirkland
 Roberta Alden Phoebe Brand
 Sondra Finchley Margaret Barker
 Titus Alden Art Smith
 Mrs. Alden Ruth Nelson
 Emily Alden Paula Miller
 Samuel Griffiths Roman Bohnen
 Mrs. Samuel Griffiths Virginia Stevens
 Gilbert Griffiths Walter Coy
 Bella Griffiths Kay Laughlin
 Josiah Babs Gerrit Kraber
 Wiggam Sanford Meisner
 Working Men—Elia Kazan, Grover Burgess, William Challee, Jules Garfield, Anthony Ross
 Working Girls—Eunice Stoddard, Ruth Nelson, Dorothy Patten, Paula Miller, Virginia Stevens, Helen Walpole, Kay Laughlin, Illah Lange

Orrin Short Bob Lewis
 Party Guests—Whitney Bourne, Beatrice Cole, Paul Morrison, Wendell Phillips, Jerome Thor Doctor Luther Adler
 District Attorney Lewis Leverett
 Mrs. Asa Griffiths Dorothy Patten
 There Will Be an Intermission of 15 Minutes Between Parts I and II of the Play.

Why is it, one wonders after the presentation of the Piscator-Goldschmidt version of *An American Tragedy*, retitled *The Case of Clyde Griffiths* and presented by the Group Theater and Milton Shubert at the Ethel Barrymore Theater last Friday night—why is it that

left-wing playwrights seem to feel they must drive home their points as tho they were addressing a kindergarten? Probably it is because, consciously or subconsciously, they realize the mental level of their followers. Certainly only an inveterate kindergartener could swallow the theory advanced in *The Case of Clyde Griffiths*.

The story is, of course, well known. It was originally built up by Theodore Dreiser upon the tale of Chester Gillette, a young man who murdered his enceinte inamorata in order to pave the way to marriage with an heiress. There were certain complicating factors, more or less interesting psychologically; but in this reviewer's mind the case is cataloged among the minor items of American criminology in any way you want to take it.

Upon this sordid and in no way provocative tale Mr. Dreiser built up the colossal monument to boredom that he called *An American Tragedy*. Currying endlessly with a fine-toothed comb thru Gillette's sparse emotional and psychological tresses, he molded together the resultant minutiae with large slabs of muddy theorizing, and so created a ponderous tome the unimportance of which was matched only by its length and its appalling lack of any vestige of literary merit. The late Patrick Kearney turned the book into a play, the weaknesses of which were obvious. Later came a screen version, to which Mr. Dreiser strenuously objected, insisting upon the sanctity of his book's original incompetence.

Still another play, the one now at the Barrymore, was hewn out of the novel by Erwin Piscator and Lena Gold-

schmidt. This one, a German version, added its own quota to the general debris—a strong sociological bias and an excursion into what leftists fondly insist is a new technique.

According to the Piscator-Goldschmidt version, the pitiful little rat who murdered his sweetheart was not the real murderer after all. The real murderer, according to Sherlock Piscator and Philo Goldschmidt, was (and this is inevitable in a leftist play) Society. Chester—or Clyde, as he is called in the drama—was a representative of the unfortunate middle classes, spurned alike by red-blooded and iron-thewed workers and by the wooden and puppetlike rich. The entire tragedy, if so sordidly and cheaply motivated a tale may be termed a tragedy, was caused by the social system.

In order to drive home this thesis and to make sure that no one, not even a left-wing audience, can possibly miss it, the authors have resorted to their "new" technique. They plant a Speaker, as they call him, in the audience. This speaker does for *The Case of Clyde Griffiths* what lantern slides and group recitativi did for the Theater Union's *Mother*. The speaker explains, illustrates, argues, comments and predicts. The so-called new technique thus consists simply of a propagandist lecture, with a play, instead of lantern slides, to be pointed at.

The whole thing is a somewhat distressing experience—chiefly because of the thought that there are actually people who regard it as something other than a silly lesson based on an entirely untenable theory.

The Group Theater and some of its actors do what they can, with Morris Carnovsky bringing all his great art—and bringing it in vain—to the aid of the Speaker's tirades. Alexander Kirkland does well as Griffiths, particularly when compared with Morgan Farley, who played the part in the previous version, and Phoebe Brand gives another of her fine performances, tender, understanding and as effective as the play will allow it to be, as the murdered girl. Margaret Barker appears almost a caricature as she enacts the heiress, and most of the other Group players feature the stylized attitudes which have come to be inevitable attributes of their playing. If the Group keeps on, one fears, most of its members will be kin to W. S. Gilbert's Gentlemen of Japan.

Watson Barratt's unit set is a mass of planes and lines, as annoying, obtrusive and ineffective as all modernistic unit sets.

If the leftists continue with their kindergarten lessons this reviewer will send his daughter to cover their shows. They should be just about right for her—and she might even conceivably be taken in by them. She's just 12 weeks old. EUGENE BURR.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

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

Two new members joined the Chorus Equity in the past week. At this season of the year it is more than ever important that members report to us immediately on beginning rehearsals—spring brings out the shoe-stringers and the work of obtaining bonds becomes increasingly difficult. Granting that it is the duty of the officials of Chorus Equity to obtain a bond and to be sure that that bond is sufficient to cover two weeks' salary for every chorus member engaged in a specific production, that duty is almost impossible unless we have the full cooperation of the membership.

We should have this bond before the first day of rehearsal. Pay for rehearsal starts on the eighth day of each member's rehearsal. Therefore we must (See EQUITY on page 23)

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SAMUEL FRENCH
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"PETTICOAT FEVER"

(MGM)

TIME—80 minutes.

RELEASE DATE—March 20.

PLOT—Dascom Dinsmore, a young wireless operator in Labrador, is gradually becoming balmly thru lack of feminine companionship. He is exalted when Irene Campion and her fiancé, Sir James Felton, barge in upon him when their airplane is wrecked. Dascom's enthusiasm for the girl leads Felton to think him crazy; but Irene gradually falls in love with his irrepressible love-making. Felton, to whom the true state of affairs is inconceivable, is about to take Irene to a minister and get married. She consents, out of a sense of decency, but the plan runs amuck when Dascom slips an eskimo girl into the sled with Felton and forcibly retains Irene. Love blooms and then dies when Dascom's old fiancée, who once jilted him, comes to press her claim. When Dascom, however, learns that he has just inherited a lot of money, his former sweetheart's actions are perfectly clear. She gets the gate and Dascom, just in time, reaches the boat which is to carry away Irene.

CAST—Robert Montgomery, Myrna Loy, Reginald Owen and Winifred Shotter.

DIRECTOR—George Fitzmaurice. Suitable cream-puff technique.

AUTHORS—Screen play by Harold Goldman from the play by Mark Reed.

COMMENT—Good light entertainment.

APPEAL—General.

EXPLOITATION—Names and routine.

"TOUGH GUY"

(MGM)

TIME—77 minutes.

RELEASE DATE—January 24.

PLOT—A rich youngster runs away with his dog from a stern father and falls in with gangsters who engineer a holdup. They have to hold him too, to prevent his telling. They intend killing him, he tries to escape, and his dog gets shot, but not killed. That softens gangster No. 1, who takes the kid with him on his getaway, and they live in the woods for a few weeks, both having a grand time, the kid enjoying himself for the first time in his life. The gangster is captured by cops, and the kid by another gang. But the gangster is allowed to escape by the police and he and the dog rescue the kid from the clutches of the naughties, the guy getting killed.

CAST—Jackie Cooper, Joseph Calleia, Rin Tin Tin Jr., Harvey Stephens, Jean Hersholt, Edward Pawley, Robert Warwick and others. Not even Calleia's splendid work can make this one believable. Cooper is as usual. The dog is excellent.

DIRECTOR—Chester M. Franklin. Routine.

AUTHORS—Story and screen play by Florence Ryerson and Edgar Allen Woolf. Strictly hokey.

COMMENT—Saccharine dissolved in bilgewater. Also, moral value of lad finding only real happiness with the killer, thief and gangster is open to question.

APPEAL—Pudding-hearted he-men.

EXPLOITATION—The cast.

"TWO IN REVOLT"

(RADIO)

TIME—65 minutes.

RELEASE DATE—April 3.

PLOT—On Benton's horse-breeding ranch in Montana, Warrior, a colt, and Lightning, a shepherd dog with a touch of wolf in his pedigree, are born the same day. They develop a touching companionship which is temporarily halted when Lightning, who is always mischievous, is driven away from the ranch by the owner. They meet again when Warrior, who had been stolen by two unscrupulous race track men, breaks away from his captors and runs for the prairies. Lightning prevents Warrior's recapture by attacking one of the villains who had lassoed the horse. Running with a length of rope dangling from his neck, Warrior becomes helplessly entangled. Lightning keeps off the wolves, and ultimately gets a chance to lead John Woods, formerly his master and Warrior's trainer, to the trussed-up animal. Warrior is now unmanageable without the dog, who becomes his constant stablemate. Closing shot shows Warrior winning the big race with Lightning barking encouragement. Benton softens sufficiently to let his daughter marry the trainer.

CAST—John Arledge, Louise Latimer, Moroni Olsen and Lightning and Warrior. Animals get the spotlight, with rest of cast performing agreeably.

DIRECTOR—Glenn Tryon. A bang-up job despite the sentimentality inherent in such productions.

AUTHORS—Screen play by Frank Howard Clark, Ferdinand Reyher and Jerry Hutchinson from the story by Earl Johnson and Thomas Storey.

COMMENT—Swell animal sequences, good photography and a yarn very well worked out.

APPEAL—A natural for animal fans, and not without plenty of human interest.

EXPLOITATION—Enough thrilling shots to work with.

"CHARLIE CHAN AT THE CIRCUS"

(20TH-FOX)

TIME—74 minutes.

RELEASE DATE—March 27.

PLOT—Charlie Chan, vacationing with his family, is invited to the circus by its co-manager, who later gets killed, presumably by an escaped ape. He gives up his vacation and travels with the show, along with his eldest son, who is enamored of an Oriental cooch dancer. Many circus performers and attendants are suspected or implicated, with Chan, as usual, finally clearing it up to the satisfaction of all concerned. A bit unfair to audience detectives, since the murder hinged on nothing shown in the film and had nothing to do with a gyp scheme that was featured.

CAST—Warner Oland, Keye Luke, George and Olive Brasno, Francis Ford, Maxine Reiner, J. Carrol Naish, Boothe Howar, Drue Leyton, Wade Boteler, Shia Jung and others. Oland good as ever in the role. The Brasnos, midgets, score tidily. Luke, as the son, isn't as funny as the producers thought he was. Jung is a lovely and charming Oriental lass.

DIRECTOR—Harry Lachman. Suspense not built up as well as it might have been.

AUTHORS—Story and screen play by Helen Logan and Robert Ellis. Tried, true—and stale—mystery material.

COMMENT—Solution of mystery has been used many times before and is therefore disappointing. Film not nearly as exciting as many previous efforts in series, but Chan fans will probably go for it just the same.

APPEAL—Chan and mystery fans.

EXPLOITATION—Chan, of course, and many swell circus angles.

NEWS OF THE WEEK

Present plans of 20th Century-Fox call for its English subsidiary, New World Prod., to produce four films in England between now and the next 12 months. World-wide distribution is planned. Robert T. Kane will head the production staff. Information regarding these films will probably not be divulged until a meeting is held in England some time in April.

Arthur J. Selgal sold his half interest in Cinema Circuit Corporation to Max A. Cohen on March 19. Local operations of the firm include the management of the George M. Cohan, Harris and Selwyn theaters in New York City; the Prospect, Bronx; the Ritz and Lyndhurst, Lyndhurst, N. J., and the Astor, Brooklyn. It is expected that the new setup will add more units to the chain.

George J. Schaefer, vice-president of United Artists and sales manager for that company in United States and Canada, will be honored at a dinner to be held March 30 in the grand ballroom of the Hotel Astor. Austin C. Keough heads the committee in charge of arrangements.

Dolores Del Rio is scheduled to leave for England some time next week to begin work for Criterion Pictures. Her first film will be *To You My Life*, a Zoe Akins adaptation of the French story.

FILM CONSENSUS

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showman's Round Table*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
The Country Doctor (20th-Fox)	19	0	2	"Land-office attraction."— <i>Film Daily</i> . "Quintuple grosses for all exhibitors."— <i>Box Office</i> .
Colleen (Warner)	7	6	5	"Pleasant."— <i>M. P. Daily</i> . "Should be well over on the profit side."— <i>Variety</i> .
Love Before Breakfast (Universal)	12	1	6	"Topnotch."— <i>Daily Variety</i> . "Good program comedy."— <i>N. Y. Exhibitor</i> .
Klondike Annie (Paramount)	4	6	4	"Good grosser."— <i>N. Y. Exhibitor</i> . "Tiresome and rather stupid."— <i>Times</i> .
Robin Hood of El Dorado (MGM)	6	5	5	"Will score."— <i>Daily Variety</i> . "Clarified hoss-opera."— <i>News</i> .
Song-and-Dance Man (20th-Fox)	7	7	7	"Unsatisfactory screen version."— <i>Film Curb</i> . "Fairly entertaining."— <i>Film Daily</i> .
Hell Ship Morgan (Columbia)	3	7	4	"Thin story."— <i>M. P. Daily</i> . "Fair drama."— <i>Film Daily</i> .
The Three Godfathers (MGM)	11	2	4	"Better than average Western."— <i>Showmen's Trade Review</i> . "Should prove big enough to stand alone."— <i>Variety</i> .
Timothy's Quest (Paramount)	7	1	4	"Excellent."— <i>Box Office</i> . "Nice human interest story."— <i>Film Daily</i> .
Murder at Glen Athol (Chesterfield)	5	2	2	"Won't waste your time."— <i>News</i> . "Familiar stuff."— <i>Times</i> .
The Lady in Scarlet (Chesterfield)	3	2	1	"Fair murder mystery."— <i>Variety</i> .
Rip Roaring Riley (Puritan)	0	2	1	"For nickelodeon 20 years ago."— <i>The Billboard</i> .

EXHIBITORS ORGANIZATIONS

At the final meeting of the MPTO of North and South Carolina, recently held at Pinehurst, N. C., Charles W. Piquet was elected president of the organization for the 13th time. Among the speakers were Ed Kuykendall, Edward Levy, Walter Vincent and Carl E. Milliken. Others named for office were Albert Sottile and Harry Buchanan, first and second vice-presidents, respectively; J. M. Gregg, H. F. Kinney, H. R. Berry, J. F. Miller, S. S. Stevenson, Lyle Wilson, Robert Bryant, George Bailey and E. L. Hearne, directors.

The proposed 10 per cent admission tax was protested March 20 by local and State exhibitors of Maryland, when A. Julian Brylawski headed a delegation appearing before the Senate at Washington. Among those who spoke against the levy, which constitutes a plan to raise \$3,700,000 for relief purposes during the next year, were Frank Horgan, president of the MPTO; Isadore M. Rappoport and Thomas D. Goldberg. Important points stressed were that the tax would be paid by those people it is intended to benefit, and that the levy is excessive when compared with the 1 per cent tax on other business.

Notice of a change of name has been received pertaining to the Philadelphia IMPTO, which will be known in the future as the Independent Theater Owners, Inc. The last meeting of the association, attended by 53 members, was presided over by Charles Segall, who, during the merger discussions, continually voiced his willingness to resign in favor of a more active leader. No motion was taken. Twenty-one of the original 53 present joined up and voted 10 cents a seat.

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"HOUSE OF A THOUSAND CANDLES"

(REPUBLIC)

TIME—71 minutes.

RELEASE DATE—February 29.

PLOT—Tony Carleton, brilliant young British diplomat, is sent to Geneva to deliver papers which, if secured by an international spy ring with headquarters at The House of a Thousand Candles, would plunge Europe into war. A dancer is detained by Sebastian, operator of the noted hostelry, to trail Tony and get the secret message. She does; and when Tony recovers from the knockout drops he immediately follows her back to The House of a Thousand Candles. The usual melodramatic hocus pocus takes place, with the villains deciphering the invisible ink, etc. Carol, sweetheart of Tony, saves his life, thus making it possible for him to prevent world-wide catastrophe.

CAST—Phillips Holmes, Mae Clarke, Irving Pichel and Rosita Moreno. All okeh thruout.

DIRECTOR—Arthur Lubin. Fast and fairly exciting.

AUTHORS—Screen play by H. W. Hanemann and Endre Boehm from the novel by Meredith Nicholson.

COMMENT—Outworn stuff, but Lubin has made the most of it.

APPEAL—For the duals.

EXPLOITATION—Routine.

"SCOTLAND YARD MYSTERY"

(ALLIANCE)

TIME—65 minutes.

RELEASE DATE not given.

PLOT—A large London insurance company is beset by a suspicious series of deaths, with investigation showing that shortly after interment the corpses disappear from their coffins. Scotland Yard is brought in and Inspector Stanton slowly traces the guilty party to find that it is a Yard doctor, Dr. Masters. Once the guilt is established, story details ultimate capture, with Masters revealed as discovering how to induce a cataleptic state in the persons believed dead. To avoid capture he injects himself with the toxin, giving his wife the last bottle of antitoxin. Detectives, shooting at the pair, miss, but hit the pocketbook in which she is carrying the antitoxin.

CAST—Gerald Du Maurier, George Curzon, Grete Natzler, Belle Chrystall, Leslie Perrins, Walter Patch, Henry Victor, Herbert Cameron, Frederick Peisley. Playing thruout is in the accustomed British repressed style. It's just the thing at some times and way off at others. If the direction had been a little brighter the picture wouldn't be an in and outer.

DIRECTOR—Not credited.

AUTHOR—Frank Miller.

COMMENT—As noted, a varying "whodidit." Only for the double header houses.

APPEAL—Shudder addicts.

EXPLOITATION—To be sold along the lines of how the famous Yard works.

"ECSTASY OF YOUNG LOVE"

(METROPOLIS)

TIME—70 minutes.

RELEASE DATE not given.

PLOT—A pastoral bit wherein Paul and Pepi, peasant children of adolescent years, sit and gaze at each other amid the flowers and rushes of a Balkan village. Birds sing and streams ripple. This goes on for a long time. Some people walked out of the theater, but no one screamed. Then Paul, noticing Pepi has no shoes and lacking money to get her a pair, goes fishing to catch a large pike for which a reward is offered. When his wet clothes are found, Paul is given up for drowned; but he had only been having a heroic tussle with the fish, which had pulled him downstream. He receives the reward, buys the girl her shoes, and then falls into an exhausted sleep on the railroad tracks. A friend carries him home, and, as they say in Czechoslovakia, joy is unconfined.

CAST—Vasa Jalovec, Jarmila Berankova, Jar. Vojta, Vojtova Mayerova, J. Svitak, Rudolf Deyl. The male and female leads have never before appeared professionally. Cast as a whole does well, playing very naturally.

DIRECTOR—J. Rovensky. According to American values, dull and stodgy, with excessively minute detail of unessentials.

AUTHORS—Scenario by Jan Snizek. Music by Josef Dobes.

COMMENT—Some poetry and some scenery, but mostly hocey.

APPEAL—May get by on its novelty.

EXPLOITATION—Widely publicized on the basis of its Continental triumphs.

"HAPPINESS C. O. D."

(CHESTERFIELD)

TIME—68 minutes.

RELEASE DATE not given.

PLOT—Tom Sherridan, a building contractor, is in financial difficulties owing to the idiotic extravagance of his three children, Kenneth, Carol and a second son. They come to their senses when they realize that Uncle Lester, who owns the mortgage on the family mansion, is putting pressure on papa to do some phoney work relative to building specifications for a city edifice. Thru the combined efforts of the three children and Aunt Addie, who contributes to the merriment and good fortune by snaring a love-sick, middle-aged millionaire, father is able to remain an honest man. Ken, hitherto a fatuous fool dabbling in architecture and affected women, gets a sudden access of good fortune when one of his designs is chosen for the new church tabernacle. Returns to his old gal, etc. You get the idea.

CAST—Donald Meek, Irene Ware, Maude Eburne, William Bakewell and Malcolm McGregor.

DIRECTOR—Charles Lamont. Good enough.

AUTHORS—Robert Ellis and Helen Logan story and screen play.

COMMENT—Pointed for laughs and sentiment, and is fairly successful.

APPEAL—Double billing.

EXPLOITATION—Obvious, with possible emphasis on the screwy kid angle.

"WOMAN TRAP"

(PARAMOUNT)

TIME—64 minutes.

RELEASE DATE—February 14.

PLOT—Shevlin, a reporter with intimate knowledge of the underworld, goes to Mexico to investigate the killing of Honey Hogan, a diamond thief, by Ferguson. Shevlin, making the trip in his little cabin cruiser, rescues Barbara, an amateur airplane pilot, when her disabled ship comes down in the gulf. She strings along with him and thru her innocent dumbness inveigles both of them into the clutches of Ferguson's gang. A Spaniard intimidates Ferguson by threatening to reveal him to the police if he does not hide at his hacienda and cut him in on the ransom money to be obtained from Barbara's father. Radio communications are established between the desert hideout and the girl's father, but G men cut in on the wire. After intense suffering from lack of water, the couple are delivered safely, mainly thru the efforts of the Spaniard, who proves to be a G man himself.

CAST—Gertrude Michael, George Murphy, Roscoe Karns, Sidney Blackmer and Akin Tamiroff.

DIRECTOR—Harold Young. The shift in locale managed well.

AUTHORS—Screen play by Brian Marlow and Eugene Walter from the story by George Brackett.

COMMENT—A hybrid Western, and not bad.

APPEAL—Western plus general draw in double billing.

EXPLOITATION—Horse opera with a difference.

"POWDERSMOKE RANGE"

(RADIO)

TIME—71 minutes.

RELEASE DATE not given.

PLOT—Tucson Smith and two of his pals go to settle down on the ranch of their protege and former outlaw, Guadalupe Jeff. A villain, Ogden, in cahoots with the sheriff, Glasgow, makes things hot for the newcomers by stealing their stock and trying to invalidate the deed to the land. When Tucson Smith calls all bluffs, Ogden imports Sundown Saunders, "the fastest draw in the Southwest," to restore the old order of lawlessness. Smith, banking on a hunch that Saunders is inaccurate at long range, plugs him, first taking care to use a small gun not likely to be fatal. In the final gun-fest between both factions, Saunders joins Smith's outfit and supplies the sentiment by getting himself knocked off. Love interest centers in Jeff and a girl, Caroline.

DIRECTOR—Wallace Fox. Well done, with action, continuity and coherence.

CAST—Crammed with Western stars, including Harry Carey, Hoot Gibson, "Boots" Mallory, Tom Tyler, William Farnum, Bob Steele, Guinn Williams and William Desmond.

AUTHORS—Screen play by Adele Buffington from the novel by W. Colt MacDonald.

COMMENT—Distinctive among Westerns.

APPEAL—Should draw considerable general trade.

EXPLOITATION—Names.

"DRIFT FENCE"

(PARAMOUNT)

TIME—58 minutes.

RELEASE DATE—February 14.

PLOT—Jim Travis, Texas ranger, meets Jim Traft, a timorous tenderfoot sent by his father to take care of the family ranch, and agrees to go in his stead. Taken as Traft by the hired help, he orders the construction of a drift fence to curb the activities of Clay Jackson, a rustler. Jackson is aided by Slinger and Molly Dunn, respectable youngsters who throw in their lot with the crooks because they are against the unethical practice of fencing the range. Disgusted with Jackson's tactics, Slinger and Molly finally favor the Traft outfit. The anticipatory ending is realized, with Jackson's men stopping all the bullets. Travis and Molly do the lovin'.

CAST—Larry "Buster" Crabbe, Katherine De Mille, Tom Keane and Berry Baker. Most of them shoot straight.

DIRECTOR—Otho Lovering. Good enough.

AUTHORS—Herbert Yost and Stuart Anthony screen play from the novel by Zane Grey.

COMMENT—Slightly better than average.

APPEAL—Usual trade.

EXPLOITATION—Zane Grey authorship.

"THE EAGLE'S BROOD"

(PARAMOUNT)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Big Henry, in the course of one of his routine murders, kills the mother and father of little Pablo, who is the grandson of the notorious renegade, El Toro. Learning too late of the kinship, Henry tries to do away with the child also, so as to remove all traces of the murder. El Toro, however, notified that a dancing girl is hiding Pablo, sets out to cross the border to rescue the kid and avenge the crime. On the way he rescues Bill Cassidy, a G man, from death in quicksands. Cassidy recognizes El Toro and orders him to return home, but promises to fetch the child. This is duly accomplished with sufficient attention to slaughter and whoopee. No love angle.

CAST—William Boyd, Jimmy Ellison, George Hayes and William Farnum.

DIRECTOR—Howard Bretherton. More coherent than most Westerns.

AUTHORS—Doris Schroeder and Harrison Jacobs adaptation of C. E. Mulford's *Hopalong Cassidy*.

COMMENT—Slightly better than average horse opera.

APPEAL—Usual channels.

EXPLOITATION—Routine.

Moss Keeps After Burly

Loses Republic decision but has other plans—May 1 renewals may be weapon

NEW YORK, March 21.—With License Commissioner Paul Moss losing out this week in a decision by the Court of Appeals, which ruled that he cannot revoke a theater license unless there has been a conviction of violation of the Penal Law, he is taking new steps in his drive against local burlesque theaters. It is understood that he will take drastic action when the license renewals come up May 1 and will also continue to hound those accused of presenting indecent shows by court action.

The Court of Appeals handed down its decision Tuesday, the case involving Moss and the Holley Holding Corporation, the latter operating the Republic Theater. The case came up in court after Moss suspended the theater's license in September after receiving complaints on the nature of the show. The Special Term sustained Moss, but the Appellate Division reversed the lower court and enjoined Moss from revoking the license pending determination of the issue.

Moss revealed yesterday that he is awaiting his next course of action from the Corporation Counsel's office, and furthermore that the applications for license renewals come into his office around

April 1 to be acted upon May 1. He intimated that at that time he will be able to make some headway in seeing that local burly shows are cleaned up.

It is understood that Moss met with some burlesque interests Thursday for a discussion of the issue. It is likely that he will call a meeting of the local managers early next month.

Jim Bennett to Toronto

DETROIT, March 21.—Jim Bennett, veteran burlesque producer, who recently closed at the Coconut Palms Night Club in East Detroit, was reported leaving for Toronto this week. It is rumored that Bennett plans to reopen the Allen Theater in Toronto with a burlesque policy.

Flood Shuts Down Variety, Pittsburgh

PITTSBURGH, March 21.—The Variety Theater here, burlesque house operated by Issy Hirst and Harry Brock, is among the local theaters shut down as a result of the flood. House had to close down Wednesday, the Independent Circuit show headed by Steve Mills being forced to lay off and being stranded in town until the waters recede.

Not only does the Independent Circuit find itself in a jam because of this house being shut down, but the circuit is further handicapped by the same conditions on its week of one-nighters thru Pennsylvania.

COUNTESS NADJA experienced a big thrill on receipt of a letter from her son, Kolya Cadden, six year young, from a military academy in Millersburg, Ky. It was Kolya's first letter and in it he expressed how happy he was that he could write all by himself.

Ed Ryan's New Circuit?

Reports link Ryan with a New England circuit—may be start of Scribner tour

BOSTON, March 21.—Ed Ryan, looking after the Old Howard Theater here for Al Somerby, is drafting plans for the formation of a New England circuit, according to reports being circulated. While some sources reveal that Ryan only has plans to line up a couple of theaters in this territory to play rotary stock, other sources contend that such grouping of theaters might be the start of the often reported Sam Scribner circuit.

Ryan is expected to make some announcement as to his plans in a short time. He is a veteran of the field and has been active in practically every branch of it.

The Old Howard Theater, where Ryan is engaged, is at present a member of Issy Hirst's Independent Burlesk Circuit, which brings up the question as to what Hirst's reaction to the Howard's pulling out would be. The reports on Ryan's contemplated circuit also entails the name of Jimmy Lake, who operates the Gayety, Washington, D. C., which is also a part of the Hirst Circuit.

Hirst, who has been away from his Philadelphia headquarters the last several weeks, definitely has plans to continue his circuit next season. However, it is generally expected that there will be another circuit also, the circuit often discussed by Scribner.

U-NOTES

By UNO

HARRY AND RUTH LEVINE, well-known burlesque principals, are at their home in Cincinnati and will remain there indefinitely. Harry has just finished a two weeks' engagement as comic and emcee at Ben Rafalo's Cat and the Fiddle in Cincy and the two Levine kiddies, Harry and LaVodis, have been scoring heavily with their work at the various Queen City night spots. As Papa Levine puts it: "The kids do everything but ride a bicycle."

EDDIE HARRIS and His Seven Harmonica Wizards extra-attractioned and show-stopped at Gaiety, New York, last week. Current at the Apollo, New York. From there the act, now just four months young, proceeds to an Independent vaude tour. Harris, who was with the Minevitch outfit five years, is a native of Chillicothe, O. Came to burlesk from night clubs. His mouth-organ aggregation includes Sol Ripps, Irving Polzer, Saul Weber, Sam Pollack, Zaven Piranian, Bernie Cooperman and Nat Bernard.

SONNY NASH, ailing in Philly, is not the wife of Connie Ryan, tenor-straight on the Indie Circuit. Latter is still a bachelor, revealing that Sonny is just a dear friend whom he wishes speedy recovery.

RUBY WALLMAN, birthday-partied by pa Rube and ma Nettle and a large gathering of relatives and burlesk friends in the Wallman suite in the Peerless Hotel, New York, March 17 and 18.

WOODS SISTERS, Virginia and Marie, at the Gaiety, New York, sing one another's own trailers over the mike.

EDWARD J. DEVELDE, former burly straight, now with the drama, his first love, playing as he writes "a nice line of parts with the Hartford Civic Repertory, State Theater, a government project."

JEAN LEE, of the team of Mack and Lee, with an Indie show, celebrated a birthday March 13 and gifted with a diamond ring by Jess Mack.

MADGE CARMYLE, Eileen Hubert, Sam Futeran, Lou Simon, Ethel Gaston, Moe and Audry Malkind and Tommy Peluso conspicuous burleskers at the successful Fritzi-Johnnie benefit affair at Connie's Inn, New York, March 13.

PEGGY O'NEIL, teammate of Artie Lloyd, comic, on the way to the Lincoln Terrace, Brooklyn, to fill an engagement (See U-NOTES on opposite page)

THANK YOU, MR. HARRIS—

"Nadja's performance is a distinct revelation. She does a bit of strip, true, but she applies talent in other directions. For one, she brings straight dramatics to burlesque, doing the part of 'Tondelayo' in a scene from 'White Cargo.' And she does it like a legit veteran. The audience went for it big, just as they did for Nadja's grand song selling and her splendid Russian and Rumba dances. MORE PERFORMERS LIKE HER IN BURLESQUE AND THE FIELD WILL PROGRESS CONSIDERABLY."

SID HARRIS in The Billboard, March 14, 1936.

JEANNE WADE

Stripping and Talking. Dir. NAT MORTAN.

JEANNE PARDOU

A New Blonde Stripping Sensation in the East. See NAT MORTAN.

MAC DENNISON

BROTHER, CAN YOU SPARE A DATE? Dir. PHIL ROSENBERG.

EDDIE LAMARR

JUVENILE BARITONE. PEOPLES, New York City, Indefinitely.

BILLIE BIRD

CALIFORNIA NIGHTINGALE. Dances, Songs, Talks, Strips and Plays Guitar and Clarinet.

AL LE ROY

Back East and Doing Straight. Direction—NAT MORTAN.

"ESTA-ALJA"

SINGING—STRIPPING—TALKING. Direction—MILT SCHUSTER.

THE NEW SENSATION,

DORE DIXON

Personal Direction TOMMY LEVENE.

LILLIAN DELMAR

TALENT PLUS SEX APPEAL. Always a Show Stopper.

NEW—NEW—NEW

DYNA (MITE) DELL

The Hill-Billy Crooning Stripper.

"VIRGINIA" WOODS

The Golden Girl With the Golden Voice. New in the East.

MARY WOODS

THE VERSATILE SENSATION. New in the East.

NEW IN THE EAST.

TOMMY RAFT

ECCENTRIC COMEDIAN. Also Plays Instruments, Sings and Dances.

JEAN DELMAR

The Million-Dollar Personality Stripper.

Eltinge, New York

(Reviewed Tuesday Afternoon, March 17)

This Joe Quitner-Eddie Madden-Max Rudnick entry in the 42d street burly brigade is doing right well, this early matinee show playing to a full house and amply satisfying the 25-centers. Beverly Carr, now producing here, is doing a commendable job, providing the show with much color and what's more giving it unusual speed. In addition, there's enough of a talented cast to satisfy the most hardened fan.

A short comic staff employed, only Peanuts Bohn and Bert Carr. They're two good comics, tho, which is better than three fair ones by a long shot. They give out with lots of bits, most of it inoffensive, and they get all the laughs possible out of the material. Of course, able support is given them by Al Golden, Jack Coyle and Lou Denny. The clever work of these three is of much help to the laugh value of the show, and the bit support of girls like Sonia Duval, Madge Carmyle and Glorie Joyce is helpful also.

A crew of five strippers provides the show's sex-appeal. And despite the fact that all these girls work well and get nice hands, there are no encores inasmuch as bits and chorus numbers cleverly follow them. Easily taken encores do get tiresome. The disrobing girls are Glorie Joyce, Madge Carmyle, Sonia Duval, Peggy Hill and Diane Logan. They are all lovely lookers and wear stunning clothes. Audience never gets to see too much, but what they see is enough.

Production of the show is highlighted by the many scenic drops employed, as well as an extensive wardrobe. In addition, Miss Carr has staged some excellent picture numbers. Jack Coyle doubles at singing the show, and he is very good at it. Miss Carmyle doubles too, doing soubret and also contributing a bit of clever footwork. Billie Bird makes a charming picture in her several dance routines, and besides she's a graceful and rhythmic dancer. A troupe of 16 girls further add to the show's production with energetic and better than usual precision in clever chorus numbers.

Show runs an hour and 25 minutes. SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, March 20)

After several weeks on tour with her vaudeville unit, *Cocktails of 1936*, Ada Leonard returned today as featured artist of this house. Fred Clark staged another pretty show this week with parade, posing and production numbers attractively staged and his scenic investitures particularly pleasing and abetted by effective lightings. There is also a number of new faces in the cast, notably Wilma Horner, Countess Alabasi and the line of six show girls who will add immeasurably to the posing and production. (See Burlesque Review on opposite page)

BURLY BRIEFS

GEORGE KATZ returned to New York from Midwestern ventures last week.

He claims to be negotiating for a house in New Jersey in which he plans to run a tab and picture policy.

Annette switched from the Republic, New York, to Minsky's Brooklyn a week ago Monday night to work as house attraction along with the Ann Corio Indie show. The mother of Mrs. Tom Phillips, wife of the BAA prexy, is ailing at the Polyclinic Hospital, New York.

Jean Finch is now bedridden at a New York hotel after a session at the North Bergen County Hospital in New Jersey.

Herbie Faye and Artie Lloyd left the Gaiety, New York, Thursday night. Faye has radio and vaude plans.

Freddie Walker and Charlie McNally moved into the Gaiety. Russell Trent is scheduled to move on to the National, Detroit.

IRVING SELIG and Walter Boob McManus went into Minsky's Gotham, New York, last week, replacing Murray Lewis and Charlie McNally.

Elvie Herndon moved on from the Gotham to the Star, Brooklyn. Lewis Grosner went up to Boston last week-end for a visit to his friend, Ed Ryan.

H. K. Minsky and Joe Weinstock came into New York Sunday from Miami Beach, and will go over to Philly Friday to look at their show at Fay's Theater.

Tangara opened at the Eltinge, New York, Friday, with Glorie Joyce and Madge Carmyle closing.

Cecil Von Dell closed at the Oxford, Brooklyn, last week. Billy Fields was laid up with the grippe last week in New York.

Max Coleman doubled into his work on the Indie show. Lou Costello and Buddy Abbott left the Republic, New York, last week to join Minsky's vaude unit opening Friday at Fay's, Philadelphia.

They're taking the Briscoe and Raynor roles.

WILMA HORNER opened at the Rialto, Chicago, March 20. Ida Rose, dance producer at the Rialto, Chicago, produced the new floor show which opened at Colisimo's Cafe, Chicago, by special permission of N. S. Barger.

Marion Morgan is in the show. Louise Keller and Agnes Dean are opening at the Palace, Buffalo, March 26, booked by the dean of burly agents, Milt Schuster.

Schuster returned to his office after a swing around Midwest burly houses in time to celebrate St. Patrick's Day on his own home grounds.

George Murray closes at the Palace, Buffalo, March 25. Kyra opened as an added attraction at the Roxy, Cleveland, March 20.

"Peaches" Strang recently played to one of the biggest weeks the Roxy has ever

(See BURLY BRIEFS on opposite page)

Tab Tattles

ELLIE DEANE PALMER and Queen Palmer, both formerly with the A. B. Marcus show, have been very ill recently at their home in Philadelphia. Ellie Deane has fully recovered, but Queen is mending slowly and plans to go to the country soon to rest until fall. The former is planning to return to the profession in the near future as a producer or mentalist. Ellie Deane and Queen enjoyed a pleasant visit with members of the Marcus company during the show's recent engagement at the Fox, Philadelphia. . . . Lew Hershey, who quit the tab game some years ago to enter the circus field, is now presenting an act of his own, entitled *A Day With the Circus*, thru Kansas, Oklahoma and Missouri under the management of E. M. Aronson. . . . John Van Arnam's *Uncle Ezra Jones* Company, now in its 47th week, has just finished its 20th stand for the Martin Theaters in the South. Troupe is booked ahead until Danville, Va., April 14 and 15. In the outfit are Zeke and his Georgia Hot Shots, under the direction of Rudy Hoff; Reno Barr, Jim Miller, Luther Baker, Al Bernard Jr., Jim Hartman, Carl Babcock, Bill Hall, Mack D. Ferguson, Earl Martin, Charles (Dome) Williams, Lyle and Virginia, Cecil Wynot, Violet Fink, Kathleen Baker, Mary Hartman and Elysa Bryant. Roy Roberts is company manager. . . . Incidentally, Mack D. Ferguson, of the Van Arnam opry, is a brother of G. M. Ferguson, secretary of agriculture of the State of Kentucky and who, it is predicted, will be the Democratic nominee for the governorship at the coming election.

THE SERENADERS, Nat L. Royster's new unit, is finding the picking okeh in Pennsylvania, despite the fact that the unit bumped into rain for seven straight days upon its recent invasion of the State. The critic on *The Sentinel*, Lewiston, Pa., gave the show a grand sendoff during its engagement at the Rialto there last week. . . . Dave Rose, straight man of tab and burly fame, is in his 11th week as emcee at Bob White's Grill, Buffalo, N. Y. Dave's old boss, Johnny (Burton) Broderick, of the well-known vaude team of Arren and Broderick, recently visited with Dave and says he's doing great and looking fine. . . . Johnny Phillips was spied on Indianapolis' main stem last week after an absence of six years. . . . Gus Sun, head of the booking exchange bearing his name, had a thrilling experience recently when he was marooned for a night in a small motor-driven fishing boat off the coast of Florida, when the craft ran out of gasoline. . . . Pat and Mickie Gallagher are operating a beer emporium in their home town—Easton, Md. . . . Bob Shaw, of the Sun office, is busy these days looking over the blue prints of a seven-room brick bungalow which he is erecting on the outskirts of Springfield, O. Construction begins in a few weeks. . . . Gus Sun Jr. is slated to follow suit in the near future.

G. H. McSPARRON'S *Miami Shores Revue*, which opened recently at New Smyrna, Fla., jumped 700 miles last week to open a route for Southern Attractions at the Noble Theater, Anniston, Ala., on Thursday, with Auburn, Ala., to follow. The 25-people company boasts a 10-piece band and features Prince Serge Abagoff. . . . Gary Pope shoots from Thomasville, Ga., under date of March 18: "Seems as if the people in this section like stage shows, as two units are playing the Rose Theater here this week—Van Arnam's *Uncle Ezra's Barn Dance Frolics* and Major Bowes' Amateurs. I caught the *Uncle Ezra* show last night and they have a nice layout. The sock act seems to be Musical Nonsense, two people. Also breaking in a new girl with a dance specialty. Has a nice appearance and went over okeh. While the show is not outstanding in comedy, it does have its moments when the quartet appears in comedy rig. Show carries a stage band and has a nice barnyard set." . . . Vic Puree, the comic, is making his funny faces at the various Cincinnati night haunts. He is currently at Ben Rafalo's Cat and the Fiddle on Cincy's Central avenue. . . . Babe Patricia Powers reports that her husband, George E. Siefert, who was operated upon at the American Hospital, Chicago, January 26, for a serious ailment, was dismissed from

the institution recently. "He is doing wonderfully well and feels like a new man," Patricia says. She also deals out a heap of credit to Dr. Max Thorek and his son, Philip, who performed the operation, and their staff of able assistants.

LEMPI PERNU and her *Flashes of 1936*, piloted by Bill Aderholt and Bob Page, are playing a few Southern dates before heading northward into Canada. Others in the unit are Jack and Billie Britton, skaters; Frank and Lee Edwards, character singers; George Royale, juggler; Joe Bennett, comedian; the Two Bs of Rhythm, dancers; Murray and Wright, comedians, and the King's Royal Music Masters. . . . *45 Minutes of Broadway* is set in Western Pennsylvania and Eastern Ohio for the next fortnight. . . . Featured with the *Greenwich Village Follies*, playing Pennsylvania territory, are the Gibson Girls, Bill Moon's ork, Pat and Willa Levola, equilibrists, and Gwynn and Celeste, dancers. . . . Nat L. Royster's new unit, *The Serenaders*, was stopped by the flood in Lewistown, Pa., last week. Booked there for three days, the troupe was forced to cancel the third day when the high waters put the town's electric light plant out of commission. Set in Du Bois, Pa., last Friday and Saturday, the flood waters made it impossible for the show to get in there on the opening day.

BURLESQUE REVIEWS—

(Continued from opposite page)

tion numbers when they learn to disport themselves more gracefully. Clark has cut the strip numbers down to two on this show, which the audience did not seem to mind.

Opening number was a college campus and introduced the chorus, a trio composed of Jack Buckley, Buster Lorenzo and Harry Jackson singing *Sweetheart of Sigma Chi*, Dorothy Sevier and Charles Country and Kenny Brenna, who gagged and then did dancing bits that went over very good.

Comedy numbers were the "Kosher Restaurant," with Brenna, Country, Buckley and Sevier, which drew good laughs. The "Circus Scene," with Buckley, Brenna, Sevier and Jackson, in which Country and Brenna got some very funny results imitating an elephant; a traffic cop bit with Buckley and Brenna and a comedy quartet with Country, Brenna, Buckley and Jackson. The first three are responsible week in and week out for most of the comedy scenes.

Whistling Rufus, a colored boy, did a specialty in one, singing *Ain't Got Nobody To Call Me Fried* and *When It's Darkness on the Delta*, whistling and dancing during the latter number. Rufus knows how to sing a song but he sets one nuts with his nervous movements during the first song. His rendition would be much easier on the nerves if he would not shake his arms and hands so much.

Wilma Horner was the first of the strip dancers and proved herself a personable miss with a neat way of working and a better voice than is usually found among strippers. Clark provided a colorful Mardi Gras production number as a buildup for Ada Leonard's appearance, after which she sang a "New Orleans" number and did her graceful disrobing act, leaving to much applause and whistling. A "Garden of Girls" provided the setting for Countess Alabasi's work. The chorus was attired in short ballet skirts, which never should have been put on them because they look far from acceptable on some of the more hefty damsels of the line. Then, too, the girls looked awkward in trying to fake a ballet dance. The Countess is a seductive long-haired brunet, with movements decidedly not by Waltham or Elgin. A flashy and colorful finale with the show girls parading along the runway closed the show.

F. LANGDON MORGAN.

Capitol, Toledo, O.

(Reviewed Friday Afternoon, March 13)

In reviewing a Capitol offering for the first time since the house opened six weeks ago, it can be said without pulling a punch that seldom has a better burlesque and vaudeville combine hit this town. First floor was more than half filled at this matinee catching.

Thawing an icy audience, a clever juggler, Don Amento, does some nice Japanese work, enlisting the aid of the audience in the windup. Thomas and Arthur, a patter-and-chatter pair, work

pretty hard at nothing, but the crowd liked their buffoonery.

Third of the vaude acts is a top rater. Recoma, in Civil War regalia, belies his years with a superb set of acrobatics, rising to a great finish with a one-armed handstand on the built-up extension arm of his wheel chair.

Elsie De Walt, bulbed front as burlesque strip-of-the-week, is a bit disappointing and cannot be called severe competition for Eleanor Cody, a staff stripper who has everything and shows it. Miss Cody sings, dances and reveals, all with zest and ability. Her cowboy number was well done.

A first-class chorus, good looking and young, is shy only in dancing ability, but comes out more often and in less costume than has been customary heretofore in Toledo. Tableaux were good, but the blackouts mediocre.

The troupe jesters, Lou Powers and Ralph Dubey, give all they have and turn in nice work, with Billy Clinton and Ralph Schirmer doing a good job of foiling. Chorus members help in the blackouts. Clinton does several satisfactory bits in singing background for the tableaux, and was best in the Ireland finale.

Ardis Mae McEvoy sings well and disrobes with finesse. Gretlyn Geste, prima donna, might do a little finer singing. There is a seven-piece orchestra under the direction of Conrad Netterski. An energetic band it is and capable.

Donald T. Cameron, managing director under the Lucas Theaters, Inc., rates a bouquet for the show, and Paul Grey for his chorus numbers. R. C. P.

BURLY BRIEFS—

(Continued from opposite page)

enjoyed. . . . Mary Sunde has returned from her Hollywood vacation and expects to open at the Oriental, Chicago, soon. . . . Frances Abrams, secretary to Milt Schuster, spent several days in the Michael Reese Hospital following an operation in an effort to remove the neck scar acquired in her auto accident a year ago. In her absence Walter Rechin substituted for her. . . . Grisha is in her fourth week at the Rialto, Chicago. . . . Bert Peck is back at his desk after a week's illness, during which his wife, Dolly, took care of the office.

BOBBY MORRIS gave in his notice to close at the Apollo, New York, claiming he wants a much-needed rest. . . . Gladys Fox opened at the Apollo Sunday. . . . Billy Elliott went into the Irving Place, New York, the week before. . . . Lillian Delmar and Winni Page were replaced by Jean Delmar and Shirley Grant last week at the Peoples, New York. . . . Markey Woods returned to the same theater to replace Miss Grant Friday. . . . Walt Stanford and Rose LaRose went into the Star, Brooklyn, last week, with Bob Snyder holding over pending the return of Ted Blair, ill with throat trouble. . . . Two Jockeys and a Tout, colored act, extra-attractioned at Minsky's Brooklyn and Republic, New York, last week and this week.

U-NOTES—

(Continued from opposite page)

March 15, from her home in Sunnyside, L. I., was hit by an auto in Long Island City, dragged 20 feet and sustained severe cuts and bruises. Taken to a near-by hospital where 50 stitches were necessary to close the wounds on both legs.

GLORIA GALE, at Minsky's Gotham, New York, since March 6, has decided to change her moniker to Longetta. Comes

from New Orleans and did night clubs there and in Manhattan.

JACK HOWARD, old-time burlesk straight, later in musical comedy and movie shorts, now an organizer for the American Federation of Actors.

GAY LaBARR birthday celebrated March 12 in Union City, N. J., and gifted with four dozen roses over the footlights by Ann Corio and a birthday cake by Lester Mack.

CHICK HUNTER and Vic Plant, when *Novelties of 1936*, Indie show, disbanded in Union City March 21, moved into Minsky's Brooklyn, while Countess Nadja moved to the Gayety, Minneapolis, for a four-week engagement. Irma Vogelee shifted to the Minsky Gotham, New York, and Gertrude Foreman to the Bijou, Philadelphia. Nellie Casson to take a week's rest and then back to the Indie wheel.

DOLLY DAWSON, having completed one Indie cirk tour, opened March 22 in the new Hinda Wassau show at Minsky's Brooklyn.

AARON KOHN replaced Sam Friedman as treasurer of the Hudson, Union City, March 15. Friedman back to managing an Indie road show.

HELEN GREENE returning to New York from Detroit via auto owned by Mr. and Mrs. Benny Wop Moore.

BOB ROGERS, tenor-straight, jumped into the Marshall-Leonard Indie show in Newark March 17, and Al Golden Jr. exited.

EQUITY—

(Continued from page 19)

know the exact day on which each member goes into rehearsal. As soon as a production starts—and as soon as we hear of it—we send a representative to rehearsal. Sometimes our members have been lax and a production has been in rehearsal a couple of days before we get the information. And when we do get the information we do not always get the co-operation we should from the membership. It is the probationary period, they are not sure they are set, they don't know whether is is a tryout or a rehearsal, etc.

Every member of Chorus Equity should know the difference between tryouts and rehearsals; there is no reason for confusion. In a tryout no numbers to be used in production can be used. The same member can be called back only twice. The tryout is merely to see whether the member is a sufficiently talented dancer or singer to be placed in rehearsal—and to choose for size, appearance, etc.

The management has the seven days of probationary period to weed out those members who showed sufficient promise during the tryout to be placed into rehearsal.

Help us to protect you. Don't leave this duty to someone else. Each individual member should call at Chorus Equity's headquarters and sign in the rehearsal book on the day that he is to go into rehearsal.

Members working in presentations are reminded that, under a special council ruling, they may place themselves in good standing by paying current dues, providing they pay while working in the presentation. To help you in this field we must have 100 per cent organization. DOROTHY BRYANT, Executive Secretary.

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THERE is nobody on Broadway quite like Harry Hershfield. He defies comparison as he does classification. Raconteur, cartoonist, critic, art connoisseur, toastmaster, radio commentator, master of ceremonies and Good Samaritan are only a few of the roles this indefatigable fellow plays, variably and often at one and the same time. Harry is as well known to Broadway and its denizens as any man you care to mention. He attends more affairs than anyone we know and we doubt if there is a possibility of serious endurance competition being offered by one who might claim that he has been at it a longer time than the creator of Abie Kabbible, Desperate Desmond and bon mots of varying locale and disposition.

On Broadway a man is known by the enemies he corrals. They go further and say that the more enemies a man can count on, the more definitely is he established to a success. Hershfield is a success in the race for fortune and fame, but he is peculiar, according to Broadway standards, because he has no known enemies. Which means practically the same as having none at all. Enemies on Broadway are articulate. They are indeed the best press agents for those on whom they confer their laurels of hate. But this type of press agency the man called Hershfield has not needed. He has thru the medium of camaraderie (which is, incidentally, one of his favorite words) reached a position of eminence in the show business scene and he has kept it with pointed stories, sentimental eulogies and a fund of energy that seems never to ebb.

* * *

Wherever theatrical celebs gather to hear speeches and gags and eulogies, on the good old dais you will find Hershfield greeting his numberless friends in the audience and along the white expanse of the dais table. In moments when he is not engaged in rapid-fire chatter with one of the boys who know him well enough to call him Harry the extrovertistic jack of all trades is decorating the table cloth or menu with likenesses in every conceivable attitude of his beloved Abie, the epitomization of the cloak-and-suit support of Broadway's lighter forms of entertainment.

There is no man in the show business who has a more fertile supply of pointed stories than this man Hershfield. The wonder lies not only in the unending supply but the how and where of replenishment. A man who spends most of his days gracing the rostrums of formal luncheons and every night at formal dinners and benefit shows must indeed be a wonder worker to find in the midst of all of this the time and contacts to pick up new material.

The fairest diamond ever mined is not without a flaw. The most beautiful picture ever painted can stand some degree of improvement. Conceding the imperfection of nature it is not surprising that even Hershfield, a composite blowup of the virtues and attainments of any five talented men, should possess several flaws. And he does, all of them trifling in the aggregate but one considerably greater than the rest. We are concerned here with only one: his incurable penchant for injecting into practically every talk he gives and every emcee or toastmaster assignment he carries out one thrust that smarts and even hurts at times. Maybe this is the materialization of Hershfield's rebellion against a too great emphasis on soft soap. A man who devotes countless hours of his life eulogizing others must sometimes experience the doldrums of one who does too much of the same thing; overindulges, as it were. This yen for pulling a shabby one almost every time he gets the floor is what makes a Hershfield appearance, aside from other considerations, fraught with interest for us.

* * *

Hershfield's penchant for putting his foot into it was perhaps never demonstrated better than when he recently emceed the Naked Truth Dinner entertainment of the Associated Motion Picture Advertisers. He did what all agreed was a swell job under discouraging circumstances, with the crowd more intent on fraternizing and giving vent to alcoholized spirits than concentrating attention on an emcee operating a kaleidoscope of personalities. Early in the show Hershfield announced that the First Lady of the Land had promised to do her best to make a personal appearance. Some time later Hershfield blurted out that Mrs. Roosevelt could not appear and—giving his announcement that typical Hershfieldian twist—he added that she was prevailed upon not to attend by her son-in-law. Almost everybody present knew that the man referred to is John Boettiger, of the Hays office. The crack added nothing to Hershfield's stature, it hurt Boettiger in the industry and it wasn't fair at all to Mrs. Roosevelt. We all know that when the star scheduled for a benefit appearance is announced as being indisposed it means usually anything from being high or indifferent, but surely not indisposition. In this case if Mrs. Roosevelt decided against appearing at the AMPA she had a good reason for it just as she has for not attending thousands of functions to which she is invited every week. If Hershfield happened, in this case, to be on the in and through this was informed that John Boettiger was responsible for the failure of Mrs. Roosevelt to appear he should have considered it his duty to make no mention of the circumstances other than that Mrs. Roosevelt could not fit it into her schedule. This was not, mind you, a definite promise; merely a probability and announced in that vein by the blundering emcee.

We have dwelled at length on the AMPA episode to illustrate by example Hershfield's one failing. It is perhaps unfair to have emphasized it in connection with a man who is admired by many thousands, including this columnist. But a portrait of Hershfield is not complete without this, we feel.

* * *

Taking Hershfield in the altogether (which is the only fair way of judging any man) you have a man of great heart, dazzling brilliance and enviable energy. A man who possesses rostrum courage to the highest degree. A man whose background and experience have made of him one who is at equal ease with the moron, the professional wit, the man of affairs and, in fact, all who are in the public eye. Add to this the designation of Hershfield as one who preaches and practices tolerance and understanding between races, creeds and nations and you have a fairly complete picture of one of America's great personalities.

Long may he spin his yarns and sentimental speeches, even with the faux pas that belong peculiarly to him. Perhaps without these slight falls from grace a definite something would be missing from the personality of this man. And a world that welcomes and sorely needs belly laughs and bubbling wit cannot well afford to have Hershfield lose any of the ingredients that combine to make him what he is.

The Broadway Beat

By GEORGE SPELVIN

THE premiere of *Saint Joan* was in danger because of labor trouble, caused by the use of recorded music in the show—but it was straightened out in time. . . . Charlie Dornberger, band leader, is also a top-notch air pilot. . . . He won a speed contest in 1932. . . . The Dewey investigation will shortly invade Broadway cabarets—racket angles. . . . Charlie Levey, who led the ill-fated ushers' strike, was active in the building service walkout which led to such discomfort for poor Park avengers, who had to walk upstairs and, in some cases, wear helmets and carry guns, just because some fellows on starvation wages wanted \$2 a week more. . . . Mr. Spelvin, incidentally, was one of those who refused to pay rent while the house he lived in was turned into an armed camp for scabs. . . . The whole thing simply illustrates the tremendous need for a consumers' union. . . . A big affair in Brooklyn last week was held up for half an hour while stagehands and musicians supported AFA delegate Jack Howard's demand for a union show. . . . Performers joined and the show finally went on. . . . Business is so bad in many of the hotel dining spots that the performers playing them claim they can't tell whether the places feature slabs of meat or of marble. . . . Little, Brown & Company, the book firm, will publish Shap Traube's *So You Want To Go Into the Theater* in September. . . . The picture Traube paints for young hopefuls is hardly encouraging. . . .

Anti-Nazis were finally successful in forcing the resignation of Wilhelm Furtwaengler, newly appointed head of the Philharmonic, on the grounds that Furtwaengler had made his peace with the Hitlerites. . . . The batonmaster's cable of resignation contains the following: "I propose postpone my season in the interest of Philharmonic Society and music until the time public realizes that politics and music are apart." . . . There's plenty of meat in that. . . . A group of former Ziegfeld gals met at the home of Mary Alice Rice last week to arrange for annual reunions of the glorified dolls in whatever cities groups could be found. . . . A temporary committee appointed to form the permanent organization includes, besides Miss Rice, Blanche Satchell, Virginia and Meredith Howard, Frieda Mierse, Mary Lange, Jean Howard, Katherine Burke and Flo Kennedy. . . . *Crime and Punishment* (French version) was so successful that the Fifth Avenue Playhouse is running it for a second engagement. . . . Incidentally, the film will be a feature of the benefit to be run at the Playhouse April 4 by the theatrical unit of the Newspaper Guild, together with a short to be composed of censored bits and a dance upstairs (adv.). . . . Linda Hill, who has been appearing in film shorts and has been cast for *Summer Wives*, forthcoming legit, is also a recognized dress and costume designer. . . . Local Gilbert and Sullivan fans are already looking forward to the annual spring and summer revivals, this year to be sponsored by R. H. Burnside. . . . Gradually they're becoming an annual fixture, the start perhaps of an American counterpart to the D'Oyly Carte company—for which hosanna.

WPA plays are taking the spotlight away from regular legit offerings, what with the regular Lenten slump. . . . A couple of the boys got the idea from witnessing *Saint Joan* that maybe Shaw isn't greater than Shakespeare after all. . . . The low-priced spring season at the Met, with coming canaries given a chance, promises to be a highly interesting session. . . . Mr. Spelvin's first-string Mata Hari has heard of a guy who's so punch-drunk that he gives himself double-talk. . . .

Chicago Chat

By NAT GREEN

WHEN Ramon and Renita, dance team, complete their engagement at the Stevens here along in May they will trek to Hollywood to make another picture for Warner Brothers. . . . They did grand work in *Gold Diggers of 1935* and *All the King's Horses*. . . . The performances offered in some of the WPA vaude units are pitiful and cause one to feel sorry for the oldtimers who thru sheer necessity are forced to carry on. . . . Better far that the government give them some public works job that would be of some permanent good. . . . The plea of bringing entertainment to persons not able to go to the commercial theater is a specious one. . . . Most of the offerings can't by any stretch of the imagination be called entertainment, and the small attendance at free shows plainly indicates there is no real demand for them. . . . Wonder if the New York columnists really mean all the nice things they are saying about Benny Fields or if they are just "following the leader"! . . . Bill Young, who headed up the Chi RCA studios, recently resigned and will take up his new duties as manager of the Jan Garber band.

Della Carroll, blond exponent of exotic dancing, comes to Harry's New York CaBaret with scads of publicity, due to the linking of her name with that of Clark Gable—probably wholly press-agent inspired. . . . Sam Stratton advancing *At Home Abroad*, which comes to Chi early in April. . . . That singing star's voice didn't register with Lady Luck when he crooned "Baby needs shoes" to the galloping ivories out on Dempster street. . . . *Golgotha*, life-size panoramic view of the crucifixion, painted by Jan Styka, famous for his murals in the Vatican, is on exhibition in the Civic Opera House. . . . Opening of Oh Henry Park ballroom with Emil Flint and his varsity crew recalls that Emil wrote that favorite of other years, *The Waltz You Saved for Me*. . . . First showing of the China Clipper's epochal flight from San Francisco to the Philippines was witnessed by an interested audience in the Mayfair Room of the Blackstone a few nights ago. . . . "Bill" Fields coming in ahead of *Winterset*. . . . Thoda Cocroft, head of American Theater Society, received word of the death of her father on the West Coast and left by plane for San Francisco. . . . Terry Turner hooked up with Dufour & Rogers.

William Torpey, stage manager of *The Great Waltz*, made his theatrical debut in 1886 as a call boy at the Walnut Street Theater, Phila. . . . On April 4 the members of *The Great Waltz* Company are going to give Torpey a golden anniversary supper. . . . In his half century in the theater Torpey has never been associated with a failure. . . . The Atwell Luncheon Club, which has become so prominent that a leading local hotel has been making bids for its patronage, was conspicuous at the Showmen's League doings the other night. . . . One of its members, Eddie Bitter, dialectician, provided supplementary entertainment with his Scottish dialect quips until Burt Wilson, the club's traveling ambassador; Colonel William Soaper Sneed and the old photog himself suggested he pipe down—all in fun, of course! . . . Marty Bloom didn't make any friends by ringing in a bunch of his amateurs in the league show ahead of half a dozen top-notch professional artists who had waited for several hours to go on. . . . It was unfair to the artists, placing them at a marked disadvantage, and was very unsportsmanlike of Bloom. . . . Ed Lewis, Bernarr Macfadden's flying p. a., on a visit here arranged with Frank Burke's publicity office to handle forthcoming visit of Macfadden as Republican candidate for President.

Swain Show Begins Regular Road Tour

DAYTON, Tex., March 21.—W. I. Swain Show Company after several weeks in Houston, has set up its big top on downtown streets here for the opening of its regular road tour.

"Our show," Col. Swain told a *Billboard* reporter, "had contemplated a longer stock date in Houston, but when the blue birds became too thick we just couldn't stand the idea and likewise head for the open spaces."

Show, moving on modern motor equipment, is in good shape for a long trek. Top, which has been suffering the usual effects of the coast salt climate, is to be replaced by the one stored at a nearby town. Swain's cinema paraphernalia has been left stored for a later opening.

Outfit is cut to nice trouping size. Personnel includes Col. and Mrs. W. I. Swain, Carl and K. J. Swain, Vic and Hazel Bernard, Jimmie and Buddy Van, Libby Lee, James Sullivan, Harold and Faye Lowe and a crew of four workmen.

Col. Swain is an interested spectator of Texas federal theater projects. "I am positive," he said, "that this movement, if carefully carried out along the lines of our national leaders, will result in many helpful ways to those who are carrying on this type of entertainment."

Billroy Show Briefs

VALDOSTA, Ga., March 21.—Manager Billy Wehle and wife, Marlan, are back in quarters after an enjoyable trip to the West Coast, chauffeured by Boyd (Green Pastures) Thompson. Mr. and Mrs. Billroy were very much pleased with the work accomplished in quarters during their absence and are anxious to see the new outfit in the air.

And that date isn't so far away, for Don and Della Palmer, who will again handle the contracting ahead, have already put in their appearance here. Don and Della, incidentally, stopped off in Cordele, Ga., long enough to purchase a new Ford V-8.

"Uncle" Sid Lovett is also champing at the bit and can be seen most any hour of the day around quarters, seated upon his usual convenient nail keg, awaiting the orders that will send him and his billing brigade on the start of their country-wide trek.

What with the Heffner-Vinson Players opening here March 27 and our rehearsals starting March 25, there should be plenty of actors in the vicinity by the time this goes to press. The snow won't really begin to fly, however, until Cal West and Harry Rollins put in their appearance.

Recent arrivals and visitors include Colonel Mayo Holland, Rosaline Marco and Mr. and Mrs. Archo Farley, of Dillon, S. C. Billy Wagoner, currently contracting for the Milt Tolbert aggregation, also dropped in for a brief chat, en route to Tifton, Ga.

It is alleged that Jack Hutchinson, formerly of this company, will handle the banners for the Tolbert Company during the coming season.

JOHN D. FINCH.

Byron Spaun Tent Show Opening Middle of April

ADELPHI, O., March 21.—Byron Spaun Tent Show, with headquarters here, will inaugurate the new season around the middle of April in West Virginia. Dr. Ernest Johnson, who has been with Manager Spaun's son-in-law in theaters and halls this winter with a med show, will not be with the Spaun outfit this season. He is planning to launch his own med opy under canvas.

Doc Waddell, veteran carnival press agent, was a visitor at the Spaun headquarters here last week. "The Spaun show looms bigger and brighter than ever," Waddell says. "I didn't count the trucks, but I looked over a goodly number. I did, however, count the sound wagons. Spaun has three cracker-jacks. Noticed the gold-leafed carvings, the lettering and color effects. All bright and classy and all new canvas."

AL GOLDEN, Pittsburgh director, will produce Madeline Skelly Foust's new play, *A Job for Joe*, in Pittsburgh in May as his last production of the season. His current show, *The Music Master*, starring John McQuade, has been playing to large audiences.

Rep Ripples

LEO BLONDIN, who for many years operated his own tent theater companies, is now keeper of the zoo in Lincoln Park, Oklahoma City.

ROY BUTLER, erstwhile repertoirian, scribbles from San Antonio: "Still with Crosley Radio, altho we get show fever in the spring. Saw Billy Wehle in Hollywood, where we will return later to stay. Saw Brunk's Show in Texas and Harley Green, our pal, is featured comic with the company. Will see W. I. Swain in Houston. Saw the McOwen Stock in Phoenix, also Ricca Hughes."

LUCIUS JENKINS, veteran rep performer who now operates the Jenkins Camp and Playground at Tifton, Ga., reports that troupers are coming out of Florida by the hundreds and that he is getting his share of the visitors.

FLOYD QUINN and wife left the Jenkins Camp at Tifton, Ga., recently to join the Acme Amusement Company in Marietta, Ga.

SALLY HUGHES was slated to open her Star Moving Picture Show in the Georgia territory last week.

JOHNNY O'BRIEN, agent, jumped into Valdosta, Ga., from Tifton, Ga., last week.

MR. AND MRS. DON JOHNSON are currently playing schools thru Georgia.

AL S. PITCAITHLEY has just closed a week's engagement at the National Theater, Detroit, with his novelty con-tortion act. He is set in Cleveland this week, with Toledo, O., to follow. Al will be with the Frank Ginnivan Dramatic Company this season.

C. J. WHITE and T. A. Williams post-card from Chase City, Va., under date of March 19, to inquire: "My gaud, how did you ever print *The Billboard* of March 21 without the Billroy Show Briefs? What's this world comin' to?"

TENT SHOW MANAGERS—Let's hear from you on your plans for the coming season. Give us your date and place of opening, the territory your show will travel this season and, if possible, your complete roster.

DeFORREST DRAMATIC COMPANY, Jimmie DeForrest, manager, will begin rehearsals early next week at his headquarters in Tazewell, Tenn. Show opens April 20. DeForrest will feature two bands this season—a jazz band and a hillbilly combo.

Kansas City Jottings

KANSAS CITY, Mo., March 21.—Dwight Merriam has closed with a show in a Kentucky spot and was seen on the local rialto this week. He will sign with a Midwestern rep for the summer.

Bill and Amber Wight, formerly with Mickey McNutt's circle, have signed with the Frank Ginnivan show for the summer.

Abe Rosewall and Cleve Terhune were in the city this week on business. Rosewall states that their show will begin rehearsals about April 20 and open around the first week in May in a Missouri spot.

Jack and Nona Hart Players have definitely set their rehearsal date as April 1 and their opening date, April 13, in a Southern spot.

Ned Wright, veteran rep performer, now being treated at Leeds' Sanitarium here, was seen along the local rialto this week.

Frankie Ralston, formerly with Paul English Players, is now playing night clubs in and around Kansas City.

J. C. and Iva Murphy are in the city working the World of Motion Theater.

Frank (Speedy) Capp, well-known Baker-Lockwood traveling man, has just returned here from a Southern trip.

Miss Teddy Stanton, who has just finished a six weeks' engagement at Josh Kitchen's walkathon in Fort Smith, Ark., is in the city working the clubs.

Doc Hitcher has resigned as manager of the vaudeville and night club departments of Wayne's Theatrical Agency here, to accept an engagement as manager of the Ritz Ballroom, Dodge City, Kan.

Mrs. Fannie Henderson, who has been

at her home in Mason, Mich., since the death of her husband, Dick Henderson, last fall, is making tentative arrangements to carry on with the Henderson Stock Company, which has played Michigan for 30 years.

Harley Sadler opened the tent season this week at Colorado, Tex. Show has been playing theaters for the last 12 weeks.

Fred Hackworth is a recent arrival from Joplin, Mo. He will open his show about the first week in May for a tour of the Northwest.

Buddy and Lois Leavelle, formerly with the Loomis Show, have joined the Haverstock Players in Texas.

Cliff and Mabel Malcolm have closed with the Roy Hogan circle, operating out of Springfield, Mo.

Fred Ewen and Ann Johnstone recently joined the Wallace Bruce Players in Western Kansas.

It was erroneously stated in this column last week that Pup Shannon and Dorothy Dumas had signed with the George Sweet Show.

Pete Wight is slated to close with the Larry Nolan Show next week.

Elmo Malze sojourned in the city recently en route to the Caylor Show in Minnesota.

Bush Burrichter, formerly with Collier's Comedians, has joined the Phelps circle in Kansas.

Leo Paola, formerly in rep, and now in commercial lines here, was spotted on the main stem this week.

Mr. and Mrs. Ralph Nicols recently joined Harve Holland's Comedians in Texas.

Mr. and Mrs. Harry Plank have signed with the Glendora Players, who will operate in the Northwest this summer.

Jack Kelly Show will start rehearsals the latter part of April and will open their regular summer season in May.

It is understood the Augler Bros. are playing a circle of towns in Iowa with Fort Dodge as the base.

R. C. Bray is opening a circle, with Great Falls, Mont., as basetown.

Ted North Players closed their season of stock at the Joplin Theater, Joplin, Mo., recently. The company will take a two weeks' vacation, after which it will open in Arkansas City, Kan.

Charles Whitchurch, manager of the Whitchurch Players, was a recent visitor. He is making tentative arrangements to launch a tent show this spring.

Bill and Bess Thebus, after closing their Orpheum Players, are sojourning in Little Rock, Ark.

Frank J. Powers, veteran advance man of *Bringing Up Father* fame, is sojourning in Chicago. It is reported he will blaze the trail for a Midwest tent opy this summer.

Billy (Toby) Young has started rehearsals for his two shows at Collinsville, Okla.

Ward Hatcher, manager of the Hatcher Players, was a recent visitor. His tent show will be on the road this summer, as usual.

The local WPA dramatic unit is playing three and four dates each week in the city and near-by Missouri and Kansas spots.

Eddie Deloy is manager of the Lassell Show, which will open in an Oklahoma spot the second week in April.

Gellendre Rep for N. H.

PITTSBURGH, March 21.—Herbert V. Gellendre, director of the Pittsburgh Playhouse, is opening the fifth repertoire season in Keene, N. H., June 29, to be continued until August 22. Six plays are scheduled for production. Assisting Mr. Gellendre, who will both produce and direct, will be George A. Birse, general business manager; Edwin J. Schruers, technical director; Carrol Lusk, general stage manager, and Wakefield Dort, publicity and promotion. A cast will be selected in New York in May.

New Morgan Show Begins Tent Tour

JACKSONVILLE, Tex., March 21.—J. Doug Morgan's big mystery attraction, featuring Mysterious Smith and Company, magic workers, with Mme. Olga, mentalist, opened the tent season here Monday night.

The new Morgan attraction, said to be one of the largest mystery shows ever to take to the road under canvas, played here all week under auspices of the Boy Scouts. The big top was crowded to near capacity on opening night, with business holding up nicely for the remainder of the week, despite the chilly weather.

Prices here were scaled at 10 cents for children and 25 cents for adults, with one lady admitted free with each 25-cent ticket on Monday and Tuesday nights.

THE ORIGINAL FLOATING THEATRE WANTS Two General Business Teams to play as cast. Small, snappy Team for Light Comedy and Ingenues. Specialty Team strong enough to feature in concerts and do bits in bills. Comedian and Wife to produce 40-minute Concerts with Openings, clean Bits and Numbers. This is a Rep. Show, no Specialties between acts, but everybody works in Concert. State Specialties you do, and if you double Chorus. Hap Ray, Roy and Ricci Hughes, Billy DeArmond, Vic Vichter, Bob Fisher, let me hear from you. WANT Piano Leader that can arrange and get results from small combination. Alto and Tenor Sax to double Clarinet or some other instrument. Would like Accordion Player, also Drummer that can read. CAN USE a couple of Musicians with wives experienced in Chorus. Don't wire, write and tell the truth about age, height, weight and experience. Rehearsals April 20. CHARLIE HUNTER, care Floating Theater, Wilmington, N. C.

NEW PLAYS CIRCLES AND TENTS. Keeping Up With Neighbors (farce). 4-3; A Life at Stake. 5-3; Lend Me Your Baby (fast farce) 5-3 or 4; Life Is Like That, 5-3; Jekyll and Hyde (new version) 4 or 5-3; Mother Love, 5-4; Foolish Wives, 4 or 3-2; Don't Count Your Chickens, 4-3—All one set. Falling in Love, 5-4-2; Cost of Love, 4-3-2. All new; 30 others. Send for list. Lowest royalties. UNITY PLAY COMPANY, Little Neck, N. Y.

SHOW PRINTING CURTISS, Continental, Ohio LOW PRICES QUICK SERVICE, TENT SHOW HEADQUARTERS SINCE 1905.

WANTED Medicine Show Performers all lines. Straight Man, up in all acts and doubling Piano. Banjo, Trumpet and other Musicians. Boozers and chasers closed. Long season, sure salary, but make it low. Don't misrepresent; I don't. TA-CO MEDICINE CO., Corpus Christi, Tex.

WANTED—KINSEY KOMEDY KO.—A-1 Character Woman, not over 40 years of age and able to deliver the goods, with Specialties. Also Singing and Dancing Ingenue. Rehearsal April 17. Open April 27. Long season. Year-round work. Here till March 30, then BETH KINSEY-MILLER, Box No. 48, Shreve, O.

WANTED FOR TENT SEASON—Tilton & Guthrie Players. WANTED—People in all lines. Must be capable, reliable, good dressers on and off. If you DRINK don't answer this ad. People doubling Orchestra and good Specialties given preference. Address M. R. TILTON, 105 1/2 N. Federal, Mason City, Ia.

At Liberty for Immediate Engagement, MAE—Age 24; Leads, Ingenues, as cast. Singing Specialties. EVERETT—Age 39; Gen. Bus. Director, Stage Manager, capable. Single or Double Specialties. Address Mt. Ida, Ark.

The Princess Stock Co.

WANTS Trap Drummer or Trumpet to double Stage. State age. Write E. C. WARD, Mt. Ida, Ark.

DE FORREST DRAMATIC CO. WANTS People all lines with real Specialties. Feature Dancing Act to do Parts. Actors doubling Orchestra preferred. Trumpet, Trombone, Sax, Clarinet. All must have wardrobe and wear it. Long, sure season. State all. Do not misrepresent. JIMMIE DE FORREST, Tazewell, Tenn.

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Film Studios Hunt Talent; May Open Own Schools

Paramount school leads way—MGM may follow—complete list of New York and Hollywood casting agents and addresses—angles on film tests

NEW YORK, March 21.—Picture producers, worried over the dearth of new talent, are going to extremes on their lookout for budding stars. Several major companies are considering launching schools, following the lead of Paramount, which started its own acting school here two years ago. Alarmed over the continuing decline of vaudeville, the inability of radio to take care of new talent and the impossibility of night clubs to handle certain types of acts, the picture people are convinced they will have to do something more than merely send out talent scouts or back a few Broadway plays.

The Paramount school, under Oscar Serlin in the Paramount Theater Building, has an "open door policy" and will interview all comers. A staff of 15 runs the school, which prepares for Paramount pictures new talent that has passed the preliminary requirements for screen tests. Current enrollment is 40.

Al Altman is Eastern talent scout for MGM Pictures, 1540 Broadway, which is mulling over plans to open its own talent school next year. MGM has 8,000 names of persons with stage experience on file, prefers to pick its kid talent from ranks of professional children brought up in the theater and makes a minimum number of screen tests. It made only 50 tests in 1935, of which 21 were accepted in Hollywood.

Mildred Webber is Eastern talent scout for Warner, 321 West 44th street. She does not interview mothers who want tests for their children, preferring to let the Warner Hollywood studio handle this.

Other important talent scouts with offices in this city are Katherine Brown, representing David Selznick International Pictures, 1540 Broadway; Vyvyan Donner, Fox Movietone News, 460 West 54th street; Joseph J. Holton, 20th Century-Fox, 460 West 54th street; Miriam Meredith, Pioneer Pictures, 230 Park avenue; Miriam Howell, Universal, 1250 Sixth avenue; Miss Carrington North and Richard Aldrich, Columbia Pictures, 729 Seventh avenue; Ethel Shaw, Pollard Productions, 1697 Broadway, and Lee Stewart, Vitaphone, 1277 East 14th street, Brooklyn.

On the West Coast the following are the more important casting directors: William Perlberg, Columbia Pictures, 1438 North Gower street, Hollywood; Phil Friedman, Fox Films, Movietone City, and James Ryan, Hollywood Studios of Fox; Gordon Molson, Mascot Pictures, 6001 Santa Monica boulevard, Hollywood; Rufus LeMaire, MGM Studios, Culver City; Fred Datig, Paramount Pictures, 5154 Marathon street, Hollywood; Fred Schuessler, RKO-Radio, 780 Gower street, Hollywood; Lawrence Tarver, Hal Roach Studios, Culver City; Lew Schreiber, 20th Century Pictures, 1041 North Formosa avenue, Hollywood; R. W. Webb, United Artists, 1041 North Formosa avenue, Hollywood; Daniel Kelley, Universal Pictures, Universal City, and Maxwell Arnow, Warner, Burbank.

Children are used in short more than in feature films. Vitaphone shorts, produced in Brooklyn, N. Y., use kids frequently. Lee Stewart is casting director, altho Joe Henninberry, director, often contacts local schools direct.

Sinclair Grads Make Good

NEW YORK, March 21.—Edward Sinclair, teaching tap here and in Jersey City, reveals an impressive list of former students who have made good in show business. Among them are Marcy Kelly, of Kelly, Shaw and Lavelle; Lew Nelson, of Reede, Nelson and Elmore; Barrie and King, now playing night spots; Violet Dell, formerly of the Four Rhythm Queens, and Gracebelle Day, now touring Europe.

DTBA Meeting For March 29

NEW YORK, March 21.—Dance Teachers' Business Association, Inc., has its monthly meeting at the Park Central Hotel next Sunday, with Thomas Parson, president, presiding.

Faculty will include Danny Daly, tap; Marion Howell, baby work; Don LeBlanc, ballroom; Miss May Gadd and her group of English Folk Dancers, and Nina Kapanova, a Verinone Vestoff student, Russian.

Alvienne Praises Astaire

NEW YORK, March 21.—Claude M. Alvienne, director of the Alvienne School of the Theater here, says the fox-trot, for 15 years the standard ballroom dance, is being replaced by more intricate dances due to the popularity of Fred Astaire. Alvienne says Astaire's influence over dancing is greater than that of anyone since the late Rudolph Valentino popularized the tango. Fred and Adele Astaire are graduates of the Alvienne School.

Plug for Strauss Studio

NEW YORK, March 21.—Sara Mildred Strauss School received swell publicity when the current *Vogue* magazine ran a full-page photo of Strauss dance rehearsing, labeling it "The Joy of Dancing."

Business Angles

Promotion Ideas for Theatrical Studios

NATIONAL DANCE WEEK—This is set for April 26 to May 3 and is being directed out of the offices of the National Dance League (Miss Lucile Marsh, director) at 505 Fifth avenue, New York. Write her for information and promotional matter. There's a national week for almost everything under the sun. Why not plug the idea of dancing on a big-time scale?

FILM TIEUPS—Get ready for RKO-Radio's *Dancing Pirate*, featuring a nifty dance called Hubangi by Charles Collins and Steffi Duna. The film has seven dance numbers and will be rehearsed by RKO this spring. Contact Rutgers Neilson, RKO-Radio publicity department, 1270 Sixth avenue, New York.

Contact Warner Publicity Department, 321 West 44th street, New York, for tieup angles on *Colleen*, released nationally March 21. It has Paul Draper and Ruby Keeler doing some swell tap numbers.

OUTSIDE CLASSES—Arthur Murray, of New York, is doing very well with his idea of having dance classes of four

They're All Dancing

Grace Moore will also dance in her new Columbia picture, "The King Steps Out." Boris Karloff, Charles Laughton and the Dionne Quintuplets are about the only film stars left not doing dance numbers.

Atlanta Dance Teachers Busy

ATLANTA, Ga., March 21.—Local schools are getting ready for the opera dance to be staged at the Fox Theater as part of the Atlanta Dogwood Festival in April. Mrs. John Darsey is in charge of publicity and Sunya Shurman will be stage manager, as well as having a solo number.

Lottie Haenschell has opened a studio of dancing. Among her pupils are Sarah Gruffrida, Nichy Zachary, Miriam Mills and Marion Reinhardt, who are preparing to go to New York.

Maragaret Mooring, after a long sojourn in Miami, has reopened her school. Lida Clark, ballet and toe; Flossie Hayden and Don Purbush, ballroom, and Hazel Reynolds, tap, are outstanding students.

Virginia Semon school has developed the work of Mildred and Eugene Adams, clever eccentric dancers. Miss Semon's pupils booked by Eulene Holmes.

In a dance recital of pupils of Dannie Danford, the work of Clara Oldey, buck dance; Dot Snyder, hoola, and Margaret Keith, personality, were outstanding.

Catherine Boswell has reopened her vocal studio. The personality blues singing of Peggy Finch is a student feature.

Pupils of Jack Rand, in a recital, brought out the fine work of Anne Phillips, singing and tap; Anne Fitzpatrick, tap, and Lee Gilner, personality numbers.

New Style Dance Mats

CLEVELAND, March 21.—G. L. Morris Corporation is marketing a new dance "florette" made and priced especially for dance students. Built for tone and wear, the mats are flexible and can be rolled up for convenient transportation. Excellent for students practicing at home, where minimum of noise and space is demanded.

Gallagher Hits "Gyps"

Warns against high pressure promotion crews and dance fakers

CHICAGO, March 21.—At the last meeting of the Chicago Association of Dancing Masters, held in the Hotel Sherman, Jay J. Gallagher, a guest teacher, virtually dropped a bombshell in the laps of those present when he let loose some pertinent facts relevant to conditions in the dancing teaching profession. He stressed the need of legislation to do away with some of the evils that beset the teacher today. His outspoken remarks on racketeering promoters, gypsy dance teachers and those who teach for practically nothing gave much food for thought.

He warned teachers to beware of a certain type of promotion crew which tied up with an established school and then sent high-pressure salesmen to canvas the neighborhood, seeing mothers on the idea their offspring should sign up for 52 weeks at a dollar a week. Six to 10 weeks tuition was collected in advance, which went to the sales manager and crew, who then left for fresher fields, leaving the teacher to smooth over their promises of autos, houses and lots and professional careers.

He said there should be some strong association that would not allow dance school fakers to operate any more than the medical or law professions allow the untrained to take hold of their profession. There should be some sort of legislation that would make it necessary for dance teachers to pass an examination before they could get a license, he said. This would eliminate the youngster who takes a few lessons from an old-established teacher and then sets up across the street and puts out a dance school shingle.

The gypsy dance teacher brings pupils to lodge halls and other temporary places, perhaps in direct competition to a long-established teacher, and takes pupils at low prices but does not bother to pay a license fee for conducting the business. Gallagher censured the activities of teachers who use school auditoriums and shelter houses and teach for 10 to 25 cents a lesson, and of the WPA projects that were establishing unfair competition by giving free lessons.

Besides a short business meeting, other activities were a splendid tap number by Gallagher; a Spanish castanet dance by Helen Steinman, an eight-girl lineup trained by Jessie Charleston, two demonstrators of Louise Ege doing the *New Riviera* ballroom dance and a rhythm and romance tap by Mildred Caskey and Earl Grigsby.

DANCE, DRAMA, MUSIC, VOCAL AND RADIO STUDIOS:

Mail to Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, folders, pamphlets and other material describing your courses, instructors, studio locations, booking affiliations, etc.

This material will be consulted when making recommendations to those inquiring about schools and courses.

FREE RECORDINGS—Waterman Piano School of Kansas City is launching a new piano broadcasting course with the inducement to students of a free double 10-inch recording of their playing. Not a very costly proposition and probably well worth trying by other studios.

New Orleans Dance Notes

Studios prepare spring revues—DMA items—bookers watching studio talent

NEW ORLEANS, March 21.—Stella Mercadel's Dance School will again lead DMA members with the earliest spring revue, May 2. De Villroi Academy has May 29, with Haines and Morton a few days sooner. Big Josie Corbrera School revue is set for May 23.

Lois Winter, of the Corbrera School, sailed last week for featured role in new night club instituted aboard the Mexique, first to sail from New Orleans with such entertainment.

At a recent De Villroi class demonstration Hull Brothers, now at Prima's Shim Sham Club, were honored guests.

Emile Parra, at the Medinah Club, Chicago, and Marvel and Fried, at the Three Mile Inn, near Monroe, La., are products of local schools.

Violet Mae Ahrens, Corbrera graduate, is in a Broadway floor show coupled with Treyes (Violette and Treyes). Jeannette and Carlo, sensational Corbrera team, are appearing at the Colonial Club, Jackson, Miss., and Hayes and Ginger are at the Golden Pumpkin Club here.

Jane Sherman, debutante, is a Villere pupil, as is Gloria Mouninger, first cousin of the Preisser Sisters, who has resumed her dance training.

Mrs. Clifford Hyde, tho a dance teacher in Mississippi, is one of the most active members of the Louisiana association.

Al Durning will open a dance academy in connection with his booking agency.

Mrs. C. J. Grundmann is another booker prominently known here for placing many of the acts of New Orleans dance schools. She speaks highly of the talent brought out by local schools.

Wally Jackson Expands

NEW YORK, March 21.—Wally Jackson has moved into larger quarters on West 45th street. His revamped faculty list includes Alma Davis, tap; Tommy LaSalle, limbering; Lanni Russell, ballroom, and Mildred Jules, ballet. Recent Jackson graduate, Chiquita, is now headlining at Colosimo's, Chicago. New Jackson students include Madge Carmyle and Jean Caton, from burlesque.

Bennington College Resumes

BENNINGTON, Vt., March 21.—Bennington College School of Dance has just opened for its annual six-week session under Charles Weidman and Doris Humphrey. A new course in composing music for dancing will be given by Louis Horst.

Dance Profits Increase

NEW YORK, March 21.—Arthur Murray landed publicity space recently with announcement he was distributing a regular quarterly bonus of \$7,600 among his 200 employees. In previous years the bonus never exceeded \$5,000.

Florida Asks License Law

Dance Teachers' Assn. opens drive for State licensing—elects exam board

TAMPA, March 21.—Florida Dancing Teachers' Association met here March 8, electing a State examining board as follows: Mrs. Grace Thomas, West Palm Beach, and Mrs. Racioc, Miami, for Eastern division; Bonita Richardson, St. Augustine, and Helga Ebsen, Orlando, for Northern division; Josef Castle and Myrtle Henderson Byron, Tampa, for Western division.

Plans were also made for benefit performances to be given by guilds in various cities, proceeds to go to fund for introducing in Florida Legislature a bill to make State licenses necessary for all Florida teachers. Tampa Guild, including Kent McCord, Cecile McCord, Ella Mae Holder, Josef Castle, Dorothy McRoberts, Zena Morrell and Myrtle Henderson Byron, has set May 27 as date for its show.

Meeting was scheduled here at this time in order that association members might attend performance of the Monte Carlo Ballet at the Municipal Auditorium on March 7. Among the out-of-town members attending were Viola Belasco, president; Gerald Adams and Theresa Rubenstein, Miami, and Mrs. Grace Thomas, West Palm Beach.

Goodman Students Present "The Father"

CHICAGO, March 21.—As the sixth production of the members' series, the advanced students of the Goodman Theater School presented August Strindberg's *The Father* for seven performances this week. While the play seemed to be rather heavy for dramatic students to tackle, its playing developed two really brilliant portrayals in the acting by James Russo and Kamila Staneska.

James Russo, in the title role, proved a young actor of promise. His delineation was carefully thought out and his acting was nicely shaded in the more quiet sections of the play and forceful and heavily dramatic when he goes insane from suspicion in the last act. Kamila Staneska, as the crafty and conspiring wife, was instantly hated in the role, which after all is a true reaction to dramatic strength.

Paul Prickett, as a doctor, and Kenneth Helmbock, as a minister, were adequate in their roles, and others in the cast were S. Wanamaker, Walter Martini, Dorothy Tinen and Mary Elizabeth Aurelius, who disguised her youth in a character part that was pretty good.

The production was directed by David Itkin with a deft hand, and Jean Sutherland caught the somber spirit of the play excellently with a nicely done set. The lighting by Robert Brower was too dark at times, and the stage manager must have been somewhere else at the Thursday matinee, because several loud backstage noises just about ruined the first act. F. LANGDON MORGAN.

Dayton Demonstrates Tap

BOSTON, March 21.—Jack Dayton, of the Sonia Serova School of Dancing, New York, demonstrated his Birmingham Jerry tap routine before a large group of Boston dancing teachers at the Hotel Touraine Sunday.

Humphrey-Weidman Courses

NEW YORK, March 21.—Doris Humphrey and Charles Weidman will give a summer course in modern dancing at the Academy of Allied Arts here August 17 to September 5. Course will include lectures by John Martin.

Canton Dance Schools Enjoy Big Increase in Enrollments

CANTON, O., March 21.—Local dance schools busy listing registrations for spring terms. Registrations much ahead of the same period a year ago.

Clair-Rae Studio is enrolling students in new classes in ballet, toe, tap, acrobatic, modern and Spanish.

Reynolds & McIlvain, who recently staged their most successful recital at the Palace Theater, are accepting enrollments for spring term.

Chuck Healy, stage dance instructor, has organized the *Top Hat Girls*, playing major night clubs. Six girls are all advanced pupils.

Pupils of the Carol Dencer Dance School offered a recital recently at Molly Stark Sanatorium, near Canton. Miss Baloner Fuchiz at piano.

Del Brugge reports heavy registration in ballroom dancing for spring.

For Further Information:

Anyone interested in obtaining street addresses and other information concerning any schools mentioned or advertised in this department should communicate with Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

Pittsburgh Studio News

News of dance, drama, music schools—student recitals—pupils making good

PITTSBURGH, March 21.—Vera Liebau staged a very creditable song and dance recital at the YM&WHA Auditorium March 4. Featured Kathryn Morrison, 13-year-old dance star, in a variety of dances, and George Heid, basso, in highly pleasing vocal selections.

Joan Kitchen, talented dancer in Bill Pillich's School of Dancing, joined *Cellophane Scandals*, stage unit now touring the South.

Virginia Brooks and Bert Layton, local dance masters, are filling banquet engagements in this territory.

Ben Zeligson, formerly featured on RKO, is teaching tap in the Y Settlement.

Mrs. Herbert V. Gellendre, wife of the Pittsburgh Playhouse director, has opened a dramatic and voice school in the Playhouse Building.

Gene Kelly is staging dance numbers for the annual Cap and Gown show at the Nixon April 20.

Piano Teachers' Association of Pittsburgh has elected Laura K. Wilson president; Idella M. Kretzman, vice-president; Gertrude McCabe, secretary; Mildred J. Sugden, treasurer, and Grace P. Twoer, program director. One of the objectives of this new organization is to do away with unfair competition.

Genevieve Jones, one of the local pioneers of modern dancing, appeared in a recital with a group of dancers she trained in the Frick Training School last month.

Elsie Valentine, former pupil in Jack Bowman's School of Dancing, is working in an Earl Carroll unit.

Bill Pillich was in Baltimore the other week-end teaching Yvonne Merrie, midget, a new dance routine. Yvonne is touring with Irene Vermillion unit.

Tap Sweeps Lincoln, Neb.

University's big tap class—theater baits dime admissions with free classes

LINCOLN, Neb., March 21.—Tap dancing has gone mass production here. University of Nebraska secured services of Irving Kuklin, tennis champ, as dancing instructor. Kuklin, on pay roll of physical education department, started a small class as a feeler. It has now swelled to about 100 and most of it is made up of football players.

Stuart Theater, after City Manager Zigmund hired Hazel Johnson, local dancing instructress, has started a Saturday morning dancing class open to kids who pay a dime to get in and get lessons free on Stuart stage. If the relatives and mamas want to watch, and they always do, it costs 'em 25 cents each. As a stunt, it's okeh for institutional advertising and gives Miss Johnson a chance to start the kids and charge 'em for private lessons later.

DMA School and Convention Set

NEW YORK, March 21.—Dancing Masters of America, Inc., and 16 affiliated clubs will sponsor a two-week Normal School beginning July 20 at the Hotel Roosevelt. Faculty will include Mr. and Mrs. Ivan Tarasoff, ballet; Ray Leslie, tap; Virginia Bott Sheer, beginners' tap; Johnny Mattison, tap; Edward Sinclair, tap; Judith Sproule, children's dances; Gretchen Berndt Schmaal, children's and modern; Karl Peters, acrobatic.

School will be followed with the annual convention, opening August 2 for one week. Convention faculty: Jack Manning, tap; Mme. Sonia Serova, children; Ella Daganova, ballet; Miriam Marmein, recital; Sara Mildred Strauss, modern; William Powers, musical comedy and precision; A. J. Weber, Edna R. Passapae, Mrs. Christine MacAnanny, Oscar Duryea, Tom Rilly, ballroom.

Walter U. Soby, DMA secretary-treasurer, handling arrangements.

NEW YORK, March 21.—Jack Clarke has joined the Arthur Murray Dance School, teaching tap. Jimmy Ormonde and Doris Eaton now teaching tap for Murray.

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News of Chi Dance Studios

Items on Baier, Tsoukalas, Scanlan, Bruce — Lake Shore dept. store tieup

Ruth Baier has given up her tap studio and is now associated with Lou Burns School of Dancing. She is confined to home at present suffering from the effects of a recent painful accident.

Harald Kreutzberg is conducting a course at the Chicago Musical College March 22 to 29.

New edition of Nicholas Tsoukalas' *Castanets and How To Play Them* is off the press. It is beautifully compiled, fully illustrated and said to be the only course of its kind on the market. The first edition met with such popular acclaim that it was completely sold out in a short time. Tsoukalas is planning an extensive summer course for his Little Theater of the Dance.

Fran Scanlan routined several tap numbers for the Eight Harriette Smith Girls, held over at the Edgewater Beach Hotel. Fran reports his weekly teacher's class has already completed five routines in two months and that business has been so good that he bought himself a new sedan. Carol Dean, local night club entertainer, is one of many professionals who have availed themselves of Scanlan's creative ingenuity the past month. Libushka Bartusek's School of the

47% Dance

Girl Scout organization recently questioned members as to leisure time pursuits. Forty-seven-and-a-half per cent said they found their vocation in dancing. Many were studying stage dancing.

Theater is giving a recital in Kimball Hall tomorrow afternoon.

Laurent Novikoff, New York ballet master, received a crate of laurel wreaths from the critics on the dailies for his work in producing the dances in the opera, *Halka*, presented at the Civic Opera House by the Polish Singing Society.

Due to increased business, Peggy Lou Snyder, head of Stage Arts School, has taken additional space.

Bruce R. Bruce continues to have one of the most active schools in this territory. Merrie Vee Johnson, who came from Wheeling, W. Va., especially to take work with him, is now in the floor show at the Edgewater Beach Hotel. Rita Roper, his official demonstrator, has been working steadily in theaters and night clubs, and Ina Scott, of Decatur, Ill., who was in one of his acts, is in the Palmer House show. Bruce has laid out a 20-hour teacher's normal course beginning in July and has secured the services of Billy Moyer for the teacher's normal and the regular summer courses.

As an advertising stunt the Lake Shore Dancing School recently tied up with Sears, Roebuck & Company's State street store for a series of 10 free tap-dancing lessons under the supervision of Norma Bourgeois and Allen MacKenzie.

Dance Contest Tieup in Chi

Herald and Examiner, B&K and dance schools in big talent contest

CHICAGO, March 21.—In an effort to bring to the fore local dance talent, *The Chicago Herald and Examiner* is sponsoring a Dance Festival Contest, winners to be awarded contracts for Balaban & Katz theaters at professional salaries. In addition, many scholarships in leading dance schools will be given as prizes, besides numerous gold, silver and bronze cups and medals. Arthur L. Kretlow, former president of the Chicago Dance Masters' Association and now chairman of the board, is director of the contest, and William J. Ashton, secretary of CDMA, is chairman of the dancing masters' committee.

Entries are pouring in, not only from here but from small towns and cities within a radius of hundreds of miles. Contestants must be 16 years and designate which class they are to compete in. Classes are ballet, ballroom, tap, acrobatic and comedy or eccentric. After preliminaries, the big event will take place in Chicago Stadium May 9. Judges will be furnished printed rules based on the Olympic point system; posture, tempo, appearance, personality and originality.

In offering to start the winners on their stage careers, B&K point out that Hallie Wynnard and James Weckler, winners of a dance contest staged here several months ago, were first given an opportunity to appear professionally at their Oriental Theater and have since been steadily employed.

Among the many schools that have offered scholarships to winners are: Jessie Charleston, Carlene School of Dancing, Gleason School, Gladys Hight, Charlotte Med Vadow School of Dancing, Bobette Wherley School of Theatrical Arts, Billie's Dancing School, Struck's College of Music and Dancing, Huntinghouse Academy, Jack Sisters School of Dancing, Nicholas Tsoukalas, Belle Bender Ballet School, Florence Reid, Dorothy Ann Dance Studio of Kenosha, Wis.; Humphrey Studio, Vera Eshelman School of Dancing of Milwaukee, Winn Taylor Dancing School, Flossie Mayer School of the Dance, North Shore Conservatory of Music, Mildred Wahl Studio, John Petri School of the Dance and Eunice B. Schneeberger, of Kenosha, Wis.

Beside the schools mentioned, the following are co-operating: Jene Barr School of Dance and Drama, Bruce R. Bruce, Marjorie Jeanes School of Dance, Gladys Gold Studio of Dance, Downers Grove, Ill.; Jack Hallen, Kehl School of Dancing, Madison, Wis.; Muriel Kretlow, Mildred Prschal, Shelton School of the Dance, Olive Swanson, Tolchinova Studio, Kay Weiss School of Dancing, Ideal Dancing Studio, John Gregory Keane Studio, Hammond, Ind.; Bernice Holmes, Thomas Birchler, Gladys Benedict, Adolph Frankson School of the Dance, Ernie Schultz, Walter Stephany, Richard O. Kandler Studio, Fran Scanlan, June Major Studio, Evanston, Ill.; Renee Urban, Vida O'Neill, Jessie Charleston.

Boston Dance Teachers Elect

Anna M. Greene president —Mrs. James, Mrs. Tower, v.-p.—plan N. E. meeting

BOSTON, March 21.—Mrs. Anna M. Greene, of Greene School of Dancing, Hyde Park, Mass., has been re-elected president of the Dancing Teachers' Club of Boston.

Mrs. Harriett M. James, of James School, of Salem, was elected first vice-president. Mrs. Doris Tower, head of the Tower School of Dancing, Medford, Mass., was re-elected second vice-president, and Mrs. Hazel Boone, of the Boone School of Dancing here, was re-elected secretary. Benjamin Gale, of the Gale School, of Brockton, Mass., was elected treasurer for the 10th consecutive year.

Altho the organization styles itself the Dancing Teachers' Club of Boston, its membership includes instructors from all parts of the State. Has some members in Maine, Vermont and New Hampshire.

Plans are under way for a convention of New England teachers in Boston late in the spring.

JOYCE O'ROURKE, 7-year-old acrobatic student of Bruce R. Bruce, Chicago, won first prize at a dance contest recently staged by the Calumet Council, largest Knights of Columbus council in Chicago.

New Orleans DMA Opposing High Small-Admission Taxes

NEW ORLEANS, March 21.—Never before in the history of Mardi Gras season have local schools been depended upon to such an extent as this year. All night spots turned to schools, booking practically every available "finished" team.

Preparations for the May revues go along at rapid clip, but there is one thorn in the school operators' side. This is the steadily growing city and government tax on the smallest of admissions. "I think the city taxes of one cent for 15-cent admissions up to five cents on a dollar is a bit too high," Hazel Vergez, president of the Louisiana DMA, says. "And to this must be added the government tax of 10 per cent on admissions, and an additional city tax on soft drinks and refreshments. With all of this payout, it's a bit difficult to

realize anything out of all the expense and trouble we go to." By way of comparison, theaters of the city pay the regular 10 per cent government tax, plus a 2 per cent welfare city tax.

Last meeting of the association was held during Mardi Gras week, but was marred by the smallest attendance in several years. Poor attendance caused calling off of important discussions.

Regular monthly party, to raise funds for annual statewide convention and normal school, was held last week at Hazel Nuss school. Next party is scheduled at the Roberta Gross school.

Resignations of two of the oldest members were received at the last meeting, President Vergez reports. They were Mrs. Leila Haller Wulff and Catherine Ventura. Both signified they would return as soon as possible.

Reviews of N. Y., Chicago And Philadelphia Recitals

A review of the more important dance recitals presented the past month in New York City, Philadelphia and Chicago will be found in the Feature News section of this issue.

R. I. Dance Teachers Meet

Will plug numbers for tercentenary celebration—description of dances

PROVIDENCE, March 21.—Dancing Teachers' Club of Rhode Island held an interstate meeting at the Biltmore Hotel here March 1. Instructors from Connecticut and Massachusetts met with close to 50 instructors of this State.

Feature was introduction of two dances for Rhode Island's tercentenary observance this year—the "Little Rhody," a fox-trot for ballroom performance, and the "Rhody Tap," a professional routine.

Matthew A. McDermott, president of the club, presided.

"Little Rhody," as explained by Thomas L. McGrane, secretary of the club, begins with couples taking open positions, both facing the line of direction. Two steps forward, one step thru to the right.

Second variation begins with the open position, two steps forward, finishing in a closed position. Drop left heel, step on right, and then drop right heel.

Third variation: Couple takes one step forward on left, one step through on right, one step to left side in line of direction to face each other. They drop left heel, at the same time raising right foot from floor.

"Rhody Tap," which all dancing schools in the State plan to include in their instruction this year is: hop left, shuffle right, shuffle right, hop left, flap right, flap left, shuffle right, shuffle step and repeat.

Chalif Dancers Featured

NEW YORK, March 21.—Louis H. Chalif has spotted a troupe of his dancers with the Philharmonic Symphony Society concert next Sunday. Vecheslav Svoboda supervising the program. Chalif designed the choreography for the program's Mozart minuet.

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Philly Drama Studios Busy

Hicks, Shalet, Norris, Dauphin, Upton among more active acting schools

PHILADELPHIA, March 21.—Evening Ledger Youth Activities, under Dixie Lee, presented players from the Bessie V. Hicks School of Expression and Dramatic Arts on its weekly broadcast over WHAT. Two plays, under direction of William D. Hicks, were given. First, *Two Cups of Coffee*, had Mary E. Baker, Eleanor Eliason and Stanley Smith. Second, *The Law Suit*, was given by Marianne Johnston, Louise Mitten, Bob Halter and Will Duffield.

Students at the Emilie Krider Norris School presented *One of the Family* at its playhouse, with Roger Maxwell, Eleanor Miller, Helen Bryan, Louise Frownseiter, Betty Rapp, Pollie Daly, Henry Moore, Jack Taylor, Frances Land and Bert Reuben.

Dauphin School of Arts presented adult and child pupils in a recital at the school auditorium.

Junior Theater Guild of Miss Shalet's School of Dramatic Arts presented two plays during the month. First was *Importance of Being Earnest*, directed by John Gordon, with Don Carol, Harry Rohman, Morton Levin, Virginia Knight, Roslyn Jaffe, Sara Victor, Mollie Goodman and Joseph Martina. On March 14 an apprentice group enacted *Little Women*, John Gordon and Barbara Shalét directing. Cast included Francis Lashman, Ruth Powell, Laura May London, Miriam Bloomfield, Teresa DeMarco, Jean Clements, Marvin Vogelsson, Marvin Lipsitz, Mervin Thal and Frederick Eissler.

The Whiteheaded Boy was offered by Bessie V. Hicks School, with Isabella Rosenberg directing. Cast included Marrione Johnston, Peggy Little, Eleanor Eliason, Stella Hatch, Jane Nash, Gertrude Bean, Martha Parry, Julian Caldwell, Bertram Rowland, George Adams, Louis Pierce and Stanley Smith.

Emily Weyman, contralto and student at the Upton School of Dramatic Art, appeared in recital at the YMHA.

News of N. Y. Drama Schools

NEW YORK, March 21.—Feagin School continues to stage frequent lecture-teas, finding them an excellent stimulant of student interest. Most recent one had Blanche Yurka, William Harris Jr., Leo G. Carroll and Clifford Menz among guests of honor.

Alviene School has announced a playwright's contest, winning drama to be produced by the school's summer stock company at Woodstock, N. Y., and the best musical by its musical stock company at Flushing, L. I.

School of Professional Theater has moved into the Adelphi Theater Building. Plans to stage Conrad Seiler's *Censored* soon.

Victor Morley, head of LeQuorne School drama department, plans to present students in Broadway revivals produced by the school.

Studio of Acting gave a benefit performance for its scholarship fund last week.

Paducah School Busy

PADUCAH, Tex., March 21.—Happy Ray Wray School of Tap and Acrobatic reports a 200 per cent gain in enrollment the past month. Only school in 35-mile area.

Hollywood Predicts

HOLLYWOOD, March 21.—Clarence Brown, MGM director of "Ah, Wilderness," believes that the study of acting technique thru films rather than lecture classes and the use of third-dimensional effects, with "shadow players" walking across a stage like real actors, are two important tendencies in pictures today.

Upholds Drama Schools

PHILADELPHIA, March 21.—Beatrice Lillie, currently in "At Home Abroad," in speaking about the place of the stage comic in a dramatic school, said: "Just as a school can take a young mediocre poet and, by intensive training, give him the cultural background which may in time—provided he is naturally talented—make him a good poet, so a dramatic school can very often make a man born with the gift of comedy a much better comedian for stage utilization."

Camden Music Studios Active

CAMDEN, N. J., March 21.—Alfred Richter, director of the Richter School of Music in Merchantville, has been invited to entertain at the biennial convention of the New Jersey Federation of Music Clubs in Atlantic City April 23-25. Mr. Richter was once winner in a national contest conducted by the National Federation of Music Clubs.

Mozart Concert Ensemble, composed of the string and woodwind department of the Rasco Conservatory of Music, presented a concert at the Birdwood Club in Haddonfield.

A joint recital was given by five pupils of the Camden School of Music March 6, including Almira Regn, Dorothy Holmes, Gloria Benevento, Dorothy Nicholson, Maurice Shaw, Nellie Lucas.

Ursula Naughton, instructor at the Fuhrman School of Music, entertained her Tuesday evening dancing class with solo dances.

On March 6 the Fuhrman School presented piano pupils of Mrs. Sarah P. Tracey in recital.

Piano pupils of Alma Mannering at the Fuhrman School were presented in recital on March 20.

Students of Helen Price Jennings, head of elocution and dramatic arts at the Fuhrman School, were presented in recital today. Clarence Fuhrman, director of the school, announces new classes for piano teachers under Mrs. Sarah P. Tracey. New classes in sight singing are being organized by J. Harry Tipping.

Duluth Summer Theater

DULUTH, March 21.—Little Theater of Duluth opens its summer theater June 15. Director John Wray Young plans to permit students time for participation in four large productions. Little Theater claims title of oldest little theater in the country, being 21 years old. It staged *Post Road*, *Ceiling Zero* and *Kind Lady* this winter and is now rehearsing *Petticoat Fever* and *Fly Away Home*.

News of Philadelphia Music Teachers, Student Recitals

PHILADELPHIA, March 21.—Settlement Music School, in addition to student recitals on alternate Sundays, inaugurated a new series over WCAU March 1, presenting its senior orchestra under Johan Grolle.

Sara Joseph, pianist, pupil of Joseph W. Clarke, was heard in recital at the Clarke Conservatory of Music. Pupils presented recently included Mabel Rippe, Ruth DeWoody, Adele Lindenfesler, Clara Zager, with Ruth Burroughs accompanying.

Henry Gurney recently presented Sophie Levin, contralto, in song recital. Philadelphia Conservatory of Music presented students from the violin, piano and vocal departments in concert this month.

Granoff Violin Studios announce a course in music appreciation by Isadore Goldman.

Zeckwer-Hahn Philadelphia Musical Academy presented a piano recital by pupils of Dorothy Stern March 5. Pupils of Elizabeth Ernst were presented on the 8th. Alexander Kelberine, member of the piano faculty, presented two pupil concerts recently.

Students of the Sternberg Schools of Music were heard in recital at the school. Combs College of Music presented stu-

Kansas City Studio News

Music and dance school items — student shows — piano radio courses

KANSAS CITY, March 21.—Madeline Berry gave a piano recital recently in Loretto Academy, assisted by the Loretto String ensemble.

Carolyn Elinor Haines gave a piano recital at her studio, assisted by Jean Williams, Marjorie Rowe, Don Kincaid, Giles J. Smith Jr., Bobbie Church.

Gertrude Concannon presented her pupils in piano recital in Epperson Hall early this month. Students participating included Mae Pflug, Thelma Brooks, Eleanor Gregory, Betty Jo Minter, Yvonne Foree, Ellen Laubscher, Marilyn Baldwin, Harold Elsbeg, Juanita and Marjorie Sheridan, Kathryn Frick, Samuel Fedor, Emily Cox.

Nora LaMar Moss has opened studios in the Jenkins and in the McLaughlin buildings.

Dorothy Perkins staged the Ball Ballet March 7 at the Muehlebach Hotel as a special feature for the Ball Bal. Norma Jane Duncan and Mary Maxine Pendleton were featured dancers. Other Perkins students participating included Gloria Goble, Gwendolin Fleming, Betty Black, Barbara Jane Harrison, Hilda Crandel, Betty Hovey, Phyllis Somerhouse, Joan Koontz, Jane Everett, Barcia Ann Evans, Frances Newcomer, Rosella Hightower.

Waterman Piano Schools now offering students a copyrighted system of Piano Broadcasting Courses. This policy being a new one, the school is giving free to the first 10 enrollments an authentic double 10-inch recording of their playing.

Shannon School is offering courses in microphone technique in addition to vocal training.

Kehl School Expands

MADISON, Wis., March 21.—Leo Kehl Dance School is pushing its drama and music departments. Antoinette Klein and Mary Schuster teach piano and dramatic arts; Emma Olson, piano; Tlinston Hole, violin; A. J. Hawley, violin and guitar; Myrtle Hinrich, violin and piano; Edwin Kehl, drums. Assisting Kehl in dance instruction are Mrs. Kehl, Gladys Borquist, Mrs. Elmer Cirves, Kay Hubbard, Harlow Chamberlin, Mildred Kehl, Beverly Jean Bliss, Mrs. Florence Burns and Mrs. H. P. Bliss. The school employs seven accompanists and two secretaries.

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For Catalog address the Secretary, Room 145 C, Carnegie Hall, N.Y.

TA Gets Sponsors To Buy Benefit Shows

NEW YORK, March 21.—The Theater Authority this week induced two big benefits scheduled for next Sunday to buy shows. They are the Zitomer Talmud Torah at the Majestic Theater, which has set aside dough to book several "names" and a complete show, and the Wall Street Synagogue at the Longacre Theater, which is buying a smaller show. Al Rogers, well-known benefit promoter, is staging the shows and promised the TA that every act would be paid. A list of acts and salaries will be filed with the TA.

The Jersey City Police Department benefit Tuesday had a TA okeh, as have the following shows: Newspaper Guild Emergency Fund in Hoboken and the Israel Orphans' Home in Madison Square Garden tonight; Jewish Consumptive Relief at the Astor Hotel and Yeshiva College at the Majestic tomorrow night; Irving Gross benefit at Mecca Temple April 4; Jewish Theatrical Guild at the Majestic April 5; Hebrew Sheltering Home at the Mosque, Newark; the Theatrical Square Club at the Lismore Hotel, and the Bertha Kalish benefit at the Majestic April 19; the Brooklyn YMHA at the Majestic April 26; the Professional Entertainers of New York at the Hotel Pennsylvania April 27, and the Nonpareil Club at the Brooklyn Armory April 25.

The Troupers' Club annual benefit March 28 is buying a show.

CLUB REVIEWS

(Continued from page 11)

anything to beat the current floor show plus the entrancing music of Frankie Masters and ork showing at the Blue Room of the Roosevelt. It reminds us considerably of the vaudeville setup that once graced the Orpheum Theater here for many years.

Running along for almost a full hour, the show covers all the emotions of a vaudeville house from thrills to comedy, and from sheer splendor to the entrancing music of a good band, well emceed and set along at a fast enough pace.

As a shining example of what is in store for the evening's schedule, Masters begins the program with an electrical nautical number, full of strains of old sea chanties to the accompaniment of blowing of lighted bottles, filled to tuning levels with water of many hues. It is one of the best novelty openings ever seen in this Dixie night spot.

Janis Williams, a pretty, well-costumed tap artist, fresh from a prolonged stay at the Palisades Restaurant, New York, lifts them up and down plenty fast to keep things rolling along. She is followed by the scat singing of Jack Howell, of the Masters aggregation. Jack does so well with *Rhythm Is Our Business* that he is often encored into his well-known version of *The Music Goes 'Round and Around*.

The former *Follies* sensation, Sally Joe and Bobo, follow. Plenty of excellent turns in a dog's life is portrayed by Bobo, a small terrier that does handstands while his mistress looks at the world upside down and otherwise. Sally Joe, alone, is a good artist and despite the sound of the words "Dog Act," encores are numerous.

The Norvelle Brothers are next. All of the dyed-in-the-wool vaudeville fans remember these boys and, what's more, they haven't changed a bit. Their whistling bird act brings its usual laughs. They wind up, as usual, with their tumbling - while - playing - violins routine.

Then there is the beauty spot of the show. A little girl, still in her teens, brunet and plenty of voice, low registered. Donna Dae is the name and she is a newcomer, joining the Masters ork here. Donna, in our estimation, really is a "find." Johnny and Edna Torrence, ballroom dancers, bring on the final act of a well-balanced menu. Incidentally, theirs is the first MCA act booked here in many moons. Their interpretation of a college couple "stepping" knocks 'em in the aisles. To show their versatility, they come back with a waltz number, a rumba, and, of course, finished with a truckin' routine. The show is broadcast over WDSU and WWL.

Muth.

Palomar, Los Angeles

This is one of the largest and most decorative night spots in California, with

a dance floor of 16,500 square feet, three bars and tables set up for 2,500. Place occupies an entire building and is furnished in the tropical manner with palms and tricky lighting.

Jimmy Dorsey's orchestra is dispensing swing music. Singing with the orchestra are Kay Weber, lovely to look at, and Bob Eberle, who warbles in the Crosby manner. Excluding the orchestra and line of girls, show changes every week for the benefit of regular patrons.

The Hudson-Metzger girls, every bit as good as the Fanchonettes, are in their 69th week here since closing at the Sid Grauman Chinese Theater, where they appeared in prologs. They open and close the two shows nightly, coming on in different costumes and

going thru catchy routines.

Joe Melvin is second, billed as "The Wizard of Manipulation." He gives a good demonstration of juggling, hoop and boomerang tossing and climaxes by making a "diabolo" spin up a loose string to the ceiling. Other act is a comedy dance duet by Short and Long, dressed as sailors, who do a neat piece of footwork and add much to the show. Specialty dancers are Mary Jane Andes, who does a fast tap routine, and Aileen Mack and LaVonne Sweet, who come out of the line for a doubles number.

While prices are quite low here, spot attracts quite a bit of the dress crowd and has been doing excellent business even when other clubs around town were folding.

Peiser.

duct, maintain, advertise and continue to operate a walkathon and then watch the fun when Massachusetts tries to prove the difference between a walkathon and any other "athletic" event. The new law is, in our opinion, absolutely unconstitutional and discriminatory, but it's good enough to bar operators until they decide to test it in the courts of Massachusetts. And, from the writer's personal knowledge, the courts of Massachusetts, among the best in America, will decide the issue without being influenced in the slightest degree by outside interests.

* * *
Joe Gulla: Will you please communicate with the writer as soon as possible.

* * *

ATTENTION, ALL OPERATORS!

You're all having a tough time finding spots. You must, by this time, realize that the "game" is on the wane. What are you going to do about it?

The thought has come to me that it might be wise for all operators to take a vacation of about three days and meet together for the purpose of deciding upon ways and means of continuing the industry. During this meeting this writer would be pleased to submit several new ideas in endurance contests which might be adopted for the mutual benefit of such operators attending.

Would you operators care to meet at the Gary Hotel, in Gary, Ind. (only 30 miles from Chicago), in the very near future? If so, please write me at once and I shall make the arrangements for the meeting. The hotel meeting place accommodations could be charged to those attending on a pro-rata basis and the cost would be small.

Tebbets, Crockett, Pughe, Hayden, Ross, Seltzer, Swartz, Noltimier and other LEGITIMATE operators (including theatrical and ballroom men who may be interested), please note. And this includes "Pop" Dunlap, grand old man of the game, who is in Miami at present.

YOU'VE GOT TO DO SOMETHING IMMEDIATELY. A meeting of this sort is absolutely necessary. I'll do all I can to help you and the game WILL be saved in this way. Write me at once. DO YOU WANT SUCH A MEETING, to be held in Gary, in Chicago or, perhaps, in CINCINNATI, home of *The Billboard*, the magazine that has done so much to help you? The decision rests with you.

SPOTS BEING OFFERED

Letters are being received daily from ballroom and radio-station operators offering their facilities to operators who want to and are able to properly conduct a walkie.

Operators and those having spots may get together thru an ad in *The Billboard*.

* * *

Great interest is being shown in the NATIONAL STEEPLECHASE DERBY, the new form of entertainment suggested several weeks ago in this column. We've received many letters asking for more information.

ENDURANCE SHOWS

Conducted by DON KING, Cincinnati Office

WESLEY CLINE, Camden, N. J., would like to hear from Red Skelton, Tex Falk, Johnny Harrigan, Johnny Lue, Joe Purcell, Chickie Trainer and W. E. Tebbetts thru *The Billboard*.

JOHN CROWDER writes from San Antonio, Tex.: "Haven't heard of Hal J. Ross in quite a while. Would like to hear from him, also Mario Allesandro, with a bit of news in the column."

"I CAN ALWAYS be reached thru the Letter List," cards Eddie Blessing in response to a recent inquiry in the column.

FRANK COSTELLO, Helen Chester and Austy Dowdell are still with the State Theater Show in Torrington, Conn., as are Johnny Nelson and Jimmy Ferrenzi. Frank wants to hear from ole Dick Lahr and Austy would like word from Steve Barr. Show is reported doing well.

JIMMY JOY, at home in St. Louis, would appreciate a few lines from Lenny Paige, Al Lyman and Mary and Mrs. McKeown, at Casper, Wyo.

JACK ALEXANDER, in Los Angeles after leaving Pueblo, Colo., would like to hear from Charlie Hayden, Billy Mack thru the Letter List.

MACK TOWNSEND is at home in Memphis, resting up after a spell of the flu. He would like to hear from Guy Swartz and the missus, Bille and Dolores Steele, Bea Young, Buddy Doucette. Mack says he will keep an eye on the Letter List.

VIC PUREE was a visitor at the Cincinnati office last Friday. He is set for a series of club dates in the Cincy territory and would like to hear from George Grant. Joe Solar, Chet Rodgers, Jerry Martone, Cliff Real, Ruthie Booth, Dixie Baker and Maxie Capp, care the Letter List.

BLACKIE KIRBY, hospital man for the Torrington, Conn., show, says Nora Branch and Betty Lee Doria are fighting it out for the first prize, with Jack J. Sharkey already declared winner among the boys. Kirby would like to hear from Ray (Pop) Dunlap and W. E. Tebbetts.

DON KING, the contestant not ye Ed., cards from Cumberland, Md., that he is doing publicity work for a show syndicate in Pennsylvania. Quite a break from former activities. Says he can always be reached thru the Letter List.

THE ROLLER DERBY in Miami got off to a fast start March 12, with Damon Runyan acting as official starter on Tuesday. Show is getting plenty of publicity and looks good. Should go good in the East and New York, according to word from Luman J. Beede. Luman also writes that Hughie Hendixson is with Pop Dunlap in Miami and that Pop is getting ready to leave for the North soon. Dick Edwards is reported as still going strong at West Palm Beach. The Beedes leave in the next few days for a leisurely trip northward, making a number of stops en route to their summer home in Warren, N. H.

BUDDY WALLACE, who has walked for a number of operators, stopped in for a visit at the Cincinnati office last week. Buddy recently left Johnny Ryden's Showboat, Jacksonville, Fla., and

is en route to a job on one of the boats off the shore at Long Beach, Calif.

Rock-Smith Tie Savin Rock

NEW HAVEN, Conn., March 21.—The Savin Rock walkathon completed its run on Tuesday midnight, March 17, when Joe Rock and Al Smith were tied after one hour and 30 minutes of stiff extra competition, bringing to a close the show which started early this winter. Louis Romano and Peter Franke were the sponsors at the beginning, but near the close of the exhibition Romano withdrew and left Franke to manage and finance the promotion.

On March 18 a walkathon ball was held in which the entire proceeds were given to the last surviving finalists. This was in addition to the regular prize money that was tendered to finalists Rock and Smith.

(Our correspondent failed to give us the winner among the girls.—ED.)

Jimmie Parker Reported Alive

JACKSON, Mich., March 21.—James Parker, a contestant in the Walkathon staged here last year, gave his friends quite a shock the other day. *The Jackson Citizen-Patriot* had only recently published a full account of Parker's death in an automobile accident in California, and when he went into a hotel to make a reservation for a room, the clerk, a good friend of his, nearly fainted. Parker then decided to visit the offices of the newspaper to inform it of the mistake.

He appeared with the Al White Amateur Show at the Majestic Theater here March 19, 20 and 21.

(Apparently deliberate effort was made to create the impression of one Jimmie Parker's death. Under Contestant Notes in *The Billboard* dated March 7 appeared a notice telling of the death of a Jimmie Walker, alleged walkathon contestant, as a result of a letter received from Los Angeles signed with the name "Jack Martin.")

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

MASSACHUSETTS ANTI - WALK MEASURE APPROVED

Just as we predicted in this column several weeks ago, it has come to pass. Two bills, both almost identical in tenor, have been approved by the Massachusetts Legislature, sounding the death knell of all endurance shows relating to walkathons.

These bills prohibit any person or persons from operating, participating, attending, advertising, maintaining, promoting or aiding in the conduct of a marathon, walkathon, skatathon or any similar form of endurance contest where such contest is conducted for more than four hours in any 24 hours. A fine of \$100 or imprisonment for not more than six months or both is the penalty for a violation of this law.

The catch comes in the closing paragraph of the law, which states that athletic events do not come under this law. So

Some operator will open, operate, con-

To Whom It May Concern

WARNING!

Jimmy Parker is not and never has been connected with the Geo. W. Pughe Organization in any executive capacity whatsoever.

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I will pay \$50.00 Reward for information leading to the arrest and conviction of the party who represented Himself as my advance representative in San Jose, Calif.; Salt Lake City, Utah; Fresno, Calif., and other points, cashing checks and soliciting loans from my friends. If the party should come to your attention, call your chief of police and wire me at my expense.

Address All Communications to

GEO. W. PUGHE
Cliff Towers Hotel, Dallas Texas

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

BERNARD M. L. ERNST, whose name is revered and respected wherever magicians gather, has resigned as president of the Parent Assembly of the Society of American Magicians, an office he has held since the death of Harry Houdini in 1926. Mr. Ernst's decision to quit the post was due to poor health. In fact, he has carried on the last two years against his doctor's advice. At its recent monthly meeting the Parent Assembly created the new office of Honorary Life President in honor of Mr. Ernst. It was voted to make the office one that could only be occupied by a president who had been elected by unanimous vote of the Assembly. For that reason it is generally believed that Mr. Ernst will be the only one ever to hold the honorary title. As a further gesture of respect to the retiring president, First Vice-President Julien J. Proskauer declared the office of president vacant until the Assembly's next annual meeting, declaring that he felt "there is no one capable of stepping into Mr. Ernst's shoes." Honorary Life President Ernst has always been a leader in the fight against magical exposures and always used his office to foster interest in magic. To him much credit is due for the present high standing of the SAM.

WILL ROSS, Alliance, O., runner-up in the recent contest conducted by *The Sphinx*, was guest entertainer at the recent ladies' night banquet held by Gus A. Doeright Ring of the IBM, Youngstown, O. Charles R. (Baffles) Brush, of Canton, O., also took part in the program. With Charles A. Leedy as master of ceremonies, the program included acts by Donald Hoffmaster, Peter Kondela, Kingdon Brown, Harry Tutter, John McKinven and William Dunlea. Everett Duncan was chairman of the committee on arrangements.

JOHN MCKINVEN, member of the Youngstown (O.) Magic Club, was a winner in the recent Scripps-Howard public-speaking contest held in that district.

MORGAN HOWARD, who started with the New Southern Hotel, Jackson, Tenn., two years ago as a magical entertainer in the hotel's taproom, is now night auditor at that spot. Howard formerly assisted Ade Duval in vaudeville. Writing under date of March 16, he says: "I was really surprised several weeks ago when our good friend, Bill Hilliar, checked in at my hotel as a permanent guest for several months. Right away we began talking magic and have been at it now for about four weeks. Which reminds me of about 12 years ago, when, while still in my teens, Bill told me all about this wonderful art called magic from a publicity wagon on a show lot." Hilliar, who is in Jackson handling the advance publicity exploitation for the Rice Bros. Circus, reports that Howard is a real wiz and constantly springs new sleights on him.

RAY E. RYAN, still touring the Southland with his Persian Mystery Troupe, expects to head north within a few weeks. He describes business as "exceptionally fine." "Read in your column of the recent illness of Judith Johnson," Ryan pens from Augusta, Ga. "I don't know her personally, but have played many theaters in the South which she also played and learned that she is one of the best-liked girl mentalists on the road."

MRS. HARRY HOUDINI, her manager, Edwin Saint, and a party of friends spent a week exploring the famed Death Valley of California recently. One of the strange experiences of the trip was the collecting of rare rock formation

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Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.

at the lowest point in the United States with the thermometer at 112 degrees and four hours later rolling snowballs in a canyon on Mt. Whitney, the highest peak in the United States, with a temperature way below freezing. Saint said he learned it is easier to successfully dig for gold in Hollywood than being a '49er in Death Valley.

LOS MAGICOS held a meeting and novelty night party at the home of President Caryl Fleming, Beverly Hills, Calif., March 9. Among those present were Russ Walsh, past national president of the SAM; Caro (Gig) Miller, general production director of the PCAM; John D. Lippy Jr., author of *Chemical Magic*; Leaf McManus, president of Reno Assembly 28, SAM, and Bill McCaffery. Harry Mendoza gave his lecture on *Chinese Magic* and the boys of the Mystic 13 introduced new specialties. It was a great night of magic and mystery and the boys voted Caryl Fleming a mighty fine host.

AL SAAL, the dextrous decelver from Toledo, O., recently spent a day at Percy Abbott's magic shop in Colon, Mich., where he picked up several new effects for his act. Altho Saal has worked his home town for the last 25 years, he still manages to ring in on the average of three to four shows a week in the Toledo area.

PRINCESS YVONNE, mentalist, and Hardeen, magician, who have been presenting a combined mental and mystery show for the last six months, have dissolved partnership. The principals have returned east from Oklahoma, where the show has been working the last several weeks. Princess Yvonne and her hubby-manager, Doc M. Irving, will rest for a few weeks at their home in Philadelphia before resuming with theater dates.

THE GREAT NICOLA postcards from Havana to say that he is enjoying a bang-up holiday there.

FRANCISCO AND COMPANY have concluded a four-week engagement at the Temple of Mystery at the California Pacific International Exposition, San Diego, and left for Los Angeles to play several engagements.

GLENN POPE AND ANN, American magic turn, are at the Casino Municipal in Nice, France.

DE VILLERS, illusionist, is at the Petit Casino in Paris.

CARRINGTON is at the Casino in Lille, France.

MENITO is presenting his cigaret tricks at the Krystallpalast in Leipzig, Germany.

FRYE THE MAGICIAN, now playing the river towns around Wheeling, W. Va., and Steubenville, O., expects to remain in that territory until the middle of April. He says that business has been excellent the last month.

MYSTIC COURTNEY is back on the job again after being laid up for two months with a throat ailment. He is again doing his one-man 1½-hour show of magic and Punch and is set for the next two weeks in the hills of West Virginia and Maryland.

BOB NELSON and his Nelson Enterprises, Columbus, O., were the subjects of a full-page article, *Magic for Sale*, which appeared in the magazine section of *The Columbus Dispatch* March 15. Bob is recuperating from a bad attack of trench mouth which confined him to his bed for a week.

CLEVELAND ASSEMBLY NO. 10, SAM, at its recent annual election of officers selected the following: George A. Holly, president; Lawrence L. Newman, vice-president; Murray Bliss Butler, secretary; John J. Grdina, treasurer, and Harry W. Burger, George J. Eldman and George V. Holland, trustees. Meetings are held the second Monday and fourth Tuesday of each month in the clubrooms of the Magicians' Associ-



GLEANED DURING THE PAST WEEK 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.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

BOBBY LANE—lad appearing in the Don Lee and Louise flash act which was at Loew's State, New York, last week. An amazing acrobatic dancer who works with speed and skill, at the same time observing excellent rhythm. Does a fine job of a difficult routine. He works straight now; injection of laughs and comedy costume would put him in the top flight.

RUTH WYNN—caught doing solo and team work in the Daro and Costa dance concert at the Guild Theater. A charming and shapely blond, she made a deep impression with her clever tap-and-whirl dances. An above-average tap dancer, she should have no trouble holding a revue spot.

DRAMATIC

PATRICIA HOWELL—cute and pretty youngster now at the American Academy of Dramatic Arts, who

should be a welcome addition to the ingenue ranks. Has appeared in several Academy presentations and done consistently commendable work. With looks, personality and ability, she's ready to carry any first ingenue assignment that's given her.


BRANT GORMAN—another student at the American Academy who has scored in the school presentations. A nice-looking lad, he has excellent stage presence, gets into his roles with ease and assurance and displays fine ability. A better actor than many now in the pro ranks.

For VAUDE

MARIE CORD—lovely red-headed prima donna seen recently at the Irving Place, New York. Has a nice singing voice, altho the delivery still needs a bit of polishing; is shapely and can display clothes to advantage. Has a sweet personality that could be capitalized in a vaude flash or perhaps as a single.

tainment ever presented to the American public; that there had been many wonderful minstrel shows, with great managers and splendid artists, and that this form of entertainment is not dead and therefore will not have to come back. We believe it will again become popular when certain conditions that affect it are more favorable than at present. We did one grand boost for *The Billboard*, which we readily agreed has been consistently the friend of all of us."

TED (OKAY) HAMILTON is now manager of the Black Diamond Minstrels, colored troupe, a feature with the Buckeye State Shows. Outfit, which opened two weeks ago in Coffeerville, Ala., features "Truckin'" Green from New Orleans. Other comedians are Roy (Snookum) Arline, "Dollar-Bill" Dotson and Ted (Okay) Hamilton. Carrie Montague has charge of the chorus.



Minstrelsy

By **BOB EMMET**
(Cincinnati Office)

JACK BEARD postcards in from Oklahoma City to inquire about his old pals—Billy Beard, the "party from the South"; Jim Swor, Pat Wilds and Jack (Snowball) Beard, the "Southern Gent."

"IN READING THRU the minstrel news," writes Lew Hershey from Fort Scott, Kan., "I notice many names of old friends with whom I used to troupe on the DeRue Brothers and John W. Vogel minstrels back in 1909 and 1910. Would like to hear more from those oldtimers, especially Buck Leahy, as his 'Do You Remember?' bring back many pleasant memories." Hershey says he also has a few "Do You Remember?" for Buck.

"I AM ENJOYING a visit from Professor and Mrs. Walter Brown Leonard, who are making a trip around the circle and spending a week in San Francisco," writes Sam Griffins, minstrel vet and former operator of the Original Premier Minstrels. "Mr. Leonard and I went into an executive session and did a marathon on the discussion of minstrelsy. We agreed unanimously that it was the finest form of enter-

ation of Cleveland in the Penton Building.

RUSSELL SWANN, magician of ceremonies, who recently established a long-run record in the Sert Room of the Waldorf-Astoria, New York, opened March 12 as a feature of the New Montmartre Club show in New York, with Elsa Maxwell and Eddie Garr. The smart spot operates six nights a week, featuring one show nightly.

S. S. HENRY and Willard the Magician have combined their attractions and are now touring Texas with a mammoth magic and mystery show under canvas. Outfit is set for Corpus Christi, Beaumont, Houston, Waco, Austin, Abilene and other spots in the Lone Star State, after which it will swing thru the Middle West and Northwest for the (See *MAGIC* on page 61)

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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.

Erie, Pa.

I am sure that the majority of acts and clowns will agree with the slant of Paul M. Lewis, recently set forth in *The Billboard*, regarding performers holding four or five contracts at the same time and finally picking out one and discarding the remainder, all of which were made in good faith on the circus manager's part. This practice not only puts the circus owner on the spot at the last moment when he loses the act, but also holds down a lot of other acts that might have been contracted. It often means that other acts lose out entirely on the circus season because of one particular hog. More power to Mr. Lewis.

ERNIE WISWELL.

New York.

Reading in *The Billboard* recently an "Old-Time Showmen" article by Charles Bernard, I recalled that I was with the W. C. Coup show that opened in Philadelphia ahead of the Forepaugh Circus on April 6, 1881. I did my club act and did collar-and-elbow wrestling with Bill Johnson. I remember it was a cold week. The following two years I was with the Barnum, Bailey & Hutchinson Circus. In 1888 I was with the Miller & Freeman Circus out of Columbus, O. James Stowe had charge of the annex. In the circus were James Murray, Maggie Claire, Harry Long; William Gorman, known as Bud Gorman; Polly Lee, Stirk and Zeno, Pickett and Primrose, Frank Perring and Rixford Bros. Sam Rinehart was ringmaster. In the concert were Estelle Wellington, Dave Marion, Minnie Bell, Sam Cole, Bulger and Jenkins, Minnie Dunn, Billy Lang, Charley Earnest and Gus Hill. Some circus and concert.

GUS HILL.

Jeffersonville, Ind.

I note in *The Forum* of February 22 that Walter Tyson, Guelph, Ont., Can., is anxious to read some data of circuses that toured Canada in years past. The Robinson Famous Shows, season 1914, made quite a lengthy tour of Eastern Canada.

When Robinson Famous Toured Thru Provinces

The late Bert Bowers was general manager. The opening stand was Montgomery, Ala., April 15; a 20-car show and all railroad equipment the very best. (Jerry Mugivan was manager of Howes Great London Show the same year, also 20 cars.) The Robinson Famous Shows' route took it thru Alabama, Tennessee, Kentucky, Ohio, Pennsylvania, West Virginia and New York. On June 3 the show was in Niagara Falls, and following day the first stand on Canadian soil was St. Catharines, Ont. Welland, Dunnville, Toronto, Uxbridge, Peterboro, Lindsay, Barrie, Meaford, Collingwood, Midland, Orillia and Parry Sound were played up to June 18, all on the Grand Trunk Railway, then Sudbury and Sturgeon Falls. A Sunday run of 277 miles followed for the Monday stand, Cochrane, in the extreme northern part of Ontario on the T. & N. O. Railway and as far as the railways extend. Other stands where the show exhibited in that section were South Porcupine, Englehart, North Cobalt and North Bay. The next four stands were on the Canadian Pacific Railway, Mattawa, Pembroke, Arnprior and Ottawa, where the show was on July 1 and did fine business in the capital city. The first stop in the province of Quebec was St. Jerome, July 2; following in order were Joliette, Grand Mere, Quebec City, St. Ann de la Perade, Three Rivers, Terre Bonne and Lachute. Maissonneuve, which is a suburb of Montreal, was a two-day

stand, July 11-12; then Montreal followed, July 13; Magog, St. Hyacinthe, Sorel, Nicolet, Montmagny and Riviere DuLoup concluded the tour of Quebec. New Brunswick was the next province the show entered, Edmundston, Grand Falls, Woodstock, Fredericton, Doaktown and Chatam played up to July 27. Amherst, N. S., followed, also Truro, Windsor, Halifax, New Glasgow, Sydney, North Sydney, Antigonish, Pictou and Oxford. The show was back in New Brunswick August 8 at Moncton, and on Monday, August 10, at St. John, which concluded the itinerary in Canada (58 stands in all). The show pleased the Canadians and did profitable business. The writer was with the Robinson Famous Shows the entire season. The famous Nelson Family, acrobats, joined when the circus entered Canada and was the feature in big-top program. Show had two rings and elevated stage. George Atkinson was press agent and made all announcements in big show and Wild West concert. Mr. McNulty was side-show manager and had two gentlemanly ticket agents with their familiar words, "The big double museum and wonders of creation. Stay as long as you please. One 10-cent ticket admits to all." Zack Terrell was manager of the privilege car; Mr. Cronin on front door; Dick Masters, band leader, with a real circus band of 20 pieces. Returning to the States, the first stand was Bangor, Me., August 12. The remainder of the season was spent in Eastern and Southern States, season closing November 4 in Chattanooga, Tenn., and the show was taken to Peru (Ind.) winter quarters, a long run over the Queen & Crescent, Southern, Monon and Wabash railways. Just 10 years previous (1904) Bert Bowers and Jerry Mugivan took their first circus on the road, the Great Van Amburg.

C. E. DUBLE.

Rock Hill, S. C.

I was interested in the letter of Ernest Anderson in *The Forum* of March 14 in which he stated that Richard Ringling owned the first motorized circus in 1917, because the writer owned the first automobile ever with any circus. In 1899 we invaded Western Canada and the

Main Showed First Circus Auto in 1899

Pacific Coast, from Vancouver to San Diego, and during the entire season we never saw another auto, and *The San Francisco Examiner* christened our car "The Horseless Carriage." Referring to the letter of J. L. Stone in the same issue, asking about the Pan-American Circus, I think that he can get plenty of information and the route of this circus, which was owned by Frank Lemen, from Harry Chipman, manager of the Ken Maynard Circus, Los Angeles.

WALTER L. MAIN.

Morris, N. Y.

I was interested in a letter in *The Forum* of March 7 from Stan Rogers, CFA 829, regarding a "steam-driven vehicle that drew a show in Maine about 1907-'09" because I was the designer and manufacturer of that vehicle. It was a steam-driven vehicle, of which I have many photographs, and served its purpose very well. It hauled two large farm wagons which carried our complete show equipment, consisting of a 60-foot round top, 300 seating capacity on bleachers only; 12 by 16 foot stage, with good oil-painted scenery comprising garden, street scene, parlor and kitchen drops; very elaborate proscenium arch and front drop, 14 by 20 foot cook tent, 12 by 14 dining tent, three 12 by 14 sleeping tents, cages and 15 dogs, one pony, five monks, picture machine, baggage and other show equipment, including a 52-volt direct-current generator of 5-kw.

Steam-Driven Show Vehicle Made by Linn

capacity, which was mounted on this vehicle. The vehicle had a speed of almost two and one-half miles per hour when roads and bridges would permit. I can go back three years earlier to other and cruder vehicles than the one referred to. Our show was known as the Linn Dog and Pony Show and was routed thru New England and the lower provinces for several years. In 1901-'02 we used a steam automobile, it being the first ever seen in that section. We drove it two years before meeting another of any kind. I also have photos of this vehicle. The results of my experimenting during my show career led to the development of the Linn tractors and trailers.

H. H. LINN.

Rock Hill, S. C.

The letter in the *Forum* of March 14 from Ernest Anderson, referring to James B. Head's letter and declaring that the Richard T. Ringling Circus was the first motorized circus in America, interested me greatly, because motorized circuses were moth-eaten by 1916-'17. The Lucky Bill Shows and the Honest Bill Shows, both wintering in Quenemo, Kan., first introduced trucks as a means of transportation, carrying show property in 1912. And in 1913 the Honest Bill Shows were completely motorized and have been ever since. In 1915 the Lucky Bill Shows were nearly completely motorized and remained so until sold to the Honest Bill interests in 1918. We possess pictures of the first motorized circus ever organized in America and, in fact, in all the world, giving the maker's name and the date in the pictures. We can also produce pictures showing the first aeroplane to fly in Kansas. Free exhibitions were given daily, after which the plane was put in a tent and people paid 10 cents to go in and see it. Baker-Lockwood made the tent. This was with the Honest Bill Shows in 1912.

WILLIAM NEWTON JR.

Hollywood, Calif.

Referring to the inquiry of J. L. (Tip) Stone, CFA 818, in *The Forum* of March 14, I can say that the Great Pan-American Shows was the title used by Frank

Pan-American Title Used by Lemen in 1900s

Lemen, lessee and manager, during the seasons of 1901-'04. It was a 20-car railroad circus which had been, until that time, the Lemen Bros.' World's Monster Shows, with winter quarters in Argentine, Kan. This show was known as Lemon Bros. in 1905 (note the change of spelling). The equipment was sold to Perry Bros. in about 1909 and they opened it as the Great Pan-American, which ended disastrously in Council Bluffs, Ia., then to William P. Hall's "circus boneyard" in Lancaster, Mo.

BERT J. CHIPMAN.

Rock Hill, S. C.

Walter L. Main's father, Bill Main, was a horse trader and horse doctor, so dealing in horses was second nature to Main in the early days. The greatest

Lauds Evans-Houghton as Boss Hostlers

mud-show boss hostler to keep stock in good condition and the best judge and buyer was Ernie Houghton. He bought the horses and worked for Main when the Main show was growing; he was with the big railroad circus and a few years after that he was with Al G. Barnes and soon after passed away. Among the many boss hostlers who worked for Main and helped to teach him all he knows about nice stock was Charlie Evans, the best veterinarian the Main show ever carried. He had the stock with Main on his largest wagon show in 1890 and in 1891-'92 with the railroad circus.

LOUIE STONE.

Atlantic City.

I enjoyed the letter of I. J. Hetherington in *The Forum* of March 14 regarding old circus boss hostlers. I also have in mind Tom Lynch, Jake Posey and Jim Doyle. Jim Doyle was with the Adam Forepaugh show in 1893 as assistant boss hostler and I was helper on the eight buckskins he was driving. The boss hostler that

42d YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

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Published Every Week

By The Billboard Publishing Company

R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5908. Cable Address, "Billboy," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, MEadison 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. DALLAS—401 Southland Life Bldg., 1416 Commerce Street. Phone, 2-8202. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895.

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Vol. XLVIII. MARCH 28, 1936. No. 13

year was Bill Whalen. In 1894 I was with Addie Forepaugh Jr., and Bob Abrams was boss hostler. We closed in Ohio and ran into Philadelphia. Johnny Nice had the ring stock with the show and was killed there. In 1895 I was with the Barnum & Bailey show, Dave McKay had the stock and Tom Lynch was assistant to Dave. I do not recall the year in which McKay died but think it was in 1898. Barnum & Bailey closed in Philly that year and Jim Thomas drove the 40-horse bay team. He was an oldtimer and a good one, too, as was Jim Doyle.

HARRY MAISON.

Saranac Lake

By BETTY HUNTINGTON

George Wicks, Oscar Davis and Joe Dabrowski are expecting the big okeh. They will leave here the early part of next month for their homes in New York City. Joe is at present recuperating from a recent operation performed on his nose at the General Hospital by our able and esteemed Dr. George Wilson, medical director of the NVA Lodge. Joe is coming along nicely and plans to leave with the other boys.

Bee (Pee-Wee) Lee celebrated a birthday last week. It was nice to know her many friends remembered her. With such a sunny disposition as hers it is no wonder that she possesses a host of friends here.

Garry (Esquire) Sitgreaves has just returned from a trip to New York. He feels well and looks good, meaning that a change of pasture is good for the cow, with all respects to our Garry.

Armand (Sheik) Monte wishes to thank Ann Coreo, now Mrs. Kallerhan, for the lovely gift she sent him and also would like his many friends to know that he is doing well and would appreciate hearing from them.

Claude Lawson, NVA patient, who has been curing in town for five years, is much elated over his latest medical report. It was the first good one in the five years of patient curing and he has now been given five minutes exercise a day. Good luck, Claude.

Brian Tracy is our latest guest patient. He arrived last week, accompanied by Mrs. Tracy. Brian hails from New York and was formerly manager of the 86th Street Theater, an RKO house.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

THE FINAL CURTAIN

AHRING—Walter H., 53, retired musician, March 16 at his home in Little Rock, Ark. He was an organist and orchestra member and formerly played in motion picture theaters at Little Rock and elsewhere.

ALEXANDER—Thomas B., 70, proprietor of the Crescent Hotel, Put-in-Bay, O., well-known old-time summer resort, March 17 at his home on the island. Mr. Alexander was mayor of Put-in-Bay for many years and prominent in social and business circles. His Crescent Hotel was for years a rendezvous for actors and devotees of sport. In his youth he was an actor and played stock engagements in Detroit and Buffalo. He played with E. H. Southern in *Graustark*, *Rupert of Hentzau* and other popular plays of the time. He organized a dramatic club on the island and directed and acted in its productions. Last year he took the cast to Port Clinton, O., on the mainland and presented *Rip Van Winkle*, in which he played the title role. Burial was in Oakland Cemetery, Put-in-Bay. The Peary Memorial on the island was lighted every night until the funeral and flags on all the public buildings were placed at half staff in his memory.

ALLEN—Joseph R., for 37 years janitor of the Music Hall Building, Pawtucket, R. I., March 11 after an illness of several months. He was born in Columbia, S. C., but had lived in Pawtucket for the last 50 years.

ANDREWS—James R., 53, March 16 at the General Hospital, Kansas City, Mo., of pneumonia and heart trouble. He was well known in Midwestern repertoire circles and had operated several circle stocks last year. Survived by his widow, Millie; a daughter, Patty Bee, 7; a brother, Andy Andrews, and a sister, Lollie, latter two of Lake Charles, La. Interment March 18 at Greenlawn Cemetery, Kansas City.

ATTERBURY—Harriet N., suddenly March 12 at her home in Grosse Pointe Farms, Detroit suburb. Mrs. Atterbury was a leader in Detroit music circles and was one of the founders of the Detroit Tuesday Musicales. She was an active musician for many years and had been president of the Detroit Civic Opera Society during most of the organization's life. She was accompanist for Ernestine Schumann-Heink at her Detroit recitals and also for Herbert Witherspoon, basso and director of the Metropolitan Opera House. She co-operated closely with Thaddeus Wronski in the development

Harry Kelly

Harry Kelly, 63, whose sad voice and dead-pan face made him one of the leading comedians of vaudeville and the legitimate stage, died March 19 of heart disease in the Polyclinic Hospital, New York. Mr. Kelly, son of the late Edward C. Dobson, "champion banjo player" some 50 years ago, was born in Manhattan and began his stage career when seven as a clown and contortionist with the Zanfretti Troupe, an act headed by his uncle. A few years later he rode ponies in a circus, followed this with a vaudeville tour as one of The Big Little Four, and then, at 11, capped his childhood performances with the creation of the title role of "Peck's Bad Boy." After his mother's marriage to her second husband Kelly took the name of his father, John T. Kelly, a noted Irish comedian prominent in the days of the Weber and Fields Music Hall.

In "His Honor the Mayor" Kelly first played the part of Deacon Flood, a role which became so popular that it was included in three subsequent shows, "The Deacon and the Lady," "Little Nemo" and "Watch Your Step." During the latter stage of his career Kelly appeared in three editions of the "Ziegfeld Follies," three editions of "Artists and Models," "Watch Your Step" and "Oh, What a Girl," among others. He also made motion picture shorts. Vaudeville audiences will remember the Deacon and his dog, "Lizzie, the Fishhound," whose refusal to obey the Deacon's orders may have created the vogue of conversing with an imaginary canine.

Surviving are his widow, Mrs. Nelsy Kelly, a former actress; a son and two grandchildren. Services were held March 21 at Kelly's home in Elmhurst, Queens, N. Y., followed by burial in Greenwood Cemetery, Brooklyn.

of Detroit opera. Survived by one daughter.

BAINBRIDGE—Alexander G. (Buzz), former owner-manager of the Bainbridge Players' Stock Company and mayor of Minneapolis from 1933 to 1935, at the Veterans' Hospital, Minneapolis, March 14, as briefly mentioned under Late Deaths in last issue. He had been in ill health for some time. Born in Pittsburgh, the deceased began his career as a billposter and advance agent with the Sells-Forepaugh Circus. He also served in similar capacities with other shows and in 1909 established a dramatic stock company in St. Paul in partnership with Willard Mack. He later organized the Bainbridge Players in Minneapolis, a venture which was interrupted by his service in the World War. Soon after he enlisted he married Marle Gale, member of his company. Mr. Bainbridge was for many years active in civic and fraternal affairs in Minneapolis. Funeral services conducted by the Scottish Rite bodies at the Scottish Rite Temple March 17, with leaders of the city government, members of fraternal organizations and local business men participating. His widow and two sons, A. G. Jr. and Thomas R., survive.

CANN—Mrs. L. M., 73, mother of L. Harvey (Doc) Cann, general agent for World of Mirth Shows, March 13 at her home in Lynn, Mass., after a lingering illness. Her husband survives. Burial March 16 at Lynn.

COX—Harold Newton, inventor of the Cox process for taking colored motion pictures and recently an associate of the Technicolor Motion Picture Company, at his home on Long Island, N. Y., March 16. Mr. Cox, who was in his 50s, is survived by his widow, two daughters, a son, a sister and his mother.

CROWL—Morris D., 65, former president of Stark County (O.) Agricultural Society and nearly a quarter of a century active for Stark County Fair, at his home in Canton, O. Survived by his widow and two sons. Burial in Minerva, O.

EARLES—Mrs. Catherine, mother of John Earles, dancer, March 14 at the Maine General Hospital, Portland, Me., after a two-week illness. Services at St. Dominick's Roman Catholic Church, Portland, with interment in Calvary Cemetery there.

FALLON—Charles, 61, stage and screen character actor, at his Hollywood home March 12 of a heart attack. He was a native of Belgium and had at one time been connected with a French theater in San Francisco.

FEHLBERG—Irving, assistant manager of a theater on the South Side of Chicago, was shot to death in his office March 14 by a man who had been ejected from the audience for allegedly annoying a girl.

HARTHAM—Dr. Hans, 81, musician and composer, in Los Angeles March 14. More than 1,000 compositions for orchestra, voice and piano had been published and credited to Dr. Hartham. Survived by his widow, two sons and a daughter.

HAWLEY—Walter, 62, former actor and for many years manager of the Chicago branch of the NVA, in Chicago March 17. He had been in ill health for some time. Funeral services at the residence March 20 and burial was in Forest Home Cemetery. Mr. Hawley had been in show business for 42 years, during which time he was in vaudeville, opera, musical comedy and other branches. Survived by his widow, the former Mabel LaVoie, also of the profession.

HESLEY—Jesse Bryan, retired nightclub manager, in Los Angeles March 10 of a heart ailment. He leaves a wife.

HOLSTEIN—James, radio artist, at his home in Chicago March 12 from acute indigestion. He was a member of the radio team of Jim and Bob, known for a long time on the airlines. Funeral services April 16 and the body was taken to Honolulu for burial. Survived by his widow, Mabel, and a brother, Al.

HYNES—William M., 65, father of Jack Hynes, former assistant manager of the Palace Theater, Youngstown, O., and now manager of two theaters in Bradford, Pa., March 15 at his home in Youngstown from complications. Be-

sides his son, he is survived by his widow, three brothers and a sister. Funeral services at St. Patrick's Church and burial in St. Patrick's Cemetery, Youngstown.

TREY—Silas Y., 86, old-time fiddler, who held yearly gatherings at Crystal Springs Park, Pa., March 13 at his home in Glen Moore, Pa. Survived by a daughter, Mrs. Minnie E. Hoffecker.

KELLAR—Joseph, 80, of a heart attack while visiting in Los Angeles recently. He was director of the Scranton (Pa.) Symphony Orchestra, president of the Catholic Choral Club there and at one time director of German singing societies in Bridgeport, Conn.

KEELER—Phillip, clown, at a Bridgeport (Conn.) hospital March 16 after a brief illness. He was one of the leading clowns with Ringling Bros.' Circus and other circuses. He for many years was also a comic in vaude and with minstrel shows. The past year he was connected with the Elite Costume Company, Bridgeport. Survived by his widow, Thelma, and a brother, Leonard, of New Haven, Conn. Burial at Westbrook, Conn.

KENDREW—Edward G., Paris correspondent of the English theatrical weekly, *The Performer*, in Paris March 6.

KING—Denslow, 75, in Thompsonville, Conn., March 15 after a three-month illness. He was well known in Connecticut music circles and for the last 45 years was in charge of the music department of the Enfield (Conn.) schools.

KING—Louis, 61, of the team of Ziska and King, at his home in New York City March 14. Interment in the family plot at Cedar Grove Cemetery, Flushing, L. I., N. Y. Surviving are his widow, May M. King, and a son, Richard J. King. Since 1924 the deceased had been employed at the Martin Beck Theater, New York.

KNOWLES—Harvey J., 25, of Tallassee, Ala., recently at Taylor, Tex. He was formerly with Rubin & Cherry Shows and Morris & Castle Shows, and last three seasons worked on the Waltzer ride with Beckmann & Gerety Shows.

KOEPKE—Albert F., 61, founder of the Sheboygan Symphony Orchestra and well-known Sheboygan (Wis.) musician, March 12 in a local hospital. Survived by his widow and daughter.

LA VETTE—George, of dropsy and heart trouble at General Hospital, Los Angeles, March 10. He died penniless. His wife, Daisy, has been bedridden for the last four years and is said to be in need of financial aid. Her address is 1626 Pico boulevard, Santa Monica, Calif.

LENG—Lois, 21, actress, who had played minor roles for the past year in productions of the New York Theater Guild, March 18 at Rye, N. Y., after a short illness. Survived by her mother, father and sister.

LOMB—Henry C., 63, president of the Waverly Music Company and a director of the Bausch & Lomb Optical Company, March 16 in New York. Survived by his widow, a son and two daughters.

MARKERT—Mary E., 65, mother of Florence Markert (Leigh) Rarick and Charles V. Markert, of Louisville, Ky., at Kentucky Baptist Hospital, that city, March 11. Besides the above-mentioned children, she is survived by four other daughters, Margaret, Catherine and Nina, of Detroit, and Blanche, of Louisville, and a son, Thomas, also of Louisville. Burial from Holy Cross Church, Louisville, with interment in St. John's Cemetery there.

MARQUETTE—Mame Brandel, 60, prominent in Cincinnati musical circles for more than 30 years, at her home in that city March 16. Survived by her husband, Gordon Marquette; a daughter, Elizabeth; four sisters and three brothers.

MEADER—Mrs. Evelyn, 30, daughter of Mrs. Lillian Gardner and the late Robert Carroll, suddenly in Chicago March 14. She was well known in the profession.

MELOY—David C., 63, film studio masseur, March 13 in Van Nuys, Calif.

MILLIGAN—Martin G. (Marty), on his 52d birthday, March 9, at his home in Huntington, Ind., of heart trouble. Had been ill two years. Seasons of 1903-'10 he was in various advance capacities with Sun Bros.' Circus, Lemen

Bros.' Circus, Great Pan - American Shows, Hale's Fire Fighters, Sells & Downs Circus, Hagenbeck-Wallace Circus, Sells-Floto Circus, Barnum & Bailey Circus. The following three years he operated a cafe at his native city, Akron, O. From 1914 to 1928 he was engaged in the theatrical business as doorman, special officer and manager in New York. For eight years he managed his wife's amusement attractions, including Museum of Wonders, until his illness became acute. Had also been representative for various stock, repertoire and vaudeville companies. Funeral services at St. Paul's Catholic Church, Huntington, March 11; interment in Mt. Calvary Cemetery. Survived by his widow, Mary; mother, Mrs. William Milligan, Akron; one brother and two sisters.

MUMFORD—Leon A., 65, for many years a prominent New York producer and theatrical manager, March 16 at his home in Summit, N. J. Mumford was also a pioneer movie producer in days when New Jersey was the headquarters of cinema producing firms. Survived by widow and a child.

NETHERSOLE—Louis, veteran theatrical manager, actor and press agent and brother of Olga Nethersole, actress, in London March 14 of bronchitis.

OLDFIELD—Edward, 65, actor with the *Libel* Company now playing at the Henry Miller Theater, New York, March 18 at the Hospital for Ruptured and Crippled, New York. Oldfield was born in England but became an American citizen shortly after coming to America. He played with Mr. and Mrs. Coburn in Shakespearean productions in 1912 and with Billie Burke in 1914 in *The Land of Promise*. In 1932 he appeared in *The Good Earth* at the Guild Theater, New York. Services under the auspices of the Actors' Fund March 23, followed by burial in the Lutheran Cemetery, Maspeth, L. I., N. Y.

PAGE—Peggy, the former Ruth Mels, musical comedy and vaudeville singer and dancer known nonprofessionally as Mrs. Louis Lockett, March 16 at her mother's home in New York. She appeared at the Winter Garden in 1922, and as a member of the team of Lockett and Page played vaudeville until 1931. Survived by her mother, Mrs. Mary E. Kay; her father, Edgar Mels; a brother, Edgar Y. Mels, and a 12-year-old son.

PHILLO—Estelle, 55, composer, who wrote the music to the song *Out Where the West Begins*, March 20 at the home of her sister, Mrs. Helen Weston, in Chicago. Her home was in Denver. Body was cremated.

RAAB—John C., 79, formerly for 18 years superintendent of the Grand (now the Warner) and Davis theaters, Pittsburgh, at his home in that city March 13. Survived by his widow, two sons and two daughters. Funeral services March 15.

RYAN—James L., 48, former vice-president of the Rudolph Wurlitzer Music Company and friend of many theatrical people, of heart disease in Pelham, N. Y., March 15. His widow, a son and a brother survive.

SHOMER—Mrs. Nahum M., 88, widow of the Yiddish novelist and playwright, Nahum Meier Shomer, March 18 in New York. Survived by her son, Abraham S. Shomer, a playwright, and three daughters.

SIMS—George Ernest, well-known cornetist and former minstrel man, recently at his home in Canton, N. Y. He began his musical career at the age of 15, and at 17 toured the country with the Oaks Bros.' Concert Company as a "wonder cornetist." He also traveled extensively with minstrel shows. Deceased was a brother-in-law of John Huffle, veteran minstrel man. Burial in Evergreen Cemetery, Canton. Surviving are his widow, Maud, and one son, William, New York attorney.

SPISSELL—Joe, clown with Ringling-Barnum for several seasons, at Hartford, Conn., March 15. He toured Europe, Australia and this country with Spissell Bros. and Mack in an acrobatic act, *Scenes in a Cafe*. John Spissell, of the act, resides in New York. Burial from St. Justin's Church, Hartford.

STILES—W. J. B., 74, retired musician, March 7 at the home of his daughter in Newton, N. C.

TUCKER—Mrs. Louise, a stage favorite several decades ago, March 16 at her home in New York. She leaves two sons and two brothers. Body was returned to Greensburg, Pa., her former home, for burial.

UNDERWOOD—Robert, 44, at State Hospital, Jackson, Miss., March 14. Had been a concessioner with carnivals.

(See FINAL CURTAIN on page 65)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Abbott Dancers (Palmer House) Chicago, h.
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilce (French Casino) NYC, nc.
 Ahi (Leon & Eddie's) NYC, nc.
 Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
 Allen, Jean (Swanee Club) NYC, nc.
 Allman, Alfreda (Kit Kat Club) NYC, nc.
 Almonte, Marie (Larue's) NYC, re.
 Aloma, Princess (Wivel's) NYC, re.
 Alpert, Mickey (Paradise) NYC, re.
 Ames, Muriel (Nut Club) New York, nc.
 Amstel, Felix (Russian Troyka) New York, nc.
 Ames & Arno (Chicago) Chi, t.
 Andre, Janice: (Jimmy Kelly's) N. Y. C., nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Andriani Bros. (Harding) Chi, t.
 Anise & Aland (Connie's Inn) NYC, nc.
 Apollon, Dave, Revue (Shea's Hipp.) Toronto 27-Apr. 2, t.
 Arden, Dolly (Dorchester Hotel) London 1-31, nc.
 Arden, Donn (Earle) Phila 23-26, t.
 Arden, Dorothy (Grosvenor House) London 1-31, nc.
 Arden, Eve (New Montmartre) NYC, nc.
 Arena & Martinez (Anna Held's) NYC, re.
 Aristocrats Dance, Three (Saenger) Mobile, Ala., 24-26, t.
 Armstrong, Maxie (Connie's Inn) NYC, nc.
 Arnaud, Peggy & Ready (Brixton Express) London 23-28; (Met.) London 30-April 4, t.
 Avery, Gertrude, Diamond Revue; Randolph Avery & Band (Royal) Columbus, Ga., 26-28, t.
 Aunt Jemima (Shubert) Cincinnati 23-26, t.
 Austin, Sue (DelMonico's) NYC, re.

B

Bacon, Faith (Colosimo's) Chi, nc.
 Baduc, Ray (New Yorker) NYC, h.
 Bailey, Bill (Ubangi) NYC, nc.
 Baird, Billy (Jefferson) Lafayette, La., 25; (Arcade) Lake Charles 26-27, t.
 Baker, Josephine (Chez Josephine Baker) NYC, nc.
 Baldwin, Frances (Deauville) New York, nc.
 Balieff, Nikita (St. Moritz) NYC, h.
 Banks, Sadie (Old Rumanian) NYC, cb.
 Baptie & Lamb (College Inn) Chicago, nc.
 Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
 Barker Trio (Lincoln) New York, h.
 Baron & Blair (Waldorf-Astoria) NYC, h.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barren & Lane (Hollywood) N. Y. C., re.
 Barrett & Smith (Jefferson) St. Louis, h.
 Barrie, Katherine (Weylin) New York, h.
 Barrina, Olga (Buckingham) NYC, h.
 Barry, Mona (Delmonico's) NYC, re.
 Bartlett, Wayne (Gleam) San Antonio, Tex., nc.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beck, Danny (Club Minuet) Chi, nc.
 Bedford, Bobby (Beacon) Vancouver, Can., t.
 Bee, Connie (Broadway Room) New York, nc.
 Belin, Edith (Cocoanut Grove, Boston, nc.
 Bellamy, Lita (Tap House) Elmira, N. Y., nc.
 Bellmore, Doris (Plaza) Pittsburgh, c.
 Bell's Hawaiian Follies (Ritz) Greenville, Ala., 25; (Ritz) Sylacauga 26; (Fox) Talladega 27; (Ritz) Roanoke 28; (Opelika) Opelika 30; (President) Manchester, Ga., 31; (Campus) Milledgeville Apr. 1, t.
 Bennett, Ethel (Old Rumanian) NYC, cb.
 Bennett, Lee (Chicago) Chi, t.
 Benny, Jack (Century) Baltimore 23-26, t.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Berle, Milton (Chez Paree) Chi, nc.
 Bernard, Bobby (Biltmore) NYC, h.
 Bernard & Henrie (Colony Club) Chi, nc.
 Bernie, Ben, & Orch. (Fox) Detroit 23-26, t.
 Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
 Bernie, Harry (Club Richman) NYC, nc.
 Berniviel, Count, Show (Met.) Boston 23-26, t.
 Berry, Robert (Buckingham) NYC, h.
 Bessinger, Frank (New Yorker) New York, h.
 Beaujean, Pierre (Buckingham) NYC, h.
 Birdland (Loew) Montreal 23-26, t.
 Blanche & Elliott (Top Hat) Union City, N. J., nc.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blane, Rose (Hollywood) New York, re.
 Blue, Jack (Blakeland Inn) Denver, nc.
 Blue, Lynn (Colonial Club) Evansville, Ind., nc.
 Bo Brummels (Barrel of Fun) NYC, nc.
 Boice & Marsh (Shubert) Cincinnati 23-26, t.
 Boreo, Emil (London Casino) London, nc.
 Boring & Lazur (Wivel's) NYC, re.
 Boston Sisters, Three (All-Star Club) NYC, nc.
 Bowes, Major, Amateurs (Earle) Washington, D. C., 23-26, t.
 Bowes, Major, Amateurs (Stanley) Pittsburgh 23-26, t.
 Bowes, Major, Amateurs (Maj.) San Antonio, Tex., 23-26, t.
 Bowes, Major, Amateurs (Orph.) Winnipeg, Can., 23-26, t.
 Bowes, Major, Amateurs (Lyric) Indianapolis, t.
 Bowly, Al (Rainbow Room) NYC, nc.
 Bradley, Anne (Club Avalon) Cleveland, nc.
 Bradna Boys (Rembert) Longview, Wash., 25-26, t.
 Brady, Bill (Versailles) NYC, re.
 Bredwins, Three (French Casino) NYC, nc.
 Erent, Jerry (Bar Intime) New York, nc.
 Briefer, Gertrude (Hollywood) N. Y. C., re.
 Ering, Lou (Cafe Venezia) NYC, nc.
 Bring on the Dames (Earle) Phila 23-26, t.
 Brito, Phil (Statler) Buffalo, N. Y., h.
 Britton, Frank & Milt (State-Lake) Chi, t.
 Britton, Harriet (Club Normandie) NYC, nc.
 Brown, Arthur: (Hector's Club New York) New York, nc.
 Brown & Brown (Anna Held's) NYC, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Brown, Troy (Kit Kat Club) NYC, nc.
 Browne & LaVelle (Paramount) Abilene, Tex., 25-26, t.
 Browne, Louise (Gaiety) London 1-31, t.
 Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
 Brooks, Margaret (Hipp.) NYC, t.
 Bryant, Raines & Young (Uptown) Chi, t.
 Brydon, Louise (Hickory House) N. Y. C., nc.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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; t—theater.

Buck & Chic (Kuchlin) Basle, Switzerland, 7-30, t.
 Burn, Billie, & Dennis White (Hollywood) NYC, re.
 Burns, Dave (Wyndham's) London 1-31, t.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Butterworth, Anne (Lindy's) Boston, re.
 Byard, George E. (Old Country Club) Phoenix, Ariz., cc.

C

Calvert, Peggy, & George Walsh (Jack Dempsey's) NYC, re.
 Calvo, Pilar (El Chico) New York, nc.
 Cameron, Phyllis (House of Morgan) NYC, nc.
 Cameron, Yukona (Palladium) London 11-31, t.
 Campbell, Josephine (Oasis) Detroit, nc.
 Candler's Merry Gang (State) Salisbury, N. C., t.
 Caperton & Columbus (St. Moritz) N. Y. C., h.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Carenlina, Lena (Club Gaucho) New York, nc.
 Carleton & Juliette (Benj. Franklin) Phila, h.
 Carlisle, Meta (Loew) Montreal 23-26, t.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlton, Jack (French Casino) NYC, nc.
 Carlton Sisters (Ritz) Muskogee, Okla., 25-26, t.
 Carmen, Billy & Grace, with Naomi Bell (Hilltop Club) San Antonio, nc.
 Conville, Frank (Marbro) Chi, t.
 Carol, Nita (Shelton) NYC, h.
 Carr Bros. & Betty (Riverside) Milwaukee, t.
 Carroll, June (Penthouse) Baltimore, nc.
 Carroll & Gorman (885 Club) Chi, nc.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Carroll, Florence (Gresham) Boston, h.
 Carroll & Shalita (Morrison) Chi, h.
 Carson, Jack (Tower) Kansas City, t.
 Castain & Crane (Larue's) NYC, re.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Caston, Bobbie (Connie's Inn) NYC, nc.
 Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.
 Chandler, Grace (Black Diamond) Scranton, Pa., nc.
 Chappell & Drumb (Auditorium) Eureka, Kan.; (Auditorium) McPherson 30-Apr. 4, a.

D

D Sisters (Rembert) Longview, Wash., 25-26, t.
 Dae, Donna (Roosevelt) New Orleans, h.
 Dajley, Cass (Hollywood) New York, nc.
 Daisy, the Horse (Royal Palm Club) Miami, nc.
 Dale, Sunny (Marbro) Chi, t.
 Dalton, Jack (Athletic Club) Milwaukee, c.
 Daniels, Bebe, & Ben Lyon (Pal.) Cleveland 23-26, t.
 Danis, Mary (McAlpin) NYC, h.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dau, Rilla (Club Gaucho) New York, nc.
 Davis, Ches, Chicago Follies (Beacon) Vancouver, Can., t.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davison, Trudy (885 Club) Chi, nc.
 Daw, Dorothy (Broadway Room) N. Y. C., nc.
 Dawn, Alice (Michigan) Detroit 23-26, t.
 Dawn Sisters (Shubert) Cincinnati 23-26, t.
 DeCamp, Ronnie (Old Rumanian) NYC, cb.
 DeCaros, The (Town Casino) Phila, nc.
 DeCounty & Marie (Showboat) Jacksonville, Fla., nc.
 DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.
 DeHoghton, Dorothy (Lord Baltimore) Baltimore, h.
 DeLain & Dunn (Schneider's) Detroit, c.
 DeMarco & Osborne (Club Richman) NYC, nc.
 Delmar Twins (Hollywood), Hollywood, Fla., cc.
 DeQuincy, Geni & Lewis (Michigan) Detroit 23-26, t.
 De Vito, Denny Four (Kingston Empire) London 30-April 4, t.
 De Wald Twins (Village Barn) New York, nc.
 Denise Dancers, Six (Ritz) Muskogee, Okla., 25-26, t.
 Diamond, Ted & Mitzi (Brown Derby) Boston, Di Michael, John (Casino Venezia) N.Y.C., nc.
 Dimitri & Helen (Club Gaucho) New York, nc.
 Dion & Spariettes (Fairmont) Ottawa, Can., cc.
 Dolores (Marquette Club) Chi, nc.
 Don & Dorice (Brown Derby) Boston, nc.
 Doris & Wally (Bradford) Boston, h.

G

Gales, Six (Rembert) Longview, Wash., 25-26, t.
 Gamble, Dick (Bradford) Boston, h.
 Garber, Jan, & Orch. (Chicago) Chi, t.
 Garcia, Louis (Congress) NYC, b.
 Gardner & Reed (Dizzy Club) New York, nc.
 Gardner, Joan: (College Inn) Philadelphia, nc.
 Garr, Eddie (New Montmartre) NYC, nc.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Gautschi & Sonnen (Blackstone) Ft. Worth, Tex., h.
 Gay, Sally (Park Plaza) St. Louis, h.
 Gaylene Sisters (Palladium) London 11-31, t.
 Gene, Gory & Roberta (Capitol) Madison, Wis., 25-27; (State-Lake) Chi 28-Apr. 3, t.
 Giants of Rhythm, Three (Connie's Inn) New York, nc.
 Gilbert, Bob & Florette (Delmonico's) NYC, re.
 Gilbert, Gloria (London Casino) London, nc.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gibson, Edith (Oriental) Chi, t.
 Gilford, Jack (Chez Paree) Chi, nc.
 Gilmore, Patricia (Leon & Eddie's) NYC, nc.
 Giovanni (Palmer House) Chi, h.
 Givot, George (Michigan) Detroit 23-26, t.
 Going Hollywood (Oriental) Chi, t.
 Gold & Bernie (Uptown) Chi, t.
 Glynn, Donald (Park Cafe) Burlington, Vt., c.
 Gray, Frank (Club 429) Chi, nc.
 Gray, Helen (Versailles) NYC, re.
 Gray, Maxine (Pennsylvania) New York, h.
 Green, Terry (Commadore) NYC, h.
 Grey, Lorette (Garrick) Duluth, Minn., t.
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Hall, Bob (Palmer House) Chi, h.
 Hallman, Selma (Town Casino) Phila, nc.
 Harmonizers, Four (Paramount) Concord, N. C., 26; (Imperial) Columbia, S. C., 27-28; (State) Spartanburg, S. C., 30-31, t.
 Hart, Mary (Shakespeare) Liverpool, Eng., 23-26; (Theater Royal) Edinburgh, Scotland, 30-April 4, t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (All Stars Club) NYC, nc.
 Harris, Kay (Club Sharon) New York, nc.
 Harris, Irve (Place Elegante) NYC, nc.
 Harrison, Ken (Casanova Club) Scranton, Pa., nc.
 Hartmans, The (St. Regis) New York, h.
 Hayes, Harriet (Michigan) Detroit 23-26, t.
 Hayworth, Seabee, Co. (Carolina) Wilson, N. C., 25-26; (Alamance) Burlington 27-28; (Liberty) N. Wilkesboro Apr. 2-4, t.
 Hazelle & Klatoff (Park Central) NYC, nc.
 Healy, Chuck (Torch Club) Canton, O., nc.
 Heald, Dan (Broadway Room) New York, nc.
 Heidt, Horace, & Band (Minnesota) Minneapolis 23-26, t.
 Heilbron, Fritz (Chicago) Chi, t.
 Henning, Pat, & Betty (Hipp.) Toronto 23-26, t.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hild, Dorothy, Dancers (Uptown) Chi, t.
 Hill, Pat (Kit Kat Club) New York, nc.
 Hilliard, Harriet (Lexington) NYC, h.
 Hilliard, Jack (Hi-Hat Club) Chi, nc.
 Hildegarde (Gaiety) London 6-31, t.
 Hirsch, Jack (Old Rumanian) NYC, cb.
 Holland & Hart (Radio City Rainbow Room) NYC, nc.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Holiday (Illinois) Macomb, Ill., 24-25, t.
 Hollywood Horse (Village Barn) NYC, nc.
 Hollywood Secrets (Paramount) Syracuse, N. Y., 23-26, t.
 Holman, Libby (Town Casino) Miami, nc.
 Holst Twins (Garrick) Duluth, Minn., t.
 Honan, Helen (Oriental) Chi, t.
 Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
 Hot Feet, Four (Kit Kat) New York, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howe, Dorothy (Bossert Grill) NYC.
 Howell, David (Archmont Club) NYC, nc.
 Howell, Jack (Roosevelt) New Orleans, h.
 Huber, Elsie (All Stars Club) NYC, nc.
 Humphreys, Paul (All Stars Club) NYC, nc.
 Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.

J

Jack & Jill (Radio City Rainbow Grill) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jantz Sisters (Rivoli) Monmouth, Ill., 25-26, t.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jerry & Jean (Paramount) Abilene, Tex., 25-26, t.
 Johnson, Al (Casino Venezia) NYC, nc.
 Johnson, May (Kit Kat Club) NYC, nc.
 Jones, Bobby (Chez Paree) Indianapolis, nc.
 Jones, Dick & Doty (Delmonico's) NYC, re.
 Jones, Frank Peg (Beacon) Vancouver, Can., t.
 Johnson & Dean (Connie's Inn) NYC, nc.
 Jordan & Grace (State-Lake) Chi, t.
 Jordan, Sylvia (Old Rumanian) NYC, cb.
 Jose & Renee (Vancouver) Vancouver, Can., h.
 Judnich, Frank (Governor Clinton) NYC, h.
 Julienne (St. Moritz) NYC, h.
 Julius, Billy (Ponce de Leon) Dayton, O., nc.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Connie's Inn) NYC, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Charles, Ernest (Normandie) New York, nc.
 Cherie & Joe (French Casino) NYC, nc.
 Chicken Sisters (Century) Baltimore 23-26, t.
 Chita (Anna Held's) NYC, re.
 Chmara, Gregory (St. Moritz) NYC, h.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Christy, Floyd, Co. (Michigan) Detroit 23-26, t.
 Clara Donna (Kit Kat Club) New York, nc.
 Clarence & DeLore (Paramount) Abilene, Tex., 25-26, t.
 Clarke, Joan (Colosimo's) Chi, nc.
 Clark's, Harry, Top Hat Revue (Cecil) Mason City, Ia., 25-26, t.
 Clark's, Harry, March of Rhythm (Orph.) Lincoln, Neb., 27-29; (State) Hibbing, Minn., 31; (State) Virginia Apr. 1, t.
 Clark's, Harry, Paris on Parade (Ottumwa) Ottumwa, Ia., 25-26; (Orph.) Winnipeg, Can., 29-Apr. 4, t.
 Claudet, Marguerite (Shawnee) Springfield, O., h.
 Clauser's, Joe, Collegians (Garrick) Duluth, Minn., t.
 Codolban, Cornelius (St. Regis) New York, h.
 Coghlin, Homer (Grand) St. Louis, t.
 Comedy Stars of Hollywood (Paramount) Abilene, Tex., 25-26, t.
 Comeford, Marie (New Yorker) New York, h.
 Comer & Parks (Saenger) Mobile, Ala., 24-26, t.
 Comets, Four (Roxy) NYC 23-26, t.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conchita (Von Thenen's) Chi, c.
 Conrad & Emersyn (Grand) St. Louis, t.
 Conti, Jean (Meurice) NYC, re.
 Continental Cavalcade (Pal.) Cleveland 23-26, t.
 Continental Trio (Yacht Club) Chi, nc.
 Continental Varieties (Club Cliquot) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cook, Joe, Show (Fox) Phila 23-26, t.
 Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornell, Wes (429 Club) Chi, nc.
 Cornwell, Frank, Trio (Biltmore) NYC, h.
 Cortez, Al & Toni (Hickory House) NYC, nc.
 Cortez & Marquis (Club Belvidere) Hot Springs, Ark., nc.
 Costello, Billy (Colonial) Dayton, O., t.
 Courtney, Ann (Normandie) New York, nc.
 Covert & Reed (Hollenden) Cleveland, h.
 Crider & Paige Capers of Mirth (Ritz) Tifton, Ga., 26; (Ritz) Valdosta 27; (DeSoto) Lake City, Fla., 28, t.
 Cropper, Roy (Wellington) NYC, h.
 Cross & Dunn (Palm Island Club) Miami, nc.
 Crowe, Hazel (Paddock Club) Cleveland, nc.
 Cugat, Carmen (Waldorf-Astoria) NYC, h.
 Cullen, Micki (Barrel of Fun) NYC, nc.

Donaldson, Joe (Illinois) Macomb, Ill., 24-25, t.
 Dosh, Freddie (Palmer House) Chi, h.
 Dossena, Adelina (Club Minuet) Chi, nc.
 Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
 Dova, Ben (Wintergarten) Berlin 1-31, t.
 Dove, Evelyn (Connie's Inn) NYC, nc.
 Drake, Connie (Deauville) New York, nc.
 Drena & Her Dancers (London Casino) London, nc.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drew, Doryce & Freddy (Penthouse Supper Club) Baltimore, cb.
 Drew, Hotcha (Connie's Inn) NYC, nc.
 Drum, Doty (Hector's Club New Yorker) New York, nc.
 Duffin & Ruth (St. Francis) San Francisco, h.
 Dunn Bros. (Oriental) Chi, t.
 Dunn, Johnnie (Illinois) Macomb, Ill., 24-25, t.
 Duval, Ade (Empire) Nottingham, Eng., 30-Apr. 4; (Empire) Glasgow, Scotland 6-11, t.
 Duval, Sheila (New Town Bar) New York, nc.
 Dyer, Bobby (Beacon) Vancouver, Can., t.

E

Easter & Hazleton (Penthouse) Baltimore, nc.
 Efanti, Hilda (Anna Held's) NYC, nc.
 Elaine & Douglas (Ritz) Muskogee, Okla., 25-26, t.
 Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 Ellison Sisters (Beacon) Vancouver, Can., t.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Enrico, Don (Colosimo's) Chi, nc.
 Enrica & Novello (Waldorf-Astoria) NYC, h.
 Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
 Erma, Gypsy (New Town Bar) New York, nc.
 Ertel, Herbert (Oriental) Chi, t.
 Estelle & Harvey (Grand) St. Louis, t.
 Estelle & Leroy (French Casino) N. Y. C., nc.
 Etheridge, Eleanor (Oriental) Chi, t.
 Eugene, Bob, Troupe (Shrine Circus) Denver, 23-28.
 Evans, Rex (Beachcomber Bar) NYC, nc.

F

Fairbank, Miriam (Hotel Ambassador) NYC, h.
 Fallon, Helen (Oriental) Chi, t.
 Farrell, Marita (French Casino) New York, nc.
 Farnum, Frank (Greenwich Village Inn) New York, nc.
 Farrell, Bill: (Place Elegante) New York, nc.
 Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
 Fay, Paul (Club 429) Chi, nc.
 Faye Sisters (Saenger) Mobile, Ala., 24-26, t.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & Del Rey (Shawnee) Springfield, O., h.
 Fenwick & Kochoer (Garrick) Duluth, Minn., t.
 Fermin & Mary Lou (El Toreador) N.Y.C., nc.
 Fields, Benny (Hollywood) NYC, re.

Kauff, Benn (Place Elegante) New York, nc.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale-Frolies) Chi, nc.
 Kayne, Don (Capri) Lawrence, Mass., re.
 Keane, Betty (Paradise) NYC, re.
 Kedrova, Lill (St. Moritz) NYC, nc.
 Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc.
 Keller Sisters & Lynch (Astor) Reading, Pa., 23-26, t.
 Kellogg, Dorothy (Delmonico's) NYC, re.
 Kelly, Nancy (Hi-Hat Club) Chi, nc.
 Kelly, Nell (Royale Frolies) Chicago, nc.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kennedy, May (Butler's Tap Room) NYC, nc.
 Kenny, Lillian (Hotel Montclair) NYC, h.
 Kent, Florence (Shawnee) Springfield, O., h.
 Khamara, Gregory (St. Moritz) New York, h.
 Kilmris (Hipp.) NYC, t.
 King, Blanche (Brill's) Newark, N. Y., nc.
 King, Lew (Gay '90s) Chi, nc.
 King, Mickey (Shubert) Cincinnati 23-26, t.
 King, Ruth (Lido) Montreal 23-28, nc.
 Kingsley & Case (Hipp.) Toronto 23-26, t.
 Knoll, Chan, Trio (Rembert) Longview, Wash., 25-26, t.
 Knox, Frances (Marble Grill) Rochester, N. Y., re.
 Koban, Great (Rembert) Longview, Wash., 25-26, t.
 Kock, Arthur (Old Heidelberg) Chi, c.
 Komisarjevskaja, Elena (St. Moritz) NYC, h.
 Kramer, Dick: (Lebus) New York, re.
 Kramer, Ida (Swanee) NYC, nc.

L
 LaFleur, Arthur (Hipp.) NYC, t.
 La Palomas (Deauville) New York, nc.
 LaRue, Bobby & Kenn (Gay Paree) San Antonio, Tex., nc.
 La Tour, Margie (Embassy Club) Chi, nc.
 LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Waverlyn (Anna Held's) NYC, nc.
 Lambertson, Charlotte (Hollywood) NYC, nc.
 Lemont, Marguerite (Hollywood) NYC, re.
 Lamont, Lester (Club Richman) NYC, nc.
 Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane, Ted (Hickory House) New York, nc.
 Lang & Lee (Auditorium) Springfield, Mo., 23-26, a.
 Langdon & Storey (Saenger) Mobile, Ala., 24-26, t.
 Large & Morgner (Carmen) Phila 23-26, t.
 Larmita & Mullet (Oasis) Detroit, nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 LaVola, Don (Shrine Circus) Topeka, Kan.; Leavenworth 30-Apr. 4.
 Lawler, Alice (Caliente Club) NYC, nc.
 Lawlor, Terry (Chez Paree) Chi, nc.
 Lawrence, Dorothy (Club Deauville) N.Y.C., nc.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lazaro, Leo (Place Elegante) NYC, nc.
 LePaul (Hipp.) Toronto 23-26, t.
 Lee, Bob (Wivel's) NYC, re.
 Lee, Harry (Blakeland Inn) Denver, nc.
 Lee, Joe & Betty (Biltmore) NYC, h.
 Lee, Linda (Hotel Biltmore) NYC, h.
 Lee, Loretta (Lincoln) NYC, h.
 Lee, Maxine (State-Lake) Chi, t.
 Lee, Syble (Illinois) Macomb, Ill., 24-25, t.
 Leed, William (Dizzy Club) New York, nc.
 Lenora Dandies (Pennsylvania) Phila, h.
 Lenti, Steve (Place Elegante) New York, nc.
 Leone, Emile, Trio (Beacon) Vancouver, Can., t.
 LeRoy Sisters (Paddock Club) Cleveland, nc.
 Leroy & Sharp (Saenger) Mobile, Ala., 24-26, t.
 Leslie Sisters (Club Lido) Syracuse, N. Y., nc.
 Lester, Jerry (Greenwich Village) San Francisco, nc.
 Let's Have a Party (Ritz) Muskogee, Okla., 25-26, t.
 Leu, Paul (Windmill) Pittsburgh, nc.
 LeVolo, Pat & Willa (New Bradford) New Bradford, Pa., 26-28; (Rialto) Beaver Falls 30-Apr. 1, t.
 Lewis, Evelyn (Chesterfield) Boston, nc.
 Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.
 Libzeed Arabs (Century) Baltimore 23-26, t.
 Libonati Trio (Riverside) Milwaukee, t.
 Lido Girls (Club Richman) NYC, nc.
 Light Brigade (McAlpin) NYC, h.
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Livingstone, Mary (Century) Baltimore 23-26, t.
 Long Jr., Nick (Adelphi) London 2-31, t.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
 Lorraine, June (Broadway Room) NYC, nc.
 Lorraine Sisters, Three (State-Lake) Chi, t.
 Lou, Lindy (Anna Held's) NYC, nc.
 Lowery, Fred (Ambassador) New York, h.
 Lowry, Ed (Ambassador) St. Louis, t.
 Lubina, Ada (St. Moritz) New York, h.
 Lukas, Paul, Co. (Met.) Boston 23-26, t.
 Lutes Bros. (Garrick) Duluth, Minn., t.
 Lynch, Louise Dudley (Stork Club) NYC, nc.

M
 MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
 Mack, Buddy (Garrick) Duluth, Minn., t.
 Macks, Skating (Commodore) London 30-Apr. 4, t.
 MacNaughton, Virginia (Lido) Montreal 23-28, nc.
 Maddux, Frances (Savoy Plaza) New York, h.
 Magnante, Charlie (Waldorf-Astoria) NYC, h.
 Mahon & Rucker (Cathay) Shanghai, China, h.
 Mallina, Luba (Hollywood) New York, re.
 Mallory, Mickey (Old Rumanian) NYC, cb.
 Malvey, Hal (Club Avalon) Hot Springs, Ark., nc.
 Mandell, Kitty (New Town Bar) New York, nc.
 Mann, Sid (Mon Paris) NYC, nc.
 Mara & Renato (Jimmy Kelly's) N.Y.C., nc.
 Maravellas (El Chico) New York, nc.
 Marguerite & Arthur (Embassy Club) Toronto, nc.
 Mario & Floria (Ambassador Hotel) NYC, h.
 Markoff, Gypsy (Russian Kretchma) New York, nc.
 Marque & Suzanne (Merry-Go-Round) Dayton, O., nc.
 Marsh, Carolyn (Palladium) London 11-31, t.
 Martin & Martin (State) NYC 23-26, t.
 Martin, Muriel (Dizzy Club) New York, nc.
 Martin, Tommy (Versailles) NYC, nc.

N
 Nadine & Girardo (Biltmore) NYC, h.
 Nascha (Morrison) Chi, h.
 Naylor, Marjorie (Hickory House) NYC, nc.
 Negri, Pola (Scala) Berlin 1-31, t.
 Neiser, Henri (Beacon) Vancouver, Can., t.
 Nesbit, Evelyn (All-Stars Club) NYC, nc.
 Nevins, Hazel (Village Barn) New York, nc.
 Newdahl, Clifford (House of Morgan) NYC, nc.
 Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
 Newman, Harry (Beverly Bar) NYC, nc.
 Niles, Noma (Swanee) NYC, nc.
 Niva, Vira (Paradise) NYC, re.
 Noble, Leighton (Waldorf-Astoria) NYC, nc.
 Noland, Nancy (Radio City Rainbow Grill) NYC, nc.
 Nolte, Carolyn (Ira's Supper Club) Miami, Fla., nc.
 Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
 Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
 Novoa, Fantasia (El Toreador) NYC, nc.

O
 Oakley, Bob (Majestic) San Antonio, Tex.; (Paramount) Austin 28-30; (Worth) Ft. Worth 31-Apr. 3, t.
 O'Berg, Bonnie (Grand) St. Louis 23-26; (Liberty) Oklahoma City, Okla., 28-31, t.
 O'Connor Family (Colonial) Dayton, O., t.
 O'Dea, June (Hollywood Yacht Club) Miami, Fla., nc.
 O'Doherty, Molly (Man About Town Club) NYC, nc.
 Oldfield, Emmett (Dorchester Hotel) London 1-31, nc.
 Olivette, Nina (State) NYC 23-26, t.
 Original Rhythm Boys (Weylin) NYC, h.

P
 Peppers, Three (Kit Kat Club) NYC, nc.
 Peppy & Peanuts (Leon & Eddie's) NYC, nc.
 Perfect, Rose (Finsbury Park Empire) London 23-28, t.
 Perkins, Johnny (Harding) Chi, t.
 Perlee, Mildred (Illinois) Macomb, Ill., 24-25, t.
 Pernu, Lempi, & Flashes of 1936 (Capitol) Atlanta, Ga., 25-26; (Bijou) Savannah 30-Apr. 1; (Royal) Columbus 2-4, t.
 Perona, Anthony (Gabriel's) NYC, re.
 Petch & Deauville (Marbro) Chi, t.
 Petty, Ruth (Harding) Chi, t.
 Phelps Twins (Colony Club) Chi, nc.
 Phil & Dolly (Rivoli) Monmouth, Ill., 25-26, t.
 Pickford, Merry (Keenan's) Chester, Pa., c.
 Pierce & Harris (Hollywood) New York, nc.
 Pils & Tibet (Trocadero) Hollywood, Calif., nc.
 Piroška (French Casino) NYC, nc.
 Plybon-Allen Girls (Plaza) Pittsburgh, c.
 Pops & Louie (Hipp.) Toronto 23-26, t.
 Pope & Thompson (American Music Hall) NYC, mh.
 Potter, Lisa (Club New Yorker) NYC, nc.
 Powell, Claire (Paddock Club) Chi, nc.
 Powell, Walter (State-Lake) Chi, t.
 Prentice, George (Savoy Hotel) London 16-23, nc.
 Princess Ahl (Leon & Eddie's) NYC, nc.
 Pryor, Ruth (Shubert) Cincinnati 23-26, t.
 Puree, Vic (Cat and Fiddle) Cincinnati, nc.
 Purl's, Marie, Say It With Ladies (Riviera Beach) Daytona Beach, Fla., 20-27, h.
 Purl's, Marie, Say It With Ladies (Riviera Beach Hotel) Daytona Beach, Fla., 23-27; (Pal.) Jacksonville 28-29; (Tiger) Auburn, Ala., 30-Apr. 3, t.

R
 Rafael (Sherry-Netherland) NYC, h.
 Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
 Ramon & Lucinda (El Toreador) NYC, nc.
 Rand, Katherine (Paradise) NYC, re.
 Randall, Andre (French Casino) N.Y.C., nc.
 Randall, Carl (House of Morgan) NYC, nc.
 Randall, Judy (Chicago) Chi, t.
 Randleys, The (Marbro) Chi, t.
 Randolph, Amanda (Black Cat) New York, nc.
 Ranson, Glenda (Broadway Room) NYC, nc.
 Ray & Harrison (Colonial) Dayton, O., t.
 Raye, Allen (Biltmore) New York, h.
 Raye, Gilbert & Vicky (Club Madrid) Buffalo, N. Y., nc.
 Raye, Prince & Clarke (Park Central) NYC, h.
 Raymond, Billy, Co. (Ritz) Muskogee, Okla., 25-26, t.
 Raymond, Lou (Village Nut Club) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
 Redheads vs. Blondes (Shubert) Cincinnati 23-26, t.
 Reed & Blane (Wellington) NYC, h.
 Rees, Jack (Normandie) New York, nc.
 Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.
 Reilly, Throver & Ledayne (Grand) St. Louis, t.
 Renaldo & Palmer (Lido) Montreal 23-28, nc.
 Renault, Francis (Trottas) Washington, D. C., nc.
 Rene & George (Town Casino) NYC, nc.
 Reynolds, Mickey (Rembert) Longview, Wash., 25-26, t.
 Rhythm Makers, Seven (Rembert) Longview, Wash., 25-26, t.
 Rhythm Steppers, Five (Rivoli) Monmouth, Ill., 25-26, t.
 Rich, Jack (Anna Held's) NYC, nc.
 Rimacs, Ciro & Co. (Adelphi) London 2-31, t.
 Riviera Boys (Barrel of Fun) NYC, nc.
 Robbins Family (Paradise) NYC, re.
 Roberts, Dave & June (Bat Gormley's) Lake Charles, La., nc.
 Roberts, Whitey (Marbro) Chi, t.
 Rocky Twins (Versailles) NYC, re.
 Rodrigo & Francine (Park Plaza) St. Louis, h.
 Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
 Rogers, Buddy, & Orch. (Fox) Washington, D. C., 23-26, t.
 Rogers, Edith (Rembert) Longview, Wash., 25-26, t.
 Rogers, Jimmie (Mon Paris) NYC, nc.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rohckast, Marianne (Club Normandie) NYC, nc.
 Rollins, Mimi (Leon & Eddie's) NYC, nc.
 Rolph, Wynne (Wivel's) New York, re.
 Romero & Juliette (Monte Carlo) NYC, nc.
 Rose, Harry (State) NYC 23-26, t.
 Ross, Dr. (Waldorf-Astoria) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Roth, Lillian (House of Morgan) NYC, nc.
 Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
 Rowe, Dorothy (Bossert Grill) NYC, nc.
 Royal Hawaiians (Dizzy Club) NYC, nc.
 Royal Swedish Bell Ringers (Riverside) Milwaukee, t.
 Rubin, Benny (Oriental) Chi, t.
 Rush, Ann (Paddock Club) Chi, nc.
 Russian Choir (Sherry-Netherland) NYC, h.
 Ryan, Rosy (Black Diamond) Scranton, Pa., nc.

S
 Salama, Andre (St. Moritz) NYC, h.
 Sally, Joe & Bobo (Roosevelt) New Orleans, h.
 Sam, Ted & Ray (Paradise) NYC, re.
 Sandino & Fairchild (Firenze Restaurant) NYC, re.
 Sanna & Loomis (Rivoli) Monmouth, Ill., 25-26, t.
 Santelli, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N.Y.C., nc.
 Santschi & Buckley (Chicago) Chi, t.
 Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
 Savage, Jean (Southern) Baltimore, h.
 Savoy, Harry (Earle) Phila 23-26, t.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Scott, Mabel (Ubangi Club) NYC, nc.
 Scott, Virgie (Ubangi) NYC, nc.
 Seal, Spud (Illinois) Macomb, Ill., 24-25, t.
 Shannon, Richard, Band (Rivoli) Monmouth, Ill., 25-26, t.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Sheridan, Eleanor (Del Monico's) NYC, nc.
 Sherman & McVey (Garrick) Duluth, Minn., t.
 Shelton, James (Club Normandie) NYC, nc.
 Sherkot (French Casino) NYC, nc.
 Shipstad & Johnson (College Inn) Chi., nc.
 Simpson, Carl (Park Plaza) St. Louis, Mo., h.
 Sirens in Satin (Saenger) Mobile, Ala., 24-26, t.
 Skating Swingers (Beacon) Vancouver, Can., t.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Frank, Revue (New Yorker) N.Y.C., h.

T
 Tappan, Maxine (Ambassador) New York, h.
 Taylor, Peggy, & Co. (Wintergarten) Berlin 1-31, t.
 Tegner, Michael (Number One Bar) NYC, nc.
 Tennill, Frank (New Yorker) NYC, h.
 Termini, Joe (Empire) Penge, Eng., 23-28; (New Cross Empire) London 30-Apr. 4, t.
 Terris, Norma (Versailles) NYC, re.
 That Quartette (American) NYC, mh.
 Theodore & Denesha (Montclair) NYC, h.
 Theodores, The (Chez Paree) Chi, nc.
 Thompson, Bart & Dorothy (Blakeland Inn) Littleton, Colo., nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thornton, Billy, Co. (Illinois) Macomb, Ill., 24-25, t.
 Tic, Toc and Toe (Paradise) NYC, re.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tilson, Jack (After the Show) Chi, nc.
 Times Square Topics (Garrick) Duluth, Minn., t.
 Tint, Al (Dutch) Columbus, O., nc.
 Toomey, Regis (Marbro) Chi, t.
 Toots & Al (Kit Kat Club) NYC, nc.
 Tomlin, Pinky (Roxy) NYC 23-26, t.
 Toropova, Nadine (St. Moritz) NYC, h.
 Torrence, Johnny & Edna (Roosevelt) New Orleans, h.
 Trado, Frank & Pete (Lido) Montreal 23-28, nc.
 Trahan, Al (Palladium) London 9-31, t.
 Tranger, Don (Grand) St. Louis, t.
 Travers, Jean (State) NYC 23-26, t.
 Trepes & Violeta (El Toreador) NYC, nc.
 Tripoli Trio (Colosimo's) Chi, nc.
 Tucker, Sophie (Hollywood) Hollywood, Fla., cc.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Truckin' (Roxy) NYC 23-26, t.
 Tscherkassy, Alexis (St. Moritz) New York, h.

U
 Uncle Ezra Jones Barn Dance Frolics (Paramount) Concord, N. C., 26; (Imperial) Columbia, S. C., 27-28; (State) Spartanburg 30-31; (State) Salisbury, N. C., Apr. 1, t.

V
 Valaida (Grand Terrace) Chi, nc.
 Valencia, Magda (Club Gaucho) New York, nc.
 Valerie, Armand (Town Casino) NYC, nc.
 Valley, Vivian (Club Normandie) NYC, nc.
 Van Loon, Willem (Chez Josephine Baker) NYC, nc.
 Van, Vera (New Yorker) NYC, h.
 Velas, Ester (Roosevelt) NYC, h.
 Veloz & Yolanda (Ambassador) Los Angeles, h.
 Vermonde, Claire (Commodore) NYC, h.
 Verneille & Donaldson (Versailles) NYC, re.
 Vernon, Evelyn & James (Statler) Buffalo, h.
 Vernon, Wally (Colosimo's) Chi, nc.
 Vestoff, Floria (Broadway Room) NYC, nc.
 Victoria & Lorenz (Grand St. Louis, t.
 Vietro, Tony (Chateau Moderne) NYC, nc.
 Villon, Jeanette (Park Central) NYC, h.
 Villano & Lorna (Paradise Club) Rochester, N. Y., nc.
 Viniegra, Fermin (El Toreador) NYC, nc.

W
 Wahl, Walter Dare (Dorchester Hotel) London 1-31, nc.
 Walders, Darlene (Savoy Hotel) London 16-29, nc.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, Buddy (Club Sharon) NYC, nc.
 Walker, Kirby (Hickory House) NYC, nc.
 Walsh, Clara Bell (Ambassador) NYC, nc.
 Walsh, Sammy (Hollywood) NYC, nc.
 Waller, Fats, & Orch. (State) NYC 23-26, t.
 Ward, Alda (Kit Kat Club) NYC, nc.
 Ward & Aryan (Schlefe Latern) Vienna, Austria, 1-31, t.
 Ward, Helene (Italian Garden) Pittsburgh, nc.
 Ward & Milford (Loew) Montreal 23-26, t.
 Waring's, Fred, Pennsylvanians (Paramount) NYC 23-26, t.
 Watson, Hot Foot (Ubangi) NYC, nc.
 Watson Sisters (Hipp.) Toronto 23-26, t.
 Wayne, Carlyle (Paramount) Abilene, Tex., 25-26, t.

X
 Xmas, Three (Radio City Rainbow Grill) NYC, nc.

Y
 Yarnall, Fred (Pennsylvanians) Paramount NYC 23-26, t.

Z
 Ziegler, Fred (Pennsylvanians) Paramount NYC 23-26, t.

Smart Set Four (Radio City Rainbow Grill) NYC, nc.
 Smith, Bessie (Connie's Inn) New York, re.
 Smith, Bill (Fifth Avenue Hotel) New York, h.
 Smith, Chauby (Swanee Club) NYC, nc.
 Smith & Sully (Dizzy Club) NYC, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Solar, Willie (Tower) Kansas City, t.
 Sonia, Gansser, & Andre (French Casino) NYC, nc.
 Sophisticates, Sixteen (Michigan) Detroit 23-26, t.
 Spelle, Mary Lou (French Casino) NYC, nc.
 Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
 Stalac Bros. & Pearl (Illinois) Macomb, Ill., 24-25, t.
 Stanley Bros. (Oriental) Chi, t.
 Stanley, Shannon (Saenger) Mobile, Ala., 24-26, t.
 Starnes, Annavan & Seymour (Astor) Reading, Pa., 23-26, t.
 Starr, Jack (Palladium) London 11-31, t.
 St. Claire, Putnam (Ubangi) NYC, nc.
 Stearns & Dean (Hi-Hat Club) Chi, nc.
 Sterling, Frank (Ritz) Muskogee, Okla., 25-26, t.
 Stevens, Jimmy (Oasis) Detroit, nc.
 Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
 Stewart Sisters (Dizzy Club) NYC, nc.
 Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
 Stone, Al (Paddock Club) Cleveland, nc.
 Stone, Bernice (Savoy Hotel) London 16-29, nc.
 Stone, Harold (Chateau Moderne) NYC, nc.
 Stone & Kane (Illinois) Macomb, Ill., 24-25, t.

Stoner, Percy (Barrel of Fun) NYC, nc.
 Stover, Ginger (Garrick) Duluth, Minn., t.
 Stratton, Scottie (Brass Rail) Ogdensburg, N. Y., re.
 Stretch & Strain (Junction Inn) Mountain View, Calif., nc.
 Strong, Edna (Morrison) Chi, h.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Suter, Ann (American Music Hall) NYC, mh.
 Sutton, R. Patrick (Paramount) Abilene, Tex., 25-26, t.
 Swann, Evelyn Eppee (Stork Club) NYC, nc.
 Swann, Russell (New Montmartre) NYC, nc.
 Swing Brigade (Cocoanut Grove) Minneapolis, nc.
 Sykes, Harry (Shrine Circus) Red Wing, Minn.
 Symington, Eve (Plaza) NYC, h.

T
 Table Tooners (Chateau Moderne) NYC, nc.
 Tapps, Georgie (Paradise) NYC, re.
 Tappan, Maxine (Ambassador) New York, h.
 Taylor, Peggy, & Co. (Wintergarten) Berlin 1-31, t.
 Tegner, Michael (Number One Bar) NYC, nc.
 Tennill, Frank (New Yorker) NYC, h.
 Termini, Joe (Empire) Penge, Eng., 23-28; (New Cross Empire) London 30-Apr. 4, t.
 Terris, Norma (Versailles) NYC, re.
 That Quartette (American) NYC, mh.
 Theodore & Denesha (Montclair) NYC, h.
 Theodores, The (Chez Paree) Chi, nc.
 Thompson, Bart & Dorothy (Blakeland Inn) Littleton, Colo., nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thornton, Billy, Co. (Illinois) Macomb, Ill., 24-25, t.
 Tic, Toc and Toe (Paradise) NYC, re.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tilson, Jack (After the Show) Chi, nc.
 Times Square Topics (Garrick) Duluth, Minn., t.
 Tint, Al (Dutch) Columbus, O., nc.
 Toomey, Regis (Marbro) Chi, t.
 Toots & Al (Kit Kat Club) NYC, nc.
 Tomlin, Pinky (Roxy) NYC 23-26, t.
 Toropova, Nadine (St. Moritz) NYC, h.
 Torrence, Johnny & Edna (Roosevelt) New Orleans, h.
 Trado, Frank & Pete (Lido) Montreal 23-28, nc.
 Trahan, Al (Palladium) London 9-31, t.
 Tranger, Don (Grand) St. Louis, t.
 Travers, Jean (State) NYC 23-26, t.
 Trepes & Violeta (El Toreador) NYC, nc.
 Tripoli Trio (Colosimo's) Chi, nc.
 Tucker, Sophie (Hollywood) Hollywood, Fla., cc.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Truckin' (Roxy) NYC 23-26, t.
 Tscherkassy, Alexis (St. Moritz) New York, h.

U
 Uncle Ezra Jones Barn Dance Frolics (Paramount) Concord, N. C., 26; (Imperial) Columbia, S. C., 27-28; (State) Spartanburg 30-31; (State) Salisbury, N. C., Apr. 1, t.

(See ROUTES on page 57)

Norris Show On the Road

**Opens at Woodville, Miss.,
and will play 35 stands in
State—buys new top**

WOODVILLE, Miss., March 21.—Norris Bros.' Circus, C. R. LaMont, owner and general manager, opened here Monday and will show 35 stands in this State. Show travels on ten trucks, three semi-trailers and two four-wheel trailers. There are also house trailers. Big top is a 70 with two 30s; Side Show, a 50 with one 30. A new big top will be delivered at an early date. All trucks have been newly painted. Show has a light plant.

Program runs an hour and 45 minutes under direction of Blackie Woods, as follows: Grand entry; riding monkeys in both rings; clowns on track; double traps, Aerial Sweets and Aerial Woodbines; ponies in ring 1, by Glen Norris; concert announcement; Pickels and Noodles, clown numbers; acrobatic acts, Norris and Leota troupes; revolving ladders, the Two Goofs; January mule, by Glen Norris; table rock, Zippo; high-wire, Norris and Leota troupes; high-diving dog and monkey; pony drills, Blackie Woods and Glen Norris; swinging ladders, Ineze Woods and Frankie Lou; baseball by clowns; mixed animal group, Blackie Woods; Spanish webs, Frankie Lou and Ineze Woods; clown number and concert announcement; bucking mule; historical spec.

Circus Side Show consists of wild animals in large semi-trailer cages.

Ed Hiler is general agent; E. Lee, billposter and lithographer; Mrs. Ed Hiler, in ticket wagon; Mr. Lamont, on front door; George Sweet, master of transportation; N. E. Johnston, mechanic and electrician; Dutch Johnson, boss canvasman; John Reed, cookhouse; Mrs. E. D. Woods, wardrobe; Frank Jones, stock.

Main Opening Early in April

ROCK HILL, S. C., March 21.—The Walter L. Main Circus will open at winter quarters here some time during the week of April 6, auspices of American Legion. Main will again be general agent.

Acts recently signed were George St. Leon family of bareback riders; Morris family, teeterboard; Flying Willards, horizontal bar turn; Irah J. Watkins' dogs, ponies and monkeys, with "Mickey-McGuire" as feature; Jerry Burrell, who will furnish Wild West concert, with 14 head of stock.

Atkinson With Bockus

CINCINNATI, March 21.—George Atkinson, who for many years has been connected with major circuses and working on promotions under auspices, has been engaged as general press representative with Bockus & Kilonis Circus.

CANTON, O., March 21.—Entire program at the third annual Canton Shrine Trumdrum Indoor Circus will be confined to acts owned or controlled by Lewis Bros.' Circus, including stock and props, which will be trucked here from show's quarters at Jackson, Mich. An innovation this year will be a freak Side Show, which will be presented following each regular performance. Advance ticket sale is big.

**HAIL THE CIRCUS
STAR — LONG LIVE
THE CIRCUS!**

By FLOYD L. BELL

**Watch for This
In the Spring
Special Number
Of The Billboard**

Longing To Hear Band Play

Mrs. Ray Marsh Brydon, wife of the general manager of Rice Bros.' Circus, and daughter, Rae, have been spending the winter with relatives on Long Island, N. Y. Recently Mrs. Brydon was reading a letter she had received from her husband and said to the child: "Daddy is longing to hear the band play," whereupon the precocious youngster interjected: "Yes, I'll bet daddy is longing to hear the band play 'And the Money Goes 'Round and Around.'"

Shows To Be Given At Peru on Sundays

PERU, Ind., March 21.—With announcement that H.-W. would be off road this season, a new venture by Manager Ralph Clawson has exceeded fondest hopes of S. W. Gumpertz and local circus officials.

Billed only in surrounding cities and with no radio hookup as in past years, Zoological Gardens and Farm had attendance of more than 3,500 last Sunday.

Mr. Clawson put on two-hour program of wild and domestic animal acts and regular circus routine. Stated that matinee performance, same as given on road with exception of aerial acts, will be staged matinees every Sunday till fall.

Show was presented in two rings. The animal acts were worked by John Riley, Jack Polk, Will McCarthy, Harold Coffman and Mrs. Erna Rudynoff.

James Cole To Play Under Elks, Detroit

DETROIT, March 21.—James M. Cole's Trained Wild Animal Circus will play a 10-day engagement, starting April 17, at the State Fairgrounds Coliseum, auspices of the Detroit Elks' Lodge No. 34. It will be the first annual charity circus of the lodge. Among acts will be Manuel King, animal trainer; the John Robinson and Adele Nelson elephants; Alice Sisty; Buck Steele, in charge of Wild West concert.

Si Semon is general agent; Joseph Brooks, in charge of national advertising; Forest Freeland, general press agent; Claude Morris, in charge of No. 1 car; A. B. Bennett, 24-hour man; Jack Lester, contracting press agent; Charles Young, lot superintendent.

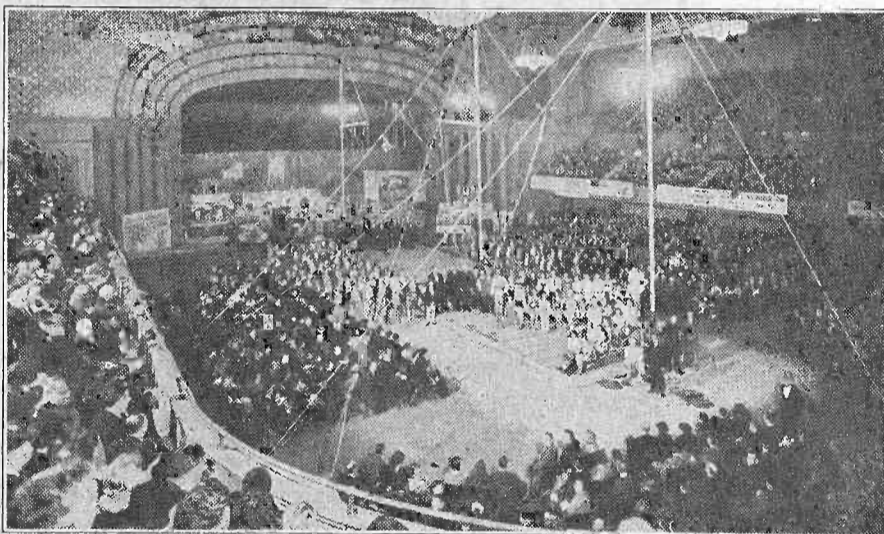
Trucks will be purchased here for the show.

Christy to Fort Worth

HOUSTON, March 21.—G. W. Christy, who arrived from the West Coast last week, left Monday for a conference with Billy Rose in Fort Worth. It has been learned that Christy will be with the Ken Maynard show next season.

Mr. and Mrs. Jack Lorenzo are at South Houston quarters breaking stock. They will handle the Christy elephants and will leave shortly for the first engagement of the unit.

Merritt and Nita Belew continue their duties with the Christy units.



POLACK BROS.' CIRCUS, recently at Memorial Auditorium, Sacramento, Calif., for the Ben Ali Temple Shrine, had the biggest gross of any Shrine spot handled by the Polack show. A return engagement will be played in 1937.

Enlarged Downie Show To Open Under Utility Club at Macon

MACON, Ga., March 21.—April 16 has been set as the opening date of the enlarged Downie Bros.' Circus, managed by Charles Sparks. Two performances will be given at Central City Park, the show's winter-quarters lot here, under auspices of the Utility Club of Macon.

Arrangements have just been completed for Jack Hoxie, cowboy screen star, to be featured. He is bringing Dixie Starr and a company of 10 people, four horses and his famous dog to be used in the all-new "movie concert," which includes a cowboy string band. Arrangements are under way for a Western serial to be made on the circus, and it is understood will be staged as an added attraction at the matinee concerts.

All equipment has been repainted and redecorated and plenty of gold leaf has been used on the animal dens and new larger tableaux. New seats have been added, increasing the capacity. The body shops have been under direction of Fred DeIvey; H. P. Russell has been in charge of the painting; William McNeal and a staff of mechanics have had the automotive shops going full blast, and George Singleton and staff of workers have been busy in the wood-working shops.

Tony Lasky has his light plants all set to go. Mickie O'Brien, in charge of wardrobe under direction of Mrs. Charles Sparks, announced the new wardrobe

ready. Bert Wallace and Carlos Carreon have been busy with the ring stock and a new Liberty act. Several horses have been added to the new high-jump number.

Special lighting effects with several costly displays, a la Jumbo, are to be worked into all-new opening and closing spec numbers. All new canvas and a new side-show banner line has been shipped by Baker & Lockwood. A shipment of animals, recently received, is to be added to the menagerie.

The executive staff and department heads include Charles Sparks, manager; Charles Katz, assistant manager; Jerome T. Harriman, general agent; Clint Shufford, executive secretary; William Morgan, treasurer; Irish Horan, general press representative; Will L. Wilken and Eddie Jackson, story men; Harry Mack, press agent back; Bert Wallace, equestrian director; W. E. DeBarrie, side-show manager; R. O. Scatterday, advertising banner man; George Singleton, superintendent big top; Barney (Soldier) Longsdorf, superintendent props; Clarence Harmon, assistant; Anthony Lasky, electrical technician; William McNeal, automotive technician; M. Mallman, superintendent privileges; Mitt Carrol, steward; Joe Gilligan, superintendent transportation; Art Barry, superintendent side-show canvas; Ed (Shorty) Daugherty, superintendent elephants and menagerie; Mickie O'Brien, wardrobe.

N. Y. Circus Room Out; Baugh to Kay

NEW YORK, March 21.—After more than two years of activity under the popular Harry Baugh, the Cumberland Hotel Circus Room will discontinue next Saturday. No reason was advanced for the decision, which had been an open secret for months. It is understood, however, that friction developing between hotel management and another executive caused the move.

Under Baugh's direction, room had played host to hundreds of circus and carnival people, its registry, maintained diligently by Baugh, listing the names of great and small, many of them spinning or swapping yarns with Baugh, who tramped for many years himself. During his regime Baugh became known as the champ amusement reference book, going to great lengths to accommodate callers, especially those from out-of-town. History passed in review before him, and the closing, tho not unexpected, brought expressions of regret from those informed of it in advance.

Baugh announced that he will join Kay Bros.' Circus early next month. He goes there with the good wishes offered by his many friends in the profession. Among his last callers were Mr. and Mrs. Cly Newton and Mrs. William Newton, of the Walter L. Main Circus. Only a few days ago the room was practically converted into a side show, being peopled by the Hoy Sisters, midgets; John Fraser, fat man, and others.

Three Press Men For Downie Advance

MACON, Ga., March 21.—With Jerome T. Harriman, general agent, and J. R. Hervey, local contractor for Downie Bros.' Circus, already several weeks on the road, the No. 1 advertising car, under Irish Horan, will bill Macon April 2, two weeks ahead of the show's opening date. This, it is said, will be the order for the season instead of 10 days with a No. 2 car one week ahead. Three press agents will be used on the advance, Irish Horan, Will L. Wilken and Eddie Jackson. Harry Mack will handle press back with show.

One truck has been added to the four which will be kept one week ahead of show with three men. The No. 1 car will carry 12 billposters, lithographers and banner men, and it is understood that the show will banner every day from the No. 1 car and a special brigade.

Harry A. Allen, special agent, has been added to Harriman's staff for special work in and around the nation's capital and the immediate metropolitan district.

A new line of paper has been made. A new design has been made for the dates and some special newspaper and radio material has been prepared by the press department. Horan has spent the winter in Macon, working on the new material.

Schulz Animal Acts With Bockus & Kilonis

MANCHESTER, N. H., March 21.—Captain William Schulz, with his unit of animal acts and featuring Marion Knowlton, have been contracted with the Bockus & Kilonis Circus. Miss Knowlton will be featured in the lion act. Schulz left for Montreal Tuesday morning and will return to the States in about 10 days to superintend the building of bodies for six new trucks, which will be ordered to transport his stock.

Al Massey and Miss Brown were Sunday visitors and renewed old times with Schulz.

Contracts have been received from DeMarlo and Marlette and Billy Rice.

John Kilonis left for New York Tuesday on a business trip, to be gone about five days. A contract was signed this week with F. Stanley Reed to act as legal adjuster.

Motor Truck Photos

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

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CARDS AND BUMPER CARDS,
MUSLIN AND FIBRE BANNERS
PRINTED FROM TYPE ON NON-
FADING PAPER WITH PER-
MANENT INKS.

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THE DONALDSON
LITHOGRAPH CO.

NEWPORT, KY.

OPPOSITE CINCINNATI



With the
Circus Fans

By THE RINGMASTER

OFA,
President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill.
Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Frank H. Hartless, national president, accompanied by his wife; Mr. and Mrs. I. Schoenberg and Mr. and Mrs. C. G. Sturtevant, made an auto trip from San Antonio into Mexico March 15.

George Duffy entertained Floyd King and Earl DeGlopper at dinner at Ambassador Hotel in Los Angeles evening of March 10. Mr. Duffy writes that he attended opening of the Tom Mix Circus. He had a long visit with Tom Mix.

John Tetlow, Peoria Circus Fan, was a caller at the White Tops office March 13. He recently returned home from Florida and with Justus Schlotzhauer, editor of The Peoria Star, attended a couple of indoor shows.

Sumner A. Peterson, Circus Fan of Atwater, Minn., visited the Twin Cities March 10 and spent some time with Ed Frye and Frank Friedman. They put them up and took them down and finally decided that they did not see circuses enough the past season and hope to have better luck this year. Mr. Peterson states he saw three performances of the Shrine show in Minneapolis and met a number of old friends.

Mr. Hartless left San Antonio March 20 for Philadelphia, New York and Boston on linen supply business and expects to return there in about 10 days. Mrs. Hartless' father died in Chicago night of March 14. He was 93. The Hartlesses did not receive the message in time to attend the funeral.

Fred Warrell Tent No. 16, South Bend, Ind., had its "spring opening" at Tony Barrett's Cafe March 23. W. W. Dunkle is secretary of the Tent.

Work Being Rushed
At Rice Quarters

JACKSON, Tenn., March 21.—With three weeks to go before opening date, April 11, work is being rushed at quarters of Rice Bros.' Circus. Ted Reed, with his crew, is turning out more new trucks and they are being gaily decorated by Artist Tex Stuart. Despite rain and cold a large number of visitors showed up at the fairgrounds on Sunday, and school teachers are making a practice of bringing their classes down in the afternoons to watch the feeding of the cat animals.

The Jackson Sun is giving the opening oodles of publicity, as also is The Memphis Commercial Appeal and 20 county newspapers in the surrounding territory are carrying weekly stories. The billboards are covered in every direction.

"Doc" L. B. Ford, equestrian director, arrived from Hot Springs, Ark., where he has been taking the baths. He is busy arranging the program, which will consist of 28 displays. In addition he has charge on the uptown offices, handling the popularity contest.

Other arrivals include May Hogan; Paul Frazee, ring stock groom; Bob Chaney, chief electrician, and Mrs. Chaney; Art Gardner and wife; Jimmie LaRue, boss property man, and "Doc" Butler. Bill Carskey, of Universal Candy Company, was a visitor, as also were Cliff and Johnny Shell.

Ringling Show Trains
Leaving Sarasota April 2

SARASOTA, Fla., March 21.—Preparations for the departure of the show trains of the Ringling-Barnum Circus for New York are rounding into the final stages. The sections will leave April 2, stopping to feed and water in Florence, S. C., and in the Potomac yards, Alexandria, Va., arriving in New York night of April 4.

Performers are arriving daily, Ed and

Jennie Rooney, the Hunt sisters and Mr. and Mrs. Rudy Rudynoff among them. Merle and Margaret Evans arrived Thursday.

Roland Butler, general press representative, and Frank Braden, story man, left for New York today. There they will be joined by Dexter Fellows and Edward Johnson. The New York advertising and publicity campaign will be launched about March 29.

More than 20 of the show's feature acts volunteered for the St. Martha's Catholic Church charity circus, under direction of Father Elslander, whose church bears the same relation to the circus as does the Little Church Around the Corner to the theater. The circus was presented night of March 19. Among the acts that appeared were Dorothy Herbert, the Reiffenachs, the Loyal-Repenskis, the Wallendas, the Walter Guice bar act, the Torrence-Victorias, the Uyenos, the Romeos, the Yom Kams, the Canestrelli troupe, the Ringling liberty horses, Alphonse Loyal, Polidor and Wenzel, and one of the Ringling elephant herds, presented by Larry Davis. Merle Evans directed the Sarasota band, which played the show. More than 1,600 people attended the performance, which was a tremendous success.

California Expo Buys
Barnes for March 28-29

LOS ANGELES, March 21.—The Barnes show has been bought by the directors of the California Pacific Exposition at San Diego, March 28-29, arrangements being made by Doc Howe, of Fanchon & Marco, with S. L. Cronin. It is the intention to set the show just outside the exposition gates.

Charley Ed, elephant, was presented to the San Francisco Zoo by Manager Cronin and delivered by Walter McClain. Two seals have been added to the seal group and are being broken by Joe Belovockey. Louis Borinstein is to be assistant on seal groups. E. L. Burnett has about completed the paint job on all equipment and the train.

Representatives of five newsreels and local papers spent a day on the Barnes lot taking shots of the Cristiani riding act; Bert Nelson and large group, Terrell Jacobs, Mabel Stark and the elephants doing routine. William Simpson and Bob Thornton are breaking new stock for the big menage numbers. First accident—Irene Ledgett suffered severe cuts on limb.

Local No. 89 Elects

MIAMI, Fla., March 21.—The Miami Bill Posters and Billers, Local No. 89, elected the following officers: Paul Roberts, president (re-elected); Fred K. Kessler, secretary; J. B. Schleifer, corresponding secretary.

NEW CHAIRS

THE KIND YOU FOLKS HAVE LIKED SO WELL, \$12.50 PER DOZEN. FLAT FOLD, SLAT SEAT, LONG LIFE.

Have Given Thorough Satisfaction the Last Two Years. Many Reorders. Come Early and Avoid the Rush.

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EASTERN REPRESENTATIVE — A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

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SHOW and CARNIVAL
NASHVILLE TENT & AWNING CO.

Nashville, Tenn.

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Show TENTS WRITE FOR PRICES

Fulton Bag & Cotton Mills

Manufactured Since 1870
ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW-ORLEANS KANSAS CITY, KAN.

Driver Made Tents and Banners

SEND FOR LIST OF USED TENTS.
TWO HOUSE CAR FLYS, 18x35, Water-proofed. Green. Brand New.

CHARLIE DRIVER, Manager,
O. HENRY TENT & AWNING CO.
4611-13 N. Clark St., Chicago, Ill.

The Lanquay Costume Co.

158 North State Street, 404 Capitol Building,
CHICAGO, ILL.

Everything For Theatrical Wardrobe

RHINESTONES—SPANGLES—TIGHTS

LIGHTING PLANTS \$250.00

Manufactured by
UNIVERSAL MOTORS CO.

4-5 K. W.
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Small 4-Cyl. Sets,
Capable
Lighting
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W a t t
Lamps.

LIGHT,
COMPACT
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EDW. SAMARA, Inc., 41 Old Slip, New York

USED TENT LIST

Now Ready. A Great Number of Bargains.
Sizes from Frame Tents to Big Tops. Write Today.

United States Tent & Awning Co.
701-09 N. Sangamon St., Chicago, Ill.

TENTS

150 First-Class Tents, Ready To Ship: 7x7, 7x9, 10x12, 12x14, 12x19, 14x24, 16x26, 20x30, 20x40, 20x50, 24x50, 30x45, 30x50, 30x60, 40x60, 40x70, 50x80, 60x90, 60x120, 60x150, 100x250. Write us what YOU want.

KERR MFG. CO.

1954 Grand Ave., CHICAGO

CONCESSION SHOW LIVING Tents

Write for Prices
ANCHOR SUPPLY CO., Inc.
EVANSVILLE, IND.

WANTED for THE JAMES M. COLE TRAINED WILD ANIMAL CIRCUS

With MANUEL KING, "World's Youngest Wild Animal Trainer."
RIDING ACT. 4 to 6 people, own transportation. Strong enough to feature. Also Pony Drills and Dogs, Horse Acts. Write Winter Quarters, Penn Yan, N. Y.

MAKE-UP MEHRON'S Famous Preparations sent anywhere, postage prepaid. Price List and Order Form on request. Address MEHRON, 256 West 55th Street, New York.

TIGHTS KOKAN MFG. CO., 280 Taft Place, BROOKLYN, N. Y.

TIGHTS

ALBERTIS CO., 440 W. 42d St., New York City.

MOTORIZE

Write for our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

INSURE YOUR TENT INVESTMENT



Tents cost real money—and they depreciate rapidly unless they are taken care of properly. Poor tents mean poor business. Preservo is the best tent insurance. It waterproofs all canvas thoroughly, keeps it soft and flexible, easy to handle and preserves it against mildew and rot, even when folded wet.

PRESERVO Waterproofs and Preserves Canvas
EASY TO APPLY

ROBESON PRESERVO CO.

SOLE MAKERS PORT HURON, MICH.

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Terms Arranged

"SURELITE"

E. B. KELLEY COMPANY, INC.

4387 Vernon Boulevard, Long Island City, N. Y.

Chrysler Engines
Special Distribution Panels
Photographs on Request

WANTED « « GIRLS

to work in Iron Jaw Number; preference given those who can ride menage.
COLE BROS.-CLYDE BEATTY CIRCUS, Rochester, Ind.



Under the Marquee

By CIRCUS SOLLY

ROBERT J. GREEN pens that he will be with Rice Bros.' Circus.

JOE AND ORDA MASKER, aerial bar act, will be with Kay Bros.' Circus.

DON MOORE is planning to be with a circus this season, using his airplane for publicity work.

A LICENSE has been granted to Ringling-Barnum to use the Cook circus grounds at Trenton, N. J., June 3.

JETHRO ALMOND advises that a 24-foot semi-trailer for Reo Bros.' Circus was recently finished at Albemarle, N. C.

JOE SHORT was at the recent Detroit Exposition. He will be with Cole-Beatty Circus this season.

F. T. BOTELER, last two years posting for food shows and fairs, will be on advance of the Main show.

IRA M. WATTS is doing well with a luncheon establishment and tearoom in Memphis, Tenn.

AMERICA OLVERA, trapeze performer, who had a successful winter season in England, France and Germany, will return to Ringling-Barnum.

THE KLINES (Charles and Peggy) were at the Detroit Exposition, a 10-day engagement. More than a half-million people attended.

HARIO AND MARIO, Australian knife throwers, will be with Jack Sampson on Bond Bros.' Circus. They were with F. W. Miller's Museum this winter.

LAWRENCE (RED) FILLINGER, on Downie Bros. last season, doing aerial bars with the Brocks, will be with the Bob Eugene troupe this year.

FRED DALLER, formerly in bands of circuses and minstrel shows, is in business at Ripley, O. He recently was in Cincinnati and called at *The Billboard*.

BUDDY WEDIN, clown with Sells-Sterling, is back in Iron Mountain, Mich., after a tour with a State senator in lower part of the State.

FRANK MILLER, concessioner with Ringling-Barnum, and Clyde Newton, Side Show manager of Walter L. Main Circus, were in New York last week.

SAM STRATTON, last season in publicity department of Hagenbeck-Wallace, is now press representative for *At Home Abroad*.

CHIEF DEERFOOT and Rex M. and Mildred Ingham, of Edna Acker's Congress of American Indians, attended the Sportsman's Show in New York.

JAMES SHROPSHIRE, well-known side-show manager, will have the kid show with the James M. Cole Wild Animal Circus.

CLIFF O. DOWNING has signed with

WANTED FOR THE WALTER L. MAIN CIRCUS

Opening Early in April, Musicians on all instruments. Write JACK ERWIN, A good Cook (not a can opener), Aerial Acts and other useful people write WM. NEWTON, JR., Manager Above Circus, Rock Hill, S. C.

WANTED
For Small Railroad Show To Open May 25. First stand Canada. WANT useful Circus Performers and Clowns. Musicians for 10-Piece Band. WANT Pony and Dog Acts, Wild West with own stock. WANT Sleeper, Light Plants, Big Top, 70 or 80-ft., with two or three Middles. Must be in good shape. Frank Mister, Dominick Farrin, Roy Leonhart, Mickey O'Brien, Kernerva, Wilsons write. Address E. H. JONES, North Warren, Pa.

BERNARD'S SPRING SPECIAL

(Orders Prior to April 11.)

DAN RICE'S LIFE MEMOIRS

499 Pages, 23 Full-Page Illustrations. Together with 5 Advertising Car Photos. ONLY THREE DOLLARS. CHAS. BERNARD, R. 2, Savannah, Ga.

TEN TRUCKS AND SEMI-TRAILERS with Air Brakes and Tar-paulins for sale, lease or exchange. COOK & HASELDEN, Lake City, S. C.

WANTED FOR VANDERBURG BROS. CIRCUS Team doing Acts and Clowning, Wild West for Concert, small Colored Band that can put on Minstrel. Address Whitewater, Wis.

the Cole Animal Circus to do come-in clowning. He states that he broke several ribs while playing a club date in Chicago.

CARL J. THORSON, comedy juggler, closed his 45th week with a Cushman vaude unit at Winnipeg, Can., and left for Macon, Ga., to join Downie Bros.' Circus.

MICKEY COUGHLAN, who spent a part of the winter in Hot Springs, arrived in Chicago last week, and will be leaving shortly to join the Ringling-Barnum show.

LEW HERSHEY does not contemplate being with a circus this year. Under management of E. M. Aronson, he is presenting a new and novel act, playing Kansas, Missouri and Oklahoma.

THE LEVINES (Harry and Charlotte) were one of the features at the Tall Cedars Indoor Circus at Hagerstown, Md., presenting forehead perch and double-trap acts.

HENRY RODEMER infos that he will be boss prop man on the James M. Cole show and Mrs. Rodermer will present ladder, Roman ring and her four-girl novelty acrobatic acts.

THOMAS HAYDEN, clown cop, last season with Riding Rooneys, will be with the Kuhn Circus. He has been in charge of a large apartment house at Ft. Wayne, Ind., all winter.

VANNIE CANNADY and Phyllis Darling, with the Haag show for last two seasons, pen that they are having a pleasant tour in Florida with the show, under management of Mrs. E. Haag.

LEO ABERNATHY, national president of the Billposters' Union, moved his office in Pittsburgh to the third floor of the Bessemer Building, where he is occupying larger quarters.

TOM LYNCH, retired trouper, of Bridgeport, Conn., celebrated his 80th birthday anniversary quietly at his home March 4. He received many letters of good wishes.

RALPH H. BLISS, who has been wintering in Los Angeles, left for Macon, Mo., to again be with Sells-Sterling advance, his fourth season with that organization. He met many old friends with the Tom Mix Circus.

M. J. DRESSEN and wife, of Dressen & Purcell Circus, visited Chief Rolling Cloud at Poplar Bluff, Mo., for three days. The chief is finishing an office truck and expects to open approximately April 1.

EDWARD D. BRADSHAW, who has been in the pop-corn business in New York for 35 years, was given a one-column story in a recent issue of a New York daily. Folks in that section call him the "Pop-Corn King."

TUDOR SISTERS and Avery and Eddie Keck open April 13 for Bob Morton in Buffalo, playing a string of indoor circuses which will carry them up to May 30, when they open for George Hamid at Eastern parks.

THE INDOOR CIRCUS for Tall Cedars of Lebanon, Trenton, N. J., will be given next month. Miacawa, Wilno cannon act, Bernard's elephants and acts from Eddy Bros.' Circus will constitute the program.

WELBY COOKE is preparing a new number for Eddy Bros.' Three-Ring Circus, to consist of a combination—elephant, dogs and ponies in military drills. Program for the show will consist of 21 numbers, 12 of which will be triple ring and five double ring.

BILLING for the Cole-Beatty Circus engagement at the Stadium, Chicago, will start April 1. J. D. Newman, general agent, has been in and out of Chicago the past week. Robert Hickey, Ora O. Parks and Floyd King, of the press department, are in Chicago.

GEORGIE SPEARS JR., contortionist, lost several hundred dollars' worth of clothes and scenery when he was forced to leave Pittsburgh. All engagements for next two weeks were canceled due to the flood. Georgie Spears and his parents went to Zanesville, O., where they will await the lowering of flood waters.

CLYDE W. PARKE, of Memphis, Tenn.,

has made a miniature moving model of a circus presented under a big top, all to scale. Among the features is a model (See *Under the Marquee* on page 43)

Ken Maynard Show Leases More Hangars

LOS ANGELES, March 21.—Two additional hangars for the Ken Maynard show have been leased at the Metropolitan Airport, near Van Nuys, Calif., for the storing and providing workshops for the workmen in charge of Jack Goodrich. Fifty lengths of reserved seats, grand stand and starbacks are being built. Seats will be 12 tiers high. Harry Chipman purchased 24 lengths of blues for Maynard. New horses, Brahma steers and longhorns are being received at ranch quarters. Two eight-oxen hitches are being worked by Cucamonga Jim Bray. Charley Murphy and assistants are working elephants. Three canvas-inclosed rings have been constructed where horse numbers are being broken by John Agee and assistants.

Maynard has bought 12 Palomina stallions that have been gelded and will be part of a big horse number. Johnny Brosseau, ranch foreman, has the new Wild West stock corralled and cowboys are cutting out and breaking it in. The paper, designed by Maynard, has been sent to show-print houses. It was stated that show would not go on tour until 1937, then going out as a 30-car show. Motion picture contracts held by Maynard make impossible the launching of the show sooner. However, show will open at the ranch May 2 and be put on week-ends.

Cooke Signs With Eddy Bros.

OXFORD, Pa., March 21.—Welby Cooke, formerly with the May Wirth riding act, will be with the Eddy Bros.' Circus, appearing in the big riding numbers and also presenting Sidney, Australian Wonder Horse. He is at winter quarters breaking two rosin backs and superintending the making of wardrobe for the acts and the spec *Pocahontas' Dream*.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox.

By STARR DeBELLE

Monks Corner, S. C.,
March 21, 1936.

Dear Circus Solly:

Rain, rain and more rain. Hard lots to get on and worse getting off. But with all the bad weather the show has enjoyed the best stand of the season. Due to the fact that the idea of distributing free tickets to the town's "big people" was discarded and catered to the farm and fireside. Our paper now reads: "We take alfalfa hay, buttermilk and produce in exchange for tickets." The management kept three wagons busy hauling truck to the markets in Charleston. Wound up with three bales of cotton and three hogs in the office.

A long Sunday drive here. Arrived at 6 p.m., the menagerie up and the big-top stakes in the ground before dusk. The first time in years that the town's only hotel has been filled. All 10 of the rooms taken. Soon as the show arrived the hiye was on. Raised the rent from 35 cents to 50 cents double.

Saturday our first carnivorous animal arrived. Presented to the show by a large railroad circus that needed the room for its young stock. Arrived tied in the back end of a wagon. Captain Carcass, our head animal man, led it thru the crowd on the lot and staked it out in the menagerie with the lead stock. Will stay there until a cage can be built.

Brutus, the man killer, will be featured in the Side Show. Had been one of the best Wallace lions in the country. Irish Upp, part owner and horse trader, says he now has an out for the nags pushed off on him.

A new pit show now on the midway. Featuring a horned horse, a pit of snakes and a lion-slaying baboon.

Our ad for bar performers brought results. We didn't get what we wanted, but did get some buskers from the Big Nickel Bar.

The three owners seen on a used-car lot. Looks like an all-motorized circus in the offing.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, March 21.—We are in receipt of the March issue of *The Adventurer* and by it we notice that our own Bill Steinke is on the program. . . . We had an interesting talk recently with Doc Whitson, one of the Lucky Boys, who were wowing 'em at Roxy Theater with their fine set of gymnastics. Whitson knows plenty about the circus and showed us some old advertisements that made amusing reading. Whitson has a clown continuity which he is trying to sell to a commercial for the air, featuring Pete Mardo, the old-time clown.

Bim Pond's little monthly magazine called *Program* is getting bigger 'n' better'n ever. Congrats. . . . We know spring is on us when we get a telephone message from somewhere in the city from Dexter Fellows asking "How's things?" and when we learn that Sam Gumpertz is settled in his office in the Madison Square Garden.

The next Fall Guy will be Lou Little, famous coach of Columbia University.

Passing of Circus Room

It is with deep regret we learn that the Circus Room at the Hotel Cumberland is about to fold up. This room was the stopping place of all who loved the circus or were a part of it; in that room folks met and exchanged talk that was understood by all those present. It was the melting pot, where the great artist could talk with the expert canvasman, where the press agent would rub elbows with the superintendent of props. The room knew no class. Its (See *DEXTER FELLOWS* on page 43)

Harting, Staniforth Added To Gainesville Show Staff

GAINESVILLE, Tex., March 21.—Frank Harting, of Dallas, has been added to the publicity staff of the Gainesville Community Circus for the Centennial Exposition engagement in Dallas.

S. G. Staniforth has been added to the staff of instructors, having charge of straight and comedy acrobatic acts and horizontal bar numbers. Ned Rowland is in charge of tight wire, aerial and other acts since the departure of Mr. and Mrs. Arthur Henry. The Henrys were presented with a number of gifts by members of the Gainesville Circus.

Mr. and Mrs. Brace Helfrich, of Wichita, Kan., CPA, were recent guests of Mr. and Mrs. A. Morton Smith, Gainesville CPA. The Helfrichs were en route home from Florida. They visited Frank Walter's quarters in Houston and with CFA in San Antonio.

Berry Garner, who has a dance orchestra in Gainesville, has been named director of the circus band, and Walter Parnell, late of Jimmy Hull's Comedians, is assistant director and librarian. There will be 18 to 20 men in the lineup.

Arthur Lanford, joey with various circuses, has returned here after spending six months in California, Arizona and New Mexico. He will do stilt walking and other clown numbers with the Gainesville show. Is working in a local drug store.

Cole Bros.-Clyde Beatty

ROCHESTER, Ind., March 21.—Final plans and preparations are under way at Cole-Beatty quarters for movement to the Chi-Stadium engagement, with departure from here set for April 7, and inaugural opening afternoon of the 11th.

Invitations are in the mail to publishers and editorial staff representatives of the Indiana daily list for the Press Banquet and special performance to be held at quarters April 6. The bids include representatives of the Chicago press, various Midwest wire and feature services and newsreel men.

The press department has been announced as follows: Floyd King, general press agent; Earl Sisson, contracting press agent; Robert E. Hickey and Ora Parks, story men, and Rex de Rossell, special exploitation.

Headed by Equestrian Director Harry McFarlan in the English tallyho, the parade will run a riot of color in cages, dens, floats and allegorical tableaux, in- (See *COLE BROS.-CLYDE* on page 54)



The Corral

By Rowdy Waddy

REGARDING FORT WORTH: A great rodeo, wonderful attendance!

LEE CHATWELL, formerly performer with cowboy sports shows, is booked for this season with the L. J. Heth Shows.

JACK CASE was in Cincinnati early last week. From what place he came and where he was headed were not learned.

WORD FROM Prescott, Ariz., is that extensive preparations are already under way for this year's Prescott Frontier Days, to be held, as customary, early in July.

RELATIVE to a report in the March 14 issue that Cliff Gatewood and Earl Evans would be associated with Milt Hinkle in the scheduled rodeos at St. Louis and Des Moines, a letter from Earl Evans and Col. A. L. Gatewood states, in part: "We, or either of us, are not connected with the Welcome Inn Rodeo at St. Louis and have no connections with Hinkle at all."

THE SPIRIT of cowboy sports will hold forth during a period in summer between the two productions of Rodeo by Col. W. T. Johnson at the Texas Centennial Exposition at Dallas—Johnson's dates, June 7-21 and September 8-15. Arrangements have been made for the Stamford (Tex.) Cowboys' Reunion (to be held early in July) to present its ranch hands' show August 1-9 at the exposition. A feature will be a calf-roping contest for old-time cowboys, none under 50 years of age.

NOTES FROM the Harris-Eskew winter quarters: A shipment of bucking horses have been purchased in South Dakota and will arrive in quarters within a week. The horses were selected by Al Hobson, who has been in the Dakotas for several months. Brahma roping calves and more bucking and dogging steers are en route from Texas to augment the 60 head of stock which has been wintered by the organization. Among the features at the Pittsburgh Rodeo, which starts middle of April, with Col. Jim Eskew as arena director, will be Monte Reger with his steer, Bobby, and mule, Singer; Frank McFarland and his jumping horses, and Ted Allen, champion cowboy horseshoe pitcher. At the quarters, working out the saddle stock and getting the equipment in shape, are the Brahma Twins, Pancho Villa Jr., Curley McCall, Slim Welsh, Buttons Yonnick, Willie Ben Lowe and Lucky Boy Williams. Bill Parks is in Pittsburgh in charge of the erection of outside pens and horse corals near the Duquesne Garden Building. Everett R. Gentry has been engaged for advance work and will soon be active. Herbert Maddy, general agent, advises that an engagement in June, auspices Knights of Columbus, has been contracted at Norwich, Conn.

THERE WERE 156 names of participants in the Rodeo (in connection with the Fat Stock Show) at Fort Worth, Tex., as follows: Ruth Roach, Tad Lucas, Bea Kirnan, Rene Shelton, Florence Randolph, Peggy Long, Iva Dell Jacobs, Lucyle Richards, Opal Woods, Rose Davis, Vaughn Kreig, Marjorie Sawyer, Homer Holcomb, Grace White, Vivian White, Alice Greenough, Claire Thompson, Bob Calen, Chester Byers, Tom Kirnan, Ted Elder, Buck Stuart, Dick Griffith, Earl Thode, Odell Bitsell, Smoky Snyder, Bob Rothell, Hughie Long, Bob Estes, Dick Truitt, Everett Shaw, Jack Wilson, Armstrong Roberts, Doff Aber, George M. McIntosh, Jim Massey, Ted McCrorey, Jeff Lass, Chick Hannan, James Irvin, Bob Walden, Ward Watkins, Herb Dahl, Paul Crain, Paul Carney, Charlie Thomason, Horace Winnett, Herbert Myers, Buck Sorrells, John Bowman, Duward Ryon, Everett Bowman, Weldon Johnson, Cecil Howell, Eddie Curtis, C. O. Leschner, White Stewart, Milt Moore, Mickey McCrorey, Elmer Martin, Mike Hastings, Eddie Adams, Slats Jacobs, Emmett Shield, Richard Miller, Junie Martin, Paul Luffman, Clive Kelley, Billy Hatley, Hershel Ross, Melvin Harper, Pink Chambers, White Hoffman, Allan Holder,

Will Nix, Johnnie McIntire, W. T. Woods, Jake McClure, Roy Adams, Joe Pearce, Rusty McGinty, Woody Lewis, Hugh Bennett, Andy Curtis, Tom Breeden, Tom Hogan, Breezy Cox, Gene Ross, Pete Knight, Dick Anderton, Sam Stuart, Oklahoma Curley Roberts, Hub Whiteman, Rube Roberts, Donald Nesbitt, Lawrence Conley, Bob Wilkinson, Dave Campbell, Jimmie Nesbitt, Doc Spence, Alvin Gordon, Pete Grubb, Howard McCrorey, Roy Matthews, Howard Westfall, Hugh Posey, James Delman, Vic Schwarz, Juan Salinas, Cliff Helm, John Jordan, Ike Rude, Steve Heacock, Clyde Burk, Eddie Woods, Harold Piper, Cecil Henley, Andrew Bode, Harry Van Campen, Glen Lowry, Jackie Cooper, Nick Knight, Irby Mundy, Charles Jones, Fred Alvord, Joe Coker, Bernie Kinder, E. Pardee, Tuffy Combs, Bill McBride, Ralph Bennett, Ken Roberts, Odie Riddle, Bob Crosby, Hoyt Heifner, Jim Whiteman, Shorty Hill, Dick Shelton, Johnnie Williams, Shorty Ricker, Junior Colwell, Lynn Huskey, Shorty McCrorey, Red Thompson, Buster Brown, Doug Bruce, Walter Heacock, Walter Cravens, Francis Adams, Dude Colbert, Mike Fisher, Eddie Cain, Carl Henderson, Burel Mulky.

FORT WORTH, Tex.—Details, including winners in contests, of all the Rodeo in connection with the Fat Stock Show here cannot be provided for publication, in *The Corral* of *The Billboard* this issue because of that department going to press before the show is concluded. Attendance for the first four days was excellent—a couple of times there were heavy turnaways. Verne Elliott and Ed McCarty are the arena directors; Carl Arnold, Harry Knight and Bob Calen, judges; Abe Lefton, announcer. For the sixth performance standing room was all gone before the Grand Entry, and a mass of people were outside clamoring to gain admission. Fog Horn Clancy with his picking winners of contests in a run of articles for *The Fort Worth Star-Telegram* has been going over nicely and his writings have created notable interest. Chick Hannon received a dislocated shoulder in one of the events. Results first Go-Round: Calf Roping—E. Pardee (23-second average), Everett Bowman (23 4/5), Doc Spence (24 1/5), Clyde Burk (24 4/5), Roy Matthews (24 4/5). Steer Wrestling—Herb Dahl (82/5), Jim Irvin (84/5), Don Nesbitt (102/5), Hugh Bennett (11). Steer Riding—Junior Caldwell, Hughie Long, Jim Whiteman and Ken Roberts and Melvin Haper split fourth. Bronk Riding—Earl Thode, Milt Moore, Vic Schwarz and Eddie Woods and Eddie Curtis split fourth. Bareback Bronk—Slats Jacobs; Paul Luffman and Sam Stuart split second and third, Pete Grubb and Eddie Curtis split fourth. Performance has been clicking in great shape, credit due John B. Davis, Eddie McCarty and Verne Elliott. Credit also due Harry Connelly for a wonderful publicity job. Ted Elder's Roman jump over auto in flames making a hit. Abe Lefton doing a nice job of announcing, and Homer Holcomb proving a rodeo clown who works hard all the time. Steer Riding—Second Day (or Round)—Walter Cravens, Eddie Curtis, Elmer Martin, Junie Martin. Third Day—Shorty Hill, Johnnie Williams, Dick Griffith; Hughie Long and Duward Ryan split fourth. Steer Wrestling—Second Day—Howard McCrorey (72-5), Hub Whiteman (111-5), Shorty Ricker (121-5), Herb Dahl (133-5). Third Day—Andy Curtis (93-5), Dick Anderton (104-5), Dave Campbell (11), Howard McCrorey (112-5). Bareback Bronk—Second Day—Paul Luffman, Pete Grubb, George McIntosh, Dick Griffith. Saddle Bronk Riding—Second Day—Eddie Curtis, Paul Carney, Pete Knight, Burel Mulkey. Third Day—Nick Knight, Pete Knight, Alvin Gordon, Cecil Henley. Calf Roping—Second Day—Roy Matthews, E. Pardee, John Bowman, Johnnie McIntire. Third Day—Dick Shelton (194-5), Herbert Myers (203-5), Jake McClure (211-5), Cleve Kelley and Ralph Bennett split fourth (211-5). Bob Crosby was injured Wednesday night in mounted football game. Slight concussion of brain, remaining unconscious for more than an hour. In Presbyterian Hospital, Fort Worth. Physicians reported not serious. Visitors to the Rodeo included Col. W. T. Johnson, Frank Moore, of Madison Square Garden show; Bob Hewlitt, of Oklahoma City Rodeo; Jack Massey, representing American Legion Rodeo at Guthrie, Okla., and Mrs. Frank Rush and son, of Craterville Park (Okla.) Rodeo.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, March 21.—The following acts left Thursday to open Monday at the Shrine Circus in Denver: Eugene Troupe, Albert Powell, Upside-Down Millettes.

Ann Murray, of the Johnny Mason act, has arrived in town from the West Coast after an absence of nine months. Jaqueline Teeters has joined the *Blondes vs. Redheads* unit.

The Flying Wishards can be seen in the club's gym nightly getting ready for the outdoor season.

President Toby Wells, Pickard's Seals and the Avation Troupe arrived in town after closing in Winnipeg, and President Wells reports that the business during the six weeks that the show was out was excellent. All acts that were on the show are members of the club.

The Great Ardell, high-pole act, advised that he has a nice line of outdoor engagements signed and that he also has a dandy new dog act for the fair season.

The Mann Brothers are playing their act in and around the Twin Cities after closing an indoor date in Rochester, Minn.

Tom Mix Show Having Good Biz

LOS ANGELES, March 21.—With the Glendale (Calif.) stand March 18, the Tom Mix Circus completed the tour of territory in the Los Angeles area. The show is being nicely handled. Dennie Helms has it up and ready in ample time. The cookhouse, with John Hicks, chef, is serving most wholesome food. Tom Mix's new mount, Warrior, is a handsome piece of horseflesh. Additions to the specs and the receiving of much wardrobe not ready for first performance add to the two pageants.

At Santa Monica straw matinee and big night house; Pasadena, two big houses, and same for Glendale. Stated that business was 30 per cent better than the 1935 seven days' business in practically same territory last year.

Many visitors were noted, among them Mr. and Mrs. Irvin Cobb, Mr. and Mrs. Leo Carrillo and daughter, Mr. and Mrs. Fred Stone, Clark Gable, Barbara Stanwyck, Stan Rogers, Charley Murray, Charles Cooke, Claude Parker, Harold Lloyd, Charles Rogers, Mr. and Mrs. M. D. (Doc) Howe and son, Earl Gilmore. These visited at Santa Monica night show. At same show Mrs. Mix had party; Ruth Mix had a party of friends. Mrs. Steve Henry had as guests at Santa Monica Mr. and Mrs. Walter R. Harner, Mr. and Mrs. E. H. Schmidt and Mrs. H. E. Schmidt, of Xenia, O. Mrs. Grace Baker entertained a large number of girls from the exclusive La Rew School, of Azusa, Calif., at the Pasadena matinee. Mr. and Mrs. Eddie Keyes visited at Montebello; Mr. and Mrs. John Miller and Mr. and Mrs. John Talbot at Santa Monica; Mr. and Mrs. James J. Jeffries and Mr. and Mrs. Ralph E. Smith at Glendale.

Tom Mix took the mike at Santa Monica to introduce and rib Irvin Cobb, Mr. and Mrs. Ken Maynard and Leo Carrillo. Harry B. Chipman, of the Ken Maynard show, was a frequent visitor. Ted Metz, manager of Side Show, told *The Billboard* representative that his receipts were far in excess of the first seven days last year.

Other visitors noted during stay of show around Los Angeles were S. L. Cronin, Arthur Hopper, Theo Forstall, George Tipton, Chester Pelky, Harry Levy, Jack Grimes, Peggy Marshall, Blossom Robinson, Lucille King, Eddie Gamble, Cliff McDougall, Mr. and Mrs. Jack Schaller, Capt. Ed Mundy, E. L. Burnett, Mr. and Mrs. Mark Kirkendall, Col. Ed and Bertha Nagle, Mr. and Mrs. Frank C. Foley, Mr. and Mrs. Harry B. Levine, Mr. and Mrs. Claude Barie, Maybelle Bennett, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ben Dobbert, George Moffat, W. H. Kolp, Mr. and Mrs. Tom Plank, Mr. and Mrs. John Backman, Mr. and Mrs. Ross R. Davis, Keith Allen, Jack Arnold, Mr. and Mrs. Charles Redrick, Duke Drukenbrod, Fred and Irene Ledgett, Mr. and Mrs. Ken Maynard, Harry B. Chipman, Natalie Townsend, Doc Hall, Shadow Rosen, Whitey Gore,

Bill Foix, Mr. and Mrs. Ed Walsh, George Silver, Nate Klein, Curley Strong, Ed Demirjahn, Capt. Barnett, George Wiler, Joe Thomas, Arthur Thomas and Mayme Ward Smith.

Show is routed north, in much the same territory in California as last year, with a number of new towns to be played.

LOS ANGELES, March 21.—Following is the executive staff and other personnel of the Tom Mix Circus, which opened at Compton, Calif., March 11, story of which appeared in the last issue:

Tom Mix is sole owner and operator; D. E. Turney, manager; Harry C. Baker, assistant manager and legal adjuster; treasurer, Robert Brown; secretary, Vernon Arbuckle; auditor front door, Charles Warrell; Homer Cantor, superintendent of inside tickets; Jack Burslem, concessions; Mrs. Charles Warrell, timekeeper; 24-hour man, George W. Helms; Joe Ford, superintendent of maintenance; J. C. Schnare, chief electrician; Philip La Brea, boss of props; Herman Nowlin, ring stock; A. Allister, steward; Ted Metz, side-show manager; wardrobe mistress, Mrs. J. E. Turney; Rhoda Royal, equestrian director; Alfredo Codona, assistant; C. O. Robinson, leader big-show band; James E. Turney, tax box; William Flowers, downtown tickets; Nate Alpert, Jim Kelly, T. J. McCranie, Duncan McAshell, inside ticket sellers; Jack Geyer, superintendent of police; Mrs. Grace Baker, press agent back.

The advance: P. N. Branson, general agent; Jack B. Austin, manager car No. 1; Ed L. Conroy, general press agent; Dan Pyne, press agent; Henry Barth, manager car No. 2; P. M. Williamson, contracting agent; Ed Caupert, brigade manager.

Ticket sellers are Nate Alpert, John Dobbert, Frank Kelly; ushers, Leonard Williams, Bud Cullin, Butch Truitt, Bernard Gavin, Paul Korth, Hal Nottingham, Bill McVay, Ray Placat, Harold Walrath, Jack Hawks, Bob James, Cameron Simpson, Clyde Maves, Fred Marshall, Marvin White, Robert Harold, Jess McCall, Art Vorhies. Concessions: Jack Burslem, superintendent; Bill Lyons and Vernon, novelty salesmen; Bob Stevens, No. 1 stand; Jack Simms, No. 2 stand; William Farmer, cashier; on seats, Johnny Kotres, Johnny Kieth, W. Horton, Vevyll Arnold, Eli Gonsalves, Whitey Marshall and R. B. Murphy; chameleons, D. Larkin; William Franks, Tom Mix badges; lunch car on midway, handled by Cliff and Emily Clifford, with E. S. (Slim) Wells, Pat Wells, Grace Howard, Jack Clifford; candy floss and pop corn, Mrs. Nettie Dill, three stands, with Babe McCabe, Elmo Scott, George Lamb, Jimmie Ryan.

Working departments: Bert Myers, boss painter; Earl Reed, carpenter; Edward A. Austin, blacksmith; Rabbit Bates, gasoline man for trucks. Ring stock, Herman Nowlin, superintendent; Rob Barton, Woodward Pope and Thorney Guest, assistants. Canvas, Louis Schwartz, boss; Ray Garrett and Jack Daly, pushers. Menagerie, Captain Reece, superintendent; Tommy Hensley and Jim Turley, assistants. Cookhouse, A. Allister, steward. Wardrobe, Mrs. J. E. Turney in charge, with Elain Desselm, Robert Judge, assistants. John Nicks, chef; M. J. Hartnett, assistant. Charley Hoffman, second cook; Charley James, head waiter on short side, and Henry Griffith on long side; Jimmie Manning, camp-fire man; Chester Williamson, Luther Evin, Roy Volt, Jimmie Freeman, William Neal, Harry Wagner, Ben Williams, Elvin McVitters, Fred Meeker, Fred Strickland, W. B. Pierce, Albert Garrett, waiters. Check at cookhouse showed 317 served at evening meal.

DENVER, March 21.—Advance ticket sale for the annual Shrine Circus is very good. Latest additions to the program are the clowns, Charlie Bell, Charles Jones, Bill Lorette, Chester Barnett, Earl Shipley, Otto Griebbling, Chesty Mortier, Shorty Flemm, Bob Eugene, Denaro and Houglin, with others doubling from the acts.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

RISK PLAN EXEMPTS

Concessioners Are Benefited

Secretary Hodge says waiver of 25% meets favor—self-insurers to be few

CHICAGO, March 21.—When a member of *The Billboard* staff called on Secretary A. R. Hodge of the NAAPPB in his new offices, Suite 317, Hotel Sherman, Chicago, he asked Mr. Hodge for some of his outstanding impressions of the reaction to the new public liability insurance plan recently inaugurated by the association.

Mr. Hodge replied that to him the two most outstanding results seemed to be the large and immediate response from concession men and small park operators. The former have always been penalized an additional 25 per cent on their public liability insurance and were given no choice in the matter.

Easier for Big Ones

Many small park operators and countless pool operators have likewise either been denied coverage because of isolated locations or fabulous rates charged have been a downright burden.

"It was to provide relief and coverage for this type of operator that the NAAPPB concerned itself very largely," said Mr. Hodge. "It is never difficult for operators of large parks to get coverage at some cost, and because of the magnitude of their operations and their capital they are able to bear the traffic, even tho it often hurts. Countless concession men, small park operators and pool men have been the principal sufferers.

Hazards Not Greater

"The bugaboo has often been propagandized that coverage was difficult in many cases because hazards were greater. As an actual matter of fact this was not the case. Inspection, the handling of claims and the prosecution of the defense is no doubt more difficult, but it seemed to the NAAPPB that this great injustice on the small fellow should not be allowed to continue."

The secretary said that questionnaires and inquiries are continuing to pour in. It is only to be regretted, however, he added, that so many operators are so apathetic and neglectful of their vital affairs as to postpone making inquiry until a time when it may be too late. It is hoped, therefore, that all operators of amusement parks, piers, pools and beaches and concession men will not delay further in writing the secretary for full particulars.

Detroiters Enter New Firm

DETROIT, March 21.—A new company has been formed, known as the K. & K. Amusement Company, by Morey Kutzen and Robert Kerner, and business of the Kutzen Amusement Company has been taken over. Robert Kerner, brother of two of the proprietors of Eastwood Park, has decided to enter the business also. Company is Michigan representative for National Skee-Ball Company.

MY IDEA OF OPERATION OF PARK RIDES

By JOHN WENDLER

Watch for This
In the Spring
Special Number
Of The Billboard



DANIEL E. BAUER, veteran skipper of Acushnet Park, New Bedford, Mass., who was elected to head New England Section, National Association of Amusement Parks, Pools and Beaches, at the annual meeting recently in Boston. Delegates to the previous convention, held in New Bedford in February, 1935, will recall Mr. Bauer's incomparable hospitality on his home grounds.

Patton To Boost Edgewater

DETROIT, March 21.—Edgewater Park, operated by Paul Heinze, will soon begin repainting of much equipment and some new installations not yet decided upon. Ballroom probably will be directly under the park management again, same as last year, with Patrick Patton, manager of the Grand Ballroom, Detroit, as manager for summer. He will also handle park publicity. Date of opening will be set after weather is more settled and a permanent summer policy is set. Mr. Heinze has returned to the wine business as secretary and treasurer of Benson Wineries, Inc., as a sideline.

Hand at Rock Springs Again

CHESTER, W. Va., March 21.—R. L. Hand will again be manager of Rock Springs Park here, his second season, said C. C. Macdonald, lessee and directing manager of this and Idlewild Park, Ligonier, Pa. C. K. Macdonald, son of the managing director, will be assistant to Manager Hand again. Mr. Hand, who came here two years ago from Akron, reports picnic bookings heavy and that the outlook is for a good season.

Committees for N. E. Activities In '36 Named by President Bauer

EXETER, N. H., March 21.—Committee assignments for 1936 for New England Section, National Association of Amusement Parks, Pools and Beaches, made by President Daniel E. Bauer, Acushnet Park, New Bedford, Mass., were announced by Secretary Fred L. Markey, from his office here, as follows:

Summer and Winter Meetings—John T. Benson, Barney J. Williams, Fred L. Markey, D. Boyle, Arch E. Clair.

Adjustment—James A. Donovan, Wallace St. Clair Jones, E. R. Enegren.

Insurance—Norman S. Alexander, chairman; George H. Lauerman, Fred Fansher, Herbert F. O'Malley, John L. Campbell.

Membership—E. R. Enegren, Howard Duffy, W. St. C. Jones, Mrs. F. E. Hubs, M. F. O'Connell.

Sunday Dances—Arch E. Clair, chairman; Herbert Ridgeway, Dave Stone, E. R. Enegren, F. L. Markey, C. Rexford.

Nominating—Arch E. Clair, A. A. Cassassa, Howard Duffy, Paul S. Haney.

Program—B. J. Williams, W. St. C. Jones, Frank S. Terrell, Fred Fansher, Maurice Plesien.

Reception and Entertainment—H. F.

Earlier Bow In Eastwood

April opening set with an Easter preview — all-year policy is being extended

DETROIT, March 21.—Eastwood Park, East Detroit, is living up to its annual reputation as one of the first parks in the country to open. Official grand opening is set for April 17, with preview opening on Easter Sunday. The entire park will remain open thruout the summer after this date. An extensive publicity campaign for the opening will be used. Two expert publicity men have been appointed for this year.

Park has gone modernistic this year, result being a complete redecoration of most exteriors in a new scheme of orange, yellow and red, with white backgrounds.

"The park is on a par with a circus," said Manager Henry Wagner. "People want to be in a gay mood and parks should be brightened up." He is carrying out his policy of repainting everything twice a year. Improvements include a parking lot for 1,000 cars, bringing the total within the park to 5,000, with many paved streets adjoining the park available as well.

A novelty will be intensive illumination, with all new items consisting of indirect lighting. Added load is about 100,000 watts, Superintendent Harry Stahl estimates. A full floating-type maple floor has been installed in the dance hall; new front and stage changes (See EARLIER BOW on page 42)

Spot in Paris Goes in Red

PARIS, March 16.—Annual report of Societe Anonyme du Jardin d'Acclimatation, operators of the zoo and amusement park in the Bois de Boulogne, shows loss of 662,078 francs (\$44,138) during 1935, against a loss of 647,629 francs (\$43,175) in 1934. Total deficit of the firm is given as 2,206,811 francs (\$147,121).

CINCINNATI—William de L'Horbe Jr., on a month's business trip in Eastern and Central States in the interests of a new ride, Flying Scooters, of the Bischo-Rocco Amusement Company, was a visitor at offices of *The Billboard* on March 16. He reported parks he had visited in Michigan are preparing for a big season.

O'Malley, Paul Denish, Harry C. Baker.

Code of Ethics—Harry C. Baker, Maurice Plesien, Frank W. Darling.

Finance—John T. Benson, Harold Gilmore, Dave Stone.

Music—F. L. Markey, Herbert Ridgeway, E. R. Enegren, Dave Stone.

Legislative (as a whole and also from each State)—J. A. Donovan, A. A. Cassassa, George A. Hamid, Dave Stone, E. R. Enegren, Massachusetts; Howard Duffy, Hubert Standeven, Maine; John T. Benson, B. J. Williams, P. J. Holland, New Hampshire; J. T. Clare, Harold Gilmore, L. J. Carrolo, P. Castiglioni, Rhode Island; Frank S. Terrell, Lawrence K. Chrisman, Connecticut.

Sunday License and Taxes—George A. Hamid, Dave Stone, H. Steohrer, E. R. Enegren, A. E. Clair, M. Martinelli, F. L. Markey.

Officers for the ensuing year are Daniel E. Bauer, president; W. St. C. Jones, first vice-president; Howard Duffy, second vice-president; Fred L. Markey, secretary; C. F. Chisholm, treasurer. The officers, with Mr. Enegren, Mr. Benson and Mr. Fansher, constitute the executive board.

THE GOOD PARK WILL GO ON—AND WHY

By HARVEY J. HUMPHREY

Watch for This
In the Spring
Special Number
Of The Billboard

New Vista Open For Outing Biz

By CY D. BOND

Sales Manager, Dodgem Corporation.

This is a composite suggestion and comes to me after listening to several successful park men tell of new business possibilities and after listening to Mel Summerfield's paper at the New England convention on successful promotions. Probably one of the subjects most interesting to park men at this time is how to get new business. I am passing this suggestion along for what is worth to the industry, and if anyone gets any benefit from it, I shall feel well repaid for the time of writing it.

Industrialists and employers of labor are much concerned today about several conditions that may affect their operation very shortly; there is the employees' liability situation, the unemployment insurance plan and the new national law or Wagner law, which affects all business.

Many employers are disturbed about their employee relations, first, because they do not know their employees individually and, second, because several (See NEW VISTA OPEN on page 42)

Dobish Drome to Cedar Point

SANDUSKY, O., March 21.—Joe Dobish, well-known motordrome operator, who after tramping with numerous outdoor amusement organizations, has been located in Revere Beach, Mass., and other Eastern spots, has booked his drome for the coming season at Cedar-Point-on-Lake-Erie here.

New Owners in Wisconsin

BRODHEAD, Wis., March 21.—Buildings will be reconditioned and grounds improved in Bluff View Park on Highway 11 near here, which has been purchased by Thomas E. Smith and Nels Nipple, Brodhead amusement men. Plans are for an early May opening and presentation of name bands and novelty entertainment.

Sol Jules Is Negotiating

NEW YORK, March 21.—Word was received here from Sol Jules that he will not, as indicated, be connected with White City Park, Worcester, Mass., on the concession end. States he is negotiating with a park for stores and will announce something definite shortly.

Fire Deals \$35,000 Loss In Fairmount, Kansas City

KANSAS CITY, Mo., March 21.—Fire in old Fairmount Park destroyed several buildings, damage being estimated at \$35,000. Origin was undetermined. Among buildings razed were the old two-story hotel structure used for office of the park company when last operated several years ago and the old German Village. Part of the dance hall burned.

The buildings had been sold to a wrecking company, which had started dismantling them. Loss was not covered by insurance.

RAVENNA, O.—Brady Lake Park will operate again this year, and while no announcement has as yet been made by owners, it is said that C. A. Sarchet, well-known Akron park and ballroom operator, will again be at the helm of the near-by spot. No announcement has come as to whether any improvements will be made. There are several hundred cottages on the premises.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Liability and Disability

Received a letter from A. R. Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches, asking my opinion on the association's public liability insurance plan. I have wanted to mention this ever since I returned from the national convention in Chicago last December but something always seemed to come up; so now seems as good a time as any.

Knowing the work that Norman Alexander, who operates Crystal pool, Woodside Park, Philadelphia, has done in formulating this new joint insurance plan and having studied its merits carefully, I'm surprised that more pool operators haven't signed up with the association for its benefits. Pool men, with any sense whatsoever, realize that it's imperative to protect themselves against accidents to their swimmers and tying up on a co-operative risk plan seems the most inexpensive and effective way.

You have no idea, tho, how many owners of swim tanks still think they can get away thruout an entire summer without any insurance at all. I was amazed to hear certain pool men get up on their feet during the Chicago meetings, when this liability insurance plan was being discussed, and say that they have always conducted their business without insurance and that they saw no reason to change now. From outward appearances these owners of swim tanks seemed fairly intelligent and their reports of box-office returns showed that they had a good knowledge of proper pool management, but when they were so insistent against insurance, I just had to snicker a bit.

For these so-called wise pool men may not suffer this summer. And one hopes they will never suffer. But the law of averages will get them in the long run and, even tho they may not have had a major accident ever since they've been open, one never can tell in such things. At any rate, it most certainly doesn't pay to take the chance.

Without liability insurance a swim pool owner is disabling himself, for many are the tanks that have to fold after major accidents just because they didn't have insurance to cover them in such cases. Assure yourself by insuring. And the best plan yet to insure your pool is that offered by the NAAPPB. So if for some reason or other you haven't received information about the association's insurance plan, write immediately to A. R. Hodge, executive secretary, Suite 317, Hotel Sherman, Chicago.

Reisenweber's Resurrected

Exclusive word reached this department of the sale of the Public's Baths in the Brighton Beach section of Coney Island, N. Y. Tho no news of this deal has been reported yet in the real estate columns of the dailies, I understand a well-known New York theater operator bought the bathhouses and surrounding property from "Race Track" Cavanaugh, who operated the establishment. Plan is to immediately tear down the bathhouses and lockers and to lease the place as a mammoth restaurant. Story is that the famous Reisenweber's once occupied the space on which the Public Baths is now situated and that the new owners are contemplating bringing back the atmosphere of the old place and running it as a restaurant again. Might bring some of the old life to Coney, at that.

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SAND LAKE RESORT AND SYLVAN PARK, Containing Sylvan Gardens Dance Palace, Large Dining Room or Beer Garden, Bathhouse, Bathing Beach, Store, Cottages and Cabins. Located in Southern Michigan, near Detroit and other principal cities. Will lease whole or part very reasonable for cash. Address MANAGER SAND LAKE RESORT, Sand Lake, Onsted, Mich.

MAKERS OF MECHANICAL SHOOTING GALLERIES W.F. MANGELS CO. CONEY ISLAND, N.Y.

High-Diving Data and Disa

Entry blanks for the forthcoming world's championship high-diving contest, to be held in Pallsades (N. J.) Amusement Park starting on Decoration Day, went into the mails last week and the distinction of being the first to return a signed contestant's slip went to Lucille Anderson, New York City. Of course, many more arrived immediately following Miss Anderson's, but many divers are as yet to be heard from. All of the newsreel companies made arrangements last week to take the complete competition, which will mean international publicity to those competing. Full details of the tournament are repeated in an ad in this issue of *The Billboard*, in the Carnival Section. Read it carefully and get entry blanks in early.

Double-Quick Action

Last week's column wasn't off the press and on the news stands one hour when Joe Laurie, former manager of Park Central indoor pool, New York City, phoned the writer in answer to a query as to his whereabouts. Joe wishes his friends in the swimming fraternity to know that, for the time being, he is out of the business and is working for a local gas station. In answer to another query made last week, discover also that Billy Ritchey has been ill and is expected to get in touch with the column real soon with reference to the diving meet.

At the Mail's End

Norris (Corky) Kellam, known as the "Human Cork," writes, in part, from Tampa: "I have been reading weekly about your plans on the diving contest, tho I'm not in the diving line. I am wondering why you could not arrange an endurance swimming contest, featuring a number of swimmers, over a number of weeks at one or more spots. I am holder of many endurance swimming records and invite competition the world over."

In answer to "Corky" and to other marathon swimmers who have raised the same question, this column cannot at the present time undertake to negotiate plans for them. If any pool owner or beach operator wants to conduct such a contest, he is cordially invited to communicate with me and I shall be glad to put him in touch with the long-distance swimmers who are interested in getting together. There are marathon swims held thruout the country, but there has never been a high-diving contest, and it is for this reason that the column has "gone overboard" in the manner it has to help those in the diving profession.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Paint brushes movin', hammers tappin'. . . Freeport, always strong for publicity, is doing quite a bit of press agenting, featuring its waterways and boating facilities. . . Golf clubs around Island petering out, leaving many sites that would be grand for amusement parks if there are any promoters who are willing to tackle such a project.

Lloyd Rose, who guides the affairs of the classy Sun and Surf Club, near Long Beach, also dabbles around with boxing promotion at Jamaica Arena. . . Ed Curry, erstwhile bathing pavilion operator, says that several bathing suit manufacturing firms have queried officials of Island communities on what will be permitted and what will be banned in the way of bathing attire, so as to adjust future styles. Manufacturers had some disappointing incidents in the past, when certain of their products were not permitted to be worn on the beaches.

Curtain goes up on Jones Beach's season on Decoration Day. . . The hamburger seems to be topping the hot dog in sales around roadside places, and that's news more or less. . . Lester La Monte giving things a buzz around Grassy Point, Broad Channel. By this chronicler's count, there should be no less than a half a dozen auto-race tracks around Island this summer, which is quite a few more (we think) than can be made to pay. We know of two roller-skating sponsors who have decided to take a fling at auto racing.

ROCKAWAY BEACH: "Happy" Johnny Alberta is around, radiating cheer, tho his bank roll took a clip in a Florida theater venture. . . Willie Allen dust-

ing off the Palais Danse for an April opening. . . Harbor Inn, Rockaway Park, will engage a name band and name talent for the summer. . . The razed Edgemere Club building leaves an awful gap near the Walk. Site may be used this summer for parking space purposes. . . Park Inn Hotel will be run by Irving Prince, owner of the Hotel Prince at Arverne, which went up in smoke last year to the tune of \$250,000. . . "Walk will have two theaters, Edgemere and Arverne, this summer. Both open-airers. In whole community there is a total of nine houses, all of which manage to keep going in the summer, tho the other periods are pretty tough.

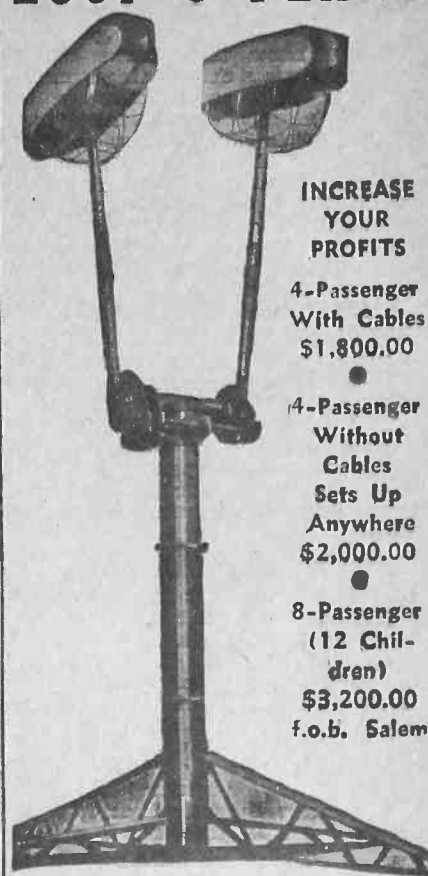
LONG BEACH: Nassau Hotel, stand-out Long Island spot, under new management. . . State WPA execs must put the okeh on Boardwalk construction bids before anything can be done. . . Eddie Caine in from Miami, with chocolate bar tan. . . L. B. wouldn't be a bad town for one-week legit stands this summer. . . Now that it's spring again, they will, of course, start that rumor of a race track for Long Beach. . . William Ploch, the banker, is this community's chief of preparations for the Long Island Tercentenary celebration.

Winnwood Beach Is Passing

KANSAS CITY, Mo., March 21.—Winnwood Beach, North Kansas City, sold under foreclosure, will not open this season. Park was operated last season by receivers. Some concessions have been moved and others will follow. Buyer will dismantle all buildings and rides and salvage the lumber.

BRIDGEPORT, Conn.—Town officials plan to erect permanent jetties at Compo Beach to replace those destroyed by ice this winter. Engineers will submit an estimate of cost of sheet-piling jetties. Officials say the temporary jetties have demonstrated their value in preserving the sandy beach.

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WATER SKOOTER.

American Recreational Equipment Association

By R. S. UZZELL

We now know that Dallas expects some real business this coming summer. They have made ample provision for tabulating results and to help their employees to be honest. Our member, the Perey Turnstile Company, has the contract for turnstiles. They are on the order of the old-fashioned coon trap that caught them coming and going. These devices count them going in and coming out and, best of all, the registration is transmitted to the administration office of the fair. It is "the handwriting on the wall."

If some parks had this system they could see when the cashier lets two people go thru together for one click on the turnstile and saves for herself one ticket to add to her collection with which to undersell the park company on tickets. The Dallas fair is up to date and will know what transpires at the entrance.

Spring Urge Increases

John T. Benson hit it in predicting a cold winter. We hope his prognostication on an early spring is as correct. He is guided by the time of the owls in laying their first eggs of the year. We hope Mrs. Owl knows her stuff now as John's beavers, bears, rabbits, trees and corn husks knew it last fall. The question before park men is, "Was John Benson's owl laying or lying?" Nevertheless, John, we will take an early spring if you have one to spare at this time.

These warm days are bringing amusement men out of hibernation. The deep snow had many parks so nearly buried that any but absolutely necessary activities were out of the question. The long severe winter has made people anxious to get out. The spring urge for amusement park business has not been so good for many years.

Benefit of Unity

The pin games in New York City have been thru a stormy time and may not be out of it yet, but they have, at any rate, demonstrated the old fact that without an organization they would have been completely helpless. They have carried thru the winter despite strong opposition of the city. When their licenses were called they, by united effort, obtained an injunction and are determined to fight it thru. The opposition has congealed these operators into a strong and effective organization.

The arbitrary position of an insurance company gave our national association of park and pool men a new life and taught them what strength they really have when it is needed. Perhaps the insurance company did us a favor when it really compelled us to unite more closely for mutually beneficial action. Another insurance company will never be able to squeeze us as one has done, nor for so long a time.

Frank L. Uzzell went back to Canarsie Shore, Brooklyn, to look over and rehabilitate an Aeroplane Swing he himself erected there just 20 years ago. With a small expenditure, it is good for at least 10 years more. It does look as if we build them too well. They last too long.

Must Have Architecture

New York City exposition is stalling for money. Everyone is waiting for the appropriation from New York State. Surely the appropriation will not go thru Congress unless Albany acts first. Meanwhile there is a word battle on over the type of architecture we are to have.

Tony Sarg will watch the battle and keep us informed. We will have architecture tho. We just cannot leave it out. The show will not go on without this number on the bill. Parks are going to copy it and the gorgeous gown of color just as the gals copy the get-up of Hollywood picture queens. More foreign countries have already applied for space than were represented at Chicago's A Century of Progress.

Our sympathy goes out to all who are suffering from the effects of floods. Since Johnstown, Pa., has been struck by another major flood, we are reminded that in 1889 the then youthful Andy McSwigan gained the laurel of being the star reporter of that disaster and was given recognition and life membership in the National Press Association. We recorded this fact in enduring bronze when we unveiled a monument to him at Pittsburgh in Kennywood the year following his death.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, March 21.—With arrival of spring come definite announcements of extensive Easter season preparations and resort will go into full blast from Palm Sunday to Easter, with special attractions. . . . Boardwalk band concerts are scheduled for that week by Fiedler Military Band. . . . Dedication of new post office, with Postmaster Farley and others in attendance, will be a feature, as will presentation of corsages to best dressed women on Boardwalk. . . . Steel Pier leads off with preview of summer activity by opening ocean-end ballroom, with Jan Garber scheduled for spot. . . . also re-opening of extra picture house and vaudeville program, as well as improved mechanical attractions.

Million-Dollar Pier will resume net hauls for Easter, with several sporting events, including a dog show to usher in Palm Sunday week-end, followed by American League basket ball. Auditorium is completing arrangements to bring American Olympic hockey team here for week-end. . . . larger night spots re-opening with floor shows. . . . Al Hill, Million-Dollar Pier, had short vacation in New York this week prior to settling down to task of getting pier in shape for summer.

Ban against big Walk electric sign, facing Park place, lifted this week and erection completed, more or less throwing entire anti-sign argument into discard. . . . Annual Pleasantville Pageant off this year, as city council failed to provide the withal. . . . Chamberlain Brown Players, who presented series of plays here for two years, got good pub break in local papers in view of activities to return legit and stock productions to city.

March 13 marked 49th anniversary of Atlantic City's official military organization, Morris Guards, who usually handle all pageants and other affairs in colorful decoration, besides promoting various theatrical and sports enterprises. . . . First scow of material for new fishing bank to be created off coast will leave harbor here on March 25. . . . bank is expected to be ready for summer. . . . Bees Reeves, promoting sports at Million-Dollar Pier, announced that American League basket-ball team would represent city hereafter instead of Eastern League. . . . Cabin Kids, who made a big hit at Steel Pier some weeks ago, are headlining Hollywood bill this week.

Jersey Amusement Men Take Hand in Killing Luxury Tax

ATLANTIC CITY, March 21.—Quick and forceful action of New Jersey amusement men, especially those connected with resorts, was largely responsible for the flop of the proposed luxury tax in the Legislature, which centered itself upon additional taxes on theater and amusement admissions.

Amusement men, already under a tax burden, felt that an additional tax would prove a detriment to the business in the State; they quickly secured public backing and went before the Legislature with plenty of fight so that the final vote killed the bill, 19 to 37.

Legislature is still considering raising relief money, and, hearing that members were attempting to revive the luxury tax in a different form, amusement interests have returned to the capital and intend to be on guard until the body adjourns.

With the Zoos

OKLAHOMA CITY—Keeper Leo Blondin is preparing to move animals into the new field runs of the City which has been rebuilt as a WPA project. Grounds have been graded and work started on four bear pits, flying cage for birds and other structures. Mr. and Mrs. Blondin have returned from an exchange trip to San Antonio (Tex.) Zoo. The big amphitheater seating 18,000, a CCC project in the park, will be opened with an Easter pageant. Better weather is bringing out picnic crowds. Not an animal was lost during cold weather, Keeper Blondin reports.

SALT LAKE CITY—Capt. Ralph McCollin, director of Hogel Gardens Zoo, says it will open for the season on April 16 and that he hopes to have three polar bears, two new leopards, two new tigers and a pair of kangaroos. A pair of lynx and a baboon are scheduled to arrive from Texas. An animal act, tigers, leopards and lions, is being trained by Captain McCollin.

CHESTER, W. Va.—Population of Rock Springs Park Zoo has been increased by birth of twin cubs to Lulu, Canadian black bear, it was revealed by C. K. Macdonald, assistant park manager. They weighed only 1½ pounds apiece, but gained weight under care of the mother. Trainers took two cubs from Lulu in 1934 and reared them on a special diet. Queen, another black bear at the zoo, killed her first-born in 1933, but last year gave birth to three cubs and nursed them. It is said there are only three other breeding pairs of Canadian black bears in the States.

HERSHEY, Pa.—Rex M. Ingham and Mildred Ingham recently enjoyed a pleasant visit with Dr. and Mrs. Ward R. Walker, of the Hershey Zoo.

DETROIT — Detroit Zoological Garden's family is expected to be increased next summer by a birth to the only pair of African black rhinoceri in captivity. Three hippopotami, gift of Hagenbeck-Wallace Circus, are to be shipped from Florida as soon as weather permits. They were in the Hagenbeck-Wallace Circus menagerie. Zoo inmates have been increased by 48 flamingos, 24 red ibis and 24 spoonbills, according to J. T. Millen, zoo director, now in Miami.

Meyers Lake Gets Potters

CANTON, O., March 21.—Regarded as the major picnic plum in Eastern Ohio territory, annual outing of the National Brotherhood of Operative Potters, which on several occasions has attracted as many as 20,000 people, was awarded to Meyers Lake Park here by a committee representing several Eastern Ohio and Western Pennsylvania pottery centers. Date is June 13.

NEW VISTA OPEN

(Continued from page 40)
methods of contact have not proved to their benefit. These employers realize that somewhere, somehow, there must be a real personal contact whereby they can become better acquainted with those who produce for them.

Build-Up Is Needed

How better can a contact be made with employee and employer than by a day's play and recreation at your park? At the park the president, manager, superintendents and directors can rub shoulder to shoulder with their employees and families, meet the kids and play for a day. The spirit of such a day will live long in the minds of every worker and they will know one another better.

Now, to make this plan successful there must be a build-up; you can't just drop into a plant and put this plan over. It must be sold, like any merchandise, for when all is said, you are selling loyalty and appreciation to a manufacturer for both him and the employee thru a day's outing.

To get the best results I would not contact the employment managers or the personnel managers but would go directly to the president or general manager of the concern I was trying to interest.

This, I believe, should be done thru a series of follow-up letters, say about

Asbury in Throes Of Signing 'Em Up

ASBURY PARK, N. J., March 21.—Spurred by announcement that about three dozen State and national orgs will stage their conventions here this summer, amusement and other concession leaders are starting to make contracts. A fair portion of these, heartened by the upswing in winter resort biz, are loosening up their bank rolls to make improvements and additions on the ocean-front section.

Outstanding in new construction is a dine-dance pavilion under way on site of the old steeplechase, Third and Ocean avenues. Ross & Fountain own the location and they're also installing a series of water rides on Wesley Lake, off Boardwalk.

Ike Harris, operator of kid rides and other 'Walk attractions, is due from Florida this week. Ross Fenton Farms, night spot, is scheduled to reopen early in May under the direction of Ralph Maurice, who kept the place open until New Year's. A new layout which is being highly touted is Paddock Bar and Grill, adjoining "Jay's," Second and Ocean avenues. Sam Kaplan, owner, is rigging out the spot to duplicate a row of box stalls, since he caters to the horsey set, of whom there are many in this area.

Municipal solons, who control 'Walk policies, are about to issue a decision on ballying and congestion. Women's clubs and reform agencies have been hammering for the dignity stuff during the winter.

EARLIER BOW

(Continued from page 40)

are being made in the Showboat. New steam plant has been built to heat Coconut Palms Beer Garden, seating 1,000, which will hereafter run the year round.

Mr. Wagner is intent upon making as many attractions as possible run the full year and has equipped the dance hall and skating rink for this. Penny Arcade has been replaced with a new modernistic Amusement Machine Palace. Twenty-four monkeys have been purchased for Monkey Island, a major kiddie attraction.

Children will be given special attention, with installation of a new automobile ride. Kiddieland is being reconstructed with circus-style front of building blocks and clowns' heads, while rides are being attractively grouped. A number of large picnics are anticipated, including some large industrial organizations that will require two days each.

three, before a personal call is made. In the first letter I would outline the heartfelt results from a day's play at the park. In the second, the company co-operative spirit a day's play together will build up among employees.

Letters Must Count

In the third, the possibilities such a day's outing presents for the executives to meet those who work for them, their families, wives and kiddies, and the opportunity it affords for the company to bestow upon faithful employees some recognition for their long service.

Now, I do not think there is a picnic promotion man or an operator of a park anywhere that has the ability to write these letters. This type of letter takes a specialist in attention-getting letter-writing and, if I were going to put this plan into operation, I would go to the best advertising man in the city my park was in and pay him to draft these letters that would be sure to get results.

If you do this, I am sure that when you call on the prospect after the third letter that in most cases you will be able to do business if they have not already signed up for an outing, and right now there are plenty of possibilities. Frankly, I believe that right now the greatest opportunity parks have for this season's business is industrial outings.

Another nice thing about this kind of business, you don't have to give the park away to get it, and in many cases the company having the outing buys a substantial amount of tickets right now and you have some real money to work with.

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By CLAUDE R. ELLIS
(Cincinnati Office)

EASTWOOD PARK Roller Rink, Detroit, reports good winter business, despite severe competition from three other rinks in town for the first time in several years. Hockey matches, races and masquerade parties were promoted by Manager Frank Kutzen.

ROLLER HOCKEY'S increasing popularity in Western Pennsylvania is credited with stimulating interest in roller skating and attendance in rinks throughout the district. The roller hockey league of eight clubs is now playing its last half-season schedule, with Bridgeville, Pa., leading, this team having been undefeated in seven starts.

EARL VAN HORN, who was a recent visitor in Circus Garden Rink, Philly, operated by Malcolm and Jesse (Pop) Carey, entertained patrons with some of his clever skating stunts. He also called at Carman Rink, but missed seeing E. M. Moorar, who was not thereabouts at the time.

R. C. TORIAN advises that he has closed a lease for the roller-skating rink situated in Municipal Park, Asheville, N. C.

IT IS an unfounded rumor, advises Raymond Senior, of Senior Bros., concerning the recent report by E. M. Moorar that they would operate a summer rink at Garden Pier, Atlantic City.

UNLIKE former years, the Lenten season has shown a falling off in biz in a number of cities, notably Philadelphia.

THELMA BROWN, New Castle, Pa., defeated Dorothy McGrew, East Liverpool, O., in a 21-lap race in New Castle Rink on March 14. Miss McGrew took the lead at the start and held it for 16 laps, when Miss Brown passed the Ohio lass and finished winner. They will meet again on March 29 in Winland Auditorium Rink, East Liverpool. New Castle Rink, under management of Lynn Irwin, is having a good season. The East Liverpool event will be an "Out-of-Town Skaters' Jamboree," with delegations from New Castle, Monaca and Beaver Falls, Pa., and Youngstown, Steubenville, Ravenna and Canton. O. East Liverpool relay team will meet Rayen-Wood team of Youngstown.

ANNUAL carnival of Toronto Ice Skating Club, which closed a three-day run in Maple Leaf Gardens on March 13, had four professionals, Evelyn Chandler, New York; Shipstad, Johnston and Eric Watt, who were tremendously popular, the first with clever dancing, the last three with their clowning. A marvelous exhibition was given by Therese McCarthy, London, Ont., about 10 years old. Louise Bertram and Stewart Reburn, who represented Canada at the Olympic games, captivated spectators with their grace. A comedy hit was a "Gay '90" number, in which a tandem

bicycle carried in Eric Watt, who performed cleverly in a skit called "Skating as Grandma Did It," but which should have been called "As Grandma Never Could Have Done It."

"I AM glad to see the oldtimer, Earle Reynolds, again taking an interest in rinks, thru his articles in *The Billboard*," remarks E. M. Moorar from Philadelphia. "He undoubtedly did much to boost the game, not only in his writings but in organization of the professional skaters' association. For years his act with his wife, Nellie Donegan, was the premier of all skating acts and many of their stunts were copied by others. Probably his greatest achievement was the skating scene with the Anna Held Company, using the entire chorus and Miss Held in person. Beautiful costuming of all his acts lent much to their success. Incidentally, I had the pleasure for the second time this winter of swapping old-time stuff with both Earle and Nellie backstage at the Earle Theater here when they were keeping an eye on the Helen Reynolds ensemble, of skating beauties, a very fine exhibition and costumed to please the eye, as well as composed of young and talented girls. Mrs. Reynolds has not given up skating by any means and goes along, ready to fill in if any of the girls are ill or meet with an accident. Earle sees great possibilities for roller hockey and is loud in his praise of Al Flath's Maple Leaf Club. Now that basket ball has made vaudeville, don't be surprised if Reynolds dopes out a girls' roller-hockey team, and he is just the boy who can do it and make it worth while."

FOUR SKATING MACKS are filling dates in England after appearing before the President of France at a gala at the Cercle Interallie in Paris. Ice-skating season at the Palais des Sports Rink, Paris, ended with a benefit gala on March 5, at which Karl Schaefer, world's champion figure skater; Montgomery Wilson, Canadian champion, and several other well-known skaters appeared. The Two Lindgreens, comedy roller skaters, are at the Three Lindens in Leipzig. Mary and Eric, acrobatic roller skaters, are at the Krystallpalast in Leipzig.

AS GUEST of officials of the Chicago Roller Skate Company, including Ralph and Robert Ware, secretary-treasurer and vice-president, respectively; Stanley Swigon and Ed Hamilton, a representative of *The Billboard* made a tour of the big Chicago North Side roller rinks. Rinks visited were the Armory, Arcadia Gardens and Hollywood, and for an "off night" the party was amazed at the large attendance at the first two mentioned, Hollywood not operating on Monday nights. First visited was the Armory, owned and operated by Fred Leiser. This has floor space of 280 by 120 feet and a 40-foot ceiling. In addition there is a 50 by 120 beginners' floor. Equipment consists of 1,200 pairs of skates. Music is provided by an organist and a Hammond organ equipped with 32 amplifiers. Mr. Leiser, who is particularly enthusiastic about this instrument, said: "For the purpose for which I require it, the Hammond organ, in my opinion, is the greatest instrument of its kind, producing the finest music. I always take great pleasure in demonstrating it to operators of amusement enterprises or to anyone interested."

Next stop was at the Arcadia, Harry Newman, manager. Rink is equipped with 750 pairs of No. 787 Chicago hard-maple wheel skates. The place is well lighted, row after row of lights in six colors, extending from one side to the other across the arched ceiling and providing innumerable combinations, are manipulated with breath-taking effect. According to Mr. Newman, "In all our planning and designing we kept constantly in mind the fact that our clientele must come from the best class of citizens and we are determined to maintain our rink on the highest plane. We employ a corps of Andy Frain's ushers and an orchestra every night. We make no extra charge for use of hard-maple wheels. As an added attraction every Thursday night we give away a man's quality suit of clothes and a lady's complete outfit, from the skin out."

Like a postman who takes a walk on his half day off, Harry Palmer, manager of White City Rink, was a skating guest at Arcadia, Palmer's rink being closed on Monday nights.

The party found Riverview Rink, under management of Harry Hanley, playing to a capacity crowd, which Hanley

very modestly explained was "a little bit unusual for Monday night," a special party having been promoted by rink employees. Several good amateur roller-skating acts were featured.

At Arcadia Bill Henning is in charge of the stock room. An oldtimer in the rink game, Bill has been connected with Carlin's Green Palace 11 years and Charles-Mt. Royal Skating Palace five years, both rinks being in Baltimore.

UNDER THE MARQUEE

(Continued from page 38)

circus parade. His work has attracted so much attention that it will probably be placed on exhibition during the coming summer.

BOLDER LANDRY, who does rope and gun spinning and Australian whip-cracking on slack wire, on returning to Laconia, N. H., from Baltimore, where he played a three-day engagement, stopped at Harry Karsey's home on Long Island for several days' visit. Landry will be on the road this summer.

ARTHUR WRIGHT, Ringling-Barnum Side Show band leader (is a cornet player), has been training a boys' band in Philadelphia this winter. Twenty-two years ago he introduced jazz music on Sparks Circus Side Show band when Cal Towers, deceased, was Side Show manager.

SLIVERS JOHNSON visited the recent Cleveland Grotto Circus with Mr. and Mrs. C. A. Klein and saw his old friends. He will play the Paul Lewis date in Canton, O., then return to Klein's Circus Revue. Later he will start his park dates with his Funny Ford act, then back to Williams & Lee for fairs in Iowa, Wisconsin and Minnesota.

MADISON, Wis., papers on March 19 carried the story that the first circus had made its application there for the season. It is Atterbury Bros.' Circus for May 12 or shortly thereafter. Sverre O. Braathen, State chairman of William C. Coup Top, CFA, says this is the earliest that he has ever known a circus to make an application for a license in that city.

PHILADELPHIA PICKUPS — Otto (Dutch) Hoffman is owner of several apartment houses, Al Curtis is superintendent of a large apartment house in North Philadelphia, Ed Conway is in the brokerage business, J. C. Kelly is legal adjuster for a steamship company, Jimmy Dougherty is an employee at the U. S. Arsenal; Robert H. (Bobby) Calhoun, announcer, is located here.

A NURSERYMAN of North Miami Beach, Fla., fell dead March 5 during an exciting incident to the taking over of a gorilla and six chimps by a Circuit Court receivership at Miami. Suit for the appointment of a receiver for animals, autos, trailers and circus equipment was filed by Vernard McArdle, animal trainer, charging that William Lintz and his wife, owners, owe him \$3,280 back salary. Judge W. W. Trammell, of Circuit Court, appointed Burton E. Folsom as receiver.

LORA VALADON, tight-wire and slide-for-life artist, known as Mile-a-Minute Lora, was recently released from Rhode Island Hospital, Providence, following a confinement of three years, and is at present with her husband, Dan. Her vaude friends never failed to call and cheer her when they played the local theater. Last summer S. W. Gumpertz invited her to the Ringling-Barnum Circus. Dan is rehearsing a novelty single slack-wire cycling act for the summer.

LATE VISITORS to the Circus Room, Hotel Cumberland, New York, were Alfred J. Meyer, Walter Murley, Leander Delgado, Mr. and Mrs. Gerald Snellens, Mr. and Mrs. Harvey Cann, Art Lewis, John J. Marron, Harry Bentum, Mark E. Wischart, Mr. and Mrs. Billy Merrill; Phyllis Werling, CFA; Joe Minchen, CFA; Mr. and Mrs. Clyde Newton, Mrs.

William Newton; Pete VanCleaf, CFA; Bud Robins; Dorothy, the Baroness; John E. Frazier, Anthony Frazier, Mrs. Elizabeth Murley, Warren Wood, Mrs. Cora J. Wilson, Oscar Decker, William Madigan, Hip Raymond, Hoy Sisters and Sam Golden.

SHOWMEN'S LEAGUE circus notes: Recently in this column reference was made to Harry Coddington, chairman of the sick committee of the Showmen's League, as being a showman of the vintage of the '80s. Now Harry arises to explain that he did his first tramping with the Barnum Circus. He joined out in 1873, and the next year was with Barnum show in the American Institute in New York. Then the circus tent was a round top only. . . . An observant member opines that Tom Mix may be in the running for that gold membership card that goes to the member of the League who turns in 100 members this year. No doubt Tom can do it if he sets his mind to it. . . . Harry Lewison, he of the ticket staff of Ringling-Barnum Circus, has fled the Showmen's League rooms, for a while at least. He has gone east, to be in New York for the opening. He left far enough ahead to take a little time out to visit relatives in Ohio. . . . Jimmy Morrissey, known to every circus in the country, predicts a banner year for the white tops. He bases his observation on the number of orders received for canvas and cordage from shows, big and little. . . . Joe Walters, long a member of the League and last year with the Hagenbeck-Wallace concession department, this year will be in like position with the Ringling-Barnum Circus. . . . Jack Beach, for many years with Al G. Barnes Circus, but for last few years off the road, is a regular when it comes to keeping in touch with circuses and circus folk. He is a consistent member of the League.

DEXTER FELLOWS

(Continued from page 38)

existence was known to everyone, and if your heart beat occasionally for "sawdust and spangles" or if you thirsted for pink lemonade the Circus Room was the one place to which you could go and live in the atmosphere of new and old-time pictures of great shows past and present, where you heard new conversation about oldtimers. I venture a guess that half a million folk knew of the existence of this room—those who visited it and those who intended to visit it on their next visit to New York.

And Harry Baugh goes with it. A man whose whole life and thought synchronized with the room. The room without Harry, of course, loses much. Harry, without the room, will be a mighty lonesome man. That's the humanity of it all. The Circus Room, with its myriad mementos of the lithographer's art and the photographer's talent, harmonized completely with a soul, the soul of a man who treasured all that the room contained. To Harry Baugh everything that hung or stood or laid in that room were voices out of the past. I often visualized him sitting there alone, just drinking in all that surrounded him, and how he felt when he was suddenly jerked out of his reveries by the band playing *Home, Sweet Home* and heard a babel of bidding everyone else a goodbye and godspeed. For the season is over for the little room, for the band isn't allowed to play that tune only at the end of the season. It's the last thing the band does. And having also heard the tune, we say to Harry Baugh, now that the long season is at an end "god-speed and good luck!"

A committee, consisting of Ray Schindler, chairman; Edwinston Robbins, Orson Kilborn, Henry Havemeyer Jr., Tony Sarg, F. D. Benham and F. P. Pitzer, will consider ways and means to sell tickets for the opening night of the Big Show and to provide ways and means for a proper reception to the executives and principal artists of the show.



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GREAT LAKES BUILDINGS LET

Construction Contracts Soon Under Way; Reps Set in East

Sales of space are reported ahead of schedule—offices opened in New York with Atwell handling publicity—big array of special days and events is being arranged

CLEVELAND, March 21.—Following ground-breaking ceremonies on the lake-front site of Great Lakes Exposition, to run during June 27-October 4, came official announcement of award of building contracts, setting the wheels of actual construction in motion.

Contract for the Court of Presidents, 350 feet long and 100 feet wide steel bridge connecting upper and lower levels, went to Sam W. Emerson Company. Hall of Progress building, to be similar to A Century of Progress Transportation Building, was awarded to Hunkin-Conkey Company; three miles of wire fence to Betz-Pierce Company.

Lincoln G. Dickey, general manager, and Albert N. Gonsior, chief construction engineer, said more contracts will be awarded soon. Construction on practically all buildings will begin within 10 days.

Contracts have been closed by Almon R. Shaffer, associate director in charge of amusements and concessions. Peg Willin Humphrey, associate director in charge of space, info that space sales are far ahead of schedule. Ground area has already been doubled and indications are that this will again have to be increased, bringing total to about 350 acres.

Mr. Dickey declares that the raising of more than \$1,000,000 to underwrite the big show project was the crowning achievement of all local show history. "Labor, civic, fraternal and business organizations united as a body to make assured the presenting of this great Ohio show enterprise," he said.

Mr. Shaffer has returned from a flight to San Diego, where he visited California Pacific International Exposition and interviewed showmen regarding participation at the Cleveland exposition celebration. A stop-off was made at Texas Centennial Exposition headquarters, Dallas. Among several enterprises contacted were the Globe Theater Players, who are to appear here and present their stream-lined versions of Shakespearean plays in a replica of the original Globe Theater. Thomas Wood Stevens, director, abridged the plays so that each may be given in less than one hour.

NEW YORK, March 21.—Following close on the announcement from Cleveland last week of appointment of members of the board of trustees and signing of various concessioners for Great Lakes Exposition there on June 27-October 4 was the naming of Eastern representatives working out of New York. Lincoln G. Dickey, general manager, engaged Ben H. Atwell, for the last three years director of publicity for Columbia Pictures, in capacity of special rep on national activities. Mr. Atwell announced that fully staffed offices have been opened in Detroit and Chicago as well.

E. A. Teven, ex-manager of Grand Central Palace here, is in charge of

Making a Fair Pay Out Without the Aid of Public Appropriations

By W. A. LINKLATER

Watch for This In the Spring Special Number Of The Billboard

local office, situated in the Palace. H. H. Shubart, manager Detroit Auto Dealers' Association, has the Detroit bureau. Albert N. Gonsior, construction chief of Chi's A Century of Progress, has the same job with the Cleveland expo, pledging himself to complete work at appointed hour. Included in the huge plant is the Public Auditorium, where the Republican national convention will be held prior to expo opening. WPA has appropriated \$178,000 for a horticultural building and grounds.

Pageant Is Signed

Running mate to Almon R. Shaffer, associate director in charge of amusements and concessions, is Frank Hines, entertainment director, who formerly managed RKO houses, including Keith's Palace, Hippodrome and 105th Street theaters in Cleveland and the Palace in Akron, O. Mr. Shaffer signed the elaborate *Wings of the Century*, Edward Hungerford's pageant which appeared at the Chi fair, to be rebilled *Parade of the Years*. Amphitheater, now under construction, will seat 4,500.

Capt. F. J. Christiansen has contracted to move in the submarine exhibited in Chi, the decommissioned U. S. S. 49, which will form the nucleus of a marine section which will be surrounded with a water circus and marine ballet. Rickshaw concess has been let to Lake City Tours, Inc., headed by W. I. McPherson, who also has wheelchair and baby carriage privileges. W. S. Richards, vet sugar producer of Chardon, capital of Ohio's maple industry, is erecting a replica of an old-time maple sugar house of log construction.

Central Greyhound Lines, R. W. Budd, president, is installing transportation system consisting of specially designed convertible busses of the open type seating 26 and touring grounds on regular schedule. Murray Goldberg has the weighing machine group. Standard Drug Company, Cleveland, has a unique building under construction which will house a drug store. Edward Einstein, vegetable juices; Clark's Restaurants, Cleve chain, (See GREAT LAKES on page 46)

GOOD ATTRACTIONS MAKE A NIGHT FAIR

By FRANK H. KINGMAN

Watch for This In the Spring Special Number Of The Billboard

Barnes-Carruthers Sets Booking Record

CHICAGO, March 21.—The past 10 days have set a booking record in the Barnes-Carruthers office. *Rise and Cheer, America*, the company's newest and largest production, with four revolving stages and a mechanically propelled projection stage that enable the show to completely change the main scenic setting within the proscenium, goes into Minnesota State Fair, St. Paul, together with a strong array of feature attractions, including Ahearn's California Millionaires, Dennie Curtis' three acts, Eight Nordic Nightingales, Costi Florescu, Peejay Ringens, Cervone's Band, Gaudsmith Brothers, Ted Elder, Stair-o-Tone Musical Dancers and others.

For North Montana Fair, Great Falls, the office has booked Five American Eagles, Melvin and Marie; Big Burma, elephant act; Les Cartiers, Hashi and Osai, Cuby and Smith, La Temple, Jim Wong Troupe and F. F. Frakes' airplane crash.

For Midland Empire Fair, Billings, Mont., the Barnes-Carruthers office has booked American Eagles, Cuby and Smith, La Temple, Jim Wong Troupe and Melvin and Marie, and for three Mississippi fairs, Tupelo, Meridian and Laurel, Morgan-Trace Revue and band, Healy and Mack, Les Cartiers and Lady Barbara's Circus.

Vote for Big Houston Hall

HOUSTON, March 21.—City council has agreed to construct a \$1,000,000 exposition hall with PWA aid on the site now occupied by Sam Houston Hall. Project will be financed with a federal grant of \$450,000 and a loan of \$550,000, latter to be amortized with receipts from the building. There will be quarters for live stock.

Showmen Form Body in Dallas

Co-operation is keynote of new organization of concessioners and midwayites

DALLAS, March 21.—W. A. Webb, general manager of Texas Centennial Exposition, gave a dinner March 11 at Dallas Country Club for all showmen and concessioners contracted at the exposition. At the dinner, attended by 50 concessionaires' Association of the Texas Centennial Exposition was formed. Besides Mr. Webb, Paul Massmann and W. S. McHenry, exhibits and concessions department, spoke for the exposition.

For the showmen Harry A. Illions replied to exposition officials, declaring that in the many years he has participated in expositions, fairs and other big events this is the first time to his knowledge that executives of a world's fair have called together showmen and concessioners and pledged their wholehearted support. He said it usually had been vice versa.

Upon recommendation by telegram of William Wolken, Turf Catering Company, L. C. Eastland, vice-president of Bowen Motor Lines, was unanimously elected president of the new association. Nat D. Rodgers, managing director of the Streets of All Nations, was unanimously elected secretary. Other offices elected are E. W. McConnell, president of the Streets of All Nations, first vice-president; J. R. Thompson, general manager Coca-Cola Company, second vice-president, and H. H. Nourse, general manager Drefus & Sons, treasurer.

The association agreed to meet every other week prior to opening of the exposition and every week during the show; 90 per cent of concessioners and showmen booked at the exposition were present, all leaving with praise and admiration for Manager Webb for taking this step in assuring his co-operation and that of the Texas Centennial Exposition.

B. Ward Beam Books Unit Into Brockton

NEW YORK, March 21.—B. Ward Beam agency has booked the Congress of Dare-Devs at Brockton (Mass.) Fair as one of the track features for four days, Tuesday thru Friday. Booking was previously credited to George Hamid on behalf of Lucky Teter's Hell Drivers as a two-day contract.

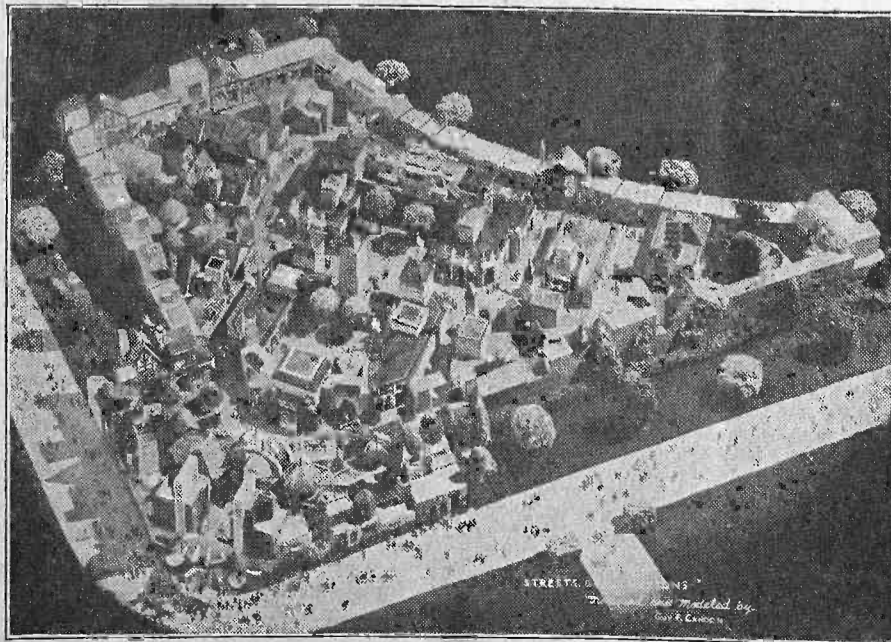
Frank H. Kingman, Brockton secretary, had dickered for Teter's stuntsters, and while it is understood that negotiations appeared favorable, no formal contract had been signed. Mr. Kingman spent a day in New York this week, visiting the Flower Show, his annual quest, and other current events.

Jackson Books Young Again

CHICAGO, March 21.—Ernie Young announced from his offices here that he has been awarded a contract for his revue, *Trip Around the World*, and acts at Mississippi State Fair, Jackson, for the third consecutive year.

A. E. SELDEN, "The Stratosphere Man," "dropped in" but not out of the stratosphere, he admitted, and was a caller at Cincinnati offices of *The Billboard* on March 19. Reported a promising season in sight and was beginning a several weeks' booking trip.

PROVIDENCE—A pageant, *Soul of Liberty*, will be staged here as part of the State's Tercentenary Celebration by Director Percy Jewett Burrell the week of July 20 at the Benedict Monument to Music in Roger Williams Park, with 3,000 taking part. C. Hassler Capron will design lighting effects.



STREETS OF ALL NATIONS, INC., is expected to be the foremost attraction at Texas Centennial Exposition, Dallas. Situated at a junction of two of the main streets of the midway, it is to embody atmosphere of all nations of the world in one group and promises to be the center of the midway's night life. In addition to its many features, an elaborate free show will be staged in the Royal Court. Attractions also will be presented in its cafes, bars and shops.

Texan, in Reply to Criticisms, Says Fairs Justify Themselves

From the standpoint of education, entertainment and social and commercial benefit, fairs have proved their value, declared President C. F. Adickes, Walker County Fair, Huntsville, speaking on "Justification for a Fair" at recent annual meeting of Texas Association of Fairs in Dallas. Excerpts from his address follow:

Haven't we always sort of taken it for granted that our fair was justified in its existence? Being an old and established custom or idea that has been handed down to us, we haven't stopped to question it much. The present generations do not seem to hesitate much about tearing down and discarding a lot of old customs and institutions of the past. It is getting to be quite the smart thing nowadays to question any and everything, from the New Deal on down.

I am told that a number of Texas county fairs have met with quite serious criticism and that they have been put on the defensive to justify continued support of the enterprises. I am quite sure that all of us have this problem in a greater or lesser degree. Some of the criticisms are, of course, quite unjustified. We have citizens and, I am afraid, quite too many of them, who are ready to condemn a project in its entirety, principle and all, just because some small part of it may be in error or does not function properly.

Indictments To Answer

What are some of the criticisms we hear of our fairs? Only a few which might have some merit will be mentioned.

1. That the fair is rather expensive to the business interests which support it in various ways and it is questionable if it benefits them enough to justify that expense.
2. That the carnival takes too much money out of the town and community, with the result that business suffers.
3. That only a few people see the exhibits, most people patronizing the fair only to see the carnival and other forms of entertainment.
4. That the carnival, with its concessions and shows, is sometimes a detriment to the morals of the public.
5. That the winners of cash premiums are nearly always the same individuals, who are developing into a class of professional exhibitors, and the average farmer has little chance of winning.
6. That such an enterprise is uneconomical. The investment in land and buildings is too great for use only a few days in each year.

Whether true, partly true or untrue, these are some of the indictments that we hear and must answer if we would continue. It is well that we occasionally check up and take inventory of our assets and our liabilities. In fact, we must do this in any enterprise if we would succeed.

I believe everyone here will agree that we must justify our fairs, large or small, wherever located, first of all, from a standpoint of their educational value. Next we must consider the value of the fair to the community as a source of entertainment. There is then a certain social value to the participants and visitors to the average fair that is worthy of mention. There is a definite commercial value to business interests and to the entire community from any well-operated fair. These values are, then, educational, entertainment, social and commercial. Dealing as we are with

these fundamentals of the fair, as we know it today, a little sketch of the origin of the idea and the development of the fair should be in order.

Government Recognition

The first fairs recorded in history were trading events. Fairs arose, not only because they offered special facilities for trading, but because trade, when still little developed, could not be carried on continuously.

Expositions may be defined as "A mode of advertising to acquaint people with latest technical achievement and industrial progress, rather than for immediate trading." The agricultural fair is a rural institution which is found in virtually all countries of the Western world. It is not a market but an exhibition having for its chief aim the improvement of agriculture and provisions for a wholesome form of entertainment and amusement for the rural people.

More than 3,000 fairs, large and small, are held in the United States each season. Thirty-nine million people attended fairs in Canada and the United States in 1927 and the latest such figures are much larger than that. It is a trend or movement that is constantly growing and this is caused, no doubt, by the fact that fairs are continually progressing, improving and keeping up with the times. Our State and Federal governments have recognized the value of fairs as a means for education and we see many exceptionally fine and interesting exhibits sponsored by the governments.

To stimulate better attendance and good will, entertainment features were added. It was educational and social, this entertainment; at first local talent, such as fiddling contests, contributed much to the uneventful lives of farm folk. The community fair grew into the county fair. As a means of further promoting attendance and appealing to a wider citizenship among both urban and rural communities, other attractions than local talent and on an increasingly larger scale have been added.

Finance a Problem

Financing of fairs has always been a problem. Any enterprise which must in only a few days of operation out of the year earn enough money to meet the year's expenses and acquire funds for expansion is naturally faced with a problem of finance. This has necessitated frequently an admission fee, concession charges to commercial exhibitors and percentage arrangements with carnival companies. This class of entertainment, the desirability of which is often subject to question, is generally thought necessary to insure a large attendance and an adequate operating income for financial success. Other forms of entertainment, such as racing, football or baseball, local pageantry and contests of various kinds are in common use and provide wholesome amusement.

Attendance is always increased by using such forms of entertainment. In answer to the criticism that most people who attend fairs go for the entertainment and the amusement rather than for the exhibits, it is a proven fact that by providing entertainment features, many more people see the exhibits than would be the case otherwise. Even the entertainment may be the principal attraction to the grounds, a large number of those who are seeking entertainment and diversion will stop to view the exhibits and be benefited thereby. The carnivals usually afford the only opportunity in the entire year for the children to ride the Merry-Go-Round, Ferris Wheel and other rides. Anyone who has watched the expressions of delight on the faces of these young people must feel that they should not be denied, that this feature of fairs is well worth while and entirely justifies the cost to the community in the small amount of spare money that is removed from the locality. To the adults, and more especially those from the rural sections, this annual entertainment at the fair is the great recreation of the year and the only such opportunity that some of them will be privileged to enjoy.

Great progress has been made in the manner of exhibiting products and demonstrating improved methods of production. The educational value of the fair is thereby increased. The crowds



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THREE FAIRS • THREE FAIRS • THREE FAIRS
A meeting of representatives of the following Fairs, with their dates, SPRINGFIELD, KY., August 3; SHELBYVILLE, KY., August 10; LAWRENCEBURG, KY., August 17, 1936, will be held on TUESDAY, MARCH 31, at 10 A.M., in SHELBYVILLE, KY. This meeting is held for the purpose of offering the Amusement Privileges of these three Fairs as a unit. Representatives of Carnivals and Shows desiring to make this Circuit are invited to meet with us, as we hope to close contracts for these dates at this time. Address all communications to **T. R. WEBBER, Shelbyville, Ky.**

are in a playful mood and looking for entertainment as well as instruction. The occasion of the agricultural fair is a show day, a gala day and a time when a friendly spirit of rivalry prevails. A new type of exhibit, known as the "project exhibit" is becoming more and more popular. The 4-H Club boys and the schools of Vocational Agriculture have been using this type of exhibit with much success.

Benefit to Business

As attendance grew larger at county fairs, due mostly to improvement in exhibits and entertainment, commercial exhibits became a more attractive and profitable venture for local merchants. County fairs grew into district fairs and district into State, and on into national and even international fairs. The general ideas and objectives remained the same. The values were still educational, entertainment and commercial, principally, with less and less of social value as the size increased. With due recognition to the value of the entertainment, commercial and social angles of the fair, I reiterate that its real justification, its most important hope of accomplishment, must be from the educational standpoint. Competition must be stimulated in scientific farming, poultry raising, better live stock and making of better homes. The annual fair affords the only means of recognition of worthy effort, and such recognition lends encouragement to better effort. It should be a distinct challenge to people of many vocations.

From the standpoint of benefit and value to the town, a good fair should be a decided asset. It has often been called "The show window of the progress of the community." A good fair should draw in people from the entire trade territory and indirectly benefit all commercial interests. Any progressive and properly managed fair should be justified, without question.

Detroit Show Draws 506,719 in 10 Days

DETROIT, March 21.—After closing of the second annual Detroit and Michigan Exposition in Convention Hall on March 15, total attendance of 506,719 for the 10-day event was announced.

Features on Sunday were music by the United States Naval Reserve Band and presentation of the Detroit and Michigan Gold Cup fencing trophy.

No definite statement has been made as to a 1937 show, but James Vernor Jr., general chairman, said the matter would be taken up at a meeting of the executive committee this week, adding that huge attendance this year showed that the public actively interested in this type of show. All commercial exhibitors feel that the exposition was a success from a business viewpoint and many have expressed optimism over the show's future as an annual stimulus to industry thruout the State.

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NEWS NOTES

CALIFORNIA PACIFIC

International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

3 More Major Buildings Open

Glider record made during dedication of Transport—big attractions signed

SAN DIEGO, March 21.—Colorful ceremonies marked opening of three major exhibit buildings over last week-end, including observance of San Diego Day on March 15. New records for aerial gliders were set with formal dedication of the March of Transportation Building.

While a parade of 50 units marched to the new structure Don Stevens, flying above the crowds, set what is believed a new world's mark of 54 consecutive glider loops. Towed to 16,000 feet by a plane piloted by Earl Ortman, Stevens guided his motorless craft in an amazing series of end-overs until he leveled off at 3,000 feet to return to the airport. Smoke bombs outlined his descent for William Van Dusen, official of the National Aeronautical Association, watching. The aerial display climaxed ceremonies at the formal opening of building, in which are displayed relics from the Ford Museum, Dearborn, Mich.

Vaude Bill Presented

More than 2,000 youngsters on roller skates were on the grounds on Saturday, when Roller Skating Day was the outstanding feature of Kids' Day. Thru co-operation of eight large San Diego merchandising institutions, prizes of roller skates were awarded to winners in races and stunts. Kids on roller skates were admitted free. Don and Roy, internationally known roller skating team, gave several acts on a platform in the Spanish Village.

Vaudeville bill in the House of Hospitality on Friday included Beatrice Smith, soprano; Don Cartwright, singer; Casey Simmons, harmonica; Norman E. Steinbach, marimba; William Abbett, Harold Murray, vocalists; Constance Claypool, dancer, and Evelyn Martin, singer of popular songs.

Jack Storey and Gus Schrader, racing drivers, presented demonstrations how the careful driver and the careless motorist handle their machines.

A completely repainted Modeltown, FHA, has been opened following unveiling ceremonies by Stuart A. Ripley, manager of exhibits. This is the only exhibit of its kind in the United States and a vast amount of building has been directly attributed to it.

Wayne W. Dallard, executive manager, engaged Eddie Sherman's Ingenues, 25 attractive girls, who will present two performances daily on a large stage in the patio of the Transportation Building. Mina Smith, violinist, is leader, and Jimmy Shafer, vibraharp and xylophone, is emcee. Frank Schaffer, advance agent, contracted the date.

Sally Rand and Rodeo

Observance of Wyoming Day included a parade of cowgirls, with 16 riders led by Mary Helen Warren, niece of Gen. John J. Pershing. Palace of Electricity was dedicated with a radio broadcast. Exhibits have been dedicated to Thomas A. Edison. A transcription of Edison's voice was broadcast as part of the ceremonies. Palace of International Art threw open its doors with a gorgeous collection of art treasures, gems, precious stones, jewelry and hand-made articles.

There was plenty of music last week. The U. S. Marine Band played a retreat concert; Exposition Junior Symphony Orchestra presented a concert in the House of Hospitality; Southern Pacific Band of 50 pieces, under management of W. M. Boyer and directed by Christic Browne, played in the Transportation Palace, and Bonham Boys' Band of 175 pieces.

A. R. Shaffer, associate director of Great Lakes Exposition, Cleveland, vis-

ited last week and made a rapid inspection of the lighting systems, arrangement of amusement zone and scope of exhibits. He was accompanied about the grounds by Harry Foster, assistant works director.

Eva Olavatti, prima donna, is being featured at the Cafe of the World, with Paul Termine, the Lucky Gypsy, and his 14-piece orchestra, with this personnel: Jamie Erickson, organ, accordion, piano and theremin; Wes Hite, Kenneth Creel and Walter Boronda, saxophone; Clarence Langlois, Ben Harrison and Walter Wienmyer, violin; Carl Aaeracion, guitar and ukulele; Earl Bixler, trumpet; Walter Bunker, bass; Carroll Griffin, piano; Charles Baker, percussion, and Frances Elium, vocalist.

Executive Manager Dallard announced that, in line with his new policy of engaging big attractions, he has contracted to play the Al G. Barnes Circus on March 27-29; National Rodeo, April 3-5, and Sally Rand for three weeks, starting on April 11.

Site in Frisco Up to Army

SAN FRANCISCO, March 21.—Not a bid was submitted when army engineers met on March 13 to receive bids for a \$3,800,000 contract for filling Yerba Buena Shoals site of the 1939 San Francisco Bay Exposition. As a result the army engineering corps will keep four dredges on the job to complete it.



Fair Grounds

WINCHESTER, Tenn.—Plans have been completed for Franklin County Fair, W. H. Ripple to have charge of all exhibits.

HALLETTSVILLE, Tex.—At Lavaca County Free Fair, sponsored by the Trades Day Association here in September, among attractions will be a parade of floats, kiddie parade and carnival, said President Bruno Cohn.

YOUNGSTOWN, O.—Vernon E. Crouse, North Lima, has been appointed superintendent of Juvenile Grange department of Ohio State Junior Fair for the eighth consecutive year. The juvenile representation has grown until the competition now represents a cross-section of Ohio Grange work. A camp estab-

Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

LIVE STOCK HOLDS OWN

When the annual inventory of the country's live stock was taken a year ago it was found that the farm animals had been reduced to the lowest numbers in this century. The present estimates, made as of January 1, 1936, show that the flocks and herds held their own last year, the total number in terms of animal units being virtually unchanged. Horses, mules, sheep and cattle decreased slightly, but the number of hogs rose about 9 per cent.

The total number of cattle decreased about 316,000 head or only five-tenths per cent last year, being now 68,218,000 head. Two years ago there were 74,262,000 cattle on farms, the largest number ever recorded in this country and representing the peak of the present cattle cycle. They were reduced nearly 6,000,000 head during 1934 by the drought and government purchases, and during 1935, as noted, were virtually unchanged.

The number of milk cows did decrease further last year by slightly more than 2 per cent and is down about 5 per cent from the peak of two years ago. The number of yearling dairy heifers also de-

creased 3 per cent further last year and is 10 per cent under the peak of two years ago, but it is significant that the number of heifer calves being raised has begun to increase.

HOGS STAGING COMEBACK

Hogs are staging a comeback from the very low number on farms a year ago. They increased about 9 per cent last year. The stimulus is apparent in the average value per head, which jumped from \$4.09 two years ago and \$6.31 one year ago to \$12.68 at the beginning of this year. The number of hogs in the country, however, is still nearly a third less than in 1932-'33.

The number of sheep has been decreasing slightly for two years; last year the decrease amounted to about 1 per cent. The average value per head also jumped sharply—from \$2.91 two years ago to \$4.31 last year and \$6.38 on January 1, 1936.

The total value of farm live stock reflects the marked rise in prices within the last three years. Animal values went down to a depression low of \$2,772,000,000 on January 1, 1933, but by the beginning of this year they were up 50 per cent to a total of \$4,885,000,000.

halm as secretary. Krause Greater Shows will be on the midway.

ORANGE, Tex.—President Frank Clark, Orange County Fair Association, said it has secured an additional plot, 300 by 50 feet, to extend grounds to the east and increase space more than 100 per cent. It is expected that several more buildings will be erected this year.

Fair Elections

ANDERSON, Tex.—Grimes County Fair elected A. P. Wickey, president; A. Muenker, vice-president; G. E. Siddall, secretary; A. Oberkamp, treasurer. A committee will work out a State Centennial program.

HARTFORD CITY, Ind.—James Willman was re-elected president of the Merchants and Farmers' Agricultural Association, sponsor of annual Blackford County Fall Festival. Other officers named are Frank Culbertson, vice-president and general manager; Nixon Kelsay, manager of exhibits and live stock; Ross Daugherty, secretary; Howard Ervin, treasurer.

ENNIS, Tex.—Ellis County Fair Association re-elected J. P. Bellew president for his ninth consecutive year; vice-presidents, John Arden, A. J. Davis, Leo Kirkpatrick; A. Dupree Davis, secretary-manager, second year; E. C. Hawkins, treasurer. The 1936 fair will have a free gate for the first time.

GREAT LAKES

(Continued from page 44)
restaurants; Mrs. Ann Kende and Mrs. Bertha Farkas, Hungarian Cafe.

Campaign Is On

Ben Atwell, who started his campaign early this week, quoted General Manager Dickey as saying that the expo is not intended to be a money-making institution for those who have financed it. "We expect to return their financial advances, to reimburse the city for what it has done and to hand back to Cleveland and to the State their tremendous properties in better shape than we received them."

Schedule of special days and events is being arranged by Louis J. Aber, of chautauquas and lyceums, including groups concerned with trade, politics, social welfare, religion, industry and lodges. Ben Goetz and the Cleveland Concession Company have been granted all concessions in the Stadium except pop corn and peanuts, which went to H. J. Phillips. Harold J. (Johnny) Miskell, national publicity director, is working at breakneck speed to bring the expo to the attention of the entire country.

HOT SPRINGS, Ark.—V. E. Thompson, balloonist, en route from Mexico to his home in Aurora, Ill., stopped here for a visit, reporting that in San Antonio, Tex., week before last he closed for balloon work on July 4 in Adrian, Mich., and Peoria, Ill. He advises bookings are heavier for Northern spots than for several years.

HENDERSON, Ky.—Seven acts will be presented at an April Merchants and Manufacturers' Exposition to be staged here by the American Legion Post. Kentucky Exposition Company reports more than 50 merchants will operate booths.

ASHLAND, O.—Louis E. Pete, supervisor of public school music here, will be director of the 300-piece all-Ohio boys' band at Ohio State Fair next fall for the fifth successive season, having been named by Earl H. Hanefeld, State director of agriculture.

WANTED

Shows and Concessions for Big Two-Day Celebration, July 3 and 4. Over 25,000 attendance last year. Address B. G. TRANTER, Manager, Chamber of Commerce, Carroll, Ia.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

United Busy In Quarters

Intensive preparations, including feature offerings, being made for 1936 tour

SHREVEPORT, La., March 21.—With more than 50 men working at winter quarters, the United Shows of America are in the throes of a vast building program. Seven new shows are being constructed and a great deal of the equipment from the new immense 150-foot arch and marquee at the front to the back of the midway will be new this season. An order for new canvas was handed to Baker-Lockwood Company, said to be one of the largest orders that firm ever received from one enterprise.

George Vogstead will have four presentations with the show this year—"Fountain of Youth," "Revelation," "India" and Deep-Sea Exhibit. Elsie (Calvert) Brizendine will have an entirely new show from front to back, with a front of 200 feet, a stage with modern scenic and lighting effects and a tent seating 800 people, with all star-back seats. She will have a cast of 16 girls. C. W. (Boston) Towne will have the Colored Revue with a cast of excellent performers.

A new pretentious Side Show is being constructed. It will have a frontage of 250 feet and will display 22 double-deck banners. Charles Docen, with his Freak Animals Exhibit; J. E. (Shanty) Mahoney, with Darkest Africa, and Earl Chambers, with his Hollywood Monkey Circus, are all in quarters and doing construction work on their equipment. Rudy Coombs has ordered two more three-wheel front-drive autos from England and will feature auto racing at his Motordrome. Oscar Halverson will have practically the same ride crew as last year. Trainmaster Chandler's crew is working full time on the flats and Pullmans. Eddie Madigan and his boys recently arrived from Florida and Eddie is very enthusiastic about his "Palm Garden," which will be an addition to his Silver Plate Cafe.

Lauther to Jones Show

DECATUR, Ala., March 21.—After playing a winter season of 22 weeks in storerooms at cities in the South and Middle West, Carl J. Lauther's World's Fair Oddities closed here last Saturday night and went to Augusta, Ga., to join Johnny J. Jones Exposition, with which Lauther will have two attractions, including Circus Side Show, this year. Mr. and Mrs. Lauther planned making a week's visit to Jacksonville, Fla., and several of the troupe expected to play theaters near Augusta prior to the outdoor opening. Roy B. Jones left for Shreveport, La., where his daughter was to be married on his arrival. According to report, Lauther and Jones lately had meetings with a representative of a park in Mexico and probably Lauther will play a few weeks in that country next winter.

Jessops in Cincinnati

CINCINNATI, March 21.—Charles Jessop and his son, Danny, of pop-corn specialties and candy note on fair, celebration and carnival midways, spent a day on business here this week from Connersville, Ind. Danny, for the third season, will take their nifty motorized outfit with the Johnny J. Jones Exposition, while Charles will have a new and costly motorized emporium with Rubin & Cherry Exposition. They were accompanied by Robert Coleman, who is an assistant to Danny.

Motor Truck Photos

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.



WILL WRIGHT, manager of Golden State Shows, which played the opening engagement of their initial season at Santa Ana, Calif., last week.

Pollie & Latto New Combination

BATTLE CREEK, Mich., March 21.—Preparations are reported progressing for the launching of the new amusement organization Pollie & Latto Shows.

Manager Henry J. Pollie is now on an extended booking trip. Engagements already contracted include stands at a number of Michigan cities. Al Latto, now in Chicago, will supervise construction, remodeling and decoration of equipment, with a crew headed by Superintendent Howard Henson. John C. Pollie, son of the manager, and who besides having several concessions on the midway will look after secretarial work, was a visitor here from Grand Rapids this week. Among others reported as members of the staff for the season are Walter Singer, Clifford McLain and William Munger. For transportation the show will be entirely motorized.

Emil Paul advised the show management from Chicago that he had acquired outfits for two attractive shows. Among early arrivals are Jerry Fish, cookhouse and two other concessions; Earl Corwin, James E. Harper, Sam Burd, and George and Harry Kurtz, all concessioners.

Doc Waddell to Texas

COLUMBUS, O., March 21.—Doc Waddell, 73 years "young" and dean of show press agents, is leaving Chillicothe, O., for Houston, Tex., to return to Big State Shows as director of publicity. Was formerly with that company, last year with Dodson's World's Fair Shows. According to report, the veteran showman was given a surprise party early this week at Chillicothe, among the guests being Dode Fisk, Pat McCarthy, Mike Donovan, Bill Merrick, Dan Cork Jr., Tex O'Connor, Bull Sullivan, John Taylor, Wade Collins, Bill Hedrick, Byron Spaun, Herman (Mickey) Studer, Kenneth Tatman and George Connors.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

Week Ended March 28, 1936.
Dear Charlie:
This town populated with all colored citizens. The largest all-colored city in the South. Auspices here, the Nightingale Serenade Club. Before the week was over they were the United Blues Singers of the South. The atmosphere so hot the management decided to hold a fire sale before we start north. Several scorched wagon fronts and tops to go on the block.
The show, the citizens and the committee fell out the first day. All due to a mistake. A funeral of a prominent person was to be held, and a procession of over 2,000 lodge members going to it

3 Shows Inaugurate Tours

Golden Gate's Initial Season

LOS ANGELES, March 21.—The new West Coast amusement organization, Golden Gate Shows, had an auspicious opening last Saturday at Santa Ana, Calif. The crowd on the midway was the largest the writer, Steve Henry, has seen in California, and the shows, rides and concessions were having good business except during more than an hour of darkness when electric current was off, said to be caused by the power company making a wrong hookup for the transformers. Report of the management for the first three days was that business had held up far beyond expectations.

This is one of the classiest shows this writer has ever seen. Nearly everything is new. All concessions and shows have new canvas. The rides are all decorated with an abundance of multicolored lights and a pennant or flag on every spot where color might be lent the midway setup. The big banner at the entrance a fine piece of work, the title in brilliant colors and with a sunburst over a mountain and desert scene. For transportation there are 14 trucks and eight 33-foot trailers, done in orange and blue. There are 20 privately owned cars.

The Roster

The staff: Will Wright, manager; J. Ben Austin, general agent; Phil Williams, secretary-treasurer; Joe De Mouchelle, special agent; Homer Rees, general superintendent, with Ben Hinrichs assistant; H. M. Williams, chief electrician—Art David, assistant; Ed Saylor, in charge of ticket takers; Floyd Brasel, (See GOLDEN GATE'S on page 52)

Western States at Crystal City, Tex.

CRYSTAL CITY, Tex., March 21.—Western States Shows, under the management of Jack Ruback, opened their season last Saturday at the Centennial Spinach Fiesta here. Opening-night attendance was estimated at 4,500. Population of the town is 6,600.

Deafy Wilson, doing a fire act on a bicycle, met with an accident opening night. He fell about 30 feet and is now confined in a local hospital. Physicians report he will be out in a week.

Don Moore, formerly secretary of the Sioux City (Ia.) Fair, is a resident of (See WESTERN STATES on page 52)

LaLonde Appointed Manager

SALEM, Ore., March 21.—Lawrence LaLonde, last season handling publicity for the Congress of Oddities with Hilderbrand United Shows, advises that he has been appointed manager of Western Empire Shows, a newly formed organization scheduled to play spots in Washington. He states that Lawrence Carden, owner, will not travel with the show, and that Al J. Martin will be general agent; also that some equipment will be shipped from Phoenix, Ariz., to Vancouver.

Zidmars Greater At Magnolia, Ark.

MAGNOLIA, Ark., March 21.—Zidmars Greater Shows are playing their season-opening engagement here this week, auspices American Legion and located three blocks from the public square, having opened last Saturday night with favorable weather and good business. The show has all new tops.

Staff: Harry Zidmars, general manager; Vivian Zidmars, secretary-treasurer; Charles Reed, general agent; J. Miller, special agent; Victor Miller, lot man and banners; Arthur Zidmars, electrician; Henry Weihe, superintendent of rides; Sailor Harris, scenic artist; the writer, Charles Seip, mail and *The Billboard*.

Rides: Chairplane—Arthur Weihe, manager; Fred Bennet, tickets. Kiddie Bicycle Ride—Russell Herman, manager. Loop-o-Plane—Henry Smith, manager. Twin El! Wheels—Al Crowe, manager; Henry Edwards and Don Daubersmith, tickets. Kiddie Auto Ride and Kiddie Chairplane—J. J. Greer, manager. Midget Autos Ride—Bud Munn, manager; Buddy Munn, assistant; Mrs. Bud Munn, tickets. Merry-Go-Round—James McBride, manager; Jim Noxall, assistant. Tilt-a-Whirl (See ZIDMARS GREATER on page 52)

Wade Opens Early

DETROIT, March 21.—W. G. Wade is expected to be the first carnival operator on lots here this spring, going out next week, probably on a West Side lot on Michigan avenue, which has been his favorite opening spot for several years. Wade has his Tilt-a-Whirl freshly redecorated, which was last week at the Detroit and Michigan Exposition in Convention Hall, playing to good business.

The Wade Shows have been in winter quarters at Palmer and Mount Elliott avenues, and all rides and attractions have been remodeled. William Bronson is adding a complete new front and building a new lion arena for his Ten-in-One.

The show will go out with its full equipment on May 2, Wade said, and will play smaller lots with a smaller number of rides until that date.

Linderman Makes Purchases

NEW YORK, March 21.—Max Linderman, general manager World of Mirth Shows, announced Tuesday that he had purchased four lions from the Manchester (N. H.) Zoo, to be added to Earl Purtle's Motordrome, which already has two riding lions with World of Mirth. Linderman also announced that he had acquired five steel flat cars from the Warren Tank Car Company.

Simpson Undergoing Operation on Eyes

BIRMINGHAM, Ala., March 21.—James O. (Jimmy) Simpson, general representative Johnny J. Jones Exposition, entered St. Vincent's Hospital here yesterday for operation by a specialist on his eyes. According to report, doctors claim that after the treatment his eyesight will be as good as ever, but he may be laid up for several weeks.

NEWBERRY, S. C., March 21.—Newberry County Fair Association has booked the De Luxe Shows of America to furnish midway attractions at its fair to be held next fall. J. P. Moon, secretary of the fair association, is hopeful of holding this year's fair on the new grounds, as work on the project is progressing rapidly.

BETTER CARNIVAL PROMOTIONS

By HARRY DUNKEL

Watch for This In the Spring Special Number Of The Billboard

marched by dressed in their regalia. The bosses thought it was the opening parade, so our Minstrels Band, the elephants, six cages, four announcers, the girl-show float and the steam calliope were thrown into the lineup, and our street butchers went to work.

Tuesday was Old Colored Settlers' Day. A free possum barbecue was the feature. This day found the midway black with people. Wednesday, Rabbit's Foot and Voodoo Day, our Ghost Show and mitt cans mopped up. The rest of the week the show played to dark colors but came out in the red.

Office received word from our 30 (See BALLYHOO on page 52)

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 1935 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. 235.
Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$24.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB
By THE MIXER



THE SHOWMEN'S LEAGUE Theatrical Night was a wow!

AGAIN: Watch the Letter List! You may have important mail.

SEVERAL railroad shows will make mighty long jumps from the South to the North this spring.

HARRY WALTERS, showman and concessioner, is reported dangerously ill at Veterans' Hospital, Dayton, O.

Some Comment; Some Philosophy
By HENRY HEYN

A man a few weeks ago, after reading my column, asked me, brokenly, "What State you was born in, and which one you no bin in yet?" I gave him an answer with a riddle in it—"I have no bin in any State, nor was I born in any State. I was born in Dakota before Statehood."

In October, 1912, at Fort Wayne, Ind., I bought a ticket to join a winter show then at Burlingame, Kan., and what a sweet time I had convincing the agent that it was not Burlington, Kan.

Some "wild remarks" that can be heard again soon: "A big show was here about two or three years ago but they didn't have it all here." "You'll do a big business here Saturday." And the always annoying "Stop of the Ferris Wheel right at the top." Also, "The high diver made his last leap right after they showed here."

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.

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188 S. Third Street, Columbus, O.

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Please put me in touch with J. Holbert Byram. Address H. BRUNHOFF, 1819 Freeman Ave., Cincinnati, O.

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BLACK JOE BACK IN BUSINESS
HI-GRADE GAMING DEVICES OF ALL DESCRIPTIONS FOR FAIRS, PARKS AND CARNIVALS. ANY GAME MADE TO YOUR ORDER. COME ON AND BRING IN YOUR REPAIR WORK. **J. Silverstein & W. H. Brown**, 44 Clinton Street, Newark, N. J.

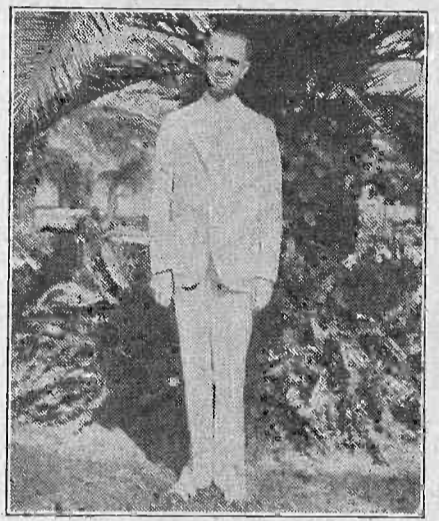
SECOND-HAND SHOW PROPERTY FOR SALE.
\$ 7.50 Heavy Canvas Tarpaulin, Waterproof, 10'x 12', Other Sizes. Cheap.
\$ 1.65 Chicago Used Fibre Rink Skates. Big Lot. 15c Each Decoration Flags on Streamer. Send List. \$25.00 Minia. Circ's Wag'n, 4' L'ng, 4' High. Cage. \$35.00 Bumper Game, with Car, Track, Ship, Crate. We buy all makes Skates. 50 Concession Tents. All Sizes. **WEIL'S CURIOSITY SHOP**, 20 South 2nd St., Philadelphia, Pa.

AMERICA'S LEADING PAINTERS
SHOW BANNERS
for CIRCUS and CARNIVALS
MILLARD & BULSTERBAUM
2894 W. 8th ST.
CONEY ISLAND, N.Y.

Many "still" spots could be "darbs" with proper advance local-interest promoting.

"ALABAMA" **BILL STOREY** and the missus have booked their three concessions with the Cetlin & Wilson Shows for this season.

A RECENT ARRIVAL at Newnan, Ga., was **R. L. Davis**, who will have the Minstrel Show with **Bruce Greater Shows** this year.



W. H. (DUKE) BROWNELL, who has been engaged as general agent for the Pan-American Shows (J. R. Strayer, manager) this year, was "kodaked" recently while spending the winter at Miami. Brownell has reported at the Pan-American quarters at Hot Springs, Ark., to take up his duties.

MRS. BESSIE FULLER, sister of Dewey Thomas, has returned to Kansas City from a visit to her daughter on the West Coast.

AL ANDERSON will be mail man and salesman *The Billboard* with Greater American Shows, of which **C. A. Vernon** is manager.

THE ALAMO SHOWS, under management of **J. L. Johns**, played their opening engagement at Macon, Ga., last week.

HOUSTON.—**Ruth Gray Young**, daughter of Mr. and Mrs. Roy Gray, of Big State Shows, proved her gameness when she chased alleged automobile bandits across several counties after the Youngs' new Buick had been stolen. Mrs. Young was close behind the auto when it was halted at Corrigan, Tex., by officers. She brought the car home.

LAST WEEK **Happy Preston** was in Marietta, Ga., where the Acme United Shows were slated for this week. **Happy** will handle mail and sell *The Billboard* with that show this year.

D. W. (WHITEY) TAIT, NOTICE: Mrs. **J. B. Osborne**, 4855 Commonwealth avenue, Detroit, Mich., advises that Mrs. **D. W. (Whitey) Tait** is seriously ill in hospital in that city.

LEO L. MCKENZIE, builder of truck and trailer bodies, house trailers and McKenzie midget "U-Drive-'Em" autos has been confined to the St. Francis Hospital, Wichita, Kan., since March 3. He looks forward to receiving *The Billboard* each week and learning of the

activities of shows and showfolks. **Jack Moore**, of the Moore tight-wire act, was among those visiting him at the hospital.

Coming as it did before the outdoor season in the North opened, the devastating flood last week did not affect carnivals. However, shows have winter quarters at a few cities in the flooded area.

MRS. EFFIE MAY, wife of the irrepressible **Doc Waddell**, recently returned northward from Florida and is resting at Dayton, O., until she goes to Texas to join her husband.

EARLY LAST WEEK **Ben Beno**, aerialist, was preparing to motor from Tampa, Fla., to McMinnville, Tenn., to join **Happy Days Shows** for the season with his free attraction.

SOLDIER DUTCH, tattoo artist, last season with **Strates Shows Corporation**, infoed from Newark, N. J., that he had been discharged from Veterans' Hospital, Bronx, New York, just about okeh again, and he expects to be with a carnival this season.

BABY MAY, fat girl, informs that she is bedridden and may have to stay abed for quite a while and would appreciate receiving letters from her showfolk acquaintances. Her address is 1007 North Concord street, St. Paul, Minn.



J. A. (JACK) PEARL isn't an elephant trainer, he's a well-known show mail man and salesman *The Billboard*—but he likes the big "rubber cows." **Jack** and "Mena" were snapped last season while with **Rubin & Cherry Exposition**. **Pearl** goes to **Johnny J. Jones Exposition** this year.

DOLLY DIMPLES, fat girl, and her husband, **Frank Geyer**, with their new housecar and accompanied by **Buddy Rush**, iron-jaw worker, recently left Orlando, Fla., for **Brunson, S. C.**, to join **Bunts Greater Shows**.

BECAUSE OF AN INJURY received a few weeks ago, **H. P. (Jimmy) Stalcup**, last three seasons with **Zeiger United Shows**, will not be with any show this season, he informed from his home in **Enumclaw, Wash.**

MR. AND MRS. C. B. (HAPPY) DAWELEY and son, **Charles**, have returned to Athens, Ga., from **Bogart**, where they had charge of a tourist camp and filling station, and have been preparing to open their third season with **Max Gruberg Shows**.

A postcard from **William A. Maguire** (known as **Jerome**) written aboard the **S. S. Point Clear** and mailed at **Balboa, Canal Zone**, reads as follows: "After working concessions for 20 years, starting back in 1915 with **Joseph G. Ferrari**, I recently applied for a divorce from 'Miss Carnival' and it looks like it's going thru. I am now chief steward on this ship. Intend making a few more trips, then getting a small hotel at some Gulf port."

E. L. (ARMY) DIGGS, last season

mechanic with **Max Gruberg's Shows**, instead of being on the road this season will have charge of **R. D. (Bob) Penny's rides** in **Lakeside Park** at **High Point, N. C.** **Mrs. Diggs** and **Belle Diggs** will operate a concession in the park.

MR. AND MRS. JOE DOBISH have closed their home at **Coral Gables, Fla.**, where they spent an enjoyable winter. Have had as their guest, **Freda Jastry**, of **New York City**, and are motoring northward. **Joe's drome** will be at **Cedar Point, Sandusky, O.**, this season.

The hundreds of showfolk acquaintances of **E. W. (Doc) Hall** are greatly pleased at his returning to health after a long siege of illness. His ailment was sort of latent—that is, unknown to him—contracted in an automobile accident 14 years ago. Incidentally, in a letter to **The Mixer**, **Doc** expresses deep appreciation of the cheerful letters he received while in hospital from many show people. He says, "I didn't know I had so many friends." Also for many kindnesses of the **Pacific Coast Showmen's Association**, including visits of its members.

THE LAST THREE WINTERS **J. A. (Jack) Pearl** has been employed at a hotel in **Rochester, N. Y.**—between outdoor show seasons. He has been mail man and salesman *The Billboard* for 15 years, with **Rubin & Cherry**, **Bernardi Greater** and **Johnny J. Jones Exposition**. He will soon leave **Rochester** to take up his duties with the **Jones show**.

"PICKUPS" FROM **Wallace Bros.** Shows last week, by **Margaret Miller**, prior to their opening on Saturday at **Covington, Tenn.**—All equipment overhauled and painted. **Manager Farrow** had a crew of nine men working all winter. . . . Among folks wintering in Memphis were **Mr. and Mrs. William Wallace**, **Mr. and Mrs. Charles Russ**, **Mr. and Mrs. Paul Varner**, **Mr. and Mrs. Glen Osborne**, **Mr. and Mrs. Hall**, **Mr. and Mrs. Martin Wirth**, **Mr. and Mrs. Shep Miller** and

AT THE TOP



Wherever Ride Men discuss the making of profits the **No. 5 BIG ELI Wheel** will head the list. No other ride has held its appeal to the public for so long a time. As one Wheel-Owner puts it: "Rides may come, and rides may go, but **BIG ELI** goes on forever." Write for information about the **No. 5 BIG ELI Wheel**.

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MINER'S MODEL SHOWS
Now booking Shows, Rides and Concessions. **Cook House**, \$40.00; **Corn Game**, \$25.00; **Custard**, \$25.00; **Grind Stores**, \$15.00, two for \$25.00; **Stock Wheels**, \$15.00 per week. All Shows with own and Rides, 25%. Following Rides booked: **Kiddie Auto**, **Ferris Wheel**, **Chair-o-Plane**. All other Rides open. Address all mail to **R. H. MINER**, Owner and Manager, **Miner Model Shows**, 161 Chambers Street, **Phillipsburg, N. J.**

WANTED
CHORUS GIRLS, HIGH-CLASS TALKER, Young, with personality. Would also like to hear from **Harry Goodhue** of **Illusion Show** fame.
KARL J. WALKER
Care Greater United Shows,
Marlin, Tex., Week March 23; Waco Following.

Hal Graham Shows
WANTS Big Eli Operator and Ride Help. Concessions, one of a kind. Athletic Manager (Wrestler), one who can make openings. All mail **WARE, IA.**

Jack Oliver. Among recent arrivals, Clinton Armstrong, with his Baby Auto Ride; Mack McCaulley, photo gallery; Mr. and Mrs. Harry Cohen, with diggers owned by W. D. Bartlett and Mr. and Mrs. H. P. Large, Jolly Johnny Webb, who with his sister, Mary, have had a store show in Memphis, will have his Circus Side Show on the midway.

JACK BISHOP many years ago was a well-known free-act high diver and water show performer, also was with the Capt. Sorcho Deep Sea Divers attraction. Jack (A. J.) was also active as instructor at bathing pavilions at San Francisco for quite a while. For about 15 years he was away from the midways until last year. Was in Cincinnati early last week, coming from Tampa, Fla., en route to Indianapolis.

DURING THE Houston (Tex.) engagement of Hennies Bros.' Shows, Mr. and Mrs. Orville Hennies and Mr. and Mrs. Noble C. Fairly entertained in honor of Mr. and Mrs. Carl Thorton with a dinner, cards and other diversions. Among the guests were Mr. and Mrs. Harry W. Hennies, Mr. and Mrs. Joseph S. Scholibo, Mr. and Mrs. Roland Smith, Mr. and Mrs. Eddie Clark, Mr. and Mrs. Buster Shannon and Billie Streeter.

AT GLENDALE, CALIF., Hilderbrand's United Shows provided a tent for the first of a series of Salvation Army services on their midway. Preceding the meeting, city officials, officers of war veterans' organizations and O. H. Hilderbrand and E. W. Coe, of the show company, made talks on *Showmanship, Loyalty and Co-Operation*. Similar meetings were scheduled for the show's weeks at San Gabriel and Hollywood.

Death is not a pleasant thought. But no person knows but that he (or she) may be suddenly—possibly without warning—called to the great beyond; mayhap while among strangers.

Many times The Billboard has received such notifications and requests as "_____ died here today. Please notify relatives," and similar sad announcements. Showfolk (including all owners and managers) should provide The Billboard with biographical data—for its files for that purpose. Main points needed, especially for announcements in the Final Curtain, include: Name. Age. Where born. When started in show business and in what capacity. Shows connected with. Names and addresses of relatives (or close friends) to notify in case of death—or critical illness or injury.

WALTER MAGNUSON (DEL ARDO) infos that the following will be with Side Show with Tilley Amusement Company: A. N. Ross, magic and inside lectures; Jimmie Williams, vent; Princess Elaine, Buddha; Anita, the Alligator Girl; Marjah (F. A. Nicholas), mentalist; Fred Rossinario, musical novelty; Dorothy Rowe, sword box and illusion; Del Ardo, on the front and his "Living Dead Man" act inside; John Smackie and Charles Johnston, tickets.

MUCH BAD WEATHER and many blocked roads, but haven't missed a stand yet, was reported from the Anderson Tom Thumb Circus Unit playing theaters, lately at Winnipeg, Can. Besides the dog, pony and monkey acts, there are the Del Rio Troupe, acrobats, and Crystal Cook, tap dancer. Performance presented by Fred Anderson, assisted by Mary Miller, with the production staged by J. Neal Lanigan. Show will start its outdoor season when it returns to the United States.

J. W. (PATTY) CONKLIN and his brother Frank made a special trip to Chicago to attend the Showmen's League annual Spring Theatrical Night. J. C. McCaffery and Dave Tennyson also were among those on hand, and Archie Putnam, secretary of the fair at Chippewa Falls, Wis., arranged a business trip so he could attend. And the charming lady manager of the Harrison Hot Springs (British Columbia) Hotel, whose name the reporter failed to jot down, was an interested spectator at the show and had the "time of her life."

"PICKUPS" from Majestic Exposition Shows (mailed before their opening last Saturday at Gree, S. C.)—Eddie Bank has done some beautiful work on the front banners. Clarence Sorcee built a new corn game and added loud-speakers. Joe Karr's eating emporium all new and seats 75 people. Sam and Bobby Hyson arrived

recently with their new trailer and started building new show. The fine new scound truck arrived recently, also new show tops (making the back of the midway all new).

Dallas

DALLAS, March 21.—Rufus Johnson, last season with Rubin & Cherry and this season sponsoring two colored minstrel shows, one on the Bill Hames Shows and the other with Crowley United Shows, was a visitor to the local office of *The Billboard* early this week. Mrs. Johnson is in Elizabeth Hospital, Prairie Grove, Ark., where she has been since last October, at which time she underwent an operation.

Pat Ryan left Tuesday for Caruthersville, Mo., to join Sol's Liberty Shows for the season.

Jack Lucas was in town for several days late last week visiting friends and looking over the Centennial.

Howard Brandt Jr., of Gordon-Howard Company, is in this territory in the interest of his firm.

Al (Big Hat) Fisher passed thru this city last week en route to the West Coast to join Clark's Greater Shows.

This week, in this section, opened with the return engagement of last year's miserable duststorms. Whether this is a short engagement or a long-drawn-out affair (as last year) is to be seen. The natives and showmen are hoping it's very short.

Centennial visitors expecting to see a town with liberal ideas from the standpoint of amusements will be sorely disappointed, it seems. The Fort Worth Frontier Celebration threatens to steal the spotlight from Dallas' \$25,000,000 exposition as a result of Chief of Police Jones' rigid stand.

Cetlin & Wilson Shows

GREENSBORO, N. C., March 21.—With opening date drawing near there is still plenty of work to be done. The Paradise Revue front and the Playland front are finished. Motors all overhauled. Now painting the Merry-Go-Round. Mr. and Mrs. Leo Carrell and crew arrived. Mr. and Mrs. Carl Fontaine also in quarters. I. (Murphy) Firesides in for a day and back to Florida until April 1. Art Parent (Paradise Revue) rehearsing in New York, troupe to arrive here April 1. Eaula Candy Company has candy concession, with Jimmie Nash in charge. C. W. Mangum, resident manager of Greensboro Fair, a visitor, also Mr. and Mrs. C. S. Parnell. Mr. and Mrs. E. Purtle talking over drome business with Mr. and Mrs. Speedy Merrill. Speedy has a 20-foot panel on each side of his drome. Harry Dunkel (the "Boy" agent) reports "real engagements" for the spring and will announce the route soon. Paul Botwin a visitor. Plenty of folks here now. New arrivals daily. Transformers have been purchased and will be mounted on a truck. Will be quite a number of new faces on the midway this year. Opening date will be announced shortly. More men added to working crew. Greatest improvement in midway since organization. Quite a few new ideas for the coming season.

GEORGE HIRSHBERG.

Blue Ribbon Shows

FLORENCE, S. C., March 21.—With only a week before opening time, the work in quarters is being rushed along. Even when the 28th comes all the work will not be finished. There still will be work to be done while on the road. Trucks and showmen have been arriving daily. Concessioners and ride men busy with getting their equipment in shape. Mr. and Mrs. John Gallagher, of corn-game note, now in quarters. Thure Peterson arrived from Denver. Trying out the military band organ in the building made everybody's feet itchy. A new Monkey Circus being framed and Trainer Steve Lako working on the new animals daily. Mr. and Mrs. Cecil Gust, Ray King and Chief Mechanic Happy Sumrall here and rushing their work. James Lacey, manager of the pony ride, purchased five more ponies. Manager Roth the busiest man in quarters—here, there and everywhere. Buddy, an American pit bull, the Blue Ribbon mascot, passed away. For 13 years he was constantly at Mrs. Roth's heels. He knew everyone connected with the show. Mrs. Roth bought him when a puppy. He was the office guard all these years. He was buried on the fairgrounds here. STARR DEBELLE.

PRICED FROM \$750.00 up

ALLAN HERSHELL CO.

1936 DE LUXE KIDDIE AUTO RIDES
MODEL OUTSELL ALL OTHERS—75 Satisfied Customers.

Made in four different sizes for 1936. Model "A" De Luxe 10-Car, seating 14 large children. Sells for only \$1,250.00, F. O. B. North Tonawanda. Model "B" De Luxe 8-Car, seating 12 children. Sells for \$1,000.00, F. O. B. North Tonawanda. Smaller 8-Car Model for \$750.00. Special 20-Car Model for \$2,150.00 furnished on special order.

All models equipped with smooth acting clutch, the only practical drive.

ALLAN HERSHELL CO., Inc.
 NORTH TONAWANDA, N. Y.

RIDEE-O RIDE — THE SURE-PROFIT BET IN RIDES

A Proven Money-Maker. Ask Present Owners.

LOOP-THE-LOOP—KIDDIE AUTO RIDES—CAROUSSELLES.
 Portable or Permanent Models.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

Happy Days Shows

McMINNVILLE, Tenn., March 21.—Work progressing in good shape and everything will be ready for the opening here March 30, auspices American Legion. Mr. and Mrs. O. C. Cunningham arrived with their cookhouse, installed it in the grand stand and are serving all help now in winter quarters. Electrician Miles also arrived. General Agent J. J. Fontana signing spots and has the show booked for seven weeks in advance. Mrs. Albert Heth cooking for visitors. Mrs. Nona Snodgrass now in quarters with her twin Ferris Wheels, Merry-Go-Round and Mixup. The superintendent of rides, Art Riley, and his crew building fronts for attractions. Show will travel by rail and trucks. The writer has the Minstrel Show and Girl Show. Ralph Canton, Hazel Chamberlain and Hal Rathbone, all of burlesque note, are with the writer in the two attractions. Vincent Bellamo and his band expected in quarters March 25, also Ben Beno. Show will carry 12 rides, 10 shows, many concessions, calliope and two bands. The staff: President, Mrs. Albert Heth; Joe J. Fontana, vice-president; Mrs. T. L. Dedrick, secretary-treasurer; Col. T. L. Dedrick, general manager; Floyd R. Heth, assistant manager; L. E. Heth, auditor; Hon. Billot Brown, on board of directors; Art Riley, assistant manager. MIKE CONTI.

Al C. Hansen Shows

Sylacauga, Ala. Week ended March 14. Auspices, American Legion. Pay gate. Location, ball park. Weather, clear. Business, good.

First collective-amusement organization here since 1929. Wonderful location in heart of town. Mills all working full time. Post Commander R. B. Kelly Jr. and his executive committee lent excellent support to make this engagement a profitable one. First time here for Loop-o-Plane and this ride scored heavily. Five Flying Melzers, with their sensational casting act, held the late comers. Danny Klein all smiles as a result of heavy patronage at his beautiful bird wheel concession. Manager Al C. Hansen away on business for a couple of days. Paul M. Conaway, Macon, Ga., attorney, paid a visit while en route from New Orleans to Macon. Alexander City County Fair officials inspected the show here. Many visitors from Birmingham's winter colony of showmen. Mrs. Polly McDaniels now in charge of front-gate ticket sales. Special Agent Jimmie Boyd's new sound truck a thing of beauty—attracts much attention. Cars loaded early, for another long run to Sheffield, under direction of Trainmaster Frank Cross. WALTER B. FOX.

Small & Bullock Enterprises

Bath, S. C. Week ended March 7. Auspices, Community Center Theaters. Location, street and park. Weather, rain and cold. Business, fair.

With a wonderful location and 100 per cent co-operation from the Aiken County Stores and Mills Corporation this would have been a very successful engagement had there been favorable weather. Afternoon attendance was good and the Saturday night was excellent. With the Smith Greater Atlantic Shows playing Augusta many visits were exchanged by members of both organizations, as well as with the Johnny J. Jones Exposition. Mr. and Mrs. Johnny Bullock were entertained by friends during the week. JERRY BULLOCK.

NOT STOCK POSTERS ... NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W.M. POLLACK POSTER PRINT SHOW PRINT DIVISION

BUFFALO, N.Y. PHONE GRANT 8205

FITZIE BROWN Wants

CAPABLE AGENTS FOR WHEELS, COUPON MEN FOR BLOWER-ALLEY and ROLL DOWN. Can Place for Cook House, experienced Griddle Man. Carl Parson Contact Me. Show Opens April 13, Norfolk, Va.

FITZIE BROWN, West's World's Wonder Shows, Norfolk, Va.

CONCESSION CARNIVAL TENTS

Our Specialty for Over 48 Years.

UNITED STATES TENT & AWNING CO
 701 North Sangamon Street, Chicago, Ill.

COATES HOUSE KANSAS CITY

"THE SHOWMEN'S HEADQUARTERS," Home of the "HEART OF AMERICA SHOWMAN'S CLUB." Now Under New Management.

RATES: 75c and \$1.00 per Day Without Bath; \$1.25 and \$1.50 with Bath. Special Weekly Rates to Showfolk.

Wanted to Buy

Two 75 K. V. A. Transformers, or three 50 K. V. A. Transformers, or this amount in smaller ones. Must be in good shape and cheap for cash. Address **BOX 87,** care Billboard Office, St. Louis, Mo.

LOOP-O-PLANE FOR PROFITS.

ROBIN REED, Box 237, Salem, Ore

LOOK IN THE WHOLESALE MERCHANDISE SECTION

for the **LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES**



Showmen's League of America

165 W. Madison Street, Chicago, Ill.

CHICAGO, March 21.—Quite a few of the brothers attending the Minnesota fairs meeting, but this did not seem to detract from the attendance nor interest at Thursday's meeting. Vice-President Jack Nelson was in the chair and with him at the table were Vice-President J. C. McCaffery, Treasurer Lew Keller, Secretary Joe Strelbich and Past President C. R. Fisher.

Theatrical Night committee reported the affair a success and a sizable sum will be the SLA donation to the American Hospital as the result of the effort. Ways and means committee thru Brother Doolan presented eight bound volumes of Big Eli news as an addition to the library. This being a gift of the Eli Bridge Company.

Brother Patty Ernst is recovering after an operation for the removal of one of his toes.

Applications of Isador Biscow and William Lockhart were presented for ballot and they were elected to membership.

Brother Lawrence J. Benner, back from a tour of Hawaii, gave an account of his experience.

Brother Alex Lobban in town for a while, attending to business ere he leaves for Canada.

Brother A. R. Cohn announced that he will be with Conklin's All-Canadian Shows this season. Brothers Pete Piver, Charles Owens and George Terry have returned from their trip east.

Brother Irving Malitz back from Washington.

Vaughn and Mrs. Richardson in from Indianapolis for Theatrical Night. Brother Terry Turner, in town for a few days, was among the revelers.

Wallace Sackett back from the East and says he will be located in Chicago permanently.

President Patty Conklin and brother, Frank, returned to Hamilton, Ont. Frank came for the March 16 affair.

Brother Tom Vollmer and the missus back in Chicago for a visit after an absence of almost three years.

Action has been taken by the board of governors that up to August 1 delinquent members may reinstate their membership for 1936 only by paying the \$10 for this year's dues. This action waives payment of initiation or other

delinquent dues on reinstatements and applies to 1936 only.

Committee has been appointed to purchase additional bonds with reserve moneys now in the Cemetery Fund.

Brother Joe Rogers left for Dallas, where he and Brother Lew Dufour will have concessions at the exposition.

Maxie Herman left for a visit in Cincinnati. From there to Toronto for a while and then on to Conklin Shows for the season.

Brothers John Moisant and Virl Z. Hill in town for visit.

Jimmy Morrissey, "head over heels in work," says he will be back as soon as the rush is over.

Past President Edward A. Hock gone north on a business trip. Then back to Caruthersville, Mo., to get things in readiness for the Imperial Shows' opening.

LADIES' AUXILIARY

CHICAGO, March 21.—The meeting of Thursday was well attended. President Mrs. Lew Keller presided.

Plans were discussed and completed for the big Farewell Party to be staged on March 25 in the Showmen's League rooms. It is hoped to have all the drawing books in by that time.

President Keller has been in hospital since the fore part of last week, but is recuperating nicely.

Coffee and cake were served after the close of the meeting.

Mighty Sheesley Midway

SALISBURY, N. C., March 21.—Some "pickups" from the Mighty Sheesley Midway quarters: Since the return of "Captain John" and Mrs. Sheesley from a trip to Virginia, Captain has speeded up work at winter quarters in order to have everything ready for the opening engagement. Mrs. Minnie Pounds has her eating emporium set up and feeding the boys. It has many modern improvements, the work done by Frenchy Charrest and Romeo Perron. Huck Washburn, operator of fruit wheel for Charles E. Sheesley, arrived from Texas. Paul Botwin, package candy worker, is pitching in theaters here, assisted by his agents. Howard Ingram and his train crew are putting new decking on the flat cars and getting the midway entrance arch ready. Gaylor Henderson and wife returned from a fishing trip and are getting their pop-corn and peanut machines in shape. Paul Phillips, an old-time showman, has charge of three theaters here, also is president of the Chamber of Commerce. Charles H. Pounds, secretary-treasurer, made a business trip

to Harrisburg, Pa., also to visit Charles E. Sheesley. C. O. Jordon, candy concessioner, arrived last week. Bill Gray and family, Gaylor Henderson and wife, and C. Hicks and wife and daughter are residing in their trailers at quarters. Dixie Hicks is working astrology in a store until opening. J. A. Davidson, who has concessions for "Captain John," and his wife arrived recently. John D. Sheesley has his concession agents preparing his outfits for the season. P. O. Johnson and wife in from Arkansas, and Johnson painting the Waltzer. Jimmie Austin, custodian, is getting paraphernalia out the cars he has charge of, ready for people as they arrive. Lee Cuddy and wife, who have the Loop-o-Plane, arrived from the West. Other arrivals include R. J. (Whitey) Norman, from Tampa, Fla.; Earl Ketring and wife and baby, from Florida; Herb Backus, from Jacksonville, Fla.; Jack Winslow, with his Monkey Circus. Bennie Sturgis, assistant trainmaster, is en route from Indiana. Manager Sheesley is a busy executive, C. W. Cra-craft keeps busy general agenting, E. C. May is getting into harness; Dave Trangett, billposter, is ready to go, and other members of the staff are active.

WARD (DAD) DUNBAR.

Philadelphia Pickups

PHILADELPHIA, March 21.—Max Gruber was a visitor during the week, coming in from Florida, where he has been spending the winter. Left for his show's winter quarters.

Max Linderman came into the city for a brief visit. Says that he looks for a good summer season and has fine fair route.

Carnival agents still in and out of city looking for some encouraging word as to what will happen this summer about permits to show in the city.

Reports from flooded districts up the State say that several fairgrounds have been flooded by the worst sway of waters in 60 years.

Concession men wintering in this vicinity are painting up and getting ready for the coming season. Most of them are optimistic.

Kansas City Pickups

KANSAS CITY, Mo., March 21.—At the last meeting of the Heart of America Showman's Club it was announced that there would not be any refreshments and lunch served until next fall when the club starts the fall meetings. However, the club will hold regular meetings every Friday night. At the close of last meeting the club furnished the refreshments and lunch.

Toney Martone and his wife, Ruth, drove to San Antonio, Tex., where Martone had some business to look after.

J. L. Landes and his wife, Peggy, left for Abilene, Kan., where their carnival is stored. They intend to open early next month.

John Francis was in the city on business.

W. F. Wilcox and his wife left for Emporia, Kan., where they will start their season with Seal Bros.' Circus.

Doc Crowley was a visitor here for a day. His show opens at Richmond, Mo.

Art Lewis Shows

BRIDGEPORT, Conn., March 21.—Pete Thompson, superintendent of winter quarters, states that despite the cold weather and rain in this vicinity they are getting the work out as per schedule, and all the shows will have new panel fronts, which this year replace all banner fronts except the Ten-in-One. The Night in Havana is going to be a masterpiece attraction. H. G. Pauli, chief electrician, is building the new transformer truck, which will carry 250 k.v.a., with modern equipment, including oil switches for the master feed lines, and the transformers air cooled. When completed it will be one of the finest equipped electrical trucks on the road. Al Bydairk, superintendent of rides, states that his department is getting things done in a big way. He is putting lights on every ride where he can find place for them. The show has purchased three new rides to be delivered at the opening stand. Mr. Lewis and Sam Akers, general representatives, are weekly visitors at winter quarters. A new truck was purchased last week for the calliope, for street advertising, and now is getting a fine body built on it by body builders. An order was placed last week with Martin New York Tent and Duck Company for all new canvas. The show will open on April 23. All of which is from an executive of the show.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 21.—The controversy between the Eastern carriers and the Interstate Commerce Commission still leads the field as the subject of greatest importance currently. Several weeks ago, it will be recalled, the Interstate Commerce Commission ordered the railroads to reduce passenger fares to 2 cents a mile, effective June 2, 1936.

Col. Leonard P. Ayres, noted economist, has pointed out that "the order is probably one of the most important ever issued by the commission, and for two reasons. The first is that by this decision the commission definitely assumes a function of management." Colonel Ayres also points out that the second reason why the decision is of special importance is that it will shortly provide a clear-cut gauge of the quality of business judgment that the commission has applied to the question of Volume vs. High Rates. In other words, if the reduction in fares attracts back increases in the volume of passenger travel, so as to show a larger net revenue from that source, the judgment of the commission will have been vindicated.

We feel that the reduction in rates will make railroad travel more attractive and, insofar as the carnival industry is concerned, that the commission has built the entering wedge for a general reduction of rates all along the line.

The New York State Legislature is having its annual epidemic of bills for legalizing public drawings for prizes. This year sentiment seems stronger than last year and this is due in part no doubt to the general trend of this legislation which would give a generous slice of the revenue to the State for welfare purposes. The present state of the legislation has simmered down to the case of opponents, largely professional reformers, objecting on moral grounds, and proponents answering that objection with Scripture. One of the elements in favor of the legislation is the general trend which resulted in the legalization of betting at race tracks with the State in control.

There is also agitation again on the part of indoor amusement interests for the legalization of the sale of liquor in connection with the presentation of indoor amusements. Present indications are that the Legislature will not grant such permission, primarily that Henry F. Bruckman, newly appointed chairman of the New York State Liquor Authority, and other members of the Authority were opposed to the plan. This will have no bearing on outdoor amusements at still dates or fair dates where there is no objection on the part of the fair association.

Wendel Kuntz, of the Austin & Kuntz Palace of Wonders, which opened in this city on March 12, was a caller at the ACA office.

A case that will probably make amusement industry history was recently decided by the Appellate Division, First Department, at New York City, in which it held that the license commissioner of that city was without power to revoke or suspend a license granted to an amusement enterprise once it was issued. The court held that the commissioner had the power to refuse to grant licenses in the first instance or to refuse to renew the same, but could not suspend or revoke a license, even tho it involved an indecent performance. The case is reported at 284 New York Supplement at Page 216 and, inasmuch as two of the five justices dissented, the case will probably be taken to the Court of Appeals for final determination. The outcome of the matter should make interesting reading if and when the Court of Appeals passes finally upon it.

Donald McGregor's Shows

WAREHOUSE, Mo., March 21.—Work was started early in the winter, repairing shows and rides under the management of the writer, Harry Knox. Everything has a thoro overhauling, and the show will start out bigger than ever, with six shows, seven rides and free act. Everything will be painted light buff. Manager R. B. MacKenzie and wife have been in St. Louis making arrangements for trucks. This show goes north to the Canadian line.

\$\$\$ GOLD FOR HIGH DIVERS \$\$\$ WORLD'S HIGH DIVING CHAMPIONSHIP

FOR MEN AND WOMEN
In a Regulation Portable Tank, Will Be Held at

PALISADES AMUSEMENT PARK, Fort Lee, N. J.
STARTING DECORATION DAY, SATURDAY, MAY 30, 1936.

\$1,000.00 IN CASH PRIZES — \$1,000.00 AS FOLLOWS

First, \$500; Second, \$200; Third, \$75; Fourth, \$50; Fifth, \$25; Sixth, \$25. ALSO \$100 to First Woman to Finish, in addition to whatever other prize she may win; \$25 to the Second Best Woman Performer, in addition to whatever other prize she may win.
ALSO GUARANTEED MINIMUM BOOKING ROUTE OF SIX WEEKS TO WINNER BY
GEORGE HAMID BOOKING OFFICE.

Contest, first suggested and exploited by NAT A. TOR in his "The Pool Whirl" Column in The events of like nature. Any and all types of diving permissible. No entry fees. Free shelter tents for event of like nature. Any and all types of diving permissible. No entry fees. Free shelter tents for contestants. Write for entry blank at once, as entries close April 30.

BERT NEVINS, Contest Director,

Room 233, Park Central Hotel, 56th Street and 7th Avenue, New York City.

HARRY COPPING, Manager

HERMAN BANTLY'S SHOWS

WANTS Free Act, Advance Agent, Electrician, Second Man and Ride Help. CAN PLACE Ferris Wheel, Chair-o-Plane and Flat Rides. WANT a few more legitimate Concessions. ALSO WANT Colored Minstrel, Burlesque, Pit Shows. Have outfits for real Showmen. Show opens April 25. Address Reynoldsville, Pa.

CANADA

BLUENOSE SHOWS Opening May 23rd

AMHERST, NOVA SCOTIA.

Have 16 weeks booked. Concessions open. Cook House, \$40.00 per Week; Chocolate Dip, \$12.00; Bingo, \$25.00; Photo Studio, \$12.00; or any Concession that don't conflict. There is no boom in our territory, conditions just fair, so govern yourselves accordingly. If you booze or chase women, save your time and stamps. Wish to hear from Concessionaires who realize our season is short and willing to work. FRANK J. ELLIOTT, Manager, Bluenose Shows, Amherst, Nova Scotia, Canada.

FOR SALE

MANGELS MERRY-GO-ROUND

Three Horses Abreast, Jumping Horses, in good condition, complete with Motor and two good Organs. Any reasonable offer accepted. Apply

MUZZIO BROS., Seaview Ave., STAMFORD, CONN.



Pacific Coast Showmen's Assn.

816 New Orpheum Bldg., Los Angeles, Calif.

LOS ANGELES, March 21.—There is a thinning out of the members, as there were but 41 present at the meeting Monday night. This is accounted for by the openings of Crafts 20 Big Shows, Clark's Greater Shows, Hilderbrand's United Shows, Golden State Shows and Tom Mix Circus and others getting ready for the opening of Al G. Barnes Circus.

Monday night was a temporary farewell to President Theo Forstall, who stated that he would not be able to attend any of the meetings until the return of the Barnes Circus next fall. He thanked the membership and committees for the loyal support that has been given him since his induction into office. He pledged the making good on the quota of new members for this year that he had set and assured that the annual Charity Banquet and Ball would measure up to his promises. Dr. Ralph E. Smith will act during the absence of President Forstall.

The meeting was handled in short order, there being no special committees or business of importance other than the usual routine. A specially detailed financial report was made by Secretary John Backman, and it showed an increase in the emergency relief, cemetery and general funds.

Communications: From Dail Turney, general manager Tom Mix Circus, expressing thanks of Tom Mix and himself for the beautiful floral horseshoe that was sent on their opening day. From Will Wright, manager Golden State Shows, a letter expressing the appreciation of members of that show for the floral horseshoe sent them at the opening of that show. From J. Doug Morgan, telling of the plans for his original idea, "show within a show," and giving assurance that his show would be heard from in a substantial way—a vote of thanks was recorded for Doug for the splendid idea, which gives evidence of realizing a large sum for the Cemetery Fund. Dick Wayne Barlow writes of keeping in touch with West Coast affairs thru *The Billboard*. Manager S. E. Cronin, thru Theo Forstall, extended the customary invitation to members of PCSA and the Ladies' Auxiliary to be guests of the show the night of April 6 at the Washington and Hill lot—a vote of acceptance and appreciation for the courtesy was recorded. House committee was authorized to go into the matter of getting new furniture for the club. Favorable decision to do this was attained after John Miller, Ed Walsh, Pete Petterson, Leo Haggerty, Milt Runkle and Ross A. Davis had gotten John Miller and Harry Fink out of a clinch into which they had gotten because of the differences of opinions (but the verbal "exchange of unpleasantries" all done in jest and for the entertainment of the members—Miller and Fink do one of the best big-time acts, unheard, that never fails to get a big laugh from those in the "know," and the serious looks on faces of those who are not in on the rib).

Harry Hargreaves gave another edition of his Travelog. Frank C. Foley gave an original poem that went big. Claude Barie presented two floor acts, the Occidental String Quintet and Bailey and Connors, songs and patter.

New idea worked out in weekly award. First prize the nominal one, second graduated a bit higher in value and third the capital. Milt Runkle broke a record, winning first and third; Leo Haggerty the intermediate.

Usual buffet luncheon and refreshments served after adjournment by Frank Murphy and Chet Bryant.

All those who set new membership quotas for themselves are urged to intensively get into the matter of producing the results promised. The general opinion is that the drive will produce the greatest number of new members this year in the history of the PCSA.

Marks Shows

RICHMOND, Va., March 21.—With opening set for April 11, in this city, work is energetically under way at winter quarters. This month concentrated on the shows, and the rehabilitation of the rides will begin about April 1. Manager Marks returned from a Northern trip and seems well pleased with the conditions in the cities the show will

play during the first few weeks of the season. Contract has been closed with Jack Schaller Attractions for the Four Sensational Devils, which will enhance the free-act department. Mr. Marks also has the Flying Underhills under contract, and Prof. LaVerne's Continental Band will furnish music for the acts, which will be added as occasion arises. This is in line with Manager Marks' policy of a gate at every stand, and that full value must be given patrons. Simpson Anderson's Minstrel Show has been signed; also Murphy's Midgets. Capt. L. C. McHenry's Illusion Show will be present, and Newt Kelly has been signed to furnish the Circus Side Show. George Welsh will have charge of the commissary and Jimmy Anderson will attend to all canvas belonging to the show. Shorty Davis will be in charge of motor trucks. As usual, Slim Brett will be superintendent of transportation and chief electrician. Jimmy Rafferty is planning several concessions in addition to the shows already under his banner. Burt Burdette will have his Motordrome on the midway. Concessioners are beginning to arrive, among them Jack Chisholm, who will again have the corn game. Contracts have been signed with Triangle Poster Company for a full line of new pictorial paper.

ARTHUR CREFONT.

Snapp Greater Shows

JOPLIN, Mo., March 21.—With the delivery last week of the semi-trailers, all 24 feet in length, the 22 pieces of rolling stock are now at quarters and being lettered. Instead of the usual paint job, cut-out aluminum letters, heavily nickel-plated, are being used on the sides of all trailers. With a red background this type of lettering makes a beautiful flash. The new Kiddie Ride designed by John Morton is rapidly nearing completion. It is finished in white enamel and has 20 moving figures. Mrs. Henry Walsh will be in charge. Bill Chalkus will be here soon to get his Circus Side Show ready—will completely rebuild his show and has increased his front footage to 150 feet and all new banners have been ordered. Red Bell has his Glass House ready, and he and the missus and the children are raring to go. Ada Meyers, who will have the Colored Revue, will furnish the band for the band truck uptown and play the free acts. Has her troupe here and playing some local houses. Dick O'Brien returned from Tulsa, where he spent last week-end, and reported his wife getting impatient for the start. Henry Walsh and wife, with their adopted son, Fussy Walsh, arrived from Hope, Ark., and are rebuilding their housecar. Some of the new arrivals are Calvin Laudner, I. W. Quick, Sailor Jack, Stairly Seaward and Bill Troutman. Among visitors have been Dick Wayne, Charles Tucker, Lou Esterwood and Sam Haven.

MARK BRYAN.

World of Mirth Shows

RICHMOND, Va., March 21.—Five cars larger than a year ago and replete with interesting attractions, World of Mirth will go notably modernistic this season. Such is the promise of General Manager Max Linderman, who from his offices in New York is directing the process of transition now being carried out at the winter quarters here. Workmen have been busy on the equipment several months. Superintendent Charles Kidder and crew are on this work, while George W. Adams, scenic artist, and his assistants are doing the painting. Three completely new fronts, each of modernistic touch, are being rushed to completion. One of these has been designed for the presentation of Mrs. Charles Kidder's new European Illusion Show, one of a number of features contracted by Mr. Linderman during a recent winter vacation trip to Florida. All of which is from an executive of the show.

Herman Bantly's Shows

REYNOLDSVILLE, Pa., March 21.—The show, under the management of Harry Copping and Herman Bantly, is making final preparations for its opening the last week in April. The lineup is almost completed, with six rides and as many shows. Mr. Bantly is now in New York making the purchase of a Crazy House and a Working World. Mr. Copping is busily engaged in booking spots.

WILLIAM S. WHITMORE.

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 WORLD'S LARGEST CARNIVAL ATTRACTIONS.
 Now Booking Attractions for 1936 Season, Opening at the Battle of Flowers, San Antonio, Tex., April 20, 1936.
 WANTED—Ride Foremen, Single Men preferred. Also experienced Manager for Fun House. Write, stating experience and references.
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WORLD OF MIRTH SHOWS—Strongest, Largest, Finest—Now or Ever
 1936 FAIRS BOOKED SO FAR:
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Along the California Pacific Expo Midway
 By FELIX BLEY

SAN DIEGO, Calif., March 21.—Robert (Doc) Curtis is lecturing at the Boulder Dam show. . . . Joe Lowndes, who has the Loop-o-Plane and Acro-Plane at the exposition, has booked one of his Loop-o-Planes with Golden State Shows. . . . Frank Warrar is in charge of Crafts' rides on the midway, with Herman Prebble as chief mechanic. . . . Aslin and Peck have the barber shop and beauty parlor in Spanish Village. . . . Less Lorden has installed most of the sound systems on front of shows. . . . Frank Samuel, national adjutant of the American Legion, toured the midway with Harry Foster, assistant works superintendent, and Wilfrid Clare, adjutant of San Diego Post No. 6.

Carl Abraham, manager of a Major Bowes amateur unit, with 16 youngsters who survived the "gong," visited the midway last week. In the party were Al Mitchell, emcee; Peggy Dean, Raymond Lawrence Beggs; Marie Marlow, Italian soprano; Ted Litwinski, jack of musical instruments; Smoky Joe Harmer, dancing newsboy; Charles Clarke, singing milkman; Three Kelly Sisters (Judy, Martie and Pepper); Matilda Locust and Ed Shapiro, pianists, and Elwood T. Bailey, director of special activities, was host at a luncheon at Cafe Casa del Rey Moro. . . . Helen Reinke, winner in a ticket-selling contest held in connection with the Toledo Industrial Progress Exposition, was taken on a tour of the midway. . . . Florence Tanya Cubit, who received national publicity thru her recent plane trip to New York, has been elected queen of the Nudist Colony in Zero Gardens.

Stutz Bros.' Paris Show has closed. . . . Harry (Honest John) Silvera has a store in Spanish Village selling rugs, tapestry, linen and Oriental perfume. . . . Merritt's Sea Food Palace has opened in the former Jenny Wren location. Ali Baba, magician, is on the bally of the Hix "Strange as It Seems." . . . Joe Zodder is the owner of the Frolic ride on the midway. . . . The Flying Dunkels (Mary, Emogene and Buddy) have been engaged as a free attraction. . . . Nancy Lee McCollum, last week's winner in cutest baby contest, was the Queen at Enchanted Land. . . . A. R. Shaffer, during his recent visit to the midway, booked the Hix "Strange as It Seems" museum and theater for the Great Lakes Exposition at Cleveland.

Dennert & Knepp Exposition

COVINGTON, Ky., March 21.—With the route chosen and list of engagements contracted, members of the Dennert & Knepp Combined Exposition are looking forward to a good season. Cold weather has hampered outside work, but with warmer atmosphere now at hand the crew at winter quarters is working on motor equipment, building, rebuilding and painting attractions, and overhauling and painting rides. The rides will include Merry-Go-Round, Polly Oliver, foreman; Twin Ell Wheels, Percy Deavers, foreman; Caterpillar, Charlie Craft, foreman; Tilt-a-Whirl, Schultz, foreman; Chairplane, Chief Wright, foreman;

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.
3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS
 Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Shaker, real class. . . . \$12.50
 Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
 Bingo Record Sheets, 24x36, 20 for 1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay O. O. D. expense. Instant delivery. No checks accepted.

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MAKE \$50.00 A DAY ON CANDY FLOSS



More and more people are buying our Candy Floss Machines—there MUST be a reason. We have the ONLY Original Guaranteed machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.
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WEER SHOWS
 MRS. MABEL WEER, Owner and Gen. Manager.
 J. L. HARRIS, Business Manager.
 JACK DUANE, General Agent.

SHOWS with own equipment. Will give exceptional proposition to organized Minstrel Show with Band. ALSO WANT Side Show with flashy frame-up with something inside, and one or two small Shows. Good territory for Fun House and Penny Arcade.
 RIDES—We operate our own five major Rides and Kiddie Rides. WANT Foreman for Loop-o-Plane and Help on all Rides.
 CONCESSIONS—Want neatly framed Cook House that will cater to show folk, also Grind Stores, Fishpond, Ball Games, Photo Gallery, Corn Game, or any legitimate Store. No Stepping Stores tolerated. CELEBRATIONS, COMMITTEES AND FAIR SECRETARIES IN OHIO, MICHIGAN AND INDIANA, get in touch with us. Have few open dates. All correspondence address to 930 East Irvington Ave., South Bend, Ind.

POLLIE & LATTO SHOWS

Opening at Battle Creek, Mich., May 2.
 Followed by Kalamazoo, Lansing and best industrial and oilfield cities in the State. First show in at each spot. CAN PLACE 2-Abreast Merry-Go-Round, Chairplane, Kiddie Rides, Pit and Bally Shows and Concessions.
POLLIE & LATTO SHOWS,
 Battle Creek, Mich.

FAIRWAY SHOWS

WANT Cook House, Guarantee Tickets for Privileges. **EMIL J. ZIRBES, Bismarck, N. D.**

Loop-o-Plane, F. C. Clark, manager, and George Lucas' Auto Kiddie Ride. Col. J. F. Dehnert's faith in the coming season seems unlimited. Visitors the last few weeks included C. Clevenger and wife and Carl and Peggy Ratliff. Ruth and Jack Berry have wintered in Covington and are waiting for the opening date. Four free acts will be carried and these will be exploited with special paper. Al Farley will be with the show with his loud speaker.
ROBERT PAYNE.

Big State Shows In Regular Season

HOUSTON, March 21.—Big State Shows, which opened a few rides and concessions last week, started the season in full blast here Sunday. Management postponed the principal painting and decorating until the shows and rides were on the lot. This work has now been done, also the rolling stock completed.

Show has a pay gate and the Flying Valentins' free act. This act, with the additional equipment carried this season, requires more lot space than in the past few years, and as a result the lot was crowded as to space, but the customers have not failed to get around the premises.

Show opened with six rides, six shows and 20 concessions. George Puryear failed to make the opening with his Motordrome, but is scheduled for an early arrival.

Shows are Wrigley's Crime Show, June Weaver's Green River Minstrels, a Circus Side Show, an Illusion Show and Pit Show, with wild animals. Pete Wilson and Jack O'Neil are the twin Eli Wheels, with Ted Ruth and Jim McGiven assistants. Dutch Bowden on Tilt-a-Whirl, with Garland Comrade and B. B. Adams, assistants, and Mrs. Farnsworth, tickets. Bill Butler has Merry-Go-Round, with Frank Shea and George Sullivan, assistants. Preston Ray has Kiddie Rides.

Staff includes: Roy Gray, director general; Louis Bright, secretary; Jess Wrigley, manager; Doc Waddell, public relations; Captain Farnsworth, announcer; Bill Norman, master mechanic; Bob Young, superintendent and electrician; Mrs. Bess Gray, hostess and concession checker.

Loos' 15th at Laredo

LAREDO, Tex., March 21.—J. George Loos, manager Greater United Shows, has just closed contracts for next year's Washington Birthday celebrations here. This will be Loos' 15th consecutive year at the annual event here.

BALLYHOO

(Continued from page 47)

agents who are in the North protecting our "first-in" still dates. Reports show that so far we will be predated by only three shows in each town.

Signore Edwardo joined with his Cracked Plate Shaggetti House. Must have scored for a big ad from a cold-drink concern. Used nothing but lettered-up pop cases for seats.

Pete Ballyhoo, candidate for President, and J. Gaff, for Vice-President, on an all-carnival ticket, off on a political-speech tour. Report their audiences so large that they have decided to carry 2 Indians, 40 gross of soap, 10 cases of snake oil and a ton of herbs. Might not be elected but are sure of the nut.

Our special agent in the next spot just wired our trainmaster: "Head wagon poles north. Talked to yardmaster today. Have arranged with railroad for a double crossing." Trainmaster wired back: "Don't have to arrange for it. We always get it unsolicited." MAJOR PRIVILEGE.

Keyes' Joyland Shows

CUMBERLAND, Md., March 21.—The show will have a long season, according to Manager Charles H. Keyes on his return from a booking trip in Maryland and Pennsylvania. Show opens in South Hill, Va., March 28. Will carry 6 rides, 8 shows, 32 concessions, free act, band and sound system on both truck and ground. Eddie Gates in addition to his Burlesque will have a Minstrel Show of 22 people ready for opening. Larry Osborne, of Rochester, N. Y., has purchased another new truck for his frozen custard machine, and leaves for South Hill with his cookhouse, custard, pop corn and candy apple units. John Palsa, electrician, will have two concessions. George Milliken and wife will rebuild his show and concessions. George has also been added to the advance staff. Fearless Falcons, high pole free act, are playing theaters in and around Pittsburgh and will be ready for the opening. Glenn Walker, publicity and contest man; Joe Rhea, of Snake Show note, and Frank Russell, lot man, will be on hand. Clara E. Keyes, owner the show, has purchased a new Dodge coupe and living-car trailer and plans to arrange her business in Cumberland in order that she may have more time with her husband and son, Joseph, on the show this season. ELLIS MONROE.

A Brain Twister

(Contributed by Roy E. Ludington)

If a patron bought a dollar's worth of hamburgers at a cookhouse and gave a dollar check on a local bank; cookhouse owner paid it on a bill to a bread man, after indorsing; baker man indorsed it and paid it on a bill to a hardware man; hardware firm to an oil concern, which indorsed it and paid an electric firm's bill; check passed 20 indorsements before falling into the hands of a 21st man, who took it to a bank for deposit; bank turned down check as worthless; the 21st man took the check back to the 20th man who had indorsed it and asked for a nickel each, thus getting all his money back—

Each man contributing the nickel and still making a small profit on the transaction; first man getting a dollar's worth of merchandise on a bum check—

Last man would lose nothing, the other 20 making a profit—
What about it?

W. E. West Shows

McCLOUD, Okla., March 21.—The show will open April 18, according to report. A crew is painting and repairing. Jack Orr, chief mechanic, getting trucks ready. Curly Ellis getting canvas ready—will run girl shows—everything flashy, looking spick and span. Strawberry Rohn, general ride foreman, cutting down Merry-Go-Round to two-abreast. One of the attractions will be Joe Jenkin's Monkey Show. Bill Dodd, electrician, getting transformer and equipment ready. Jack Mabry building new Athletic Show—all new banners and canvas. Jimmie McDonald in charge of 12 office concessions. Mr. and Mrs. Meeks in charge of corn game, Meeks also to handle *The Billboard* and publicity. Mr. and Mrs. Jack Little en route to quarters to take over Merry-Go-Round. Blackie Seamster will arrive soon to take over Ten-in-One. Mr. and Mrs. Pete Peters en route from New Orleans to take over Geek Show. Mr. and Mrs. Daniels, of Brownwood, Tex., to have cookhouse. Mr. and Mrs. Swicher en route from Louisiana to take charge of Ferris Wheel. Blackie Morgan to have Mixup, Carl Cooper the Kiddie Ride. All shows and riding devices and trucks being painted. Mr. and Mrs. West at home in Oklahoma City, but expected here in a few days. Misses Virginia and Mabelle West will join the show after school closes. The show will carry 4 rides, 7 shows and 20 concessions. EDGAR MEEKS.

Greater Dickerson Shows

ROCKY MOUNT, N. C., March 21.—Winter quarters of this show will be a busy place for the next few days, as there is one more ride to be painted and several more show fronts to be built. The new arch for the midway will soon be complete. Mr. Dickerson arrived from a booking trip north. Show will begin its tour late in March. Among recent visitors to quarters were Mr. and Mrs. A. P. Hinnant, who joined with four concessions, also Mr. and Mrs. Murrel Gradite, with four concessions; Mr. and Mrs. Travess, to join the Circus Side Show; Mr. and Mrs. John Lucas and son, of World of Mirth Shows. Mr. and Mrs. Clark Coley and family arrived with their Hiko Show. All of which is from an executive of the show.

Diamond Midway Shows

ASTORIA, Ill., March 21.—The show is scheduled to open here, its home city, the middle of May; incidentally, on the 14th birthday of Betty Lee, youngest of the Diamond children. It will be the Diamond Shows' ninth season. J. W. Diamond will be general manager and handle the advance; Max Diamond will be lot superintendent. The lineup will include 6 shows, 6 rides and 25 concessions, and the show will move on trucks thru Illinois, Iowa and Missouri, in which States it has played the last six years. All of which is from a member of the company.

GOLDEN GATE'S

(Continued from page 47)

mail and *The Billboard*; H. W. Parker, watchman; George Ainsley and B. A. Stein, in advance on merchant hookups. Rides: Eli Wheel—C. L. Swackhammer, with Tom Kiley, assistant; Mrs. L.

Schuh, tickets. Merry-Go-Round—Charley Smith, foreman; Bruno Zebas, assistant; T. A. Haynes, platform; Mrs. C. L. Swackhammer, tickets. Kiddie Ride—W. S. Hannah, foreman; Mrs. E. Radenbaugh, tickets. Scooter—Omer Davis, foreman; H. Nessen, assistant; Herb Bergstrom, on floor; Mrs. Sallie Rees, tickets. Loop-o-Plane—Bob Crawford, foreman; Bill Dennison, assistant; Virginia Berron, tickets. Acroplane—D. D. Radenbaugh, foreman; Bill (Smiley) Simms, assistant; Ellen Berner, tickets. Pony Ride—John Kemsley, owner; Jim Summerville, tickets.

Shows: Land of Oddities—William Hobday, manager and first openings; G. Brassil and Fred Foley, on boxes; Juanita Harris, ticket taker; Harry Warren, tattooed man; Frank Stanley, "double for late Will Rogers"; Barron Le Dell, mentalist; Prince Zulung, fire torture. Mystery Man—Gastronomic marvel, walking on saws and eating glass, nails, etc.; Hi Wolfe, Scandinavian giant; Jeanette, illusion, head on sword; Mae Stanley, singer and trick roper; Yobarro and Esteile, dancers. Damascus Nights (illusions)—Prof. Zarette. Athletic Stadium—George Costello, manager and wrestler; boxers and wrestlers, Jackie Weber, Jack Miller, Sheik Franco; Mrs. Arley Taber, tickets. Motordrome—Carl Terrell, owner; Jimmie Lee and Red Summerfield, riders. From Pekin to Paris (museum)—George Tinsley, in charge; Alice Layne, tickets. Flesh Mountain—Jollie Nellie, fat girl; Marvene Sellers, tickets. Myrtle, Double-Tongue Woman—Jack Wilson, manager; Beulah Taylor, tickets.

Concessions: Cookhouse—Ed Lahey, manager; Mrs. Ed Lahey, chef; Ed Berndt, second cook; Leon Mason, griddle man; John T. Williams, Charley Milton and Bernie Rosner, waiters; Chuck Stone, kitchen. Harry Takai, two concessions—Barney Blum, Mike Skvier and Dick Dutton, agents; E. Takai, two—Glen Wedekind, Bennie Ayres, Jerry O'Brien and Obie Ladd, agents; H. C. Bowen, one—C. M. Bowen and Sam Carson, agents; Bennie Caplan, one—D. Browning, agent; Will Wright, corn game—Mrs. Will Wright, Will J. Casey and Edith Warner, agents; Hugh Bowen, one; A. Takai, one—Burns and Ernest Snedeker, agents; Mrs. Will Wright, one—Sammy Coomas, Eddie Weiner and Dick Thornton, agents; Art Anderson, one—Tom McQuillen and James White, agents; M. H. Bowen, one—George Arnett, agent; Bennie Caplan, one—Leo Akins and Mike Sturgis, agents; H. B. Chapman, one—Stan Ragan, agent; Joe De Mouchelle, one—Maxine De Mouchelle, "Sister" Kleine and Lena Haggerty, agents; Mrs. H. C. Bowen, pop corn and candy apples—Zelma Sorrenson, agent; C. Y. Clifffors, candy floss—Gus B. Anderson, agent.

The opening had very good exploitation by the advance, with a standout job by Joe De Mouchelle—full page in *The Daily Register*, half page in *The Journal*, stories in *The Boys' School Paper* and a spread in the Mexican weekly. Twelve local girls in a "Queen" contest. A platform erected for the presentation of specially engaged acts during the week. Opening day the Scouts Drum and Bugle Corps of 50 on the lot; on stage, members of Mexican Theater club in native songs and dances. Claude Barie directed the free acts for Sunday, presenting his Juvenile Band with special numbers. Buck Jones' Ranger Band has one day on the midway. Wednesday night the Martell Troupe and Cameron's Cowtown Orchestra. Public wedding set for Saturday night.

Congratulatory wires and letters were received by Will Wright, among them from Percy Wheeler, Vancouver, B. C.; Doc Ogden, Columbus, O.; Ben Dobbert, Frank Downie, John Miller, Al G. Barnes Circus, Pacific Coast Showmen's Association, J. Ed Brown, members of the "Strange As It Seems" Show at San Diego and the Majestic Show Print, also floral horseshoes from the PCSA and Crafts 20 Big Shows.

Saturday and Sunday were designated as visiting days for friends. Will Wright, William Hobday, Joe De Mouchelle, Mrs. Will Wright, Mrs. Maxine De Mouchelle and "Sister" Kleine were members of reception committee. At the cookhouse eats and liquid refreshments were provided for the guests, one side of cookhouse set aside for the purpose. Ed Lahey and Mrs. Ed Lahey did the honors. There were many visitors, among them Orville Crafts, owner Crafts 20 Big Shows; Elmer Hanscom, Harry Wallace, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Leo Haggerty, Harry B. Chipman, Milt Runkle, Frank and Ernest

Downie, Vera Downie, Mr. and Mrs. Ed Walsh, Ross R. Davis, Henry McConnell, George Moffat, W. D. Corbett, Sam Guberman, George Seville, Mr. and Mrs. Ed Quisenberry, Frank (Overland) Murphy, Pat Squires, Ed De Mirjan, Pat Williams, Mr. and Mrs. Claude Barie, Eddie Gamble, Jack Schaller, Leo M. Harris, Mr. and Mrs. Harry B. Levine, Jim and Sid Talleferro, Bill Scattergood, E. H. Caldwell, Doc Cunningham, Maybelle Bennet, Mrs. J. E. Barnes, John Le Vaggi, Henry Stuart, Cleo Qualls, George Ehler, Mr. and Mrs. Eddy Stein, Mike McAndrews, Red Wheeler, William Hoffman, Mr. and Mrs. Calvin Keith, Chief Myers, Tom and Bertha Perry, Charles Stephons, W. R. Cooke and Bill Lewellyn. Will Wright was a most gracious host and, despite his being busy with details of opening day, he gave much attention to the entertainment of the visitors. Frank Stanley, with the Oddities Show, was severely injured, severing an artery in hand and other cuts, in a fall from a platform and striking pieces of glass. Joe De Mouchelle had banners everywhere on rides. Two more shows to join at the next town, Santa Barbara.

ZIDMARS GREATER

(Continued from page 47)

did not arrive in time for the opening engagement.

Shows: Alice and Her Twins (2-in-1 show)—C. C. Burkett, manager; Mrs. C. C. Burkett, tickets. Imogene and Her Pets—Imogene Birney, manager; Eddie Wiggins, tickets. Congress of Oddities—Sailor Harris, manager; Eddie Bell and Charles Seip, tickets; Hambone, the Clown; Betty Belle Muse, juvenile acrobat; Prince Mo Bo, Horselike Man; Princess Yucamia, Human Corkscrew; Haba Haba, fire act and tortures; Frank Penturf, tattoo artist; Nita Eckstein, sword box; George Echstein, accordionist; a den of reptiles, a "happy monkey family," a "mouse circus"; Dr. Dean in the annex; Pearl Harris, inside lectures. "Ena" (geek show)—Sailor Harris, owner; Tom C. Rogers, manager. Effie Moore's Dixie Knee-High Steppers—Effie Moore, manager; "Hot Papa," Dolly Bady, Floss Flosilee, Clara Mary Bell, Kiner Bell, Allan Beal, James Ayers and J. C. Daniels, entertainers. Clyde Curran is superintendent of the following four shows: Athletic Arena—Frank Kolburn, manager; Bobby Woods, assistant. Paris Before Dawn—William Kelley, manager; Jerry Marsh, tickets; Inez Kilnick and Vera Fenner, Bright Spots of Broadway—Bob Hanson, manager; Mrs. Bob Hanson, Freda Withleth. Whoopee Garden—Roy Drinkle, manager; Ralph Graham, tickets; Gene Reil and Harry Martin, music, and Mrs. Clyde Curran, Grace Drinkle, Mildred Graham and Eva Kelley, entertainers.

Concessions: Edward Harrigan—D. W. Womack, agent; J. E. Irby, two—Harry Fenner and Eva Irby, agents; Jake Miller, four—Mildred Brown, Bill Hays and Jack Moss, agents; G. E. Fulton, two—J. T. Miller, agent; E. Tyres, one; Frank Waldron, one—Billy Wright, W. E. Spain and Peggy Waldron, agents; George Young, two—Curly Hobbs, agent; Ray Wheelock, two—Bozo Bennett, Mack White, Roy Coon and Jack Wilson, agents; Leona Wheelock, one—Franklin Lewis, agent; Sam Jelsma, one; Louis B. McNeech, one—Mrs. Louis McNeech, agent; Tiger Mack, three—Paul Maxwell, Sammy Ross, M. F. McHenry, agents; John Guin, four—Charles Higinbottom, Whitey Runge, Bill French, Virgil Sills and Joe Ramsey, agents.

WESTERN STATES

(Continued from page 47)

this town and helped the celebration committee in making arrangements. His fair experience proved profitable in many ways for the local committee.

The Western States Shows with their paintings, decorations and neatness have attracted much attention. Ben Hyman, lot superintendent, had a difficult job in setting up the show on the streets. Albert Wright, assistant manager, handled the publicity here. Jim Schneck, general agent, reports from Corpus Christi, where he is taking a much-needed rest, that he has the show practically signed up for the season. Manager Ruback predicts a big season for outdoor shows.

HOUSTON, March 21.—Hennies Bros. have signed contracts to furnish the midway features for fairs at Thief River Falls, Minn.; the La Crosse (Wis.) Interstate Fair and the Aberdeen (S. D.) Fair. An executive states that this gives Hennies Bros. a string of 22 fairs for this year.

Hilderbrand's United Shows

Burbank, Calif. Week ended March 15. Location, Allen at San Fernando road. Auspices, Veterans of Foreign Wars. Weather, fair. Business, fair.

Great Valencia's act is now performed amid fireworks. An address system installed on a car was purchased by O. H. Hilderbrand for advertising purposes. Mr. and Mrs. J. E. Barrett arrived with Moose Norbeck's Snake Auditorium from Fresno. Mr. and Mrs. Gus Howell joined Groff's cookhouse crew. Mr. and Mrs. Earl Kelly added two concessions. Valencia purchased a new Chevrolet semi-truck upon which his new housecar is to be installed. Lucille King broadcast three times a day for the show at a local station. At present there are 278 showfolks on this show. Mr. and Mrs. Johnnie Hicks and their aid, Jerry Russell, did good business with auction concession. Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. J. King Provan, Mr. and Mrs. Theodore Forstall, Mrs. John Checinni and Mr. and Mrs. E. W. Coe gave dinner parties during the week. Johnnie Miller, manager-chef of the cookhouse, has captured the fancy of the showfolks. The enlarged Side Show, under management of Mrs. Jane Godfrey, beautifully decorated. Hazel Fisher and Verna Seeborg entertained visitors. Stanley Cole added a concession. Chuck Collier made a trip to Fresno. Petite Stella, who operated the Side Show last season, was a visitor, accompanied by her daughter, Viola Cuzdek. Mr. and Mrs. Hugh Bowen and King Levinski also visitors. Mr. and Mrs. Theodore Forstall and party were guests of the show Friday evening.

WALTON DE PELLATON.

Dee Lang's Famous Shows

ST. LOUIS, March 21.—The cannon will fire for the start of the show's 10th season on March 28, at Fourth and St. George streets here. Will remain on that location for two weeks. Workmen are loading the large fleet of trucks in order to be ready on time. Many visitors the past week, among them Charles Goss, of the Standard Chevrolet Company, and Oscar Bloom, of Gold Medal Shows. A large shipment of canvas arrived from Baker-Lockwood Company, along with a number of pictorial banners. The new frozen custard machine has arrived. Many of the boys have been arriving and put right to work helping Mr. Lang. Elmer Brown, the show's general agent, has been busy with his work and it looks as if this show will have the finest route of its 10 years of success. All of which is from an executive of the show.

John R. Ward Shows

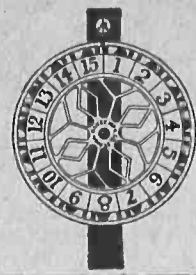
MEMPHIS, Tenn., March 21.—With springlike wather the last two weeks work in all departments at winter quarters has gone forward with great energy, applying the finishing touches. Overhauling and redecorating of the Merry-Go-Round is almost completed, and it will be beautiful. Within a few days all shows and rides could be placed on the lot and put into operation. The new sound truck for the advance is very attractive and should create prestige for the show. A new office trailer is under construction. Concessioners who have arrived are building new and repairing and painting outfits, also several new house cars are under construction. New canvas has been ordered to be delivered

in time for the opening engagement. The show this season will have the most brilliantly illuminated midway in its history. PERCY SHIELDS.

Shreveport Adv. Regulations

SHREVEPORT, La., March 21.—The city council this week adopted on first reading an ordinance regulating the installation and maintenance of outdoor advertising, signs, etc., in the city, requiring permits and fixing fees for such items. The ordinance prohibits billboards or signs in residential areas, with January 1, 1937, set as limit for tearing down of all signs. Permits for construction of billboards will cost up to \$3 for building of signs costing more than \$500 and as low as 25 cents for a \$10 sign.

The DAILEY Aluminum Center Wheel



Is the best made. Ball Bearing. Best Creeper on the road. Comes with Post, all ready to go.
24-in. \$27.50
30-in. 33.00
36-in. 37.50
40-in. 44.00
Tax Included. Catalog Free.

A Few New Ones.
DAILEY MFG. CO.
No. 511-15 E. 7th St., St. Paul, Minn.

WANTS

HYMIE COOPER WANTS

High-class and capable Wheel Agents, 6 Grind Store Men and General Help of all kinds for Concessions. Good route and best of treatment. The following come on at once: Ray Kelley, Joe Soret, Porky, Joe Ross, Morris Friedenheim, George Langley, Larry Benn, Joe Zimmer. Show opens Saturday, March 28. Don't write, wire at once. **HYMIE COOPER**, Blue Ribbon Shows, Florence, S. C.

WANTS

WANTED

FOR TWO OF THE LARGEST DE LUXE ATTRACTIONS IN AMERICA.

Lecturers and Talkers of recognized ability. Must have good wardrobe. Eddie Saunders wire. Young, neat and good-looking Girls for Fountain of Youth. Professional experience unnecessary. WANT best Mind-Reading Act in the country. Madame Tienda or Halligans wire at once, via Postal.

GEORGE VOGSTEAD

Box 1100, United Shows of America, Shreveport, La.

ATTENTION CONCESSIONERS AND OPERATORS

New ¼ Pound Packaged-Chocolates and Confections. Biggest Flash on the Market. Big Open-Face Cellophaned Boxes. ASSORTMENT OF 8 KINDS. PRICE \$6.00 PER HUNDRED BOXES. Terms—25% Deposit, Balance C. O. D. Sample Assortment—12 Boxes, \$1.00 Postpaid. **THE PURITAN CHOCOLATE CO.,** Cincinnati, Ohio

WANT—CHRIST UNITED SHOWS—WANT

OPENING ASHLAND, O., IN HEART OF TOWN. AUSPICES V. F. W. FIRST SHOW IN SEVEN YEARS. ROUTE GIVEN TO INTERESTED PARTIES. CONCESSIONS—Have opening on account of disappointment for Cook House and Corn Game. Also Photos, Erie Diggers, Penny Arcade, Pitch-Till-You-Win, Ball Games and any others that don't conflict. Grind Stores and Stock Concessions. SHOWS—Ten-in-One, Hawaiian or Hill Billy Show, Half-and-Half, Wax, Mechanical City, or will furnish Tops for any other money-getting Shows. RIDES—Own four of our own Rides, but will book Tilt-a-Whirl or Loop-o-Plane, with or without own transportation. HAVE FOR SALE CHEAP—Tanglely Calliope mounted on truck. Address all mail or wires **CHRIST UNITED SHOWS, Springfield, N. Y.** Until April 2; then Winter Quarters, Norwalk, O. This Show Will Positively Go South This Year.

Canadian Employment Situation

OTTAWA, Can.—Despite a reduction of nearly 6,300 workers since the first of the year, the index of general employment in Canada showed a gain of 4 per cent on February 1 over the same date of last year. Reports received from 9,394 firms show 927,006 persons at work on February 1, 1936. On February 1, 1935, the payrolls of 8,992 firms aggregated 885,556 workers.

The index of employment in manufacturing plants recorded an increase of no less than 9.3 per cent. The addition to the working forces in lumbering operations was 20.5 per cent. The paper industry employed 5.5 per cent more men. Employment in the textile industry was nearly 10 per cent greater. The number employed in the manufacture of agricultural implements showed a gain of 24.8 per cent, and despite the activity in the automobile industry during the last quarter of 1935, the gain over the first of February last year was no less than 9.2 per cent. Metallic mining showed a gain of 12 per cent, and the number employed in building operations was up about 24 per cent.

MUSEUMS

World's, San Francisco

SAN FRANCISCO, March 21.—Business continues very good, with ideal weather and changes of attractions. Platform attractions last week were: Zimba, pinhead, a good bally act; Ernestine Howard, armless girl; Loraine Castell, Oriental Mystery; Bush Bluey, African Pygmy; Prince Ali, Man with Iron Eyes; McAskill, magician; Nanak, Hindu mystery worker; Edema, Human Bellows; Zaza Franzee featured in annex while Anna-John Budd visited Los Angeles on a business trip. John Ruhl's Flea Circus left recently to join Pete Kortez in Denver, and Monya Podres, with large snakes, to join Al G. Barnes Circus. The other above attractions leave this week for Seattle, with Anna-John Budd, who has the Side Show on W. C. (Spike) Huggin's West Coast Shows. The museum is a great meeting place for showfolks going north and south. Visitors last week were Archie Clark, Frank Forest, Mike Krekos, Jolly Stella, J. Ben Austin, Will Wright, Bill Westlake, and Madam Yvonne, bearded lady.

Big Colored Revue of eight people in the center pit; Mayfield; La Vern, magician; Maximo, mechanical man; Capt. Sig, tattooed man, and Mme. Verona, mentalist, on the platform. Dancing girls are the attraction in the annex.

Dime, Newark, N. J.

NEWARK, N. J., March 21.—Business picked up last week, specially over the week-end. A very attractive bill this week, as follows: Musical Johnson, musical novelty act—second week; Carlton Harris, hand-balancing—second week; Ramon and his Puerto Rican entertainers—three musicians and two dancers; Alexander Fox, human anvil; Madame Zenda, mentalist, who has returned for an indefinite period of time, assisted by Edith Moore, who is making the openings for her and doing the secretarial work. Zenda wishes to correct the error that she was at a museum in Philadelphia, as she had been in theaters till her return here. Oriental Revue in the annex. **GEORGE E. MOORE.**

F. W. Miller's, Traveling

MONROE, La., March 21.—Following a successful stop of several days in Alexandria, F. W. Miller's traveling museum has played here this week at 347 DeSiard street, under auspices of local post of American Legion. Weather here favored good receipts and Miller has decided to extend engagement to Sunday. Showing has been from 11 a.m. to 10:30 p.m. daily with admission 10 cents up to 1 p.m. for adults and 10 cents for school children at all times.

Philadelphia Houses

PHILADELPHIA, March 21.—Business continues to be good at the museums here notwithstanding some rainy days during the week. Eighth Street Museum has on the platform this week: Carlson Sisters, fat girls; Don McIvor, magician; Leo, presenting an illusion, "Girl in the Wishing Well"; Poses Plastique; Mme. Zeld, mentalist; Prince Oshwa, South African pygmy. In the annex, Mary Morris, also dancing girls. South Street Museum has Radcliffe's

NEW DATE BOOKS

FOR 1936

NOW ON SALE

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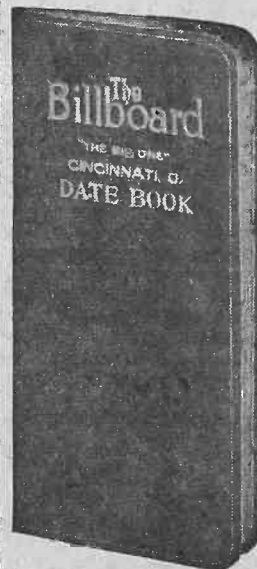
DATED FROM JAN. 1, 1936, TO JAN. 1, 1937.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket.

Contains complete calendars for years 1936-1937, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

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By LEONARD TRAUBE

Accent on "Ham"

AN INDOOR promotion in Binghamton, N. Y., the other week furnishes more testimony on the poor judgment exercised by performers in their choice of employers. The word promotion, when used in its worst sense, indicates that the promoter is depending upon the box office to pull him thru. The history of such cases in the carnival, circus and rodeo industries—to mention just a few fields—is fraught with good intentions. There are also instances where the gate drew the money but the promoter drew himself to other parts of the country even before his extravaganza concluded. Instances, in short, where the alleged impresarios took runout powders.

That the more scrupulous ones remain to finish is no point in their favor. If, in the "take-it-on-the-lam" case, discretion is assumed to be the better part of valor, it is the kind of valor that reeks with odors which no subsequent atonement can remove.

The performer generally tries to justify himself by saying that he needs the work and therefore "takes a chance" on getting his pittance. Personally I have no use for this kind of thinking. If this mental operation were to continue—and I am not so dumb as to believe that it does not go on in a big way at all times—gyp promoters would be in the advantages at all times. When the phonies ask actors to gamble on the losses but not on the profits they are merely playing the old military game.

If actors want any sympathy as a consoling factor for being thrown for a loss even before they go into scrimmage they'll get it, even if the old dictionary has to be called in. But sympathy, unfortunately, is not good on the exchange in the purchase of transportation, food, shelter and the other necessities of life and, as far as I know, never has been.

To be as brief as possible about it, actors should be more practical (why can't actors be less childish? I ask you) by joining an organization which will, at least, fight their battles and attempt to collect salaries for them. More than that, the kind of organization which will guide them in advance of their signing contracts.

As long as I have gone this far, I strongly urge every performer to communicate with the American Federation of Actors, Palace Theater Building, New York City. Let's see if we can't do something about promoters who practice legerdemain, black art and witchcraft at the expense of talent which they consistently exploit.

YOUR correspondent would feel very badly indeed if word got around that he is hostile to the interests of promoters. To call in an old phrase, "some of my best friends are promoters." Naturally, some of my worst ones are in the same class, but that's the law of averages. To give you a slight idea of who I think is one of the greatest stimulators of them all in this or any other country, I'd like to mention Lincoln G. Dickey. I cannot be accused of being prejudiced in his favor, since he is only a name to me, as I haven't had the pleasure of meeting the gentleman in the flesh. That doesn't mean that his career isn't familiar to this humble pillar.

Dickey is the general manager of the forthcoming Great Lakes Exposition in Cleveland. He resigned the presidency of the New York convention and visitors bureau to take over that post. Clevelanders know about Dickey because he socked the old apple hard as chief inspiration for that city's Public Auditorium, which will, by the way, soon be the scene of the gathering of Republicans in convention assembled for the selection of a candidate to oppose President Roosevelt.

Lincoln staged a number of outstanding events within the aud's walls, among them having been the record-breaking Metropolitan Opera series of 1927-'28. He then went east to build and pilot the colossal—too colossal—Convention Hall in Atlantic City. Every man has to have

his white elephant when big-time stuff is charted. The Jersey resort's huge auditorium might aptly be termed "Dickey's Folly," but Dickey put up a good clean fight and was at fault only because he was a few years ahead of his time. The dreamer triumphed over the practiced craftsman in this particular instance, but he emerged from this fracas as tall in stature as he ever was, with nothing to blemish his personal record and his skillful way of dealing with men and intangibles.

Dickey was a stripling when showmen like William Jennings Bryan, the Fundamentalist; Billy Sunday, the baseball player-evangelist, and Homer Rodeheaver, all of whose activities were based on mental ammunition similar to that of the actual showmen, were telling the world all about their wares. He learned from them. He did not learn from them or anyone else how to pay a man off short. That's something he never could get into his conk, and he has one of the brainiest heads in the business.

All-Time Favorites

of JOHN CREAMER, Ashtabula, O.

Jess ADKINS, Sam B. DILL*, William NEWTON JR., Jimmy HERON, Walter L. MAIN, Tom MIX, Charles SPARKS, John M. SHEESLEY, K. C. BARKOOT, Frank MCGUYRE.

*Deceased.

Send in your 10 favorite showmen, living or dead, to New York office, indicating persons who are deceased and furnishing present or former titles or positions for each person selected.

LEON KIMRIS, of the Kimris aerial act, has recovered from his recent accident, his international friends will be pleased to learn.—Ever since the middle of February Billy Ritchey, head man of the water show bearing his tag, has been troubled by a pair of the cutest carbuncles on the back of his neck. He had them removed, however,



and is prepping his outfit.—Paul C. Morris, publicity and photo manager of Playland, Rye, would have us believe that month-old Sara Louise Morris has already made a statement to the effect that she'd been on the air just a few days when a funny-looking "do-do" called "Pop" insisted on taking her picture. Call letters of kid's radio station are, of course, WOW.—When last we got wind of him Lester Heckler, of flea circuses, was playing Miami lots with Bill Tucker and the Endy Bros.' rides.—Mack Kassow, side-show manager, will spring a new one at Hartford and Waterbury, Conn., where he'll have an after-show instead of the usual side show. They're indoor dates, you see.—Talking of side shows, Dave Rosen, of Coney Island, expects to have one of the biggest in his career there.

COLE BROS.-CLYDE

(Continued from page 38)

cluding Cinderella, the Woman in the Shoe, Mother Goose and others. The full herd of 28 elephants will be carried and parade and the pageant will feature four bands, headed by the No. 1 bandwagon, known as the Lion Tableaux.

"Patrick Rochester," latest addition to the camel herd, arrived March 17. The youngster is the first-born of the herd in local quarters, and the name selected is in honor of the Patron Saint and the city of nativity.

Mrs. Ray Marlow (Theo Nelson) was a recent visitor, the guest of her sister, Mrs. Zack Terrell.

J. D. Newman has gone to New York to greet the Zeppas, new Spanish troupe, due to arrive on the Mauretania March 24 for initial United States tour.

Adkins and Terrell have returned from a business trip to Chicago.

Units from the Omaha Ak-Sar-Ben

Circus are expected to arrive March 25. This will conclude the winter dates for Cole-Beatty.

The No. 1 advertising car is being fitted with new paste-making equipment, and a 110-volt Delco light plant to replace the 32-volt formerly carried. All beds are equipped with new mattresses and linens. Car Manager William Backell and Brigade Manager Clyde Willard are working out paper requisites for Chicago billing, which starts on March 23.

Los Angeles Shrine Show

LOS ANGELES, March 21.—The circus produced for Al Malaikah Temple at Shrine Auditorium opened last Saturday to capacity audiences. Show was handled by Eddie Gamble and Roy McCray. The acts were Peg Michell and A. Marlow, iron jaw; Harry Phillips, pony drill; Fred Foster's ponies, dogs and monks; Juggling Zaras; Juggling Acevedos; Bertha Matlock, wire, assisted by Skinny Matlock; Phil Escalante, feature wire act; Four Playboys; Ross Bros.; Esther Escalante, trapeze and heel catch; Pina family, acrobatic act with teeterboard tricks; Tom Kitchen Trio, aerial bars; Oliva Bros., aerial bars; Jack and Virginia Schaller, Gladiatorial Visions; Four Jacks, high act; Lester and Lester, hand balance; Joe Metcalfe's elephant, Helen, worked by Anna Veldt; Mrs. Harry Phillips and Mae Lawrence, menage; Six Escalantes, flying return act; clowns, Charley Post, Tom Plank, Rube Dalroy, Bones Hartzell, Curley Phillips, Ray Harris and Art Burson.

French Shows Take to Road

PARIS, March 9.—The first week of March saw several of the big tent circuses of France already on tour.

Undoubtedly the finest and most modernly equipped of the French circuses is the new Cirque Medrano Voyageur, which opened February 29 at the Porte d'Auteuil in Paris. After playing some of the thickly populated suburbs of Paris the Medrano big top will hit the road for a long tour.

For its first season the new Medrano circus has grouped an exceptionally good lot of acts. Heading the bill is the fine tiger number of Togare. Among aerial numbers are the 2 Clerans, in iron jaw, Roman rings and trapeze routines; Mlle. Godard, trapeze, and Henriquez, contortionist, working on table and trapeze.

Working in the ring are the 10 Frillis, clever Risley acrobats; the Wong Chio Tsching troupe of Chinese acrobats and the 15 Hadji All troupe of Arab tumblers. Medrano horses are in charge of Henry Rancy and wife. Clowns are headed by Cairol, Philip and Carletto, clever musicians, and a new duo, Theodore and Charley. On the stage are Ritter's Midgets and Osaka, illusionist. Unusually good orchestra provides concert music and accompanies the program.

The Cirque Pourtier also opened February 29, setting up at the big street fair in Bordeaux for month of March. On bill are Martha the Corse and her lions; 4 Cortys, Roman rings; Wilke Family, jockeys; Alisa Sisters, contortionists; 4 Misleys, equilibrists; Brockway, bike act; Wilke's Arabian horses, and the clowns, Beby, Maiss and Totti, and Iles and Loyal.

The Bouglione Bros. with their Cirque d'Hiver tent circus left Paris end of February and are playing large towns in the Loire valley. Other tent shows already on tour or set to go are the Cirque Pinder, Cirque Bureau and Cirque Lamy. The Cirque Amar Freres, recently returned from Africa, is playing long stand at Nice.

In addition several smaller tent circuses and menageries are playing the street fairs. The Cirque Bruletti, Tissen's Zoo and Michlete's Menagerie are at the street fair in Parthenon; Captain Wall's Crocodiles at street fair in Aix en Provence; Marck and his lions at the fair in Nice.

The popular clowns, the Fratellinis, are at the Casino Municipal in Nice.

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

H. E. T., writing from Irwin, Pa., wants to know where he can find out if any new State laws have been passed requiring brakes on housecars or house trailers. He says he understands all trailers are now required to have brakes and desires to know if this is true.

Each State has a highway department, motor vehicle bureau or department of roads or highways from which the information sought can be obtained. Our records do not show that housecars when pulled by passenger cars are required to have brakes in any States. Semi-trailers or semi-trailer housecars, naturally, must be equipped with brakes, and in some States they are required to have air brakes. In Michigan, for instance, when a semi-trailer weighs more than 3,000 pounds, including load, air brakes are a requirement.

TWENTY-TWO sodium highway luminaires have been installed six miles south of Richmond, Va., on the Richmond-Petersburg Turnpike, to demonstrate to State officials their advantages in accident prevention, and to acquaint the public with the character of sodium light. The luminaires are suspended from brackets extending from the tops of creosoted pine poles staggered 200 feet apart along the turnpike, which is the most heavily traveled of any of the Virginia highway routes. At present the Richmond-Petersburg Turnpike is a three-lane concrete highway. Because the State's highway department intends to add another strip to the road, the poles on one side have been set back to provide for the new lane. The sodium luminaires will act as a safety medium when the road undergoes new construction. Signs at the entrances of the sodium-lighted area inform the driver that "You are now entering a highway lighting demonstration—Learn to drive safely." Plan is for a formal inspection of the installation during March or early in April, at which time glare and visibility tests will be demonstrated before the Virginia Highway Commission, members of the Virginia Safety Council and legislators.

Canada's National Income Higher

TORONTO—Canada's national income increased approximately 6.5 per cent in 1935, according to an estimate made by the Financial Post Business Year Book. Average per capita income in the Dominion during the year is placed at \$394 compared with a revised figure of \$370 in 1934 and a low point of about \$325 in 1932. The peak was reached in 1929 when per capita income soared to about the \$700 mark.

Gains were registered in all of the provinces, ranging from 18 per cent in Prince Edward Island to 3 per cent in Manitoba and Alberta. The most striking gain in 1935 on a dollar valuation basis was the increase in construction and forestry. Unfortunately the construction figures must be accepted reservedly as employment in that field is still at a low ebb. Manufacturing made a better-than-average gain during the year, being stimulated in part by a high scale of operations in the automotive industry. Toward the end of the year evidence of recovery appeared in many durable goods industries. Agriculture, too aided by greatly improved prices, was adversely affected by the rust and frost which greatly reduced wheat production late in the growing season.

CONVENTIONS

ALABAMA
Anniston—Junior Order. May 12. E. R. Calhoun, Box 850, Birmingham.
Athens—Odd Fellows' Encampment. Aug. 3. H. G. Nixon, 8017 S. First ave., East Lake, Birmingham.
Athens—Order of Odd Fellows. Aug. 4-5. H. C. Pollard, Box 626, Huntsville, Ala.
Birmingham—G. A. R. Encampment. Apr. 25. M. D. Friedman, Box 494.
Lanett—Order of Red Men. May 23. A. Mixon, Ensley, Birmingham.
Mobile—Knights of Columbus. May 10. N. F. McGowan, 2311 Ave. H, Ensley, Birmingham.

ARIZONA
Bisbee—Knights of Columbus. Approx. June 15. M. F. McCue, Box 963, Douglas, Ariz.
Prescott—Order of Odd Fellows. April 20-22. A. A. Foster, Valley Bank Bldg.
Superior—Knights of Pythias. Apr. 13. J. D. Loper, Box 1330, Phoenix, Ariz.

ARKANSAS
El Dorado—Veterans of Foreign Wars. July 12-14. W. A. Bolding.
Hot Springs—Knights of Pythias. May 19. S. Cassell.
Little Rock—State Ind. Motion Picture Owners' Assn. Apr. 12-13.
Pine Bluff—Knights Templar. May 19. A. C. Becker, 700 Scott st., Little Rock.

CALIFORNIA
Hollywood—American Legion. Aug. —. J. K. Flisk, 117 Veterans Bldg., San Francisco.
Lodi—State Firemen's Assn. Aug. 17-20. H. E. Strasser, 3404 32d st., San Diego.
Los Angeles—Elks Grand Lodge. July 12-16. J. E. Masters, 2750 Lake View ave., Chicago, Ill.
Red Bluff—Order of Red Men. Aug. 17-20. P. L. Bliss, 240 Golden Gate ave., San Francisco.
Sacramento—Knights Templar. Apr. 23-24. T. A. Davies, 423 Masonic Temple, San Francisco.
Sacramento—Canadian Legion, British Empire Service League of Calif. July 1-4. F. B. Snashall, 218 Ray Bldg., Oakland.
San Bernardino—Un. Spanish War Vets. Encampment. May 21-22. G. F. Kohler, Alameda, Calif.
San Diego—Order of Odd Fellows. May 15-18.

San Diego—State Moose Assn. Aug. —. J. Weger, Oakland, Calif.
San Jose—State Assn. of Nurses. Aug. 27-29. H. W. Kruckeberg, 340 S. San Pedro.
Santa Barbara—G. A. R. of California and Nevada. May 3-8. Lillian Gardiner, 257 1/2 E. 30th st., Los Angeles.
Santa Rosa—Knights of Pythias. May 18-22. H. A. Thayer, 1182 Market st., San Francisco.

COLORADO
Colorado Springs—Veterans of Foreign Wars. June —. J. Goodman Jr., Denver.
Colorado Springs—Knights of Pythias. Aug. 25-26. W. S. O'Brien, 411 Bank Bldg., Denver.
Denver—Disabled Amer. Vets. of Colo. May 15-16. J. Graham, Pueblo, Colo.
Denver—Daughters of Nile, Supreme Temple. June 1-6. Mrs. L. K. West, 308 Kinnear Place, Seattle, Wash.
Denver—Un. Spanish War Veterans. June —. E. A. Mead, Greeley, Colo.
Ft. Collins — State Stock Growers' Assn. June —. Dr. B. F. Davis, 1641 Stout st., Denver.
Idaho Springs—Order of Red Men. Aug. 11. S. D. Stiles, 1715 California st., Denver.
Manitou—State Firemen's Assn. Late in June.
Clinton Turnbull, 215 Boston Bldg., Denver.
Pueblo—American Legion. Aug. 21-22. M. L. Lyckholm, State Museum Bldg., Denver.
Pueblo—G. A. R. of Colorado and Wyoming. June 9-11. Harry Hoffman, Museum Bldg., Denver.

CONNECTICUT
Bridgeport—G. A. R. of Conn. Apr. 22-23. E. T. Abbott, 857 Noble ave.
Danbury—Knights Templar. May 5. W. W. Barber, Box 136, Sta. A, Meriden, Conn.
Danielson—P. M., Order of Odd Fellows. June 20. Capt. E. R. Anderson, 121 Cliff st., Naugatuck, Conn.
Derby—Foresters of America. May 9. P. J. Cavanaugh, 79 Main st., Torrington, Conn.
Greenwich—State Firemen's Assn. Aug. 21-22 (tentative). D. W. Harford, 10 Chestnut st., S. Norwalk, Conn.
Hartford—Ind. Order of Foresters. June —. H. C. Smith, Bridgeport.
New Britain—Order of Red Men. May 8. P. L. Daigle, 389 Park st.
New Haven—State Grotto Assn. Aug. 21-22. Joseph Moorhead, Box 1774.
Seymour—Order of Odd Fellows. May 20. Wm. S. Hutchison, Box 1689, New Haven, Conn.

DELAWARE
Delmar—Junior Order. Apr. 21. Frank Siegrist, 907 Tatnal st., Wilmington.

DISTRICT OF COLUMBIA
Washington—Daughters of Amer. Revolution, Natl. Soc. Apr. 19-23. Mrs. H. Robert Jr., Mem'l Const. Hall.
Washington—Ladies Oriental Shrine of N. A. May 19-21. Mrs. C. J. Hartung, 2264 Mayville Place, Toledo, O.
Washington—Kiwanis International. June 21-25. Fred C. W. Parker, 520 N. Michigan ave., Chicago, Ill.
Washington—Natl. Sojourners. June 25-27. Major G. F. Unmacht, Box 1822, Pittsburgh, Pa.

FLORIDA
Arcadia—Order of Odd Fellows. Apr. 20-22. Frank Grant, Box 753, Orlando, Fla.
Fort Myers — Order of Red Men. May 19. W. Beecher, St. Augustine, Fla.
Miami—P. M., Order of Odd Fellows. May 10-11. H. Wendler, Miami Beach.
Ocala—Un. Spanish War Veterans. June 14-17. W. T. Gary, Ocala.
St. Cloud—Sons of Union Veterans. Apr. 15-16. A. Mellen, St. Petersburg.
Sarasota—American Legion. Apr. 18-20. Elliott Moore.

GEORGIA
Americus—A. F. & A. Masons. June 9-10. S. C. Johnson, 1009 W. Broad st., Savannah.
Atlanta—Order of Red Men. June 19. C. C. Gillett, 160 Central ave., S. W.
Atlanta — Junior Order. Aug. 11-12. V. Echols, Palmer Bldg.
Macon—R. A. Masons. Apr. 29. W. J. Penn Jr., 801 Mulberry st.

Macon—Knights of Pythias. July 7. H. L. Ferrell, 277 1/2 Auburn ave., N. E., Atlanta.
Savannah—Knights Templar. May 13. C. S. Wood, Box 773.
Savannah—Order of Odd Fellows. May 26-27. D. L. Nichols, 191 1/2 Whitehall st., S. W., Atlanta.

IDAHO
Boise—G. A. R. or Idaho. June —. J. S. Thom, State House, Boise.
Grangeville—Knights of Pythias. June 14-15. H. R. Elliott, 133 North ave., Kellogg, Ida.
Moscow—Veterans of Foreign Wars. July 13-15.

ILLINOIS
Bloomington—Veterans of Foreign Wars. June —. C. Wellman, Springfield, Ill.
Chicago—Premium Adv. Assn. of Amer. May 5-9. Howard W. Dunk, 105 Hudson st., Jersey City, N. J.
Chicago—Order of Eagles, Natl. Aug. 13-17. J. S. Parry, Kirkwood Bldg., Kansas City, Mo.
Chicago—Natl. Assn. Music Merchants. July 27-29. W. A. Mennie, 45 W. 45th st., New York City.
Evanston—Knights of Pythias. July 21. C. Crawford, 6610 Evans ave., Chicago.
La Salle—State Elks' Assn. May 21-23. J. Owen, Aurora, Ill.
Lincoln—Un. Spanish War Veterans of Ill. June 17-20. Chas. N. Neal, 412 E. Monroe st., Springfield, Ill.
Mooseheart—Chicago—Loyal Order of Moose. June 30-July 4. M. R. Giles, Mooseheart, Ill.
Peoria—Dram. Order, Knights of Khorassan of Ill. July 4-5. Raymond Blair, Bennett Bldg.
Peoria—Catholic Order of Foresters. June 9-10. L. J. Georgan, 30 N. LaSalle st., Chicago.
Quincy — Order of Eagles. June —. J. O'Keefe, 4245 W. Madison st., Chicago.

INDIANA
Bloomington—Veterans of Foreign Wars. June —. R. DeVault, K. P. Bldg., Indianapolis.
Bloomington—G. A. R. of Ind. June 21-24. Mr. Lockwood, Chamber of Commerce.
Garrett—Northern Ind. Volunteer Firemen's Assn. June 10-11. W. H. Collinson, Winona Lake.
Indianapolis—Knights Templar. May 13. W. A. Swintz, Masonic Temple.
Indianapolis—M. O. V. P. Ench. Realm (Grotto). June 8-11. G. F. Hatch, 1046 Lincoln-Alliance Bk. Bldg., Rochester, N. Y.
Indianapolis—Junior Order. Aug. 27. I. McFarland, Portland, Ind.
Indianapolis—Holstein-Friesian Assn. June 1-5. Houghton Seaverns, Brattleboro, Vt.
La Fayette—Order of Eagles. June 10-11. P. Nicholas.
La Porte—State Elks' Assn. June —. W. C. Groeb, Box 193, Shelbyville, Ind.
Marion—P. M., Order of Odd Fellows. June 21-23. E. M. Tomes, 615 S. Anderson st., Elwood, Ind.
Muncie—American Legion. Aug. 22-25.
Richmond—Disabled Veterans of World War. June 4-7. Harry Turner, 427 N. 6th st.
Vincennes—Un. Spanish War Veterans. June —. W. C. Oren, Soldiers & Sailors' Monument, Indianapolis.

IOWA
Boone—Veterans of Foreign Wars. First week in June. F. H. Bostwick, Slaughter Apts., Boone, Ia.
Cedar Rapids—Knights of Pythias. Aug. 26-28. Robt. R. Hibbs, 517 Fleming Bldg., Des Moines.
Clear Lake—P. M., Order of Odd Fellows. July 15. C. B. Schack, Harlan, Ia.
Clinton—Knights of Columbus. May —. Ray Conley, Box 186, Des Moines.
Clinton—Un. Spanish War Veterans. June 21-24. A. J. Meyer.
Clinton—American Legion. Aug. 24-26. G. A. Anderson, 214 S. Fourth st.
Davenport—A. F. & A. Masons. June 9-11. C. C. Hunt, Box 271, Cedar Rapids, Ia.
Davenport—Order of Eagles. June —. W. H. Beuse, Eagle Bldg.
Des Moines—Supreme White Shrine of Jerusalem. May 2-4. Clara C. Hannon, 5343 Congress st., Chicago.
Des Moines—G. A. R. Encampment. June 7-12. J. P. Risley, State House, Des Moines.
Des Moines—American Rose Soc. June —. R. M. Hatton, Box 687, Harrisburg, Pa.
Fort Dodge—R. A. Masons. Apr. 21. G. Masters, Glenwood, Ia.
Iowa City—Loyal Order of Moose. July 31-Aug. 2. E. U. Meyer, 405 Brady st., Davenport, Ia.
Ottumwa—State Fire Fighters' Assn. Early in June. W. Hotel, Des Moines.
Spirit Lake—Knights Templar. June 23-27. Clinton Kastner, Boone, Ia.
Waterloo—Cath. Order of Foresters. June 21-23. C. E. Byrnes, 1300 Third ave., E., Cedar Rapids, Ia.

KANSAS
Abilene—Knights of Columbus. May —. M. A. Dorzweiler, Hays, Kan.
Independence—Knights Templar. May 12-13. E. F. Strain, Masonic Grand Lodge Bldg., Topeka, Kan.
Salina—State Elks' Assn. May 3-5. W. H. Lamoreux, Farmers' Natl. Bk. Bldg., Great Bend, Kan.

KENTUCKY
Frankfort—Junior Order. Aug. 25-26. O. C. Stubbs, First Natl. Bank Bldg., Covington, Ky.

Louisville—G. A. R. Encampment. Approx. last week in Apr. M. H. Davidson, 655 S. 35th st.

Louisville—State Outdoor Adv. Assn. May 18. C. A. Merrill, 506 Baxter ave.
Paducah—American Legion. July 20-22. T. H. Hayden, War Memorial Bldg., Louisville.
Paris—Knights Templar. May 20. W. H. Woods, Winchester, Ky.
Richmond—State Elks' Assn. May —. R. H. Slack, Owensboro, Ky.
Richmond—Order of Red Men. Aug. 11-12. E. H. Musterman, 2233 Rowan st., Louisville.

LOUISIANA
Lafayette—Knights of Columbus. June 21. P. Zimmerman, Lake Charles, La.
New Orleans—Amer. Cosmeticians' Assn. Apr. 16-18. Frances Martell, 112 W. Randolph st., Chicago.
Shreveport—Confederate Veterans' Reunion. June —. Dr. E. L. Sanderson, care Charity Hospital.

MAINE
Portland—Knights of Pythias. May 20. H. S. Elder, 341 Cumberland ave.
Portland—Masonic Grand Bodies. May 5-8. C. E. Leach, Masonic Temple.
Portland—Natl. Soc., Sons of Amer. Revolution. May 17-21. F. B. Steele, 1227 16th st., Washington, D. C.
Rockland—G. A. R. of Maine. June 8-10. C. E. Nason, R. F. D. 2, Gray, Me.

MARYLAND
Baltimore—Junior Order. Apr. 14-15. H. I. Mennerick, 100 N. Paca st.
Baltimore—Knights Templar. May 20. G. A. Eitel, Masonic Temple.
Frederick—Order of Odd Fellows. Apr. 20-21. W. A. Jones, Cathedral & Saratoga sts.
Frederick—Order of Eagles. June 9-11. W. S. Sudler, 3323 E. Baltimore st.
Hagerstown—State Firemen's Assn. June 24-26. G. R. Lindsey, 221 E. Washington st.
Salisbury—Un. Spanish War Veterans. June —. G. H. Gillman, Rm. F. War Memorial, Baltimore.
Snow Hill—Order of Red Men. Apr. 23-24. J. W. Walker, 131 E. North ave., Baltimore.

MASSACHUSETTS
Boston—G. A. R. of Mass. Apr. 14-15. Miss H. A. Phinney, Room 27, State House.
Boston—Knights of Pythias. May 7. G. Howe, 389 Commonwealth ave.
Boston—Adv. Fed. of America. June 28-July 2. Earle Pearson, 330 W. 42d st., New York City.
Boston—N. E. Gladiolus Soc. Aug. 15-18. G. E. Folk, Oakdale, Mass.
North Adams—Order of Eagles. June 28-30. M. L. Foley, 59 E. Housatonic st., Pittsfield, Mass.
Plymouth—Order of Odd Fellows. June 11. G. Fuller, 170 Newbury st., Boston.
Springfield—Soc. of Amer. Magicians. May 28-30.
Springfield—Un. Spanish War Veterans. June —. T. F. Sullivan, 403 Orange st.
Springfield—American Legion. Aug. 20-22. H. P. Redden, Room 159, State House, Boston.
Worcester—Foresters of America. May 16-17. W. J. Mitchell, 248 Boylston st., Boston.
Worcester—Yankee Div. Veterans' Assn., A.E.F. June 26-28. E. J. Noyes, Hotel Bancroft.

MICHIGAN
Alpena—State Firemen's Assn. Last part of July. C. V. Lane, 506 State Office, Lansing, Mich.
Battle Creek—G. A. R. Encampment. June —. I. F. Davidson, Lansing, Mich.
Benton Harbor—American Legion. Aug. 16-18. D. G. Glascoff, 602 Barium Tower Detroit.
Calumet—Un. Spanish American War Veterans. July 2-4. Nell Hume, Skandia, Mich.
Calumet—Order of Eagles. July 9-12. James Givogre, 672 Elm st.
Detroit—Amer. Fed. of Musicians. June 8-13. Wm. J. Kerngood, 39 Division st., Newark, N. J.
Detroit—Junior Order. May 11. W. S. Enderich, 14157 Fairmont drive, Detroit.
Detroit—Knights of Pythias, Supreme Lodge. Aug. 10-15. H. M. Love, Sec. Bldg., Minneapolis, Minn.
Escanaba—American Legion. June 19-21.
Flint—Odd Fellows' Encampment. May 19-20. E. Hoyt, 44 Eldred st., Battle Creek, Mich.
Grand Rapids—F. & A. Masons. May 26-27. L. B. Winsor, Masonic Temple, Grand Rapids.
Holland—American Puppetry Conference. July 8-11. Wm. M. Connolly, Chamber of Commerce.
Kalamazoo—State Elks' Assn. June —. A. E. Green.
Mackinac Island — State District Kiwanis Conv. July 9-11. F. W. Olement, 1015 Lincoln ave., Ann Arbor.
Traverse City—Knights Templar. June 1-4. A. L. LaFrancier, Hotel Traverse, Traverse City, Mich.
Traverse City—F. & A. Masons. May 26-27. L. B. Winsor, Masonic Temple, Grand Rapids.

MINNESOTA
Brainerd—Knights Templar. June 17-18. John Fishel, Masonic Temple, St. Paul.
Brainerd—American Legion. Aug. 17-19. C. A. Zwerner, St. Paul.
Detroit Lakes—Cath. Order of Foresters. June 9-10. Hugh Young, 616 3d ave., S., Minneapolis.

Detroit Lakes — Veterans of Foreign Wars. June 28-July 1. Hans Paulson.
Marshall—National Veterans' Assn. June 18-20. R. B. Lee, 1523 E. Lake st., Minneapolis.
Minneapolis—G. A. R. of Minn. First week in June. B. Williams, 1358 Sherburn st., St. Paul.
Red Wing—Order of Red Men. Aug. 11. A. H. Woehning, 1911 N. Queen st., Minneapolis.
Virginia—Order of Odd Fellows. June 19. J. T. Haglund, 390 Maple st., St. Paul.

MISSISSIPPI
Canton—Knights of Pythias. July 14. R. W. Currie, Box 168, Vicksburg, Miss.
Greenville—American Legion. July —. Ignace Laysano.
Hattiesburg—Order of Odd Fellows. June 17-18. W. S. P. Doty, Box 728, Grenada, Miss.
Jackson—State Farm Bureau Fed. July 19. O. H. Harnod.
Macon—Junior Order. Apr. 28-29. W. D. Hawkins, Box 543, Meridian, Miss.

MISSOURI
Columbia—Knights Templar. May 19-20. R. V. Denslow, Trenton, Mo.
Eldorado Springs—Un. Spanish War Veterans. June 21-24. J. W. Castanie, 509 Broadway, St. Louis.
Jefferson City—R. A. Masons. Apr. 28. R. V. Denslow, Trenton, Mo.
Joplin—G. A. R. Encampment. May 5-8.
Kansas City—Natl. Assn. Rainbow Div. Veterans. July 12-15. S. C. Cover, 4643 Nottingham road, Detroit, Mich.
Kansas City — Internatl. Baby Chick Assn. July 20-24. R. V. Hicks, 215 Pershing rd.
Moberly—Order of Odd Fellows. May 26-27. B. Weidle, 3765 Lindell blvd., St. Louis.
St. Louis—Order of Red Men. May 18. C. E. McCartney, 1535 S. Kimbrough, Springfield, Mo.

MONTANA
Butte—A. F. & A. Masons. Aug. 19-20. L. T. Hauberg, Box 896, Helena, Mont.
Lewistown—Knights Templar. June 17-18. F. D. Jones, Masonic Temple, Helena, Mont.
Lewistown—State Assn. of Moose. July —. V. G. Warren, Helena, Mont.
Missoula—American Legion. Aug. 9-12. Joe D. Brown.
Whitefish—Un. Spanish War Veterans, GAR, VFW and auxiliaries. June 15-17. L. R. Christman.

NEBRASKA
Columbus—Knights of Pythias. May 12. W. H. Love, 1210 P st., Lincoln, Neb.
Columbus—G. A. R. of Neb. May 19-21. S. S. Warren, State House, Lincoln, Neb.
Grand Island — Veterans of Foreign Wars. June —. C. Thorpe, Omaha.
Omaha—A. F. & A. Masons. June 2. L. E. Smith, Masonic Temple.
Omaha—American Legion. Aug. 23-26. H. H. Dudley, Capitol Bldg., Lincoln, Neb.

NEVADA
Reno — Knights Templar. June 8. E. H. Beemer, Box 2444.
Reno—F. & A. Masons. June 11-12. V. M. Henderson, Masonic Temple.
Reno—Order of Odd Fellows. June 16. C. J. Gault.
Reno—American Legion. July 30-Aug. 1. H. S. Baldwin, Box 124, Las Vegas, Nev.

NEW HAMPSHIRE
Concord — F. & A. Masons. May 20. H. Cheney, 44 S. Main st.
Concord—G. A. R. of N. H. Apr. 16. F. Stratton, 97 N. State st.
Plymouth—Order of Odd Fellows. May 6. E. C. Dudley, 20 Pleasant st., Concord, N. H.

NEW JERSEY
Asbury Park—Order of Odd Fellows. June 10. H. S. Pine, 137 E. State st., Trenton.
Asbury Park—State Exempt Firemen's Assn. June 19-20. Ellsworth Post, Wharton, N. J.
Asbury Park—Veterans of Foreign Wars. June 25-27. B. Thomas, Trenton.
Atlantic City—Tall Cedars of Lebanon. May 15-16. L. Groh, 1700 Sansom st., Philadelphia.
Atlantic City—G. A. R. of N. J. June 27-29. Miss E. J. Shaff, 58 Tinton ave., Eatontown, N. J.
Atlantic City—Rotary International. June 22-26. C. R. Perry, 35 E. Wacker Drive, Chicago.
Atlantic City—Natl. League of Masonic Clubs. June 4-6. A. B. Eaton, 810 Land Title Bldg., Philadelphia, Pa.
Perth Amboy — Odd Fellows' Encampment. May 5. F. R. Jummel, Box 196, Trenton, N. J.
Trenton—Order of Red Men. May 7-8. Wm. F. Kater, 1037 S. Clinton st.

NEW MEXICO
Raton—Veterans of Foreign Wars. June —. G. R. Bloodgood, 322 W. 12th st., Clovis, N. M.

NEW YORK
Alexandria Bay—Un. Spanish War Veterans. July 12-15. J. J. FitzPatrick, Box 9, Capitol, Albany, N. Y.
Batavia—Intl. Bro. of Magicians. June 10-12. Ted Heuber.
Buffalo—Knights Templar. June 8-10. J. B. Mullan, 608 Terminal Bldg., Rochester, N. Y.
East Aurora—Southwest Assn. Volunteer Firemen of N. Y. Aug. 4-5. C. D. Becker, Lancaster, N. Y.
Garden City—Odd Fellows' Encampment. May 26-27. Harry Walker, 31 Union Sq., New York City.
Jamestown—P. M., Order of Odd Fellows. June 25-27. E. G. Alexander, 310 Cayuga st., Ithaca.
New York—F. & A. Masons. May 5-7. C. H. Johnson, 71 W. 23d st.
New York—Natl. Fraternal Congress. Aug. 24-29. Foster F. Farrell, 30 N. LaSalle st., Chicago.
New York—Order of Odd Fellows. Aug. 18-20. C. W. Boyce, 31 Union Sq., W., New York City.
New York—Dancing Masters of America. Aug. 2-7. W. U. Soby, 553 Farmington ave., Hartford, Conn.
Niagara Falls—Knights of Columbus. May 29-30. H. A. Doyle, 271 North ave., New Rochelle, N. Y.
Poughkeepsie—State Elks' Assn. May 31-June 3. Philip Clancy, 19 W. 27th st., New York City.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Poughkeepsie—Eastern Assn. Fire Chiefs. Aug. 7-8. C. E. Clark, Wayne, Pa.
 Rochester—Western N. Y. Firemen's Assn. July 28-29. H. A. Clark, Batavia.
 Saratoga Springs—Natl. Encampment Un. Spanish War Veterans. Aug. 30-Sept. 2. Fred W. Dunson.
 Syracuse—G. A. R. of N. Y. June 9-11. B. Case, Capitol, Albany, N. Y.
 Syracuse—Knights of Pythias. Latter part of July. S. J. Harnett, 271 Madison ave., New York City.
 Tonawanda—Firemen's Assn. of N. Y. Aug. 18-21. F. A. Davis, Drawer E, Fort Edward, N. Y.

NORTH CAROLINA

Asheville—American Legion. Aug. —. J. Caldwell, Lexington, N. C.
 Asheville—Junior Order. Aug. 18-20. S. F. Vance, Box 245, Kernersville, N. C.
 Durham—Order of Red Men. May 18-20. W. B. Goodwin, Box 226, Elizabeth City, N. C.
 Greensboro—Order of Odd Fellows. May 19-20. H. A. Halstead, Mooresville, N. C.
 Raleigh—Knights of Pythias. June 16. G. E. Lovell, Clayton, N. C.
 Raleigh—A. F. & A. Masons. Apr. 21. J. Anderson.
 Winston-Salem—Intl. Bro. of Magicians. May 28-30. T. H. Heuber, 241 Atwood st., Pittsburgh, Pa.

NORTH DAKOTA

Fargo—F. & A. Masons. June 16-17. Wm. Stockwell, Box 1269.
 Fargo—State Hort. Soc. Aug. —. A. F. Yeager, State College Sta., Fargo.
 Harvey—Veterans of Foreign Wars. June 7-9. W. L. Sherwin, Box 263, Bismarck, N. D.
 Jamestown—Knights Templar. May 18-19. W. L. Stockwell, Box 1269, Fargo, N. D.
 Jamestown—American Legion. July 12-14. Jack Williams, Fargo, N. D.
 Minot—Order of Odd Fellows. June 2-4. B. A. Fahl, Devils Lake, N. D.
 Oakes—State Firemen's Assn. June —. H. L. Reade, Box 522, Bismarck, N. D.

OHIO

Akron—Rainbow Div. Veterans Assn. of Ohio. June 5-6. I. C. Henry, 131 N. Main st., Marysville.
 Bowling Green—Northwestern Ohio Vol. Firemen's Assn. June 17. J. W. Gardner, 52 E. Main st., Ashland, O.
 Cedar Point—State Elks' Assn. Aug. 23-28. H. D. Hale, Newark, O.
 Cincinnati—Intl. Assn. Display Men. June 29-July 2. J. D. Williams, 509 S. Franklin st., Chicago, Ill.
 Cincinnati—Army and Navy Legion of Valor. Aug. 30-Sept. 2. Lt. B. Prager, Court House, Pittsburgh, Pa.
 Cleveland—Republican Natl. Convention. June 9.
 Cleveland—G. A. R. of Ohio. Week of June 14. Lida S. Lucas, Memorial Hall, Columbus.
 Cleveland—Natl. Conv. Allied States Assn. Motion Picture Exhibitors. June 2-4. H. M. Richey.
 Cleveland—Institute of Radio Engineers. May 11-13. H. P. Westman, 330 W. 42d st., New York City.
 Columbus—Un. Spanish War Veterans. June 21-24. J. P. Edwards, 1109 Wyandotte Bldg.
 Columbus—Knights of St. John, Supreme Commandery. June —. L. G. Schu, 305 Metropolitan Bldg., Evansville, Ind.
 Columbus—Junior Order. Aug. 31. W. A. Clark, Box 110, Urbana, O.
 Fostoria—Odd Fellows Encampment. July 8. W. L. Ryan, 15 S. Jefferson st., Dayton, O.
 Fostoria—P. M., Order of Odd Fellows. July 6-7. E. C. Boyer, 317 Arlington ave., N. W., Canton, O.
 Hamilton—Veterans of Foreign Wars. June 25-27.
 Lakeside—Internatl. Lyceum Assn. Aug. 31-Sept. 1. R. L. Myers, Auditorium Hotel, Chicago.
 Portsmouth—American Legion. Aug. 23-25. J. J. Saslavsky, 17 N. High st., Columbus.
 Springfield—Order of Red Men. June 9-10. F. Neuhaus, Toledo, O.
 Steubenville—Order of Odd Fellows. June 16-18. C. T. Cross, IOOF Temple, Columbus, O.
 Steubenville—State Fire Chiefs' Assn. June 9-10. P. Harty, Youngstown, O.
 Toledo—Knights of Columbus. May —. R. McKeowan, Delphos, O.
 Zanesville—Disabled Amer. Veterans. June 4-6. B. J. Thornton, 2840 Melrose ave., Cincinnati.

OKLAHOMA

Bartlesville—Knights Templar. May 19. J. Latham, Muskogee, Okla.
 Kingfisher—Odd Fellows' Encampment. May 19. E. L. Hayes, Guthrie, Okla.
 Kingfisher—P. M., Order of Odd Fellows. May 18. J. H. Donart, 401 Duncan st., Stillwater, Okla.
 Oklahoma City—R. A. Masons. Apr. 20-21. I. B. Kirkland, Muskogee, Okla.
 Oklahoma City—Knights of Pythias. May 12-13. T. H. McCay, 219 Pythian Bldg., Tulsa, Okla.
 Shawnee—Veterans of Foreign Wars. June 27-30. R. H. Williams, State Capitol Sta., Oklahoma City.
 Tulsa—G. A. R. Encampment. May —. L. S. Coffin, Elgin, Okla.

OREGON

Albany—Veterans of Foreign Wars. July 9-11. C. R. Cochrane, 723A Court House, Portland.
 Lebanon—P. of H., State Grange. June —. Miss B. J. Beck, 705 W. 6th st., Albany, Ore.
 Portland—R. & S. Masons. Apr. 15. J. H. Richmond, 604 S. E. Peacock lane.
 Portland—G. A. R. Encampment. May 12.
 Portland—Pacific Coast Assn. of Nurserymen. June —. C. A. Tonneson, Burton, Wash.
 Portland—A. F. & A. Masons. June 10-12. D. R. Cheney, 1119 S. W. Park ave.
 Roseburg—Order of Odd Fellows. May 20-21. W. A. Morand, 1019 S. W. 10th st., Portland.
 The Dalles—Un. Spanish War Veterans. July 12-15. G. F. A. Walker, 326 Morgan Bldg., Portland.

PENNSYLVANIA

Johnstown—American Legion. Aug. 20-22. Max Bloomberg, P. O. Drawer M.
 McKeesport—Order of Eagles. June 15-16. A. J. Dougherty, 431 Third ave., Pittsburgh.
 Philadelphia—Order of Red Men. June 9-11. C. E. Bell, 1521 W. Girard ave.
 Philadelphia—Democratic Natl. Convention. June 23.

Pittsburgh—Order of Odd Fellows. June 7-11. Frank Shannon, 1516 N. 16th st., Philadelphia.
 Punxsutawney—Central District Firemen's Conv. Aug. 3-8. G. E. Douthitt, Box 366.
 Williamsport—Knights of Columbus. May 24-25. B. Hanlon, New Castle, Pa.
 Williamsport—State Elks' Assn. Aug. 24-28. W. S. Gould, 408 N. Washington ave., Scranton.

RHODE ISLAND

Pawtucket—Order of Odd Fellows. May 5. A. E. Pike, 86 Weybosset st., Providence.
 Providence—State Poultry Breeders' Assn. March 27-28. O. P. Stites, W. Kingston.
 Providence—Intl. Assn. of Lions Clubs. July 21-24. M. Jones, 350 McCormick Bldg., Chicago.
 Providence—Knights of Pythias. May 12. W. A. Cole, 49 Westminster st.
 Providence—American Legion. Aug. —. W. Buhler.

SOUTH CAROLINA

Anderson—Knights of Pythias. May 27. O. D. Brown, Abbeville, S. C.
 Charleston—American Legion. Aug. 9-11. F. W. Gouldlock, Box 355, Columbia, S. C.
 Laurens—Order of Odd Fellows. May 12. S. F. Killingsworth, Columbia, S. C.

SOUTH DAKOTA

Aberdeen—Catholic Order of Foresters. June 9. Martin Mollenbeiler, 323 N. Arch st.
 Hermosa—P. of H., State Grange. June 16-17. V. Katsch, Fairburn, S. D.
 Huron—F. & A. Masons. June 9-10. G. A. Pettigrew, Masonic Library, Sioux Falls, S. D.
 Lead—Knights Templar. Aug. 24-26. G. A. Pettigrew, Masonic Library, Sioux Falls, S. D.
 Madison—G. A. R. Encampment. June 9-12. Bessie A. McAdam, Madison.
 Sioux Falls—Sons of Amer. Revolution of S. D. Apr. 19. T. W. Dwight.
 Sioux Falls—Order of Odd Fellows. June 16-20. L. L. Trotter, Huron, S. D.
 Sioux Falls—State Elks' Assn. June —. C. Nelles, Madison, S. D.

TENNESSEE

Chattanooga—Order of Red Men. May 19. C. Eberhardt, Nashville.
 Chattanooga—G. A. R. of Tenn. May 17. B. Bashor, R. 6, Knoxville, Tenn.
 Chattanooga—American Legion. Aug. 23-25. Sam Borisky, Cameo Theater.
 Morristown—Junior Order. May 12. T. J. Cline, 205 Empire Bldg., Knoxville, Tenn.
 Nashville—Knights Templar. May —. T. E. Doss, Box 216.

TEXAS

Dallas—Southwestern Assn. of Nurserymen. July 21-23. Mrs. T. B. Foster, 2401 Fannin st., Houston, Tex.
 Dallas—Amer. Assn. of Nurserymen. July 21-23. Chas. Sizemore, Box 355, Louisiana, Mo.
 Ft. Worth—Knights of Pythias. May 12-13. Theo. Yarbrough, Box 314, Weatherford, Tex.
 Ft. Worth—Optimist International. June 22-24. R. F. Meyer, 1721 Ry. Exch. Bldg., St. Louis, Mo.
 Ft. Worth—Junior Order. July 6. W. A. Lee, 225 S. Patton st., Dallas.
 Galveston—Knights Templar. May —. T. M. Bartley, Waco, Tex.
 Galveston—Knights of Columbus. May 19. G. Kreyenbuhl, Majestic Bldg., Ft. Worth, Tex.
 Houston—American Bandmasters' Assn. Apr. 23-26. G. C. Bainum, Fisk Hall, Northwestern University, Evanston, Ill.
 San Angelo—Un. Spanish War Vets. Assn. May —. G. W. Barrens, Waco, Tex.
 San Antonio—State Elks' Assn. May —. F. E. Knetsch, Seguin, Tex.
 San Antonio—Order of Eagles. May 19. W. T. Souter, 306 N. Pessa st.
 San Antonio—State Florists' Assn. July —. W. Adkisson, Box 576, Greenville.

UTAH

Ogden—State Firemen's Assn. Aug. —. J. J. Creedon, Box 25, Bingham Canyon, Utah.
 Price—Knights Templar. May 12. J. M. Dunlap, Salt Lake City.
 Salt Lake City—Order of Odd Fellows. May 18. W. N. Gundry, 41 P. O. Place.
 Salt Lake City—G. A. R. of Utah. May —. M. H. Schnell, 331 E. 5th st.
 Salt Lake City—American Legion. Aug. —. C. Schramm.

VERMONT

Barre—Knights of Columbus. Second week in May. A. F. Hill, 28 River st., Winooski, Vt.
 Burlington—Knights Templar. May —. J. E. Baxendale.
 Burlington—American Legion. Aug. —. L. Wilson, Montpelier, Vt.
 Montpelier—Knights of Pythias. May 27. F. A. Whitaker, Box 302, Bellows Falls, Vt.
 St. Johnsbury—Cath. Order of Foresters. June 9. D. W. McGarry, Proctor, Vt.
 St. Johnsbury—G. A. R. of Vt. June 23-25. W. H. Holden, Northfield, Vt.
 Waterbury—Order of Odd Fellows. May 20-21. G. P. Cole, 25 Lafayette Place, Burlington, Vt.
 Waterbury—Odd Fellows' Encampment. May 13. G. F. Walker, Box 212, Bellows Falls, Vt.

VIRGINIA

Alexandria—Knights of Columbus. June —. H. J. McGrath, Clarendon, Va.
 Alexandria—Veterans of Foreign Wars. July —. S. B. DeVaughan.

Charlottesville—Order of Odd Fellows. May 26-27. T. W. Davis Jr., 8 N. 6th st., Richmond.
 Danville—Order of Red Men. May 20. A. M. Tennis, Box 485, Hampton, Va.
 Norfolk—Knights Templar. May 14-15. C. V. Eddy, Box 58, Winchester, Va.
 Norfolk—State Firemen's Assn. Aug. 11-14. O. W. Dabney, 338 N. Madison st., Staunton, Va.
 Richmond—Order of Eagles. June —. W. T. Robinson, 703 Court st., Portsmouth, Va.
 Richmond—29th Div. Assn. Fourth week in July. Capt. H. Lepper, 343 High st., Newark, N. J.
 Richmond—80th Div. Reunion. First week in Aug. C. C. Kramer, 413 Plaza Bldg., Pittsburgh, Pa.
 Richmond—Odd Fellows, National (Colored). Aug. 10. J. Needham, 12th & Spruce sts., Philadelphia, Pa.

WASHINGTON

Aberdeen—P. of H., State Grange. June 2-5. F. W. Lewis, 3104 Western ave., Seattle.

Aberdeen—Veterans of Foreign Wars. July 15-17. N. Kime, Tacoma.
 Longview—Un. Spanish War Veterans. July 16-18. C. C. Humber, Box 1002.
 Seattle—Pacific Coast Assn. of Magicians. July 9-11. Dr. H. F. Schoonover, 826 Medical Bldg.
 Seattle—A. O. N. of Mystic Shrine, Imperial Council. July 14-16. J. H. Price, Box 2028, Richmond, Va.
 Seattle—Order of Red Men. Aug. 10-11. M. J. Davis, Rm. 215, 814 Second Ave. Bldg.
 Spokane—Junior Order. July 24-25. C. E. Riggs, 2814 Rainier ave., Seattle.
 Tacoma—Masonic Bodies. May 11-15. H. W. Tyler, Masonic Temple.
 Tacoma—State Firemen's Assn. June —. L. J. Ficklin, Kalama, Wash.
 Tacoma—F. & A. Masons. June 16-17. H. Tyler, Masonic Temple.
 Walla Walla—Order of Odd Fellows. June 23-25. L. J. Jones, 602 Fawcett st., Tacoma.
 Yakima—Knights of Columbus. May —. A. G. Schott, Box 185, Walla Walla, Wash.

WEST VIRGINIA

Charleston—Knights of Pythias. Aug. 4. C. W. Boyd.
 Huntington—Knights Templar. May 20. H. F. Smith, Box 336, Fairmont, W. Va.
 Martinsburg—Order of Red Men. May 19-20. T. H. Clay, Box 147, Huntington, W. Va.
 Martinsburg—State Firemen's Assn. Aug. 13-14. H. G. Fridinger, 306 Liberty st.
 Morgantown—Odd Fellows' Encampment. June 3. C. M. Tarr, Box 316.
 Parkersburg—Junior Order. Aug. 24-25. R. F. Lambert, Box 81, Huntington, W. Va.
 Wheeling—Knights of Pythias. Aug. 26-27.
 Wheeling—Un. Spanish War Veterans. June 14-16. Norris Bruce, Box 269, Piedmont, W. Va.
 White Sulphur Springs—Lithographers' Natl. Assn. May 12-14. Maurice Saunders, 295 Madison ave., New York City.

WISCONSIN

Appleton—State Moose Assn. Aug. —. F. Fairchild, Kenosha, Wis.
 Baraboo—Order of Odd Fellows. June 2. A. Arveson, 745 N. 10th st., Milwaukee.
 Chippewa Falls—Knights of Pythias. Aug. 18-19. V. Moser, Caswell Bldg., Milwaukee.
 Eau Claire—State Elks' Assn. Aug. —. Lou Uecker, Two Rivers, Wis.
 Madison—G. A. R. of Wis. June —. E. Helmstreet, Lake Mills, Wis.
 Milwaukee—Disabled Amer. Veterans of World War. July 18-25. V. D. Corby, 2840 Melrose ave., Cincinnati, O.
 Neenah-Menasha—American Legion. Aug. 16-18. G. H. Stordock, 225 E. Michigan ave., Milwaukee.
 Stevens Point—Cath. Order of Foresters. June 8-9. L. P. Fox, 32 N. State st., Chilton, Wis.
 Sturgeon Bay—Order of Eagles. June 24-27. E. M. LaPlant.

WYOMING

Laramie—American Legion. Aug. 20-22. E. V. Knight.
 Rock Springs—Knights of Columbus. June 13-14. J. F. Sullivan, 3101 Snyder ave., Cheyenne, Wyo.
 Sheridan—Order of Eagles. July 6-7. Wm. Edwards, Box 139, Rock Springs, Wyo.
 Sheridan—A. F. & A. Masons. Aug. 24-25. J. M. Lowndes, Masonic Temple, Casper, Wyo.
 Wheatland—Order of Odd Fellows. July 21-22. R. W. Chase, 1228 S. Ash st., Casper, Wyo.

CANADA

Brantford, Ont.—Knights of Pythias. July 10-11. A. Coulter, 92 Park rd., Toronto.
 Calgary, Alta.—B. P. O. Elks of Canada. July 29-30. R. Burritt, Winnipeg, Man.
 Chilliwack, B. C.—Order of Odd Fellows. June 9-11. E. L. Webber, 142 W. Hastings st., Vancouver.
 Halifax, N. S.—Intl. Assn. of Gyro Clubs. July 14-17. E. L. Kagy, 786 Union Trust Bldg., Cleveland, O.
 Midland, Ont.—Cath. Order of Foresters. June 9. M. Barry, Toronto, Ont.
 Montreal, Que.—Odd Fellows Encampment. May 19. H. R. Wilson.
 Niagara Falls, Ont.—Canadian Fraternal Assn. May 19-20. Clair Jarvis, Box 552, London, Ont.
 Penticton, B. C.—Knights of Pythias. May 20. Wm. Woodburn, Box 659.
 Quebec, Que.—Order of Odd Fellows. May 19-20. G. Laing, Montreal.
 St. John, N. B.—Knights of Pythias. Aug. 17-20. W. C. Peters, 94 Spring st.
 Saskatoon, Sask.—Order of Odd Fellows. June 10-11. F. D. Gray, 2 Black Block, Regina, Sask.
 Sault Ste. Marie, Ont.—Can. Order of Foresters. June 16-18. A. P. Van Someren, Brantford, Ont.
 Toronto, Ont.—Amer. Peony Soc. June —. W. F. Christman, Northbrook, Ill.
 Toronto, Ont.—Order of Odd Fellows. June 18-19. W. Brooks, 229 College st.
 Vancouver, B. C.—Knights Templar. Aug. 4-5. J. Macerrow, Montreal, Que.
 Winnipeg, Man.—Odd Fellows Encampment. June 6. G. S. Munn.
 Windsor, Ont.—Loyal Order of Moose. July 31-Aug. 3. S. V. Ponton, Box 201.
 Windsor, Ont.—Order of Odd Fellows. Aug. 11-12. E. Munro.

Coming Events

CALIFORNIA

Brentwood—Apricot Festival. June 26-28.
 Chico—Butte Co. Spring Fair & Fiesta. May 11-27.
 Oakland—Food Show. March 27-Apr. 4. George C. Davis, 361 17th st.
 Oakland—Mills College Horse Show. May 15-16.
 Redding—Flower Show. Apr. 18-19.
 Sacramento—Horse Show. Apr. 25-26.
 San Diego—California-Pacific International Expo. at Balboa Park. Feb. 12-Sept. 9. Frank G. Belcher, pres.
 South San Francisco—Interstate Jr. Live-Stock & Baby Beef Show. Apr. 5-9. E. W. Stephens, gen. mgr., Box 205.
 Stockton—Horse Show. May 3.

COLORADO

Denver—Shrine Circus. March 23-28. Lew S. Parsons, gen. mgr.

CONNECTICUT

Ansonia—Merchants & Mfrs.' Expo. Apr. 21-25.
 Hartford—Sphinx Shrine Circus. Apr. 6-11. Frank Wirth, dir.
 New Haven—Better Homes Show at Arena. Apr. 13-18. Frank Dubinsky, dir., 26 Grove st.
 Waterbury—Grotto Circus. Apr. 20-25. Frank Wirth, dir.

FLORIDA

Belle Glade—Everglades Fair, ausp. American Legion. March 31-Apr. 4. Jos. Friedheim, secy.
 Jacksonville—Duval Co. Fair & Expo. Apr. 17-26. E. Ross Jordan, mgr.
 Ruskin—Florida Tomato Festival. May 6-9. George D. (Buck) Buchanan, secy.

ILLINOIS

Chicago—Premium Expo. & Conv. May 4-8. Howard W. Dunk, secy., 105 Hudson st., Jersey City, N. J.
 Chicago—Midwest Hotel Show, Stevens Hotel. March 24-27. Lewis B. Ermeling, secy., Greater Chicago Hotel Assn., Chicago.
 Chicago—Illinois Automotive Maintenance exhibit, Navy Pier. Apr. 4-8.
 Chicago—Women's Pageant of Progress, Navy Pier. Apr. 18-26. Mrs. Walter D. Burr, secy., 185 N. Wabash ave.
 Chicago—Chicago National Boat and Sport Show, Navy Pier. May 3-10.
 Chicago—Indoor Bazaar, Riverview Park. Apr. 11-May 10. Edw. F. Hill, concessions.
 Elgin—Trade & Industrial Show, Chamber of Commerce. Week of May 11. H. G. Lawrence, secy.
 Lake Forest—Horse Show. June 24-27.

INDIANA

Evansville—Food Show. Apr. 26-28. C. J. Steiss, secy., 283 Central Bldg., Ft. Wayne, Ind.
 Indianapolis—Home Show. Apr. 17-26. J. F. Cantwell, dir., 412 Chamber of Commerce Bldg.
 Indianapolis—Auto Races. May 30.
 Terre Haute—Food Show. Latter part of Apr. Claude S. Laney, secy., 1500 5th ave.

IOWA

Des Moines—Za-Ga-Zig Shrine Circus. Week of April 13.

KENTUCKY

Henderson—Merchants & Mfrs.' Expo. ausp. American Legion. Week of April 13.
 Pineville—Ky. Mountain Laurel Festival in Pine Mountain State Park. May 29-30. J. H. Bailey, chrm.

LOUISIANA

New Orleans—La. Live-Stock Show. Last week in Apr. B. B. Jones, secy., Box 1460.

MASSACHUSETTS

Boston—New England Hotel Expo. Apr. 22-24. W. N. Davis, Pierce Bldg.
 Springfield—Morton-Hamid Circus. First week in May.

MICHIGAN

Benton Harbor—Blossom Festival. May 3-10. Maurice D. Read, chrm.
 Holland—Tulip Time Festival. May 16-24. Wm. M. Connelly, secy., Chamber of Commerce.

MINNESOTA

Luverne—Home-Coming Celebration. June 28-July 4. David H. Smith, secy.

MISSOURI

Kansas City—Sportsmen's Expo. & Horse Show in American Royal Bldg. Apr. 17-19. F. H. Servatius.
 St. Louis—Police Circus in Coliseum. Apr. 24-May 3. Sidney Belmont, mgr.
 St. Louis—St. Louis on Parade, Municipal Auditorium. March 20-28. W. G. Barnard, 1454 Hunter ave., Columbus, O.
 St. Louis—Horse Show. May 21-23.
 St. Louis—Shrine Jubilee Circus. May 7-9. Tom W. Allen & Al P. Rauer, directors.

NEW JERSEY

Atlantic City—Horse Show. May 12-16. Robert W. Leeds, secy., Haddon Hall, Atlantic City.

NEW YORK

Albany—Albany 250th Anniversary. May 29-31. W. E. Fitzsimmons, chrm.
 Buffalo—National Home Show. Apr. 13-18. G. E. McDonald, mgr.
 Buffalo—Shrine Circus. Week of Apr. 13. Bob Morton, dir.
 New York—American Toy Fair. Apr. 20-May 2. H. D. Clark, secy., 200 Fifth ave.
 New York—Intl. Stamp Expo., Grand Central Palace. May 9-17.
 New York—World Two-Way Trade Fair, Port Authority Bldg. May 18-30. R. H. Sexton, 111 8th ave.
 New York—National Home Show, Commerce Hall, March 23-Apr. 4. R. H. Sexton, mgr.

NORTH CAROLINA

Asheville—Rhododendron Festival. June 15-19. Fred L. Weede, secy., Chamber of Commerce.
 Goldsboro—Auto, Merchants & Mfrs.' Expo. Apr. 16-22. W. C. Denmark, gen. mgr.
 Henderson—American Legion Auto Show & Merchants' Expo. Apr. 20-25. Dave Costello, dir.

OHIO

Canton—Shrine Circus. Week of March 30.
 Chardon—Maple Festival. Apr. 2-5.
 Cleveland—Great Lakes Expo. June 27-Oct. 4. Lincoln G. Dickey, gen. mgr., 1803 Terminal Tower.
 Columbus—National Home Show at Coliseum. March 21-28.
 Silverton, Cincinnati—Spring Festival. June 2-6. E. H. Meitzen, 6731 Highland ave.
 Toledo—Sportsman's & Motor Boat Show, Civic Aud. Apr. 28-May 5. Grover C. Graham, secy.

OKLAHOMA

Enid—Oklahoma Industrial Expo. Apr. 12-19. O. E. Zink, secy., Box 887.
 Loyal—Celebration. Apr. 17-18. F. S. Glazier.
 Oklahoma City—Okla. 4-H & Live-Stock Show. March 26-28. G. Eiler, Livestock Exch. Bldg.
 Tulsa—Petroleum Expo. May 16-23. Leslie Brooks, 112 E. 3d st.

OREGON

Portland—Portland Rose Festival. June 10-13.

PENNSYLVANIA

Franklin—Rocky Grove Volunteer Firemen's Fair. Aug. 4-8. John B. Peterson, chrm.

Milton - Firemen's Week. Second week in June. Miltonian Fire Co. Philadelphia-Flower Show. March 23-28. B. B. Starkey, secy., 1116 Packard Bldg. Philadelphia-Univ. of Pa. Relay Carnival. Apr. 24-25. H. J. Swartz, mgr. Philadelphia-Indoor Horse Show. June 10-13. Mrs. R. A. Cannon, Ardmore, Pa. Pittsburgh-Shrine Circus at Syria Mosque. Week of April 20. Jas. N. McGrath Jr. Pittsburgh-Municipal Jubilee & Expo. Forbes Field. Week of June 22. Jas. N. McGrath Jr.

SOUTH DAKOTA
Stouxs Falls - Industrial Show in Coliseum, ausp. Cosmopolitan Club. March 26-28. S. H. Johnson, chrm.

TENNESSEE
Collerville - Cheese Carnival. Apr. 23-25. John Montgomery, chrm.
Memphis-National Cotton Show & Memphis Cotton Carnival Assn. May 11-16. R. B. Snowden Jr., chrm., Hotel Chisca.

TEXAS
Austin-Texas Roundup. Apr. 2-4.
Bay City-Centennial Play Day. Apr. 25.
Beeville-Historical Celebration. May 8.
Belton-Texas Literary Parade. Apr. 4.
Belton - Centennial Memorial Celebration. May 10.
Bowie-Centennial Folk Festival. Apr. 21.
Brownsville-Intl. Pageant of Transportation. May 15.
Brownwood-Centennial Regatta. June 19-21.
College Station-Centennial Cotton Festival. Apr. 3.
Corpus Christi-Water Pageant & Sports Parade. June 10-13.
Crockett-"Texas Under Six Flags" Pageant. Apr. 22.
Crowell-County Jubilee Celebration. Apr. 27-28.
Dallas-Texas Centennial Central Expo. in Fair Park. June 6-Nov. 29. W. A. Webb, gen. mgr.

D'Hanis-Fort Lincoln Celebration. May 26.
Edna-Educational Fair. Apr. 10.
Farmersville-Onion Festival. June 1-2.
Floydada-Pioneer Day Celebration. May 28.
Fort Stockton-Water Carnival. June 11-13.
Ft. Worth-Texas Frontier Centennial. June 6-Dec. 1.
Fredericksburg-Founding Anniversary. May 9-10.
Freeport-Battle of Velasco Commemoration. May 14.
Georgetown-Cultural & Agrl. Fete. Apr. 10-11.
Groesbeck-Mexia-Celebration of Fort Parker. May 19.
Houston-Oil Equipment & Engineering Expo. Apr. 20-25.
Houston-San Jacinto Assn. Celebration. Apr. 12-21.
Jacksonville-National Tomato Show. May 31-June 6.
Jasper-Historical Pageant. June 1-3.
Kilgore-Centennial Pageant. Apr. 21.
Kingsville-Historical Celebration. Apr. 17.
Luling-County Centennial Celebration. Apr. 21.
Marshall-Historical Pageant & Celebration. May 4-6.
Matagorda-Centennial Pilgrimage. June 20.
Midland-Rodeo & Fair. June 26-28.
Mt. Pleasant-Milk Festival. June 23-24.

Paris-Texas in the Making Pageant. Apr. 21.
Plainview-Pioneers' Roundup. May 23.
Plainview-Panhandle Plains Dairy Show. Apr. 6-9. Ed. Bishop, mgr.
Port Aransas-Tarpon Rodeo. June 19-21.
Port Lavaca-Centennial Regatta. June 1-2.
Ralls-Crosby Co. Centennial Roundup. Apr. 21.
Raymondville-Texas Onion Fiesta. Apr. 17.
San Antonio-Annual Fiesta & Battle of Flowers. Apr. 20-25. Jack Raybould, secy., 207 Insurance Bldg.
San Antonio-Music Under Six Flags. May 3-9.
San Augustine-Historical Celebration. May 28-30.
San Marcos-Centennial Pageant. May 1.
San Marcos-Pioneer Day. May 8.
Seguin-Historical Pageant & Musical Festival. Apr. 20-May 2.
Sinton-Taft-San Patricio Co. Celebration. Apr. 14-16.
Slaton-Silver Anniversary Celebration. June 15.
Temple-Pioneer Day & Birthday Celebration. June 29.
Vernon-Historical & Industrial Review. Apr. 27-May 3.
Victoria-Pageant & Field Mass. Apr. 15.
Yoakum-Tomato Tom Tom Festival. June 5-6.

VIRGINIA
Keller-Eastern Shore Potato Blossom Festival. May 29-30. L. F. Purvis, secy.

WASHINGTON
Spokane-Spokane Sportsmen's Show. May 18-24. W. G. Oves, secy., Civic Bldg.

WISCONSIN
Beloit-100th Anniversary. May 30-June 1.
Eau Claire-Home & Flower Show. Apr. 22-25. Chamber of Commerce.

CANADA
Edmonton, Alta.-Live-Stock Show. Apr. 6-8.
Montreal, Que.-Morton-Hamid Circus. May 10-17.

ALABAMA
Birmingham-March 28-29. T. W. McRee, 717 Educational Bldg.
Montgomery-March 31-Apr. 1. Mrs. Julius Frank, 9 Earl Place.

CALIFORNIA
Del Monte-July 12. Miss Marion Kingsland, Carmel, Calif.
Los Angeles-Apr. 5. Miss B. B. Bensberg, 323 N. Maxson rd., El Monte, Calif.
Los Angeles-Apr. 18. Mrs. L. C. Aldrich, 5821 David ave., Culver City, Calif.
Los Angeles-May 23-24. John Bradshaw, 1814 S. Grand ave.
Pasadena-June 14. H. H. Cannon, Edison Bldg., 601 W. 5th st., Los Angeles.
San Diego-Apr. 11-12. C. S. Beale, 1115 27th st.
Ventura-Apr. 25-26. Mrs. Grayce Greenburg, Camarillo, Calif.

CONNECTICUT
Greenwich-June 6. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Westport-June 7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

DISTRICT OF COLUMBIA
Washington-Apr. 24-25. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

GEORGIA
Atlanta-Apr. 3-4. Kenneth Sapp, 463 Electric Bldg.
Savannah-Apr. 6-7. John L. Strong, Box 1491.

ILLINOIS
Chicago-Apr. 3-5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Kankakee-Apr. 26. Sidney Herbst, Hotel Kankakee.

INDIANA
Anderson-May 16-17. Mrs. J. L. Roby.
Ft. Wayne - May 9-10. Mrs. B. Dennis, R. R. 1.
Gary-Apr. 7-8. Mrs. M. B. Castor.
Terre Haute-June 14. J. E. Bigwood, 1242 1/2 S. 5th st.

IOWA
Davenport-March 31-Apr. 1. Mrs. Forrest S. Treat, Bettendorf, Ia.
Des Moines-Apr. 12. Mrs. D. A. Dancer, Lamoni, Ia.

KENTUCKY
Louisville-May 2-3. E. L. Morris, 2203 Edgehill road.

MARYLAND
Easton-June 7. Miss H. A. Schuyler.
Pikesville-May 3. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

MASSACHUSETTS
Brookline-June 14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Cambridge-Apr. 20. F. T. Eskrigge, 12 Pearl st., Boston.
Springfield-Apr. 25. Mrs. J. M. Bordeaux, 67 Pleasant st., E. Longmeadow, Mass.
Worcester-May 2. Miss G. M. Sullivan, 67 Oxbridge st.

MICHIGAN
Detroit-Apr. 11-12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Flint-May 31. E. J. Blumenshine, 402 Burroughs ave.

MINNESOTA
Mankato-Apr. 28. E. W. Behrens 320 S. 2d st.
Minneapolis-Apr. 25-26. P. M. Kroeger, 631 Marquette ave.
Rochester-Apr. 30. Arthur E. Gates.
St. Paul-May 2-3. Mrs. T. A. Pederson, 967 Galvin ave.

MISSOURI
Kansas City-Apr. 17-19. F. H. Servatius, 200 Livestock Exch. Bldg.
St. Louis-March 27-29. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

NEBRASKA
Omaha-Apr. 21-22. Louis H. Storz, 408 S. 18th st.

NEW HAMPSHIRE
Manchester-March 28. Mrs. E. N. Olzendam.

NEW JERSEY
Atlantic City - Apr. 4. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Hohokus-May 9. Mrs. H. S. Hotaling, R. D. 2, Westwood, N. J.

NEW YORK
Madison-May 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Rumson-June 27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
South Orange-June 14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Trenton-May 10. Mrs. L. C. Haskell, 1433 Lawrence road.

NEW MEXICO
Albuquerque - March 28-29. Mrs. George Geake, R. 3.

NEW YORK
Hewlett Harbor-May 17. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Larchmont-July 5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Mineola, L. I.-May 16. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Mt. Kisco-June 13. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
New York-May 22-Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Rye-May 24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Purchase-May 9. Mrs. W. K. Hitchcock, Box 145, Pleasantville, N. Y.
Syracuse-June 21. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Troy-June 20. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
White Plains-May 3. Mrs. M. C. McGlone, 1422 Pelham Parkway, New York City.

NORTH CAROLINA
Asheville-Apr. 17-18. E. W. Leach, 1201 S. 3d st., Minneapolis, Minn.
Charlotte-Apr. 15-16. Mrs. W. J. McCorkle, R. F. D. 8.
Durham-Apr. 13. Dr. E. R. Tyler, Box 427.
Pinehurst-Apr. 11. Chas. W. Piquet.

OHIO
Ashland-June 7. R. W. Bear.
Youngstown-Apr. 18-19. E. M. Joel, Justes ave., Carnegie, Pa.

PENNSYLVANIA
Allentown-June 21. C. S. Heck, R. 5.
Devon-May 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Noble-May 31. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Philadelphia-May 2. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Philadelphia-May 24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Sewickley-June 27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Whitmarsh-May 24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

SOUTH CAROLINA
Charleston-Apr. 8-9. Miss A. E. Gibson, 14 George st.

TEXAS
Dallas-Apr. 5. Mrs. Will Bryan, 1220 Browder st.

TENNESSEE
Memphis-May 14-15. B. W. Smith, 1190 Greenwood st.

VIRGINIA
Richmond - Apr. 21-22. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Roanoke-Apr. 20. W. T. Scarborough, 210 E. Davis st., Raleigh, N. C.

WEST VIRGINIA
Wheeling-Apr. 14-15. Mrs. M. F. C. Zubak.

WISCONSIN
Wausau-June 28. M. J. Splaine.

Dog Shows

ROUTES

(Continued from page 35)

Wayne, Clifford, Six (Paramount) Abilene, Tex., 25-26. t.
Weaver, Gloria & Jeanette (Paradise) NYC, re.

Webb, Nella (Normandie) New York, nc.
Webster, Hazel (Number One Bar) NYC, nc.
Weekes, Alice Delano (Chez Josephine Baker) NYC, nc.

Wells, Dickie (Ubangi) NYC, nc.
Wells & Powell (Rivoli) Monmouth, Ill., 25-26. t.
Wences (Shea's Hipp.) Toronto 27-Apr. 2, t.
Weylin Knightcaps (Weylin) New York, h.
Whalen's, Jackie, Streamline Steppers (Happy's) Glendale, L. I., N. Y., nc.

White, Al (Town Casino) Phila, nc.
White, Ann (Town Casino) NYC, nc.
White, Jack (Broadway Room) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Paul (Connie's Inn) New York, nc.
White, Teddy (Normandie) New York, nc.
Whitman, Flo (Gay 90s) Chi, nc.

Whittier, Charlie (Morrison) Chi, h.
Wicke, Gus (Gay Nineties) NYC, nc.
Williams, Dorothy (Jack Dempsey's) NYC, re.
Williams, Dorthea & Chic (Jackhammer Club) Indio, Calif., nc.

Williams, Janis (Roosevelt) New Orleans, h.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Wills, Frances (Oriental) Chi, t.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.

Winans, Bill (Park Central) NYC, h.
Wismer, Barbara (Colony Club) Chi, nc.
Withers, Jane (Uptown) Chi, t.
Woods & Bray (Syracuse) Syracuse, N. Y., h.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Yates' Making Talkies (Fox) Washington, D. C., 23-26. t.
Yost's Varsity Eight (Pennsylvania) NYC, h.
Young, Irwin (Valhalla) NYC, nc.
Yvonne & Vernon (Tower) Kansas City, t.

Zudella (Subway Grill) Detroit, nc.

Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Andaloro, Russ: (Jermyn) Scranton, Pa., h.
Antobal: (Stork) New York, nc.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.

Ashman, Eddie: (Sharon) New York, nc.
Aven, Al: (Greyhound) New York, h.

B
Badger, Harwood: (Miller's) Marion, Ind., re.
Barnett, Jimmy: (Ziegler) Salina, Kan., 25: (Kippes) Ellis 26; (Opera) Cuba 27; (Chermot) Omaha, Neb., 28; (Auditorium) Milligan, Neb., 29; (Legion) Sibley, Ia., 31, b.

Barron, Blue: (Paradise) Rochester, N. Y., re.
Barron, Duke: (Wagon Wheel) Nashville, nc.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.

Benson, Ray: (Chez Josephine Baker) NYC, nc.
Berger, Jack: (Astor) New York, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.

Bernie, Ben: (Fox) Detroit, t.
Bestor, Don: (Mt. Royal) Montreal, h.
Biagini, Hank: (Graystone) Detroit, h.

Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Botta, Charlie: (Club S-X) Chicago, nc.

Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weylin) New York, h.
Brieholt, Verdi: (Gen. Motors Show) Salt Lake City 21-28.

Bring, Lou: (House of Morgan) New York, nc.
Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc.

Buccaneers: (George Vanderbilt) Asheville, N. C., h.
Bunchout, Alex.: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Brown Pal.) Denver, h.

Busse, Henry: (Chez Patee) Chicago, nc.

C
Caceres, Emilio: (Villa D) Detroit, nc.
California Collegians: (Pennsylvania) NYC, h.
Candulla, Joel: (Hollywood) Miami, Fla., cc.
Carlson, Merle: (Rainbow) Denver, h.

Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.

Caruso, Ben: (Old Algiers) NYC, re.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clifton, Don: (Southern) El Centro, Calif., nc.

Codakley, Tom: (St. Francis) San Francisco, h.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.

Coleman, Emil: (St. Regis) New York, h.
Collins, Harry: (Gladstone) Casper, Wyo., h.
Conrad, Judy: (Tower) Kansas City, t.

Continental Gypsies: (L'Aiglon) Chicago, cc.
Contreres, Manuel: (Mayfair Casino) Cleveland, nc.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.

Covert, Mike: (Seneca) Rochester, h.

Crawford, Jack: (Gen. Motors Show) Tulsa, Okla., 28-Apr. 4.
Crosby, Bob: (New Yorker) NYC, h.

Cross, Maudy: (Mayfair Casino) Cleveland, nc.
Cummins, Bernie: (Edgewater) Chi, h.

D
Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc.

Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.

DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.

Delbridge, Del: (Webster Hall) Detroit, nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.

Denny, Jack: (French Casino) New York, cb.
Dibert, Sammy: (Penthouse) Detroit, nc.

Diekman, Harry: (Casa Madrid) Louisville, nc.
Dictators, The: (885 Club) Chicago, nc.

Dolen, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h.

Donahue, Al: (Bermudiana) Bermuda, h.
Dornberger, Charles: (Paradise) NYC, cb.

Dorsey, Jimmy: (Palomar) Los Angeles, nc.
Dorsey, Tommy: (Lincoln) NYC, h.

Doyle, Frank: (Gleam) San Antonio, Tex., nc.
Drummond, Jack: (Club Loftus) Albany, N. Y., nc.

Dubrow, Art: (Chop House) Hartford, Conn., nc.

Dugoll, Benny: (Cormaine) Niles Center, Ill., c.

E
Emerson, Mel: (Ten Eyck) Albany, N. Y., h.

Engles, Charles: (Marquette Club) Chi, nc.
Ernie, Val: (Maxim's) New York, h.

Eslick, Jay: (Paul's Inn) San Diego, Calif., re.

F
Farmer, Willie: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Farcher's Grove) Union, N. J., re.

Gitlin, Irving: (Pierre) New York, h.
Golden, Nell: (Queens-Terrace) Woodside, L. I., N. Y., cb.

Gordon, Gray: (Lookout House) Covington, Ky., nc.

Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.

Grant, Bob: (Beach & Tennis Club) Miami Beach, nc.

Gray, Charlie: (Blakeland Inn) Denver, nc.
Gray, Glen: (Rainbow Room) NYC, nc.

Greer, Bobby: (Noble) Blytheville, Ark., nc.
Grier, Jimmy: (Biltmore) Los Angeles, h.

H
Hagelston, Charles: (Post Lodge) Larchmont, N. Y., re.

Hail, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taft) New York, h.

Hamilton, George: (Casino Gardens) Los Angeles, re.

Hamp, Johnny: (Peabody) Memphis, Tenn., h.

Hampton, Jack: (National Roof) Peoria, h.
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.

Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmont) Hull, Que., Can., cc.

Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Netherland Plaza) Cincinnati, h.

Hawkins, Jess: (Merry Gardens) Chicago, b.
Haynes, Frank: (Congress) New York, cb.

Heidt, Horace: (Minnesota) Minneapolis, t.
Henderson, Fletcher: (Grand Terrace) Chicago, nc.

Herbeck, Ray: (Multomah) Portland, Ore., h.
Herman, Dave: (Jack Dempsey's) New York, re.

Hess, Edith: (McCleans) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.

Hill, Harry: (Inglaterra) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
Abbott, Vince: (Club HiMac) Chi, nc.
Abrams, Al: (Arena Bar) Miami, Fla., c.

Adams, Johnny: (Greyhound Lines) Dayton, O., re.
Adams, Sugar: (Cotton Club) Cleveland, Miss., h.

Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Allen, Dick: (Moulin Rouge) Tampa, Fla., nc.

K
Kane, Allan: (Erevoort) Chicago, h.
Kay, Herbie: (Coliseum) Des Moines, Ia., 23-28.

Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.

Keller, Jack: (Westchester Biltmore) Rye, N. Y., cc.
Kerwin, Gene: (After the Show Club) Chicago, nc.
King, Bert: (Shelton) NYC, h.

King, Henry: (Plaza) NYC, h.
King, Ted: (Ohio) Youngstown, O., h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Kountz, Buzzy: (Webster Hall) Pittsburgh, h.
Krauss, Eddie: (Via Lago) Chi, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kyser, Kay: (William Penn) Pittsburgh, h.

L
La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Syd: (Hi-Hat Club) Chi, nc.
Lane, Eddie: (Governor Clinton) New York, h.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
Leafer, Allan: (The Farm) White Plains, N. Y., ro.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
LeRoy, Howard: (Shawnee) Springfield, O., h.
Lee, Alan: (Edison) New York, h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Pershing) Chi, b.
Lehrer, Ivan: (885 Club) Chicago, nc.
Leipold, Arnie: (Paradise Showboat) Troy, N. Y., nc.
Levant, Phil: (Bismarck) Chicago, h.
Lewis, Ted: (Morrison) Chi, h.
Liddell, Fritz: (Robt. E. Lee) Winston-Salem, N. C., h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolles) Chi, nc.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Roosevelt) New York, h.
Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h.
Lopez, Vincent: (Ambassador) New York, h.
Lossez, Billy: (Arcadia Int'l House) Phila, nc.
Lube, Jacques: (Princess) Bermuda, h.
Lyman, Abe: (Hollywood) New York, cb.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.

M
McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Wonder Bar) Owasso, Mich., nc.
McKenzie, Red: (Famous Door) NYC, nc.
McRae, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Maitland, Johnny: (Gibson) Cincinnati, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddie: (Aragon) Chi, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h.
Masters, Frankie: (Roosevelt) New Orleans, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadow, Frank: (Barrel of Fun) New York, nc.
Meo, Jimmy: (Royale-Frolles) Chicago, nc.
Messner, Dick: (Park Central) NYC, h.
Meyer, Stanley: (Saenger) Mobile, Ala., t.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Mills, Jay: (Delmonico's) NYC, nc.
Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.
Monroe, Jerry: (Varsity Casino) New York City, nc.
Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Moser, Jinks: (Sheraton) High Point, N. C., h.
Moyer, Ken: (Ringside) Ft. Worth, Tex., nc.
Murphy, Dick: (Columbus) Miami, h.
Myers, Stan: (Trianon) Chi, b.

N
Nagel, Harold: (Rainbow Room) New York, nc.
Navarre, Ted: (Roseand) Brooklyn, N. Y., br.
Naylor, Oliver: (Anchorage) Phila, re.
Nelson, Ozzie: (Lexington) New York, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebauer, Eddie: (Casino Moderne) Chicago, nc.
Norris, Joe: (Eastern Star) Detroit, nc.
Norvo, Red: (Dempsey's) NYC, re.

O
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.
Oliver, Florello: (Anna Held's) New York, re.
Olson, George: (College Inn) Chicago, nc.
Osborne, Will: (Blackhawk) Chicago, nc.

P
Pancho: (Sixty Club) New York, nc.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Paradise Ork.: (Sweeney's) Baltimore, c.
Parker, Johnny: (Knickerbocker) Chicago, nc.
Perry, Red: (Terrace Gardens) Fremont, O., nc.
Paul, Eddie: (Columbia) Cleveland, b.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi, h.
Pendarvis, Paul: (Pal.) San Francisco, h.
Pender, Val: (Antoine Club) San Francisco, nc.
Perry, Ron: (St. Moritz) New York, h.
Pizzita, Julia: (Robert Morris) Trenton, N. J., h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Prima, Louis: (Famous Door) Hollywood, Calif., nc.
Purvis, Jack: (Thru Looking Glass) New York, nc.

R
Rabucci, Paul: (El Morocco) New York, nc.
Raeburn, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Roma) Haverhill, Mass., re.
Ramos, Ramon: (Forge Club) Miami, nc.

Randal, Jay: (Palm Island Casino) Miami, Fla.
Rapp, Barney: (Book-Cadillac) Detroit, h.
Ravel, Arthur: (Oldenbach's) Rochester, N. Y., nc.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Redman, Don: (Connie's Inn) NYC, nc.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
Ricci, Al: (Showboat) South Bend, Ind., nc.
Richards, Barney: (Limehouse) Chicago, c.
Richardson, Florence: (Rene) New York, c.
Rines, Joe: (Mayfair) Boston, nc.
Rivet, Joe: (Francis) Monroe, La., h.
Robbins, Ted: (Rossmere) Boston, Mass., h.
Rodriguez, Jose: (LaRue's) New York, nc.
Rodrigo, Nano: (El Morocco) New York, h.
Rogers, Buddy: (Fox) Washington, D. C., t.
Romer, Bill: (Babcock) Billings, Mont., 25; (Strand) Livingston, Mont., 26; (Grand) Rock Springs, Wyo., 27; (America) Casper, Wyo., 28; (Strand) Cheyenne, Wyo., 29, t.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
Rosenthal, Harry: (LaRue's) New York, re.
Roth, Eddie: (Club Alabam) Chicago, nc.
Rubini, Jan: (Palm Island Casino) Palm Island, Fla.
Russell, Jack: (Melody Mill) Chicago, b.

S
Sabin, Paul: (Town Casino) Miami, Fla., nc.
Sachs, Coleman: (Club Rex) Birmingham, Ala., nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sandusky, Bob: (Clovis) Clovis, N. M., h.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Selzer, Irving: (Dixie) New York, h.
Shannon, Richard: (Rivoli) Monmouth, Ill., t.
Simmonds, Arlie: (Claridge) St. Louis, h.
Simmons, Lanny: (Nut Club) NYC, nc.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Floyd: (Eastern Star) Detroit, c.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Snyder, Skeet: (Sheraton) High Point, N. C., h.
Solari, Phil: (Bath Club) Miami, cc.
Sorey, Vincent: (Rene) New York, nc.
South, Eddie: (885 Club) Chi, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Stanley, Al: (Chateau Lido) Daytona Beach, Fla.
Sterney, George: (Plaza) New York, h.
Stock, Bert: (Book-Cadillac) Detroit, h.
Stone, Al: (Laghorn Farms) Trenton, N. J., ro.
Stutland, Steve: (Silver Cloud) Chi, nc.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T
Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Normandie) Boston, b.
Topps, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cassa Loma) South Bend, Ind., nc.
Toscuana, Tommy: (All Stars) NYC, nc.
Trask, Clyde: (Gibson) Cincinnati, h.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Showboat) St. Louis, nc.

V
Valjo, Eddie: (Don Ce Sar) St. Petersburg, Fla., h.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Versatilians: (Carter) Cleveland, h.

W
Wagner, Buddy: (Ira's) Miami, Fla., nc.
Waller, Fats: (State) NYC, t.
Waring, Fred: (Paramount) NYC, t.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Welk, Lawrence: (Pla-Mor) Rolfe, Ia., 25; (Eagles) Fremont, Neb., 26; (Sabin) Tracy, Minn., 27; (Rigadon) Sioux City, Ia., 28; (King's) Norfolk, Neb., 29; (Arkota) Sioux Falls, S. D., 31, b.
Welkly, Wee Willy: (Columbia) Columbia, N. J., h.
White, Dave: (Oasis Grill) New York City, re.
Whiteman, Paul: (Hippodrome) New York, t.
Widmer, Bud: (Mile-Away) Grand Junction, Colo., b.
Williams, Griff: (Mark Hopkins) San Francisco, h.
Williams, Ray: (Coral Gables) Lansing, Mich., nc.
Wilson, Sammy: (Edison) New York, h.
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
Wolfe, Paul: (Merry Go Round) Miami, b.
Woods, Howard: (Robert Treat) Newark, h.

Y
Young, Glenn: (Showboat) St. Louis, b.
Young, Sterling: (Mission Beach) Los Angeles, b.
Yuhász, Johnny: (Durant) Flint, Mich., h.

Z
Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Biltmore) New York, h.
Zemsey, Jene: (Town Casino) Phila, nc.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL
At Home Abroad: (National) Washington, D. C., 23-28.
Boy Meets Girl: (Selwyn) Chi.
Children's Hour: (Curran) San Francisco 23-28.
Dodsworth: (Gladner) Lansing, Mich., 25; (Paramount) Toledo, O., 26; (Hartman) Columbus 27-28; (Cox) Cincinnati 30-Apr. 4.
Great Waltz: (Auditorium) Chi.
Hampden, Walter: (Grand) Chi 23-28; (Cass) Detroit 30-Apr. 4.
Her Week End: (Maryland) Baltimore 23-28.

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MENTION of the name of George Jennier in connection with several circuses in the last few issues has caused no little trouble, not only for the managers of the shows concerned but *The Billboard* as well.

In our issue of March 7 it was stated that George Jennier would be in clown alley of the Joe B. Webb Circus being organized at Dallas. In the following issue (March 14) he was mentioned as replacing Harry La Pearl as producing clown with Rice Bros.' Circus, which is organizing at Jackson, Tenn.

Both of these items were noticed by Paul M. Lewis, manager of the Lewis Bros.' Circus, especially since he, in a letter to *The Billboard*, claimed George Jennier filed a contract with him and never served him with any notice of

Hollywood Ballet: (Court Sq.) Springfield, Mass., 26; (Bushnell Aud.) Hartford, Conn., 28.
Monte Carlo Ballet Russe: (Shubert) New Haven, Conn., 28.
Nazimova: (Savoy) San Diego, Calif., 25; (Orph.) Phoenix, Ariz., 27; (Rialto) Tucson 28.
Old Maid: (Maj.) Ft. Worth, Tex., 26; (Melba) Dallas 27-28.
On Your Toes: (Shubert) Boston.
Personal Appearance: (Plymouth) Boston.
Personal Appearance: (Parkway) Madison, Wis., 25; (Davidson) Milwaukee 26-28.
Three Men on a Horse: (Garrick) Phila.
Three Men on a Horse: (American) St. Louis 23-28.
Three Men on a Horse: (Nixon) Pittsburgh 23-28.
Tobacco Road: (Forrest) Phila 23-Apr. 4.
Tobacco Road: (Capitol) Albany, N. Y., 25; (Masonic Aud.) Rochester 26-28.
Winterset: (Chestnut St.) Phila 23-28.

INDEPENDENT BURLESK
Corio, Ann, Show: (Republic) NYC 23-28; (Trocadero) Phila 30-Apr. 4.
Flying High: (Gayety) Baltimore 23-28; (Gayety) Washington, D. C., 30-Apr. 4.
Hello, Paree: (Family) Mahanoy City, Pa., 25; (Maj.) Williamsport 26; (Orph.) Reading 27-28; (Variety) Pittsburgh 30-Apr. 4.
High Jinks: (Hudson) Union City, N. J., 23-28.
Jolly Girls: (Worcester) Worcester, Mass., 30-Apr. 4.
Merry Whirl: (Werba) Brooklyn 30-Apr. 4.
Night Birds: (Variety) Pittsburgh 23-28; (Gayety) Baltimore 30-Apr. 4.
Smart Set: (Gayety) Washington, D. C., 23-28; (Empire) Newark, N. J., 30-Apr. 4.
They're Off: (Empire) Newark, N. J., 23-28; (Howard) Boston 30-Apr. 4.
Vanity Fair: (Trocadero) Phila 23-28; (Lyric) Allentown 30-31; (Family) Mahanoy City Apr. 1; (Maj.) Williamsport 2; (Orph.) Reading 3-4.
Wassau, Hinda, & Her Legs & Laughter: (Werba) Brooklyn 23-28; (Republic) NYC 30-Apr. 4.

MISCELLANEOUS
Birch, Magician: Hollywood, Fla., 26; Stuart 27-28; Vero Beach 30; Cocoa 31; (Van Crot) Melbourne Apr. 1-2.
Bragg Bros.' Show: Chase City, Va., 23-28.
Daniel, 2-10, Magician: Hillview, Ill., 23-28.
DeCleo, Magician: Marysville, O., 23-Apr. 8.
Dressen & Purcell Circus: Charleston, Mo., 26; Cairo, Ill., 27-28.
Hoffman, Magician: Eureka, Kan., 25-28; McPherson 30-Apr. 4.
Lewis, H. Kay, & Hollywood Varieties: Alamo-gordo, N. M., 26; Las Cruces 27-28; El Paso, Tex., 29-30; Deming, N. M., Apr. 1-2.
Lucy, Thos. Elmore: Minneapolis, Minn., 27-28; Rock Island, Ill., 30.
Miller, Morris, Museum: Youngstown, O., 23-28.
Mel-Roy, Magician: Checotah, Okla., 26; Tahlequah 27; Fort Gibson 28; Sapulpa 30; Stroud 31; Pawnee Apr. 1; Oilton 2; Cushing 3-4.
(See ROUTES on page 76)

cancellation to appear with the Lewis Circus.

As a result of the claim of Mr. Lewis there appeared in *The Billboard* of March 21 the following item: "In last week's issue it was stated that George Jennier would be producing clown with Rice Bros.' Circus. Paul M. Lewis, manager of Lewis Bros.' Circus, informs that he has a contract signed by Jennier to be with the Lewis show."

Now comes a letter from W. D. Storey, auditor of Rice Bros.' Circus, written at the request of Manager Ray Marsh Brydon, inclosing contract dated February 28, 1936, and signed by George Jennier with the Rice show. Also inclosed was a government postcard written by Jennier on March 9, from Gibsonton, Fla., in which he confirmed the contract and said the item about his going with the Joe Webb Circus was untrue. "I mailed you my contracts last week," he said, "so do not pay any attention to the writup. I will be on hand April 6 or sooner." The contract is for the season, commencing on or about April 11, and calls for comedy giraffe number, baseball number, playing in clown band and general clowning.

We dislike the idea, as all good showmen do, of people signing more than one contract without giving notice of cancellation of the prior one or ones, because of the grief that it causes. We have never heard of more than one George Jennier, but still such could be possible. Furthermore, it is possible that cancellation notice was sent Mr. Lewis but failed to reach him. This is a matter which the George Jennier whose contract with Rice Bros.' Circus we have seen should explain. Space will be granted here for that purpose.

SINCE receiving the early-business reports of circuses and carnival companies on the Pacific Coast we are all the more convinced that the prediction made herein last week that the outdoor amusement industry is in line for a big year will fully materialize. Of course, there will be drawbacks or handicaps, some beyond control, as the floods in the East and New England States last week, but on the whole the season should prove a prosperous one for the amusement enterprises that are keeping abreast of the times.

ON A small printed slip Father Will Whalen, of the Old Jesuit Mission in Buchanan Valley, near Orrtanna, Pa., and who has scores of friends in the amusement profession (he was once an actor himself), tells of a narrow escape he had from injury or death a few days ago. Serious as the case was, he could not resist injecting a bit of humor, which we are sure his friends and acquaintances will appreciate reading as we did. The heavy snow and ice on the roof of the ancient church melted and the avalanche carried away some of the slate roof and the tall chimney. The pastor happened to be at the side of the church and the chimney missed him by an inch (the pastor's measurement). He remarked: "I never dreamed a chimney had so many bricks as I hunched there watching them hurtle down. In fact, I never saw such a heap of bricks since I umpired—or refereed—a baseball game for a bunch of Green and Orange Irish on the 12th of July."

Animals at Peru on Move
PERU, Ind., March 21.—Movement in from Rochester, N. Y., saw Cheerful Gardner, five bulls, and worked by Bessie Heiser; two rings of seals trained and worked by Charles Brown, and ponies worked by McCloud.
Movement to Denver, Colo., for Shrine Show saw Gardner's five largest bulls, with assistants, Clifford Forshee, Clifford Whittaker and Fred Wells, and bulls to be worked by Bessie Heiser and five ponies by James McCloud.

Classified Advertisements

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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.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. my16

AGENTS AND DISTRIBUTORS WANTED

AGENTS, PITCHMEN — SPOTZGO AS IF BY magic; mystifying demonstration. Sample 25c. Box 14, Tuolumne, Calif.

AGENTS, CARDMEN, DISTRIBUTORS—MAKE 100% profit with Mellow Tone Radios. Complete line, guaranteed. Wholesale catalog free. **AVAMPATO**, 43 Meadow, Torrington, Conn. x

ASTONISHING HAIR PREPARATION — RE- stores Original Color to all Gray Hair, quickly Ends Dandruff, Retards Falling Hair, etc. Easy to sell under money-back guarantee. Territory open in many States. Splendid proposition for alert distributors. Write **PRESIDENT**, Box 538, Jackson, Tenn.

ATTENTION, SUBSCRIPTION SALESPERSONS— Individuals or with crew. America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. **"RALCO"**, 1084 Washington, Boston, Mass. tfnx

CARTOON BOOKLETS, \$2.50 HUNDRED — Snappy Readers, Novelties, Peppy Diplomas. Assorted samples, 25c. **BUK**, Box 2, Station W, New York. ap18

CLOSE OUT — CARTOONS, PHOTOS, HOT stuff, \$1.50 hundred; samples 20c. **JAMES TRIPPE**, Guntersville, Ala.

GOLD LETTERS FOR STORE WINDOWS — Large sizes, penny each; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago. x

GOOD INCOME SILVERING MIRRORS—PLAT- ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. C, Decatur, Ill. tfnx

HAVE YOU SEEN THE LATEST MARVEL OF the 20th Century? The Oracle? Just as the radio registers sounds and makes them audible, so does the Oracle through natural law. Answers questions correctly. You will be amazed! Model R, 60c; Model O, 90c. Retail prices. **ORACLE COMPANY**, Peabody, Mass.

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MAKE GOOD MONEY TAKING ORDERS— Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. ap11x

PHOTOS, ALL KINDS, CHINESE, ZULU, ART, Japanese, Freak, African. State desires exactly. Samples, 25c-\$1.00. Catalog 5c. **DE LUXE SALES**, (BB) P. O. Box 416, Oaklawn, Ill.

SHARPEN RAZOR BLADES THE NEW WAY— 10c lasts years. **NU-SHARP PRODUCTS**, P. O. Box 24, Fremont, O. ap4

SOMETHING NEW IN HOT, SPICY NOVELTIES, Greeting Cards, etc. Samples and list, 25c; none free. **SELLRIGHT CO.**, 58 W. Washington St., Chicago, Ill. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. ap18x

200 BLUE STEEL DOUBLE-EDGE RAZOR Blades, \$1.00 postpaid; 1,000 Business Cards, \$1.00 postpaid; 3 dozen Zinc Pot Scourers, \$1.00 postpaid. Cash with order. **HOUSE OF HOEFER**, 421 Kansas, Topeka, Kan. ap11x

ANIMALS, BIRDS AND PETS

A FRESH LOT GILA MONSTERS, HORN TOADS, Mixed Fixed Snakes. **SNAKE KING**, Brownsville, Tex. ap25

ANIMALS, BIRDS, SNAKES — EVERYTHING for shows. **SNAKE KING**, Brownsville, Tex. ap25

CHIMPANZEE, SPLENDID FEMALE, TAME, \$250.00. **KEIENBURG**, 8 West 169th, New York.

FOR SALE—ALIVE PIG WITH EIGHT FEET. **B. E. FARM**, Beech Creek, Pa. mh28

CHIHUAHUAS ARE SMALLEST DOGS ON earth. Cute, smart, dainty, fine pets and watch dogs. Special prices to introduce. Write quick for leaflet and list. **ALAMEDA KENNELS**, 111, Las Cruces, N. M. x

FOR LIVE ARMADILLOS—WRITE TO APELT **ARMADILLO FARM**, Comfort, Tex. ap4

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JAPANESE WALTZING MICE, \$1.00 PAIR— **D. H. PAGE**, 29 Oak, Grosse Pointe, Detroit, Mich.

ONE DOG ACT, \$40.00; TWO DOG ACT, \$60.00 —**FLO IRWIN**, Harrisburg, Pa.

PERFORMING DOGS — ONE WIRE WALKER, one High Diver; \$25 each. **RUSSELL BROTHERS' CIRCUS**, Rolla, Mo.

SNAKES NOW READY — LARGE DENS FAT, healthy Snakes, 4 to 7 feet long, \$15.00. **RATTLESNAKE JOE**, St. Stephen, S. C. x

TRAINED MONKEYS, SOMERSAULT BABOON: Fox Terrier, young, fast worker, Mathematics, Flags, Front, Hind Feet, etc. Very reasonable. Also Cage Monkeys, small and large, cheap. **CHARLIE SCHEPP**, care Warren Buck, 420 Garden St., Camden, N. J. x

YANKEE TERRIERS, ALSO BULL PUPS, \$10— **TONNS KENNELS**, Dallas, Tex. ju6x

BOOKING AGENTS

NIGHT CLUB ENTERTAINERS—SISTER TEAMS, Novelty Acts, Line Girls. Must have photos. **KAY FERRY**, 404 W. Jefferson, South Bend, Ind.

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 290-B**, New Haven, Conn. x

UNUSUAL BOOKS, BEST SELLERS OUT—SAM- ple copy, 26c, or twelve different titles, \$1.00 postpaid; adults only. **THRIFTY BOOK STORES**, 215-A South Alamo, San Antonio, Tex.

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UP TO \$5,000 PAID FOR CERTAIN OLD Books; Pictures up to \$200,000. Latest list 10c. **BUDEN KAYE ENTERPRISES**, Dept. L, Plymouth, Pa. mh28

BUSINESS OPPORTUNITIES

SELL BY MAIL BOOKS, NOVELTIES! BAR- gains! Big Profits! Particulars Free! **F. ELFCO**, 525 South Dearborn, Chicago. tfnx

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TURN IDEAS INTO CASH; FREE LITERATURE —**MARTINEZ-B**, San Bernardino, Calif. ap18

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ap4x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. ap4

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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.

BARGAINS — BALL GUM, CIGARETTE, PEANUT Machines, Diggers, Games. **NOVIX VENDERS**, 1191 Broadway, New York. ap4

BARGAINS IN RECONDITIONED MACHINES— Wagon Wheels, \$7.50; Pamco Parlay, \$75; Ranger, \$50; Put & Take, \$15; Match Play, \$15; Red Arrow, \$15; Wahoo, \$12.50; A. B. T. 1 Shot, \$15; Rebound, \$5; Double Slot Safes, \$15. **AMERICAN SALES CO.**, 3003 Harrison St., Davenport, Ia.

COIN-OPERATED MACHINES BOUGHT, SOLD —**CHARLES PITTLE**, New Bedford, Mass. ap18

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. my9

CAPEHART MUSIC MACHINES, AMPERION Model 1. Have only five to dispose of to highest bidder. All in perfect operating condition. What will you pay? **ALFRED BLOOM**, 65 Seaman Ave., New York, N. Y.

CLOSE-OUT BARGAINS—TEN ROCKETS, ONE Model A Traffic, \$5 each; Penny Duchess, \$17.50; Mills Silent Escalator 5c War Eagle Side Vender, \$30; Watling 25c Bell, \$10; 6 Mills 5c Jackpot Side Venders, \$10 each. **CENTRAL FLORIDA NOVELTY CO.**, 206 W. Union, Gainesville, Fla.

COIN-OPERATED MACHINES, BOUGHT, SOLD —**JARL**, 1704 Leavenworth, Omaha, Neb.

DOUBLE JACK POT WATLING, PACE AND Jennings, \$25.00; Single Jack Pot Jennings, \$10.00; All 5c Venders. Mills 5c Twin Jack Pot, \$15.00; Mills 25c War Eagle, \$32.50; Mills 1c Counter Slot, \$15.00; Mills and Jennings No Jack Pots, \$9.00; Select-Em, Baby Shoes, Whirlwinds, Dandy Venders, 21 Venders, Poker Reels, Kings Horses, Spark Plugs, \$4.75; World Series and Jig Saws, \$3.00; all mechanically perfect. Send 1/3 deposit. **J. E. MARKLE & CO.**, Public Square, Nashville, Tenn.

FIVE SEEBURG SELECTIVE PHONOGRAPHS, \$75 each; One 1934 Buckley Crane, \$65; trade for Pace Races or Slots. **KENYON COMPANY**, 108 High, Canton, O.

FLEISCHER PATENTED DIGGER, OPERATING at **CRANLAND**, 1541 Pitkin Ave., Brooklyn, N. Y.

FOR SALE — RECONDITIONED MUTOSCOPE Cranes and Merchantmen. Very attractive prices. Write today. **BOX 693**, Billboard, 1564 Broadway, New York. tfn

FOR SALE—4 ELECTRO HOISTS, \$60 EACH; International Mutoscopes with Roll Chute, \$75 each. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. mh28

FOR SALE—28 LATEST A. B. T. SPORTLAND, Penny or Nickel Models, \$10.00; guaranteed like new. Third deposit. **BORDER SALES CO.**, Pharr, Tex.

LATE WATLING ROLATOPS MYSTERY GOLD Award, \$69.00; Mills Blue Front, Eagle Fronts, Venders. Used Pin and Automatic Tables. Operators, buy your Pace Races parts from authorized distributors. **UNITED NOVELTY CO.**, Biloxi, Miss. ap4

LOOK! 18 MODEL A TRAFFICS, LIKE NEW, \$13.50 each; 4 New Yorkers, used 30 days, \$17.50; 7 Friskys, like new, \$10.00. Write us for list of other bargains in used machines. 1/3 cash deposit with order. **MOSELEY VENDING MACHINE EXCHANGE**, 00 Broad St., Richmond, Va. ap4

MACHINES BOUGHT, SOLD, EXCHANGED— **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis.

MILLS TROUBADOUR PHONOGRAPHS. BAR- gains. **SOUTHERN SALES CO.**, San Juan, Tex.

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MILLS LATE BLUE 1c Q. T. VENDERS, \$25; 5c Baby Grand J. P., \$7.50; World Series, etc., \$3. **T. DEAL**, Great Bend, Kan.

PENNY ARCADE MACHINES BOUGHT, SOLD, exchanged. **FUN PALACE**, 703 First Ave., Seattle, Wash. ap11

PENNY PACKS, ROCKETS, LIKE NEW, \$10.00; Slot Stands, \$1.00; many other bargains. **E. & R. SALES**, 1161 Kalamazoo, Grand Rapids, Mich.

PISTACHIO MACHINES, PENNY, A-1, \$3.50 each. **BOX C-11**, Billboard, Cincinnati.

RECONDITIONED GAMES OF ALL DESCRIP- tions, in perfect working order. Late Electric or Battery Double Slot Champions, late Tilter Rockets, Jennings Sportsmans Visible, Hell's Bells, Gold Rushes, Gold Awards, Jennings Flying Turfs, Mammoths, Mills Ten-Ball Pay Table, Mills Q. T. Tables, Paces Races and Slots of all kinds. Write me what you need, I have it and the price will be right. **COIN OPERATED AMUSEMENT GAMES SERVICE**, 105 So. 3d St., La Crosse, Wis. x

SEND STAMP FOR LIST OF USED MACHINES— Get on our mailing list. You save money on machines and supplies. **GOODBODY**, 1824 East Main, Rochester, N. Y. mh28

WANT PACE RACES, WIRE SERIAL NUM- bers, condition, price. **BORDER SALES CO.**, Pharr, Tex.

WANTED—ALL TYPES OF SLOT MACHINES for cash. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn. ap18

LAST CALL

Classified Advertising Forms
Close in Cincinnati

April 2, 1936

for the big annual

Spring Special

Issue of

The Billboard

25 OPERA PLACE CINCINNATI, O.

WANTED—LATE MODEL DICER MACHINES. EXHIBIT NOVELTY CO., 1123 Broadway, New York. ap18

WANTED TO BUY—USED MILLS TEN GRAND Machines; state price and condition. W. B. YERGER, Boyertown, Pa. ap11

15 MODEL F CLAWS, A-1 MECHANICAL CONDITION, \$25.00. APEX NOVELTY CO., 305 Robbins Ave., Niles, O. mh28

25 MILLS 1c PLAY SKYSCRAPERS, \$25.00 each; serial numbers 320,000 and up. SUNSET NOVELTY COMPANY, 320 Judah Street, San Francisco, Calif. ap4

50 JIGSAWS, 20 WORLD SERIES, 10 FLEETS, 20 latest improved Cigarette Machines, \$2.00 each; three for \$5.00. Look good; work good. Deposit. MARIE PARSHALL, 1038 Oak, Columbus, O.

200 RECONDITIONED PIN GAMES AT GIVEAWAY prices. Also 100 Six-Column Cigarette Machines. Write or wire. ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y. ap4

200 GROETCHEN PENNY SMOKES, \$6.50 each; guaranteed in good condition; look and run same as new. Groetchen Penny Smokes with Fortune Telling Reels can be run in closed territory by giving ball gum each play, \$10.00 each. Mills Dial Venders, same as new, \$40.00. Wanted to buy: Mills Blue Front Mystery Venders, serials over 300,000, \$30.00 each. Send deposit with order. M. PARDUE, P. O. Box 874, Norfolk, Va.

FORMULAS

FORMULAS — ALL KINDS, GUARANTEED; catalog free. KEMICO, B-66, Park Ridge, Ill. tfrv

FORMULAS, PLANS, IDEAS — LITERATURE free. H. BELFORD, 4042 N. Keeler, Chicago. ap4x

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HUGE PROFIT—INITIALED METAL EMBLEMS; make them yourself; apply on automobiles. Full directions for two dimes. COHEN, 506 Thatford Ave., Brooklyn, N. Y.

NEWEST GUARANTEED FORMULAS — BIGGEST catalog free; special prices, leads, analyses. GIBSON, Chemist, BH-4704 No. Racine, Chicago. x

SUCCEED WITH YOUR PRODUCTS—FORMULAS, Processes, Analytical Service. Information free. Y. THAXLY CO., Washington, D. C. mh28x

WART REMOVER FORMULA, \$1.00 — BULLOCK, 2218 E. 34th, Kansas City, Mo.

FOR SALE—NEW GOODS

ARMADILLO BASKETS, LAMPS, ETC. — GET interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. ap4x

BALL GUM, FACTORY FRESH, 12c BOX — AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. ap4x

BARBECUES — INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. ap11

GASOLINE BURNERS—HOLLOW WIRE COFFEE Urns and Steam Tables. CARTER, 16 E. Marshall, Richmond, Va. mh28

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PHOTO OUTFITS—4 FOR DIME STRIPS. OUR new Photostrip Machines, either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. ap4

POPCORN—CHEESE FLAVORED AND CANDY Corn Machines, Popcorn and supplies. BARNARDS, 2815 Leavenworth, Omaha, Neb. mh28

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y. x

WHEELS—EVERYTHING THAT CREEPS; Circular tells all. POP BAKER, 5161 Trumbull, Detroit, Mich. my9

FOR SALE—SECOND-HAND GOODS

ARTESIAN ORGAN WITH TWO DRUMS, FIFTY Pieces Music, Two Hundred Pair Chicago Roller Skates, practically new, cheap. Will sell organ separate. CONEY ISLAND CAFE, Fairfield, Ia.

FOR SALE—10-K.W. GENERATOR, CHEAP, operates on distillate. LAKE HELLUMS, Enid, Okla.

HOUSE TRAILER, DE LUXE, FACTORY BUILT — 7 West Delaware Street, Chicago.

MERCHANDISE—OTHER BIG WHEELS; Reasonable. T. A. STEVENS, Sol's Liberty Shows, Caruthersville, Mo.

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NINETY SETS CHICAGO STEEL RINK WHEELS Dust Caps, 25c set. ARCHIE ARON, 111 Park St., West Haven, Conn.

POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25

POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. ma9x

THREE DRIVE-YOUR-SELF AUTOS—ORVILLE TRUESDELL, Homestead, Fla.

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS CHAIR PLANES, KIDDY CARROUSELS, Aeroplanes. CALVIN GRUNER, Pinckneyville, Ill. ap25

BALLOONS, PARACHUTES, INFLATORS — THOMPSON BROS.' BALLOON & PARACHUTE CO., Aurora, Ill. ap4x

BALLROOM AND STAGE LIGHTING EFFECTS — Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. ap4

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. ap4

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FOR SALE—DE LUXE AEROCAR HOUSE TRAILER and Buick 8-90 coupe, A-1 condition. H. A. MURPHY, Harrisburg, Ill. mh28

FOR SALE, CHEAP — 34-MACHINE PENNY Arcade, good condition. JACQUOT, Osceola, Wis.

ONE 6x6 ANCHOR'S BEST JOB AWNINGS ON Four Sides, \$25.00; One 8x8 Cigarette Gallery, ready to go to work, \$40.00; both little used. GEORGE GLINES, 6236 McGraw, Detroit, Mich.

PARK CAROUSEL, 3-ABREAST OVERHEAD Jumping, complete; Park Whip, complete; Set 9 Park Swings. HARRY ISAACS, 21 Pennsylvania Ave., Brooklyn, N. Y. ap11

SEE ADVERTISEMENT CARNIVAL PAGES—WELL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfrv

SHOW BARGAINS OF EVERY DESCRIPTION—Sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

SKEE-BALL ALLEYS, EXCELLENT CONDITION, practically new, price very reasonable. M. COHEN, 142 Henry St., Brooklyn, N. Y.

\$275.00 STRIP PHOTO OUTFIT, \$95.00 — HASSAN, Box 971, Parkersburg, W. Va. mh28

HELP WANTED

FOREMAN FOR LOOP-THE-LOOP — B. B. SAWYER, Cettin & Wilson Shows, Greensboro, N. C.

GOOD SOUND OPERATOR FOR TENT SHOW — ELLIS, Michigan Center, Mich.

MAN AND WIFE, MUST BE EXPERIENCED Magician's assistants, immediately. Salary in keeping with times. Answer per Billboard Routing. "REBO." Ross Stuart, Jack Clark, answer.

MEDICINE PERFORMERS—HALLS AND PLAT-forms. State lowest salary which you will get. MGR. MED. SHOW, Billboard, Chicago, Ill.

WANTED—PEOPLE, CLEVER TEAM; ABILITY, appearance, sober. Long season. THE FRIDDELL'S TENTED THEATRE, Encinal, Tex.

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WANTED—DWARF CLOWN, HEIGHT ABOUT four feet; season's engagement. D. L. THOMPSON, 610 6th St., Oshkosh, Wis.

WANTED—DANCING GIRLS, NEAT LOOKING, season's work reliable people. GENE YOUNG, Norwich, N. Y.

HELP WANTED—MUSICIANS

CIRCUS TRUMPET, TROMBONE, CLARINET, open near Springfield, Mass. BANDMASTER, Beaufort, N. C.

IMMEDIATELY — SAX, TRUMPET, PIANO, Drummer, Bass; prefer singers. Salary; union; dance work. BOX C-13, Billboard, Cincinnati, Ohio.

MEDICINE PERFORMERS—HALLS AND PLAT-forms. State lowest salary which you will get. MGR. MED. SHOW, Billboard, Chicago, Ill. mh28

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ORCHESTRAS, MUSICIANS, SEND PHOTOS, particulars. LAWRENCE FULLER, Houghton Lake, Mich.

WANT — EXPERIENCED CIRCUS CORNET. L. CLAUDE MYERS, Dinty Moore's Cafe, Caruthersville, Mo.

WANTED — DANCE MUSICIANS, ALL instruments, state all. RAY KEYES, Albert Lea, Minn. ap4

INSTRUCTIONS AND PLANS

NEW DOT AND DASH SYSTEM — PERFECT Showcard Writing by making squares. No skill. Wonderful demonstrator. Illustrated Folder, 10c. WM. KALENSCHER, 188 Beach 110th St., Rockaway Beach, N. Y. ap18x

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MAGICAL APPARATUS

ASTROLOGICAL FORECASTS 1936-'37—SAMPLE copy, 30c. MATTHEW, 1037 E. Vernon Ave., Los Angeles, Calif. ap18

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NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ap4

PUNCH, VENTRILOQUAL AND MARIONETTE Figures. PINXY, 64 W. Erie, Chicago. ap4

MISCELLANEOUS

MEDICINE SPIEL—A KNOCKOUT, 1 DOLLAR (\$1.00) postpaid. BARNES, 125 Princeton Ave., Dayton, O. x

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\$275.00 STRIP PHOTO OUTFIT, \$95.00 — HASSAN, Box 971, Parkersburg, W. Va. mh28

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UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ap4

ZENITH PORTABLE 35 MM. SOUND PROJECTOR, 2,000-ft. magazines, good machine, \$100 for quick sale. HOMER PEDRICK, 1903 E. Main, Danville, Ill.

ZENITH SILENT PROJECTOR, TWO MIX FEATURES. ELLIS SHOW, Michigan Center, Mich.

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SOUND ROAD-SHOW SPECIALS—ALSO WESTERN Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. mh28

SOUND FEATURES, \$15.00 UP; ALSO SHORTS, guaranteed perfect. Finest Semi-Portable Sound Projector on market. Write for large list. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York City.

SUPERSPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, 136 1/2-D West 32d, New York.

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES FOR USED STILL 16 MM. Movie Equipment. Send description. FOTOSHOP, 136 1/2-D West 32d, New York. x

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USED DEVRY TALKIE OUTFIT, SOUND FILMS — CHARLES HUNTER, Pittsburg, Kan. ap4

PARTNERS WANTED

PARTNER WANTED—TO INVEST IN SHOW. 10 medicines, registered in U. S. Patent Office. No promotion. RED EAGLE MEDICINE CO., Atmore, Ala.

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USED DEVRY TALKIE OUTFIT, SOUND FILMS — CHARLES HUNTER, Pittsburg, Kan. ap4

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BEN—YOUR DAUGHTER NEEDS OPERATION, needs financial assistance. Why don't you phone me? FRANK TUPLER.

DIVORCES—EASY DIVORCE LAW. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark.

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SALESMEN WANTED

NEW SERIAL TRADE CARD SALES STIMULATOR. Side line or full time; advance cash commissions; big repeats. Sells all retail merchants, including gas stations, restaurants, etc. Hottest, newest out. Complete ready-to-work Sales Kit Free. MEINHARDT, Dept. F3, 18 E. Kinzie, Chicago. x

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A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 N. Halsted, Chicago.

CARNIVAL BANNERS — CROWD STOPPERS; lowest prices. UNIVERSAL, 849 Cornelia, Chicago.

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfrv

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SCENERY CURTAINS, ASSORTED, LIKE NEW, \$10-\$15; Trunks, Red Band Coats, Caps, cheap. WALLACE, 2416 North Halsted, Chicago.

SIDE-SHOW BANNERS — COMPARE OURS with others. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. mh28

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NEW SIDE WALL, 6.40-OZ. DRILL, HAND roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago. ap4

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TENTS, ALL SIZES; SIDEWALL, COTS, BLANKETS. UNIVERSAL, 849 Cornelia, Chicago.

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CIRCULARS — 6x9, 5 OR 10,000 LOTS, 75c thousand; assorted colors. Business Cards, \$1.00 thousand. F. O. B., samples. SHIRLEY ADVERTISING, Atlanta, Ga.

FLASHY WINDOW CARDS, 14x22, HUNDRED, \$3.00. TRIBUNE PRESS, Fowler, Indiana.

SMALL CIRCULARS, 38c PER 1,000 UP; 3-day service. OXFORD PRESS, North Oxford, Mass. x

WINDOW CARDS, 14x22, 100, \$2.50 — 50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

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6-PLY WHITE, YELLOW, ORANGE CARDS, your copy, \$5.50. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

100 FINE BOND LETTERHEADS, 8 1/2 x 11 (25 word limit), and 100 Envelopes, neatly printed, \$1.00 postpaid. Samples, stamp. ACME PRESS, 322 Sherman, Elkhart, Ind.

100 LETTERHEADS, ENVELOPES OR CARDS, 25c. X-RAY, 513 E. 144th, New York City.

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. ap11

250 LETTERHEADS, WATERMARKED BOND, 8 1/2 x 11, \$1.25; 250 Envelopes, \$1.00. BEST PRINTING CO., Salamanca, N. Y.

500 GUMMED STICKERS, 25c; LIMIT 4 LINES — APPLETON, Ironwood, Mich. x

1,000 LETTERHEADS, \$2.50; 1,000 CARDS; \$1.50; 1,000 Statements. OLSEN, 3417 Southeast 17th Ave., Portland, Ore.

1,000 LETTERHEADS, \$2.50; LOWEST ESTIMATES Roll Tickets. EWAN, Woodridge, N. J.

1,000 3x8 DODGERS, 85c; 5,000, \$2.50; 500 Regular White Envelopes, \$1.00; 1,000, \$1.75. MAILBOX PRESS, Albany, Wis. ap4

1,000 4x9s, \$1.10; 100 14x22 CARDS, \$2.90 — CRESSMAN, Washington, N. J. ap25

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WANT TO LEASE—EQUIPPED SOUND Picture Theatre in some small Western city. Address H. S. WHITE, Barnes Hotel, Logansport, Ind.

WANTED—COLUMBUS PENNY PEANUT AND Ball Gum Vendors. Address P. O. BOX 307, San Antonio, Tex.

WANTED—VENTRILOQUIST DUMMY, Second-hand. FREDDIE FISHER, Box 164, Winona, Minn.

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WANTED FOR CASH — FROZEN CUSTARD Machine. LALLE'S, 2159 Delaware Ave., Buffalo, N. Y. ap11

WANTED — CANDY FLOSS MACHINE OR other good money maker. Full particulars. BOX C-521, Billboard, Cincinnati. mh28

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

The Spring Special issue of The Billboard will be dated April 11. Classified forms close in Cincinnati April 2. Increased circulation. Mark your copy "Classified" and send it in early.

NOTICE—Parks, beaches, resorts. I will increase your business. Concession Manager, Promoter, Advertising Representative wants connections for season. Will handle, manage, promotions and concessions in park or amusement resort, special events, contests, etc. I know the business and will give you results. State your best proposition in first letter. Age 45. E. J. MCARDLELL, 3113 Holmes Ave., South, Minneapolis, Minn.

THEATRE MANAGER or Advance Agent — 18 years' experience, close contractor. Booker exploitation and publicity expert. Salary \$40. V. J. QUINN, 469 Deming Place, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

POPULAR SIX-PIECE ORCHESTRA AT LIBERTY June 1st. Have uniforms, fronts and good library. Now contracting summer season. **BOX C-12**, Billboard, Cincinnati, O.

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ATTENTION! Summer Resorts and hotels. Modern 5-Piece Combination with Featured Blues Singer; perfect for class spots. Combination: Piano, Violin, Sax, Bass Guitar. Can augment or cut. Union. **BOX 123**, care Billboard, St. Louis, Mo.

COLLEGIATE ORCHESTRA—8 to 12-piece combination, now contracting brief engagements around Alabama. Also steady summer position anywhere. Have club, stage and hotel publicity. **BOX C-535**, Billboard, Cincinnati.

DON PHILLIPS and His Minute Men—Ten neat young musicians for reliable location. Union, uniforms, excellent equipment. Radio experience. Vocalists, feature special arrangements, novelties. References, photos on request. Attention, managers and bookers. **DON PHILLIPS**, 801 So. Chestnut St., Seymour, Ind. ap4

NATIONALLY KNOWN 10-Piece Dance Band at Liberty. Spring and summer bookings, road work and location only. Best offers considered. Address **ORCHESTRA LEADER**, Decatur, Mich. ap18

THE COLLEGIAN—Louisiana's finest dance orchestra; full instrumentation, 14 sober young men, directed by experienced violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire **RALPH R. POTTLE**, Head Music Dept., Southeastern Louisiana College, Hammond, La. ap18

TWELVE-PIECE Dance Orchestra after May 25th. Neatly dressed, union. Every man doubles. Good singers, good library, amplifier system, some features, such as five Trumpets, five Saxes, four Trombones, etc. Prefer mountain hotel. Consider board proposition. Contract for summer season. **PIKE BURRITT**, Seneca Falls, N. Y. ap4

AT LIBERTY CIRCUS AND CARNIVAL

RIDE FOREMAN DESIRES

position, capable of handling Eli Wheel, duplex or single; Tilt-a-Whirl or Loop-O-Plane. Will work salary or percentage. Address **WHEELMAN**, 314 No. Baum St., Saginaw, Mich. mh28

AT LIBERTY—TRICK AND FANCY ROPER, 18 years of age, sober and reliable, desires position with tent show or clean carnival unit. Can guarantee fine, fast moving act. Write, stating full particulars, to **LEWIS OSTERWISE**, 1315 Ashland St., Greensburg, Pa.

PRODUCING CLOWN, HIGH STILTS, GROUND, No. 1 Sign Painter. **DRESSLE, THE TALL CLOWN**, Liberty, Tex. ap4

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BEAUTIFUL, CLEAN, Best Trained Ponies, Dogs, Monkeys, Birds. Here's what you want and you will get the best at **PAMAHASIKA'S STUDIO**, 515 W. Erie Ave., Philadelphia, Pa. Wire, write or telephone SAGmore 5536. Do it now!

GANDY BUTCHER, Spieler, make openings, all-round man, age 27. Have new proven concession ideas. **BERT ELLIS**, Acme Hotel, 819 Mission St., San Francisco, Calif. ap4

HIGGINS DAUL—3 or 4 Circus Acts. Circus or med. show. Contortion, Acrobats, Aerial and Balancing. General Delivery, Battle Creek, Mich. ap18

MOTORDROME Roller Skater with two years' experience at Liberty for coming season. Hard worker and dependable. **ERWIN MATHEWS**, Box 1100 Shreveport, La. ap18

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa., or telephone SAGmore 5536 for your needs. You will get the best. Do it now!

RAJAS DUO—Revolving Ladder, Swinging Ladder, Loop Polish with Muscle Grind. Open for circus for coming season. Good acts. Address **Gibson**, Sonson, Fla. ap4

AT LIBERTY DRAMATIC ARTISTS

LIBERTY—CHARACTER AND GENERAL BUSINESS Team. Man, Comedies if needed, Sousephone. Have car, hoke specialties. **LEON & DALLY PHILLIPS**, Canton, Tex.

AT LIBERTY MAGICIANS

AT LIBERTY—SIROS AND COMPANY. Complete show of Mystic Thrills and Chills. Open for all propositions. Wire or write. 502 Capital, Houston, Tex. mh28

MINDREADING, Crystal Gazing, feature attraction for any kind of show. Age 40, height 6 ft. State salary 50-50 on private readings. **PRINCE YOSE**, Box 22, Peoria, Ill.

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AT LIBERTY MISCELLANEOUS

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536. We will gladly furnish your needs.

AT LIBERTY M. P. OPERATORS

YOUNG MAN with three years theater experience wants job as Projectionist or Manager. No reasonable proposition turned down. **HENRY FRYE**, Holbrook, Greene County, Pa. ap11

AT LIBERTY MUSICIANS

BARITONE DOUBLING TROMBONE, Eb TUBA—20 years' experience; salary over \$20.00 per week. **L. CANGEMI**, 4663 Page, St. Louis, Mo.

BASS PLAYER, DO NOT DOUBLE, CAN CUT your music, age 26. **LUKE SNYDER**, Nevada, Ia.

DRUMMER, YOUNG, SINGLE, RELIABLE, small swinging band preferred. 11 years' experience, non-union, but will join. Write or wire, stating all. **DRUMMER**, 116 West North Ave., Olney, Ill. mh28

DRUMMER—GOOD RHYTHM, DOUBLES ON Bells. Age 21, non-union, reliable, have car. State all. **MUSICIAN**, 210 S. Kingshighway, Sikeston, Mo.

FOR SWING BAND—TENOR SAX, TRUMPET and Drums. Must have good appearance, read and modern take off. Pleasant road work with permanent headquarters. Other musicians who entertain or arrange write. **AL HAMILTON**, Marshalltown, Ia.

MODERN STRING BASS MAN—YOUNG, DEPENDABLE. Prefer location; have car. **TED COOK**, 15 Cornell Street, Schenectady, N. Y.

MODERN TRUMPET, YOUNG, EXPERIENCED dance, radio and stage. **MUSICIAN**, 457 Walnut St., Pottstown, Pa.

PROFESSIONAL DRUMMER—15 YEARS' EXPERIENCE, cut it with anything. Young, single, sober, reliable. Join immediately. Only reliable job considered. **BEN FAVISH**, 3792 Talman, Bellaire, O. ap4

SAX TRIO—YEAR TOGETHER, UNION, DOUBLE Tenors, Baritone, Clarinets. Tone and phrase. Sober, no weed, young and good appearance. All single, Vocalist and arranger. Passed M. C. A. audition with band now broken up. Go anywhere but on the road. Looking for a band that wants to "go places." **SKEE ELDER**, 87 Columbia St., Albany, N. Y.

STRING AND WIND BASS—READ AND FAKE. Modern on concert; for road or location; go anywhere. **MORGAN BERRY**, Apt. 210, 4430 Spruce Place, Minneapolis, Minn.

TROMBONE—BEAUTIFUL TONE, RANGE UP to high F, plenty technique. Cut anything or no notice. Any band. Can rely on getting good man, years of experience, double good Fiddle. Only reliable offers considered. **G. S.**, 602 E. Spruce, Sault Ste. Marie, Mich.

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A-1 TRAP DRUMMER—Band, orchestra, sight reader, schooled overtures, standard concert libraries, guarantee play all shows. Available for first-class engagement coming season or locate music side line. Neat, strictly sober, dependable. Now East but join anywhere. Write all. **CLIFFORD OSSEER**, 816 Hennepin, Dixon, Ill. mh28

A-1 TROMBONE—Legitimate, age 31, experienced all lines. Will consider light position and give services to concert band. **LEBEL**, 25 E. 193d St., New York. ap11

ACCORDIONIST—Single, 24, sober, references, experienced. Will go anywhere, good appearance. Will consider room and board. Available immediately. **IRVING SIEGEL**, Marshallfield, Wis.

ALTO SAX—Clarinet, Voice. Don't arrange, but have specialties. Tone, read, union, young, congenial. Location only. **M. GORFINKEL**, 5082 Winthrop, Chicago. Sunnyside 10547.

AT LIBERTY—Trick Flash Comedy Trap Drummer. Double stage and orchestra. Five years with the WLS National Barn Dance Unit in Chicago. Sober, neat, reliable, congenial and can deliver or no notice. Have my own car and carry my own drums and wardrobe. Only reliable parties answer this ad. Would like to hear from the following: Circus, Hill Billy Unit, Tent Shows or Nite Club. I have plenty vaudeville experience. All replies answered. Have plenty of publicity and press. Write or wire, stating full particulars in first. **AL G. MEE**, Comedy Drummer, care Astor Hotel, Clark and Randolph Sts., Chicago, Ill.

CLARINET PLAYER, B-Flat and E-Flat, formerly first Clarinet with the United States Navy Band. Wants steady position with concert band, orchestra or any organization. Moderate salary if steady. Write **ALACCHI**, 795 Garden Street, Bronx, N. Y.

FIRST SAX—Alto, Tenor, Clarinet and Flute. Any chair. All experience. Single. Age 27. Have car. Go anywhere. Write, no wires. **MORRIS BENZ**, Hotel Saranac, Saranac Lake, N. Y.

GUITARIST doubling Singing Guitar, Violin, Trumpet, union, reliable, congenial, age 28. **MUSICIAN**, Box 424, Fayetteville, Ark.

MUSICAL DIRECTOR-LEADER for vaudeville, units, musicals, productions, Guest Conductor. References, modern. Former pit director for Loew's, etc. **SANDY KURTZ**, 451 Kingston Ave., Brooklyn, N. Y.

SAX, ALTO AND TENOR doubling Cello and Voice, modern take off, read and jam. Thirty-three and neat appearing. **JIMMY STRAUSS**, The Billboard, Dallas, Tex.

TROMBONE—Thoroughly experienced, beautiful tone, range up to high F, absolutely modern and will cut everything, double Violin. Only first-class offers considered. **G. S.**, 206 E. Spruce St., Sault Ste. Marie, Mich. mh28

TROMBONIST, Band Instructor, Arranger, wants connection with good organization. Twenty years' experience. Sober, reliable, references. **ROBERT VAN SICKLE**, La Belle, Mo. ap11

TRUMPET AT LIBERTY—Would like day job of any kind, good reader, modern take off, fair singer. Experience, sober, reliable. **MUSICIAN**, Box 112, Alexandria, S. D.

VIOLIN, double 3d Saxophone (Baritone Horn). Union. Handle concert on violin. Salary your limit. **AL MORSTAD**, Box 60, Jerseyville, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS—BOYS AND girls schooled by old heads. Book early. **THOMPSON BROS.' BALLOON CO.**, Aurora, Ill. Established 1903. ap4

EXPERIENCED PUBLICITY man for fairs, expositions. **ARTHUR G. PATTERSON**, 414 East 3d Street, Duluth, Minn. ap18

AMERICA'S FOREMOST AERONAUTS—BALLOON Ascensions reasonable. **TYRONE BALLOON CO.**, 1202 Greenwood, Toledo, O.

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. mh28

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. mh28

GIBSON'S HIGH-DIVING CAT AND DOGS—Near 50 ft., Tight Wire Performing Cats and Dogs, Comedy, one Dog performing on Wire Blindfolded. Bozo, the Educated Dog. Act goes big. Fairs, parks and celebrations. **GIBSON & GIBSON**, Carthage, Ind. mh28

SOUND SYSTEM SERVICE—MICROPHONE. Phonograph, radio; motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. **R. D. WAGNER**, 1909 N. Capitol, Washington, D. C. ap25

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A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire, the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address **BOX C-389**, Billboard, Cincinnati, O. ap25

AT LIBERTY to accept offers for fairs and parks—A Novelty Act; merit and quality. **LAMONT'S COOKATOS AND MACAWS**, 7 W. Delaware St., Chicago, Ill. ap18

FOR ANIMAL AND BIRD Acts, Circus Acts. You get the best at the **PAMAHASIKA STUDIO**, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose; single and reliable. **BOX C-7**, Billboard, Cincinnati, O.

MAN, 33, DESIRES WORK AS PIANO ACCOMPANIST (reader) to singer of either sex. Or will join group of minstrels, orchestras, etc. Single; anywhere. **BOX CHI-34**, care of Billboard, Chicago, Ill.

YOUNG MAN, PROFESSIONAL PIANIST, wishes reliable opening. **RAYMOND DEMPSEY**, Franklinville, N. Y. mh28

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PIANIST—Hotel season closes here in couple weeks. Good reader concert and dance. Prefer West; location, State salary, etc. **LARRY SCHEBEN**, 403 So. Dixie, West Palm Beach, Fla.

PIANIST—Years of experience. Read, transpose. Can play Calliope. **RALPH FARRAR**, 6009 S. Flores St., San Antonio, Tex.

PIANIST—Experienced unit, club, dance, tent rep. Car, go anywhere. Leader tent dramatic in South past season. **PIANIST**, 536 Lincoln Street, Hazleton, Pa. ap4

AT LIBERTY SINGERS

MODERN SINGER, age 25, attractive. Experienced night club, vaude, radio. Height 5 ft., brunette, Blues voice, wardrobe. Completing 20 weeks on hotel chain. **FAY BOKERT**, 1619 Wender, S. W., Grand Rapids, Mich.

AT LIBERTY VAUDEVILLE ARTISTS

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well Known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap4

O. W. COURTNEY, TRAMP JUGGLER, KNOCK-OUT act. 181 No. Lamont Ave., Chicago, Ill.

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MUSICAL TEAM—2 girls. Pianiste as Leader, with Song and Trick Piano Specialties. Violinist, small parts, Specialties. Unit or reliable show. Have car. Address **ESTELLE RAMSEY**, General Delivery, Columbus, O.

PAMAHASIKA'S BIRD CIRCUS, the original and greatest in the world. The act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. **GEO. E. ROBERTS**, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY, talented and refined, de luxe setup. A complete entertainment in itself for juveniles and adults alike. **CALVERT**, care Billboard, 1564 Broadway, New York. ap11

VERSATILE YOUNG MAN—For vaudeville or medicine show. Work in acts, bits and afterpieces. Singing, dancing, specialties. Double Drums in Orchestra. Nice outfit. State offer. **ROY WYANT**, 177 First St., Athens, Ga.

MAGIC

(Continued from page 31)
summer. Company is working under a four-pole tent theater, seating nearly 1,700 people. Show is completely motorized, carrying 12 trucks, two housecars, a calliope, a dining car, two advance cars and two light plants. With 25 people in the lineup, the show is one of the largest mystery attractions ever to take to the road under canvas. In addition to a fine line of tricks and illusions, Henry is doing his art novelties and Willard his marionettes. If the first week and a half can be taken as a criterion, Henry says, the combined show is in for a crackerjack season.

SINNETT, mentalist, who has been confined in a hospital and at his home in Owensboro, Ky., since August 18 last with a broken leg, has been dismissed by his physicians and is now occupied in rebuilding his show. Sinnett will feature a new mental effect which he perfected during his confinement. Act is slated to open with a return engagement at the Kentucky Theater, Lexington, Ky., late this month, after which the turn jumps south for a string of Public dates. A new line of paper is being prepared for the show, which will play all week stands. T. A. Gibson will agent the attraction, with Jimmie Walker serving as second man, handling all posting and special exploitation ideas. Sinnett has just purchased a new super-charged Auburn cabriolet. A new one-ton truck will be used by the second man. Mrs. Sinnett was recently honored with a first award for one of her paintings which was recently hung in the Kentucky State Art Gallery.

PUNJAB is now playing Pennsylvania territory.

London Magic Notes

LONDON, March 19. — English and Continental magicians turned up in force at a convention against magic exposures held recently at the Transport House, London. Keen debates took place between well-known professional conjurers and amateur magicians.

Alec Reed, for 14 years honorary stage manager of the London Magicians' Club, has opened a drug store in the heart of London's theaterland. He is very popular with British and American magicians.

Blacaman, Hindu necromancer and hypnotist of animals and reptiles, continues to draw big attendances at London music halls, where his act is featured.

Jack Le Dair, comedy magician, was featured at the Grand, Hanley, recently.

Fred Culpitt, magical comedian, is scoring with his own act and also officiating as master of ceremonies with the Douglas Wakefield unit.

Chris Charlton, English magician, is playing a two weeks' season at the Trocadero Cabaret.

The internationally known **Rigoletto Brothers** and **Aimee Sisters** are back in England with their potpourri act and scoring heavily with the needle and thread trick at Shepherd's Bush Empire.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

Burns, J. W., 13c Lee, Lewis E., 6c
Howard & Fuller, 10c Lenhart, Ray, 3c
Howen, John, 15c Mooney, W. F., 12c
Lavan, Pauline, 6c

Ladies' List

Adams, Mrs. Gladys
Adams, Mrs. Kate
Adams, Mrs. Mary
Alexander, Mrs. John W. N.
Alford, Helen
Allen, Mrs. Roscoe
Allen, Myrtle
Allen, Prairie Lilly
Alison, Betty
Anderson, Mrs. Doris
Appleby, Mrs. Edna
Aredo, Mrs. Pearl
Ayers, May
Bailley, Lula
Baker, Marjorie
Baker, Mrs. Janie
Baker, Mrs. Louise
Bannell, Mrs. Ethel
Barlow, Erma
Bartlett, Jerry
Beachum, Dee
Bentley, Mrs. S. D.
Berry, Beatrice
Billings, Mildred
Binks, Ruby
Biron, Pearl
Blades, Mildred
Blackburn, Mrs. Pauline
Blanch, Mrs. DeLara
Bonner, Mrs. Arthur A.
Boyd, Ann
Boyer, Mrs. Chas. G.
Brace, Bobbie Lee
Brady, Florence
Brittain, Elythe
Brown, Mrs. Betty
Brown, Gypsy
Brown, Mrs. Helen
Brown, Mrs. Doris
Bryner, Sophia B.
Bryant, Nellie
Buckhanan, Mrs. Babe
Buck, Mrs. Chas. H.
Burlinson, Madam
Burns, Boots
Butcher, Sara Lee
Calkins, Pearl
Cantrell, Mrs. Evelyne
Cappo, Mrs. Marge
Cardinal, Mary
Carroll, Elizabeth
Cessna, Melba
Chilas, Mrs. Sollie
Classon, Elizabeth
Coleman, Jennie
Cook, Miss Billie
Cook, Juanita
Courtney, Myrtle
Covington, Mrs. Iona
Crane, Parica
Crane, Mrs. S. S.
Crawford, Mrs. Harry
Criswell, Trixie
Cudney, Mrs. Lillian
Curran, Mrs. Fay
Czudek, Stella
Dale, Bernice
Dalrymple, Mrs. Ernest
Daniels, Mrs. Doris
Daniels, Mrs. Jeanette
Daniels, Mrs. Johnnie P.
Darnell, Nancy
Davidson, Gertrude
Davis, Mrs. Bula
Davis, Mrs. Carol
Davis, Mrs. Ella
Davis, Mrs. Graham
Davis, Erma
Davis, Mrs. John B.
Dawson, Mrs. Bessie Mae
Dawson, Lillian
DeBelle, Jeannie
DeDuke, Jean
DeKohl Troupe
DeRita, Mrs. Florenz
Dean, Agnes
DeBarrie, Hilda
DeLanz, Mrs. Floss
Delano, Ruth
Delmar, Helen
Dennis, Faye
Dew, Mrs. D. W.
Dina, Doral
Dixon, Jeanne
Donhoe, Mrs. H. A.
Dore, Jean
Douglas, Mrs. Cy
Doyle, Helen
Draper, Pearl
Drayton Sisters
DuBois, Jeattea
Dunn, Irene
Dutcher, Jean
Edwards, Betty
Elder, Mrs. Ted
Eldridge, Mrs. Crystal L.
Ellis, Jackie
Ellis, Josephine
Ellis, Mrs. Mabel
Ellsworth, Lydia
Epply, Midge
Espey, Dot
Evans, Mrs. Mollie
Eyer, Ruth
Farmer, Miss Billie
Faust, Mrs. F. L.
Field, Joey
Flannagan, Natalina
Flannigan, Mrs. Mildred
Fletcher, Bessie

Mason, Judy
Mathews, Mrs. M. L.
Maultom, Bee
May, Mrs. E. C.
Mayne, Mrs. D. B.
Mellville, Thelma
Melvin, Mrs. Harry G.
Messick, Mrs. Margerite
Michel, Leona I.
Michener, Mrs. Reba Jane
Miller, Betty
Miller, Georgine
Miller, Mrs. Marie
Miller, Mrs. Nancy
Mitchell, Mrs. Lucile
Mitchell, Mrs. Katherine
Mix, Ann
Mix, Mildred
Moore, Jerry
Moore, Maxie
Morgan, Vera
Morris, Mrs. Lillian
Morris, Vera
Mortensen, Mrs. Fred
Moss, Dottie
Motley, Mrs. E.
Moulton, Mrs. V. L.
Muir, Mrs. Mabel
Munson, Opal
Murray, Ginger
Myers, Mrs. Earl
Neal, Mrs. Anna
Neilson, Mrs. Lelia
Neilson, Mrs. America
Nelson, Mrs. Dud
Neva & Rayvels
Rumba Dancers
Nungesser, Erma
Nusse, Mrs. Gert
Oakerson, Mrs. Marie
Oleson, Mrs. Albert J.
Olles, Mrs. Florence
Olooms, Mrs. Mary
Painter, Mrs. Annie
Pargia, Princess
Parker, Alice
Parker, Kitty
Parker, Mrs. Raymond
Parsons, Peggy
Patterson, Mrs. Pat
Paul, Mrs. Josephine
Perkins, Mrs. James P.
Perry, Merry Rose
Peterson, Mrs. H.
Peterson, Mrs. H. (Bonnie)
Phillips, Marge
Phillips, Peggy
Pierson, Caroline
Poll, Mary
Porter, Mabel
Prescott, Ann L.
Queen, Betty
Ramon, Elythe
Ray, Joy
Red Horse, Mrs. Blanche
Reed, Mae
Reed, Mrs. Annie Lee
Reed, Lucille
Reno, Pauline
Reno, Mrs. Sylvia
Reynolds, Pearl
Reynolds, Tommie
Riedman, Cora
Riggs, Lillian
Ritchie, Marie
Roach, Mrs. Elizabeth B.
Robison, Vera
Rockne, Mrs. Marion
Rogers, Mrs. Katherine
Roland, Bonnie
Roland, Mrs. M. P.
Rountree, Mrs. Lola Ruth
Rowan, Hazel
Roy, Mrs. Richmond
Sanford, Louise
Saunders, Mrs. R. M.
Saunders, Mrs. Rex
Scarlatalla, Mrs. Elsa
Schafer, Alice
Schofield, Mrs. Ed
Scott, Mrs. Mame
Scott, Mrs. Myrtle
Scott, Mrs. B. M.
Scott, Mrs. (Babe)
Seeley, Minerva
Seitzer, Mrs. W. W.
Seymour, Lucille
Shahni, Mrs. Signa
Sharo, Bernice
Sharp, Mrs. Bert
Shattuck, Miss Rae
Sheeks, Mrs. Tonia
Shepherd, Monica
Sheppard, Mrs. Lillian
Sheppard, Mrs. Pearl
Sherman, Mrs. Margaret
Sherman, Mrs. Elsa
Shinkle, Genieve
Shomer, Mrs. Edith
Shooter, Mrs. Red
Smeins, Mrs. Rose
Smith, Alice
Smith, Alice
Higginbotham
Smith, Anna
Smith, Josephine
Smith, Mamie
Smythe, Georgine
Smuckler, Mrs. Marie
Snyder, Mrs. Katherine
Stacey, Lida

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.

Stanford, Rae
Stantiff, Sallie
Starkey, Mrs. John
Staton, Rubye
Stevens, Mrs. Doris
Stewart, Betty
Stewart, Mary
Stokes, Ray
Stowe, Mrs. Albert
Stowe, Mrs. Lean
Sullivan, Mrs. P. J.
Swain, Mrs. Daisy
Talcott, Eleanor
Tarama, Mrs. Betty M.
Taylor, Evelyn
Taylor, Mrs. Bertha L.
Terrill, Mrs. Jeanette
Thebus, Bess
Thomas, Mrs. Elizabeth
Thomas, Peggy
Thompson, Mrs. Babe
Thompson, Frances D.
Thompson, Mrs. Kathryn
Tierney, Viola
Timmers, Mrs. S. P.
Timmons, Mrs. Jennie
Traven, Dorothy
Triplett, Mrs. Cassie
Usher, Mrs. Herb
Van Sickle, Doris
Van Lidth, Mrs. Evelyn

Gentlemen's List

Abbott, Charles
Greenville, S. C.
Acuff, Homer
Adams, Frank
Adams, Frankie
Adams, Geo. J.
Adams, Gordon
Adams, Mike
Adare, Ray
Adams, Rex
Agnew, James C.
Alban, Jack
Alberts, Albert
Alberts, Joe
Alder, Clarence
Alexander, Maurice
Alexander, S. C.
Alexander, Wm. Earle
Alford, Jack
Allen, W.
Allen, Gene
Allesandro, Morio
Allison, John B.
Allen, Tom
Alvis, Ray
Alvis, Ray C.
Alzeda, Dr. G. E.
Ames, Ward, Orch.
Anderson, Arbool
Anderson, Art
Anderson, Pat
Anderson, Jackie
Anderson, John
Anderson, Paul
Andrews, Raymond
Andrews, F. L.
Aufenger, Harold
Anthony, Milo
Arbuckle, H. R.
Armann, Roy
Armstrong, Milo K.
Arnold, Jerry
Arthur, Mickey
Asay, Russell A.
Asher, Charles
Ashton, Harry
Audry, Don
Austin, Joe
Austin, Zenobia
Auton, Billie
Ayers, Henry
Backer, Earl
Babst, Eugene
Bailey, C. C.
Bait, Tiger
Baker, Donald
Baker, Teddy
Baldwin, Geo. W.
Balfonte, Paul
Bangs, Jerry
Bardell, Harry
Barfield, H. A.
Barnes, Charles E.
Barnes, E.
Barnes, Dr. W. B.
Barnett & Schutz
Barnhart, L.
Barry, George
Barthel, Clarence
Bartlett, R. C.
Barton, Howard W.
Barton, Otis
Bates, Jimmy
Bauer, Harry E.
Bauer, Joe
Bayne, Jack
Beach, Geo. (Half Pint)

Verville, Mrs. Irene
Vigilanti, Mrs. Dorothy
Vitch, Mrs. Chas.
Walker, Sally J.
Wallace, Mrs. Esther
Walsh, Mrs. (Palmit)
Walters, Irene
Ward, Lady
Ward, Mrs. George
Weiner, Mrs. Herman
Wells, Loretta
West, Mrs. James
Whipple, Mrs. Lulia
White, Clare
Whitehead, Mrs. Max
Wilken, Mrs. Grace
Willard, Helen
Williams, Dorothy
Williams, Mabel
Williams, Mrs. Alma
Williams, Virginia
Wilson, Bobbie Lee
Wilson, May Erwin
Winters, Mrs. Gladys
Wolfe, Mrs. T. A.
Wort, Mrs. George
Wykoff, Gladys
Young, Bonnie
Yvonne, Bubbles
Yurkovic, Ann
Briggs, Bert & Emma
Britton, Ginger
Britton, Jack
Brockhoff, Wm. Carl
Brody, Maury
Brodie, W. N.
Brook, George
Brooks, Bill
Brooks, Co.
Brooks, G. C.
Brooks, Johnnie
Brooks, Sam
Brooks, Thos. A.
Brown, Al
Brown, Curlie
Brown, Pluto
Brown, Wheeler
Brown, T. Bruce
Brownell Jr., W. H.
Bruce, Edgar B.
Bryan, Earl
Bryan, Jack
Bryant, M. H. (Tom)
Bryant, W. L.
Buck, Buddy
Buckner, L. L.
Bufkin, Emmet
Bulgar, T. E.
Bunker, Harold
Burke, Art
Burke, J. D.
Burnham, Joe
Burns, J. A. (Doc)
Burns, J. C.
Burton Jr., Steve
Bush, Ernest
Bush, Harry A.
Bush, Jack
Butcher, W. S.
Byerly, James
Byrd, Steve
Caggan, Frank
Callahan, Ray
Calvin, Myron
Camp, Texal C.
Campbell, Jack
Campbell, Carl C.
Canarcs, Victor
Candler, Warren
Cannon, Robert
Carey, Harry
Carey, Roy
Carleton, Bob
Carlies, Jack
Carling, Harry
Carman, Billy
Carillo, Eddie
Carnahan, Andrew H.
Carr, Charles
Carroll, Gerry
Carroll, Leo
Carroll, Richard
Carter, Jimmie
Carver, A. Floyd
Bessey, Jack
Case, Jack
Casey, W. Ray
Casey, Jack
Cassari, Eugene
Caulbe, A. M.
Caulbe, J. B.
Caulbe, R. I.
Chambers, Earl
Chambers, Happy
Chambers, J. T.
Charles, C. H.
Chavanne, James
Cheatham, Pee
Chedell, W. C.
Cheek, Ben
Childs, George A.
Chillson, J. J.
Chonos, James
Christian, Charlie
Christo, Tom
Ciaburri, John P.
Clancy, Fog Horn
Clark, A. J.
Clark, Charles Barry
Clark, James
Clarkson, Dick
Claude, Leo
Clayton, J. E.
Cleaning Compound Co.
Clearwater, Chief
Clemens (Side Show Mgr.)
Click, V. C.
Clifton, Harry (Slipfoot)
Cler, Fred
Coddins, Capt. Jack
Cockrell, Jesse
Cody, Harry M.
Cohee, Rex G.
Cohen, Robert
Cole, Clyde
Cole, Frank
Coley, Clark Hiko
Collins, Doc
Collins, Jack
Collins, John L.
Collins Minstrel
Colton, Tex

Duke, Richard
Dunbar, Chas.
Dunlap, Dr. Ted
Dunn, George
Dunn, John
DuPree, Elmer
Durante, Bill
Durham, Chas.
Durkee, Dave
Durkop, Hans V.
Earl, Clyde
Earle, Alfred
Early, Joe B.
Earnest, Doc L. R.
Eamhart, E. E.
Eddington, Cecil
Eddy, Samuel
Edwards, Blake
Edwards, Robert
Eiler, R. E.
Eiving, Ray
Elder, Charlie
Elder, Ted
Electrae, Jazzbo
Ellman, Charles
Epperson, Royle
Epple, Sam
Erwin, Walter
Ethridge, Humpy
Evans, O. H.
Evans, Charles Stanley
Evans, Danny
Evans, Frank N.
Evans, Jack
Everett, Chas. P.
Everette, Jake
Fahney, Frank
Faraway, W. J.
Farman, Joe
Fatoron, Larry
Fahey, Frank
Farrar, Verlin
Farrall, E. S.
Farrow, Wm.
Faust, Ike
Faust, Jake
Fee, Charlie
Felton, Harry C.
Fibs, Ronnie
Fine, Al
Fineman, Peggy
Fink, Howard
Finn, Ira Lester
Finney, Jack
Fish, James E.
Fitch, Don
Fitch, Harry H.
Flannagan, Mickey
Fleer, H. H.
Fleming, W. G.
Flynn, J. Francis
Flynn, Pat
Ford & Glen
Foreman, Bud
Forester, Charlie
Forester, Lewis (Popeye)
Forster, Ted
Forsythe, Ralph
Foster, Freeman
Foster, Vic
Foster, Wm. Earl
Fox, Major
Foy, Bob
Francis, David
Francis, Doc & Betty
Franklin, Don
Frantz, Jerry
Frayn, Frank
Frazier, Bruce
Frazier, Granddad
Fredette, Arthur
Freedman, J. (Cookie)
Freeman, Roy
Freesland, J. G.
French, Doc
Fry, Gilmore
Fulbright, Henry
Fuller, Lew
Fuller, Tex
Gaffney, Wm. H.
Gardner, Geo. W.
Garfield, Doc
Garrett, Alex R.
Gart, Jack B.
Gatchell's Educated Dogs
Gaunt, Rex
Gaynor, Lindsey
DeRae, Donnie
DeRosa, R. L.
DeVere, Geo.
DeVere, Melvin
Deoro, Bert
Decker, A. K.
Dela, Billie
Delaney, Sam A.
Delmar, Tom
Delp, J. E.
Demby, Buck
Demetro, Archie
Demetro, John
Deming, Lawrence
Demorest, Bob
Demsey, James
Denski, Irving
Dennis, Buddy
Denny, Harry
Dent, C. E.
Deucher, Edw. N.
Devean, Danny
Devine, Scotty
DeVoe, Charlie
Dewitt, Kirk
Dick, Billy
Dickerson, Harry G.
Dicks, Gus
Diggins, R. E.
Diggs, E. L.
Dilkey, Delmar
Dinnie, Harry
Dodd, Capt. W. H.
Doebber, H. M.
Donnelly, Geo.
Dontella Bros. & Carmen
Doolittle, Mayor
Dorrien, Walter F.
Dowell, Edgar Scar
Downs, Matt
Dowson, Skinnie
Drain, Billy B.
Drake, Jack
Drill, Charles
DuBerrie, W.
DuBois, Wilfred
DuPre, Elmer (Sparkplug)
Duffy, George
Duke, D. D.
Guthrie, Fred
Haas, Frederick L.
Haberman, Bennie
Hackenberg, Lewis
Hagan, O. L.
Hager, O. K.
Halk, Dr. Black
Hall, Earl
Hall, Geo. W.
Hall, Harold
Hall, James W.
Hall, Loun D.
Hall, Walter D.
Hallock, W. A.
Hamilton, C. B.
Hamilton, Doc
Hamilton, Jack
Hamilton, Ted
Hammack, Tlm T. (Okay)
Hammond, Bob
Hammond, Don S.
Hammond, Earl T.
Hanna, Cecil
Hanraid, M. J.
Hansell, Jewell
Hanson, Lewis
Hanwork, Chas. (Shorty)
Hanzlik, Bob
Hao, Al
Hardman, Whity & Mabel
Harley, Jess L.
Harper, P. E.
Harper, S. F.
Harriman, Maion
Harrington, P. A.
Harris, Frankie & Gladys
Harris, Harry
Harris, R. F.
Harris, R. E.
Harris, Ted
Harry Players
Hart, Arthur
Hartig, Wm.
Hartigan, Pat
Hartsock, Walter
Hartzog, Johnny
Hartzberg, C. A.
Harvey, Boots
Harvey, Leon
Harvey, Will
Haskell, V. C.
Hastings, John
Hatfield, Johnnie
Haverstick, G. E.
Haverstick, Geo.
Havins, Lowell
Hawk, James B.
Hawkins, James Arnold
Hayes, Morgan
Hayes, Whitey P.
Haynes, Rastus
Hayworth, Joe
Hazelwood, Shelton
Head, Bernie
Heaney, the Magician
Heath, Hy
Heath, Thos. W.
Heckendorn, Clarence
Hedrick, Elmer
Heeny, Thos. F.
Heffron, Dr. J.
Heith, Ross
Heitzman, George Victor
Heller, Harry
Helm, Dutch
Henderson, Bob
Henderson, Charlie
Henderson, Lewis
Hennessey, Col. Geo.
Henry, Bill
Henry, Lew
Herbert, Ralph
Herman, Mathew
Herman, Russell
Herring, Frank C.
Herrington, Bob
Hershey, Ray
Hesault, Harry
Hewitt, White
Hibbard, H. B.
Hicks, J. R.
Higgins, Art
Higgins, Red
Hightower, Jimmie W.
Higsby, Arthur
Hildebrand, Elmer
Hilbreth, Watson
Hill, Ben
Hill & White
Hines, Geo.
Hobart, Emory
Hobbs, Johnny
Hobson, Al
Hockwald, Arthur
Hocks, Harry
Hodge, Robert J.
Hoge, Clarence
Hoehn, George
Hoel, Frank
Hoffman, Lew
Hogan, Sandy
Holden, Buck
Holden, Doc
Holderness, G. W.
Holland, E.
Holley, Wilbert W.
Holliday, Ben
Hollingsworth, Dean
Holmes, Jack
Holt, Jerry
Hopkins, Claude
Horlon, Doc
Horshal, Harry
Hoshals, Troy
Hosmer, J. E.
Hotchkiss, Harry
House, Mack
Howard, John
Howard, John
Howard, Jesse & Elsie
Howell, A. W.
Howell, Albert H.
Howell, Edgar
Howell, Doc Fred M.
Howe, Jack
Howell, R. M.
Hubbard, H. B.
Hugh, Joe
Hughes, Claude
Hughes, Eugene
Hughes, Harry R.
Huland, Dick
Hunt, Tom & Lola
Hunter, Wm. O.
Hunter, Harold
Hunter, Thad
Hurley, Oliver

Hutton, M. C.
Hyde, Earl R.
Hyland, Jack Skates
Idom, Alfred
Ingalls, Earl
Ingram, Doc
Ingram, J. Shelby
Ingram, Ted
Isen, Billie I.
Jackson, Jack
Jacobi, Rudy
Jacobson, Sam
Jalvin, Juggler
James, Frank
James, Whitler
Jay, Doc
Jennings & Porter
Jennings, Ted
Jewett, Timothy
Johns, M.
Johnson, Alfred F.
Johnson, Dick
Johnson, Glen (Pete)
Johnson, James R.
Johnson, Quentin L.
Johnson, R. H.
Johnson, Russell
Johnson, Sailor Swede
Johnson, S. D.
Johnson, Prof. Tom
Jolly, Richard
Jones, J. O.
Jones, Pig
Jones, Willie
Joyner, Harry
Joyner, Jamie C.
Julius, Harry B.
Jump, Richard
Jung, Paul
Kakalia, John
Kalman, Al
Kamaka, Chas. K.
Kanerva & Lee
Karas, Jay
Karen, J. D.
Kater, John
Kay, Nick
Keefe, Geo.
Kelly, C. K.
Kelly, F. L.
Kelly, Geo. Marquis
Kelly, Jack C. (Smiles)
Kelly, T. W. Bennett
Kelly, T. W.
Kennedy, H. D.
Kennedy, Lewis Leon
Kennedy, Tom
Keno, Dick
Kent, Billy
Kepler, C. J.
Keystone Show
Kilbourne, Mark L.
Kilgore, J. D.
Kimball, Lee
Kimmel, Bill
King, Allen
King Bros. Rodeo
King, Duke
King, Gerald F.
King, Harry
King, Jack & Jolly Bell
King, John J.
King, Joseph R.
King, Rex
King, Rex Roy
Kingsmore, Tiny
Kinkle, Royie
Kinsler, Lou
Kirch, Geo.
Kirk, Dewitt
Kirk, Lettie
Kirtland, Monkey
Kitterman, Henry W.
Kline, Eddie
Klug, John
Knapp, B.
Knauff, Bert
Knight, Geo. Jack
Knight, Jack
Knock, Conrad
Knovakoff, Geo.
Kokos, Joe
Kolb, O. V.
Kolborn, Frank
Komoko, Frank Anders
Kongee, Leo
Koran, L. E.
Kongee Pin Cushion
Koons, Charles
Koscieland, Karl
Kranz, Al
Kraft, Perry
Kratzer, R. O.
Krausz, Chas.
Kreis, Chester
Krusie, Gus E.
Kuzler, Fred Palooka
LaBerta, Bob
LaFayette, Arthur
LaFord, Chas.
LaLenna, Frank
LaMar, Brownie
LaMont, Frank
LaRose, Danny
LaRose, Jack
LaRouch, Dannie
LaToya, Harry
LaVerne, Robt. J.
Laird, James
Lamar, B. W.
Lamar, Brownie
Lamb, Ray
Lambert, K. E.
Lambert, Wm. U.
Lam, Bonnie
Lamont, Geo. A.
Lamore & Frances
Lamperi, D. J.
Lampton, Jack
Lane, Frank B.
Lane, Malcolm J.
Lang, Jack
Langdon, Burt
Langford, Harry
Lanham, Wm.
Lanham, Wm.
Lanford, Chuck
Larkin, David
Latto, Al
Laurie, Mike
Lauther, Carl
Lavine, Sam
Lawrence, Larry
Lawrence, Walter
Layman, F.
Layne, Bert
Lazell, Elmer
Lazell, Robt.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Leavitt, Larry
LeVine, Joe
Ledger, Joe
Lee, Alvin K.
Lee, Harry W.
Lee, Francis M.
Lee, Glen, Orch.
Lee, Julian
Lee, Rusty
Leone, Leo V.
Leopold, Leopold
Leslie, Dan
Leroy, J. F.
Leslie, Harry E.
Levine, Bennie
Levine, Joe
Levine, W. W.
Lewis, Bert
Lewis, Bill
Lewis, Cookhouse
Lewis, Harry V.
Lewis, Ralph D.
Lewis, Tommie F.
Linn, W. A.
Linniger Sr., Harry
Little Beaver, George
Little, Phil
Littlefield, Jack
Livingston, Harold
Lock, Wm. Harvey
Locktee, Gus & Lovelia
Logan, Eddie L.
Logan, Sandy E.
Logan, Wm. C.
Lones, Leo
Long, Chester
Loos, Arthur
Loring, Tommy
Lorraine, Jos.
Lorraine, Louis J.
Losey, Ralph
Lotter, Happy
Lotrudge, Harry
Louis, Jimmie
Louis, W. H.
Lovejoy, W. A.
Lovett, T. J.
Lova, Chas. R.
Lowery, Sammy
Loyd, Leonard
Lozaro, L. E.
Lumpkins, Bat
Lush, Doc
Luther, M. H.
Lutze, Billy
Lyman, George
Lyons, Tim
MacDonald, John
MacDonald, Wm. D.
McAllister, Pat
McArdel, Bernard
McCall, Duke
McCarthy, Charlie
McCarthy, Betty
McClanahan, D. H.
McClane, Buddy
McClung, C. C.
McClough, Chas. W.
McClung, Mack
McColl, Al
McCoy, Smiling
McCraney, Ruben
McCray, G. H.
McCune, Tiger
McCune, Wm.
McDonald, Cliff
McDonald, Sampson
McDonald, Wanzo
McDowell, P. H.
McFarland, Francis
McFarland, Willard
McGill, Frank
McGill, Leo
McGill, Steve
McGrath, Lawrence
McIntyre, Fred
McIntyre, Keith
McKeone, Troupe
McKerman, Wm.
McKiver, Don
McLaughlin, Bill
McLaughlin, E. L.
McLauren, John L.
McLaughlin, Donald & Gene
McLendon, R. F.
McMillan, S. S.
McNamara, Thos.
McPeak, Dan
McPherson, E. E.
McWilliams, Roy
Mace, Herbert
Mack, Charlie
Mack, Cuban
Mack, Johnnie
Mackey, J. C.
Mackurico, Jack
Madden, Jack
Mahoney, Dennie
Mahoney, J. L.
Maison, Wm. E.
Malone, Spike
Mann, Barney
Manna, Joe
Manner, Joe
Mansell, J. L.
Mauthe, Elmer
Marcelles, Bud
March, Walter
Marcum, C. E.
Marcus, Geo.
Marcus, Will
Marsie, R. A.
Markley, Dave
Marks, B. D.
Marks, Steve
Marlo & Lefores
Mars, Walter J.
Martin, L. M.
Mason, Dick
Mason, Homer E.
Mason, J. W.
Mathews, L. M.
Matteson, L. B.
Maurice, Ossified
Mayo & Mayo
Meachum, James
Meade, Tommy
Meek, Frank
Mendelson, Louis
Mengel, Jay
Menke, Harry
Mercy, Frank
Merriell, Paul
Merrill, Speedy
Meyer, Earl F.
Miller, C. M.
Miller, Capt. M. A.
Miller, Eq., Frank
Miller, Frank
Miller, H. A.
Miller, Herman

Miller, Jack
Miller, Leo
Miller, Little Joe
Miller Products Co.
Miller, Ralph E.
Miller Traveling Magician
Miller, F. W.
Mimdo
Minsky Supreme Staring Show
Mitchell, Geo. J.
Mitchell, Eli
Mitchell, G. L.
Mitchell, Larry
Mitchell, Miller F.
Mitchell, Steve G.
Mitchell, Tennis
Mitchell, Tom
Mitchell, Wm. S.
Mix, Art
Mix, Frank
Moldenhauer, J. C.
Money, Whitie
Montague, Jack
Montaigne, J. B.
Monte, Johnny
Montgomery, A. C.
Monts, Geo. B.
Moore, Bill (Legal Adjuster)
Moore, Blackie
Moore, B. L.
Moore, C. P.
Moore, Mack
Moore, Montie
Moore, Vernon
Moore, Virgil
Moore, Walter C.
Moore, Harry
Morgan, J. Doug
Morgan, Louis D.
Morgan, Joe
Morgan, Morris
Morrin, Walter
Morrison, Carl
Morrison, Chas.
Morrison, Dave L.
Morrison, M. M.
Mortenson, Mort
Mortensen, Fred
Morton, Al
Mottley, Ernest
Motts, Fred
Mounts, Clark
Mullins, Phil D.
Mummaw, Walter
Mund, Sunny
Mundi, Dr. Leon
Munsinger, E. L.
Murdock, Frank
Murphy, Frank F.
Murphy, Doc Jack
Murphy, J. L.
Murphy, Ralph
Murray, Arthur
Murray, James
Murray, Jess
Myers, Sailor
Nabonne, R. J.
Nash, Johnnie
Nation, Al
Neal, Roy
Nehaus, Geo.
Neilson, Douglas
Neilson, Bert
Neilson, Douglas (Rough House)
Neilson, M. J.
Neilson, Morris
Neilson, Prince
Neilson, W. A.
Nepo, Geo.
Neto, Natale
Newton, Earl
Nichols Products Co.
Noell, Robt. M.
Nolan, Larry
Northrup, Jesse
Norton, Esq., Jimmy
O'Bryan, Pat
O'Connell, J. M.
O'Curran, Happy
O'Farrell, Mickey
O'Hara, Husk
O'Neal, Phil
O'Reilly, Jerry
O'Reilly, Pat
O'Rourke, Howard
Oberman, Harry
Oden, Ray W.
Ogle, Rodney
Ohman, Theo
Ohmert, Fred
Oliver (Picture Man)
Ormsby, Bill
Orrick, Wm.
Ott, Jerry B.
Ovette, Jos.
Owens, Dick
Pablo Sr., Juan Jr.
Paddock, Buddy
Padgett, R. H.
Pappas, T. M.
Parent, Arthur
Parish, Ralph
Parker Sales Service
Parsons, Josiah
Pates, Carl
Patrick, Wayman
Patton, Glenn
Patty, Felix
Pearce, Harrison
Peke, Blackey
Peoples, L. W.
Peoples, Wilbur
Perkins, Keith
Perrin, Sid
Perry, Ernest
Perry, Jack
Perry, J. N.
Perry, Lincoln
Peters, Pete
Peterson, Thure
Peterson, Dick
Petit, Frank M.
Phifer, Chas. F.
Phillips, Edgar
Phillips, J. D.
Phillip, Ph. Harold
Pickering, Dan
Pierpoint, Isaac
Pike, Homer
Pine, Andy
Pine, C. A.
Pinkston, J. W.

Pitt, W. J.
Plegge, Willard
Plunketta Minstrels
Porel, Jake
Porter, John L.
Porter, La.
Potter, the Flying
Potter, Jr., Wm.
Powell, Art
Powell, Bill
Powell, Abie
Prather, Henry H.
Pratt, Paul B.
Proctor, Dick
Progressive Teachers' Service
Puri, Billy
Purvis, Cecil
Quilian, Robt.
Rader, Chas. E.
Ragland, L. E.
Rankin, Howard H.
Rapport, C.
Ray, Don
Ray, R. E.
Real, Cliff
Recklows, Reckless
Redding, G. F.
Red Feather
Redmon, Don
Redman, J. Silvers
Reed, Horace
Reed, Lylop
Reed, Mike
Reed, Minor
Reed, Thos. M.
Reese, Earl
Reeves, Al
Reeves, Jesse
Reid, Ed C.
Reid, Ida R.
Reilly, Tommy
Reilms, Lloyd
Reno, Edw. A.
Reno, Paul
Renton, Geo. E.
Replogle, Carl
Reyman, Frank
Reynolds, Dad
Reynolds, E. S.
Reynolds, J. C.
Reynolds, Tom J.
Reynolds, Walter
Rhinehart, Dan
Rhodes, Elmer
Rice, Cecil C.
Rice, Dan
Rich, Jimmy
Richards, Geo.
Richards, James
Richman, Rodes
Richie, Billy
Riley, Clarence E.
Riley, Ed
Rinehart, Jack
Rish, John
Rising, Thad A.
Rittley, Harry
Roberson, Howard
Roberts, Bob
Roberts Bros. Show
Roberts, Curley
Roberts, J. C.
Roberts, Richard
Robinson, Royal
Rodgers, Bill
Rodgers, Joe I.
Roeder, Henry
Roger, Albert
Rogers, Bill
Rogers, J. R.
Rosche, Frank
Rosen, Billie
Rosen, H.
Rosenbach, Harry
Rosenberg, Wm.
Rosenberg, Geo.
Rosewall, Abe
Ross, Chas. Erdman
Ross, Tony F.
Ross, Wm.
Ross, Jos.
Rothoz, F. P.
Rowell, Alonzo
Royer, Archie
Rowan, Doc W. H.
Ruffing, B. H.
Russell, Capt. Frank
Russell, Geo. L.
Russell, James H.
Russell, Slim
Russell, Tussie
Ruston, Jas. R.
Rymer, Don
Samson, Frank
Samson, Guy
Sanders, L. B.
Sargent, Geo.
Sangor, Harry
Sartell, Oscar
Scartatella, Tony
Scatterday, R. O.
Schaefer, Lee
Schaffer, Herman
Schaffner, Neil E.
Schelhe, Louis
Schemerhorn, Loyd
Schieffbein, Max
Schlueter, H. G.
Schmitt, Charley
Schneeman, Lester
Schneider, Vic
Schofield, Jos.
Schrappe, Chas.
Schreckengost, Arden
Scott, C. B.
Scott, Gene Sonda
Scott, H. T.
Scott, Richard
Scott, W. D.
Scully, Tom
Seibel, Jean
Sells, Virgil
Seymour, W. O.
Shafer, C. Jack
Shapiro, Dave
Shannon, Dick
Sharkey, Geo. E.
Sharkey, Jack E.
Sharkey, Ted
Sharp, Geo.
Sharpe, Maxie
Sharrock, Lowell
Sheares, Freddie
Sheck, Gene
Shelton, Fred Pop
Shelton, Joe
Sherlock, Joe
Sherman, G. B.
Shiver, Chas.
Shunatona Chief
Shufro, Nate

Shuttie, Ferris
Siegrist, Chas.
Siladi, John
Silvers, Hal
Silvers, Harry B.
Silvers, J. H.
Simpson, Charlie
Simpson, Sam
Sims, Rufus J.
Singlee, Moosa
Singleton, Harry D.
Siscoe, R. H.
Skiuner, Walter
Sleight, Robt.
Slerting, Doc B.
Smith, Bill
Smith, Fitchman
Smith, C. W.
Smith, Curley
Smith, J. David
Smith Jr., J. B.
Smith, Fletcher
Smith, Floyd
Smith, Harry K.
Smith, Jack J.
Smith, Jess W.
Smith, Lee
Smith, Lloyd T.
Smith, O. M.
Smith, Rollin
Smith, T. J.
Smitty, J. D.
Smucker, Bernie
Snooks, Kid
Snow, Roy
Snyder, Leon
Snyder, Merle C.
Sohn, Clem
Sonitz, Carl
Spangler, Dr.
Sparks, Jesse
Speilman, Dave
Spence, Wm.
Sperlock, Red
Spitalny, Phil
St. Johns, Art
Stack, F. T.
Stanley, Clipper
Stanley, Goldblock
Stanley, Paul
Starkey, Frank
Steel, Bob
Stegeman, Roger
Steinberg, Abraham
Stevens, Al & Octa
Stevens, G. W.
Stevens, W. C.
Stewart, Lei Aloha
Stewart, Ten
Sty, Jos.
Stockdale, A. E.
Stoltz, Geo.
Stone, Hal
Stone, J. M.
Stone, Jimmy S.
Stork, David
Strauss, Edw. R.
Strong, Ervin
Strubel, Frank
Sturky, E. B.
Summers, V. S.
Sumral, Ernest
Sundstrom, John
Swagart, Ed
Swagart, Geo.
Swan, Tex
Swanger, Harry
Swisher, Thos. L.
Swisher, Clifford
Swore, Cliff
Tair, D. W.
Tarbes, Max
Tardy, Tony
Tate, Gilmore
Taylor, R. Ferris
Taylor, Wm. B.
Teer, Jimmie
Templeton, Patrick G.
Terrell, Billie
Thomas, Fred
Thomas, Fred J.
Thomas, H. O.
Thomas, Pete
Thompson, John
Tierney, Eddie
Tinchner, Vernon
Tinley, Spike
Tinsley, Harry
Tisdale, H.
Todd, Jas. Buster
Tom, Geo.
Townsend, Chick
Townsend, & Dorothy
Townson, Chas.
Townson, Maxwell
Townson, Chas.
Towe, Paul
Tramers, Gus
Traugott, Dave
Traver Carnival Co.
Tronson, Rube
Tullis, Wm. A.
Tunney, Leo
Turner, Garrison
Turner, Lynn H.
Twist, Egan
Twisto, the Swede
Tye, Louis
Underwood, Teddy
Updyke, Colon
Urban, Joe
Usher, Herb
Usher, Whitey
Van Allen, E. W.
Van Ame, Pete
Van Berg, Jack
Van Dyke, Robt.
Van, Jack G.
Vance, Slim
Vassar, Everett
Vermont, Slim
Vernon, Wally
Vinson, Happy
Vokal, Geo.
Voltaggio, Morris
Waddell, Tony
Wade, R. C.
Walker, Frank C.
Walker, Jack
Walker, James C.
Walleine, Al
Waller, Thos.
Walls, C. W.
Walters, Robt.
Walters, Sidney
Walton, Boots
Walton, Jess
Walz, Doc
Wann, Bob
Ward, John
Warner, Alverdo
Warner, Tex
Warren the Wizard
Washington, Noah
Watkins, Irvin
Watkin, Pierre
Weatherford, Earl
Weaver, Elmer W.
Weaver Jr., J. W.
Weaver, Turk
Webb, Joe B.
Webb, Randy
Webb, Taft
Wells, Jack
Wells, James F.
Weiss, Carl
Welsh, Slim
Wesselman, L. B.
West, Vernon
Western, Bill or Gil
Westfall, Bill
Westman, Ray
Wetzel, Baldy
Wheaton, Charley
Wheeler, Elmer
Wheeler, Ned
Wheeler, W. A.
Whiley, Oscar
Whitaker, John
White, Carl
White, Harry B.
White, Lucis
Whitmore, Geo.
Whitney, Gordon
Whitke, Paul
Williams, Billie
Williams, Bub
Williams, Charlie
Williams, Earl
Williams, Eddie
Williams, H. C.
Williams, Jack & Ina
Williams, J. E.
Williams, Jim
Williams, Lawrence
Williams, Les O.
Williams, S. F. X.
Williams, Sunnie
Williams, Walter
Willie-West & McGinty
Wilson, J. E.
Wilson, C. E.
Wilson, G. E.
Wilson, Clyde
Wilson, Earl
Wilson, Harry E.
Wilson, James
Wilson, Kenneth
Wilson, Leonard
Wilson, Robt. Blackio
Wilson, Robt. W.
Wilson Sales Co.
Wilson, Ted C.
Wilson, Windy Frank
Wilton, G.
Wiltse, Cash
Winkle, Rip
Winkie, W. F.
Winstead, E. S.
Winters, the Juggler
Wise, Ralph
Wise, Whitey
Wolfe, A. L.
Wollard, Bennie
Wood, Edgar R.
Wood, Frank
Woodall, Billie
Woodard, R. W.
Woodbury, Thos.
Woodruff, Leroy
Woods, Willie
Wright, Bill & Martha
Wright, Otho
Wright, Jack
Wyatt, Carl & Louise
Wyatt, Walter
Yancey, Geo. B.
Yogi, Rajah
Yonko, Leo
York, Capt.
Young, Fred H.
Young, Harry
Young, Roscoe
Zarlington, Ray
Zaylor, W. T.
Zeeb, Ernest F.
Zobar, L.
Zogi, Prince
Zorn, Harry M.

Passenack, Joseph (Dir.)
Pearson, Jas. Congo
Perkins, Bill
Perry, Bill
Phelan, Charles (Strong Man)
Phillips, L. W.
Phillips, S. H.
Picchiani, James
Pranno, Mario
Quinn, James (Shorty)
Reed, Wallace
Richmond, Nat
Roberts, M. W.
Robins, Billy
Rodgers (Ike & Mike)
Rogers, Mervin (Red)
Rosenberg, Ben
Saunders, John
Scully, Tom
Sears, P.
Senior, William (Bill)
Shafer Jr., Calvin
Shaffers, W. (Frontman)
Shafkin, Louis
Shea, Jack
Shepard, N.
Sherman, Orin W.
Shirey, George (Shorty)
Sloop, Loyd P.
Sprinkle, Clarence
Stadler & Rose
Stager, R. B.
Stanley Twins
Stauss, Edw. R.
Stern, Frank
Stevens, Danny
Stoffa, Andrew
Student, Earl O.
Sztia & Anis
Thompson, Edw.
Van Pool, Marshall
Vintour, Richard (Dick)
Wagner, Sam
Wilson, Russell
Wolfe, Thomas A.
Young, Solly
Zimny, Legless Swimmer
MAIL ON HAND AT CHICAGO OFFICE
600 Woods Bldg., 52 West Randolph St.
Ladies' List
Astrella, Mrs.
Avery, Gertrude
Barker, Mrs. Glenn
Bennington, Babe
Burke, Miss
Burt, Estelle
Castello, Lillian
Daley, Mrs. Bernice
Davis, Joan
Dean, Donna
DeMarrs, Mrs. E.
Dixon, Jean
Dolly, Miss D.
Duncan Sisters
Graham, Margaret
Greer, Ethel
Gutkin, Miss S.
Hart, Ervil
Krandall, Betty
Kulp, Audrey
LaTorn, Thilie
Lee, Mrs. F. J.
Leland, Tony
LeMaire, Mrs. Francis
Lewis, Betty
Lucano, Louise
Ludwig, Mrs. Frank
McCarty, Mrs. Billie
Maidie, Miss
Patrick, Miss
Vance
Pennington, Ann
Redrick, Edith
Rollet & Dorethea
Russell, Nellie
Shaw, Mrs. Darline
Sherman, Betty J.
Sherman, Betty J.
Sztia & Anis
Teeter, Jacqueline
Wayne, Mrs. Evelyn
Wells, Loretta
Wiler, Pearl
Zindra, Rose
Gentlemen's List
Alyn, Kirk
Ashton, Harry
Atilla, Art
Bailey, F. R.
Barr, Arthur E.
Beck, Neil
Bentley, George
Biggs, Harry
Blow, Chick
Bowen, Roy
Boyer, Chick
Bradley, Lessley
Brown, Jack C. W.
Brown, Vernon
Burr, Clarence
Burto, L. H.
Carter, Dannie
Childs, George A.
Chiva, Eddie
Clifford & Leslie
Clinton, T. D.
Cripps, Charles
D'Allen, Joe
Dahm, Ted
Davis, Ed
Decker, Al
Demnati, Haddo
DeMarrs, Fred
Diaz, Emigin
Doering, Ray (Cowboy)
Drill, Charlie
Dyer, John S.
Eagle, Nat T.
Edenfield Jr., Danny
Evans, Bill
Edwards, Earl
Epstein, Maurice
Farrell, Lawrence
Fitzgibbons, Fred
Fohbrook, G. R.
Foster, Ted (Human Spider)
Frank, J. J.
Frazier Family
Friedman, Jake
Fuller, Howard
Gerard, Jay
Gerome, George & Luu
Gilmore, J.
Goff, Newell
Gould, Joseph
Grayson, Eddie
Haverly, Mr. & Mrs. Ned
Hawthorne, Jack
Hawthorn, Joe
Healea, A. T.
Hannan, John
Hughes, Mrs. V. L.
Jaudon, R. Z.
Jaudon, Zandrea
Jerome, George
Jewell, Frank H.
Jones, Little
Kadir, Hamed
Kalam, Thos. S.
Kerr, Bob
Landris, Charles
Lee, Homer
Leeper, Frank
Leslie, Ken
Lundgren, Ed
Mack, Mr. & Mrs. Jimmy
Mason's Black Crows
Melvin, Ed
McClung, C. C.
Meyers, Frank H.
Meyers, Tim
Miller, R. J.
Molloy, E. T.
Mondhi, Prince
Mortenson, Mort
Murphy, Edward "Nadeane"
Noon, J. Gilbert
Norling, Albert
Page, George
Paige, O. A.
Pak, Gene
Pape, Billy
Pelke, Chester
Phillips, Edgar
Potter, Henry P.
Powell, Halton
Pringle, Prescott
Richards, Jimmie (Itsky)
Riley, John P.
Ritchie, Carl & Adrian Sisters
Rosen, Mike
Rosenheim, Mrs. Jack
Russell, Tussie
Sahlen, Carl Wms.
Sangor, Harry
Shufro, Nate
Signor, W. L.
Smith, R. W. (Fat)
Spinks, H. G.
Squires, Charles
Stanley Twins
Stevens, Geo.
St. Leon, Geo.
Stoddard Amusement Enterprises
Talley, Isaac E.
Tarsey, Jimmy
Thayer Magical Apparatus Co.
Toll, Max
Ton-E-Ka Medicine Show
Toone, Prof. Leon
Tucker, E. H.
Voisine, Hugh
Vosburgh, K. A.
Wenzel, Fred
Whalen, George
Williams & Bernice
Williamson, Geo. H.
Whitney, Gordon W.
Jepson, Judy
Julian, Mrs. Frank
Julian, Alice
Kelleys, Mrs. Edith
McKee, Mrs. Mary
Muir, Mrs. Mabel
Satterfield, Mrs. Irene
Stanley, Lela
Stewart, Mary
Templeton, Mrs. White
Turkovic, Mrs. Ann
Wynnegar, Mrs. Pat
Langly, Mack
Leavitt, Larry
Leenagar, P.
LeRoy, Edw.
Lewis, Ike
Lopez, Manuel
Lynn, W. E.
McCarthy, Freddie
McDonald, Edw.
McArdle, Vernard
Mahoney, J. E.
Meeks, Eddie
Moore, C. E.
Crowover, Ray
Dawson, Thos. (Skinny)
Dennis, Buddy
DeWitt, J. E.
Dortery Robert
Karr, Olan J.
Farrar, Bill
Fisher, George
Foss, Jack
Gaither, Woodie
George, Frank
Goad, Joe
Gorden, Daron
Goree, Cecil
Gorman, Danny
Greenwood, Capt. Harry
Groves, Tex
Haley, George
Henry, Pinhead
Hicks, Hampton
Hobison, C. C. (Shorty)
Hoffman, Walter
Hurst, Bob Shows
Jenkins, Henry
Johnson, H. L.
Johnson, Leland M.
Kinnison, Jim
Kirkman, O.
Kuhn, Fred
Lacoma, Chris
Stecher, Harry
Stocker, David A.
Stone, Henri
Taylor, Rex
Thomas, Curly Fred
Thomas, W. E.
Thornton, James
Waddell, Red
Wagner, Ralph
Wallace, Jerry
Ward, Dick
Wheeler & Revere
Wilkins, Bob
Williams, Maple
Yager, R. E.

STATION NOTES

(Continued from page 8)
midnight to 6 a.m. Sunday. Program has been responsible for a good-sized jump in sales.
DODGE MOTORS recordings have been placed on WPTF, Raleigh, N. C., by the local dealers.
WSMB, New Orleans NBC outlet, has its request for renewal of its license for unlimited time on 1320 k. c. scheduled

for hearing before the FCC this week. Hearing was ordered to determine what interference there might be between New Orleans station and KRNT, Des Moines, and WADC, Akron, O. KRNT's programs are often heard in New Orleans when WSMB is broadcasting at the same time.
KFAC, Los Angeles, has arranged an exclusive deal to broadcast all baseball games from Wrigley Field this season. In addition, all games played by the L. A. Angeles will be broadcast no matter where they're played.

Show Biz Up At Dallas Expo

Arrivals increase as plans progress for new attractions—rodeo array set

DALLAS, March 21.—Show business at Texas Centennial Exposition perked up and went for what appears to be a big-time play with arrival of John (Streets of Paris) H. McMahon. He arrived to discuss possibilities of a setup similar to his big attraction at Chicago's A Century of Progress. He plans innovations and seems to be completely in accord with the entire exposition picture.

Joe Rogers, of Dufour & Rogers, arrived with Mr. McMahon and is making permanent headquarters in the Stoneleigh Hotel, where Mr. and Mrs. Lew Dufour are ensconced. He is enthusiastic over the combine's newest crime show wrinkle, featuring Warden Lewis E. Lawes. With Terry Turner working metropolitan city tieups thru East and Midwest, the partners are confident of having the most elaborate show of its type ever staged. It will be a walk-around, with a sit-down lecture and discussion of crime detection, prevention and penology.

Rodgers Dinner Host

Nat D. Rodgers, managing director for Streets of All Nations, is booking many attractions, planning to make "Streets" a standout attraction. Last Friday he

gave a dinner party in the Baker Hotel, serving a venison ragout made from game he shot on last fall's hunting trip to Mexico. Party honored Mr. and Mrs. Evans, parents of Mrs. W. S. McHenry. Mr. McHenry is assistant to Paul Massmann, exhibits and concessions director, and is in charge of expo concessions contracts. In the party were also Rowe Wells, Mayflower Doughnut Corporation chief; Mr. Massmann, Lew Dufour, Stanley Graham, Tom Wolfe, E. W. McConnell and Clint Bolton. Following dinner party went to the Fat Stock Show in Fort Worth for the rodeo and informal reunion with showfolks along the midway.

Ground was broken on the \$150,000 Gulf Oil Building on Thursday. Radio setup will be Gulf and exposition operating jointly. Ten programs will be available at one time. A. W. Von Struve, head of magazine division of publicity, resigned as of last Thursday to accept a post as editorial director for a chain of East Texas papers.

Track To Co-Operate

Arlington Downs made a co-operative gesture to the expo when Judge Joseph A. Murphy assured Phil Fox, press chief for the fair, that the race track would okeh display posters and loud-speaker announcements anent the exposition. He is arranging a Texas Centennial Exposition handicap and other features.

Cowboy sports will be presented in quality and quantity at the Dallas show. No less than three great shows of this nature will be presented in the huge Cotton Bowl Stadium on the grounds; two world championship events for professionals, under direction of Col. W. T. Johnson, and an authentic roundup of working cowboys, a traditional celebration, Texas Cowboy Reunion, of Stamford, Tex.

J. Ed Brown, who arrived this week, visited with department heads and inspected grounds and buildings.

Scott Greater Shows

DISHMAN, Wash., March 21.—The boys are starting to show up and the equipment will be all gone over. Earl M. Brownie, of cabaret note, will be with it again this season. Murdock will have charge of all rides. Roy Laroque the Big Ell Wheel and also look after the Baby Eli; Pat Padgett will have charge of the locomotive Callaphone and publicity. Chef Dempsy will have the cookhouse again. Eddie Strauss will look after the books. Grover Danner will take the housy, Ethel will handle the bottle game and Mr. Triplett will manage a "punk" rack, Henry Wright will advance and handle advertising banners. Via Right will stay home this season and manage their laundry, which they took over this winter. EDDIE STRAUSS.

Mickey King Marooned

CINCINNATI, March 21.—Mickey King, aerialist, who was to have started on a three-week tour with Jack Fine's *Blondes vs. Redheads* at the Shubert Theater here yesterday, was unable to make the local date, owing to the fact that she was in the Pittsburgh flood district and could not arrive here in time. She plays four weeks of indoor dates with Hamid-Morton circuses, opening at Buffalo April 13.

Old-Time Showmen

By CHARLES BERNARD

In the recent Old-Time Showmen review of circus operations during 1881 not all of the major shows were mentioned. One of the good-sized well-equipped shows transported by rail was owned by Buffalo, N. Y., showmen, but opened its 1881 season at Belleville, Ont., April 30, where the equipment had been kept during the 1880-'81 winter. It was the Shelby, Pullman & Hamilton's Grand United Mastodon Shows.

The two Pullman brothers, Giles and Henry, and John Hamilton had been active in circus ownership as partners and with other organizations in previous seasons. Dan Shelby, a prominent theater owner of Buffalo, was the fourth partner and became the general manager of the show. Giles Pullman was general agent; Henry Pullman, superintendent; John Hamilton, treasurer; O. P. Myers, railroad contracting agent; W. E. Franklin, local contractor; Alex Jaques, excursion agent; W. J. Chappelle, press agent and manager No. 1 car; E. A. Weiler managed No. 2 car, and had T. K. Burke as boss lithographer, with five assistants. Col. Giles Pullman had engaged an efficient advance staff, a strong crew of billers, and had the necessary billing material to create public interest in the show's publicity.

There were about 250 people and 150 horses used in parade; 30 cages of animals, together with camels, a sea elephant. The elephant Emperor was feature of the herd. Six new tableaux cars and a golden band chariot added splendor to the parade, in which the many cages and the Oriental Chariot Mahomet, containing a band of 15 native Zulus, combined to make a lengthy and imposing street display. In the big show program Harr Mack was equestrian director; the equestrians included the Carlo Family—Fred, George, Ameila, Hattie, Harry and Frank—Mlle. Henriques, Carrie LaSaille, Frank Brown, James Kincade and the infant prodigies, Murray and Arden. Gymnasts included the Three Ryan Brothers, Willie Washburn, Planel and Short, Donald McDonald, Frank Victor and the Three Saunders Brothers. The aerial artists—Pedro Robon's troupe of Spanish Equilibrists, Carlo Midgets on the trapeze and Harry Mack's specialty. Ajax and Victor were contortionists. Fred Knight and his performing elephants, Prof. Neil Smith's Dog Circus, the stud of nine educated Barbary steeds worked by Prof. F. Carlo and the riding Cynocephalus made a liberal display of animal acts. Lorbio and Holland were the Graeco-Roman gladiators. Five clowns, Dan Shelby, Billy Andrews, Charles Saunders, John McVickers and Marzetti, did their respective specialties. Crosby and Harper had the side-show privileges, used a 60-foot round top, had six living freaks, slave troupe of jubilee singers, a magician, fire king, and English marionette troupe, a den of serpents and a cage of crocodiles.

The itinerary of Shelby, Pullman & Hamilton, after the Belleville, Ont., opening, continued on the Canadian side thru May and June; came across the border into New York State, where a number of stands were played, some in Pennsylvania, and by first week in August were in Ohio. At Hillsboro, O., August 5 Frank McGuire, listed on the bills as "Ajax the Contortionist," was taking part in the leaps over camels and elephants. In a long flying leap he missed alighting squarely on the landing bed; one leg went over the edge, his foot struck the ground and a cracking sound like that of a whip was heard plainly by the audience. It was a broken leg of such serious nature that Manager Shelby immediately arranged for all necessary immediate treatment and transportation to his home in Biddeford, Me. The route during August was direct toward the "land of cane and cotton." By August 30 the show had reached Nashville, Tenn. Memphis was a two-day stand, September 12 and 13; Brownsville, Paris and Franklin one day each; Greenville and Evergreen, Ala., 19 and 20, and September 22 was the exhibition date in Pensacola, Fla. Good business in the South prompted a tour of the Mississippi by steamer. The boat Kate Kinney was chartered and transportation changed from rail to steamer September 26. The itinerary by boat was up the Mississippi, playing the best towns and cities to and including Cairo, Ill., then the Ohio River as far as Louisville, Ky., where the show was wintered in the Exposition Building.

Glick Enlarging His Organization

BALTIMORE, March 21.—William Glick Exposition Shows are notably preparing for their opening at Hagerstown, Md., April 18. Plan making it a special gala event this year. A popularity contest is under way thru the direction of J. J. Moran. It is reported that Glick will present his largest and most attractive midway since 1929, with many things new. Same members of the Glick staff who have been in Baltimore for the winter leaving for winter quarters in Hagerstown this week. The winter quarters have been open for some time, with an augmented working crew renovating and rebuilding attractions. The show's route of fairs include Malone, N. Y.; Burlington, Vt.; Hagerstown, Md.; New Jersey State Fair, Trenton; Maryland State Fair, Timonium; Petersburg, Va.; Dunn, N. C., and Kinston, N. C.

SHOWMEN'S LEAGUE

(Continued from page 3)

also was a big hit. His comedy has lost nothing of its effectiveness and he was forced to respond with encores time after time. Ruth Petty, petite singer, scored with three popular numbers and the audience wanted more. Kay St. Germain, glamorous young vocalist with Anson Weeks' orchestra, won her audience with a number beautifully done. Miss Vic McNeely, Margery France and Miss Dionne each presented vocal numbers that scored heavily. Jack Joyce, one-legged dancer, was a hit, as was Bob Hall with his rhyming monolog; Solly Ward with his comedy, and Lobo, movie dog, with his trainer, Clarence Moore. Others who furnished top-notch entertainment were White and Ray, dancers; the Bennett Troupe of singers and instrumentalists; Tom Howard and George Shelton, vaude comedians; Eddie Martell, impersonator; Nelson's Boxing Cats; W. C. Dornfeld, comedy magic; the Barnyard Frolics, comedy group from WLS, and a group of amateurs developed at the Sherman that included Frank Payne, impersonator; Bobbie and Hope, overture tap dancers; Cherita, Hawaiian dancer; Two Zephyrs, colored comedy team, and several others.

A number of well-knowns were introduced during the evening, including J. W. (Patty) Conklin, president of the Showmen's League; Frank Bering, manager of the Sherman; Dr. Max Thorek, chief surgeon of American Hospital; Lum and Abner and Alexander McQueen, of the radio, and others.

Dance periods were interspersed thru the evening, and the affair extended well into the morning hours.

The entire event was handled capably by the various committees, and everything ran without a hitch. President Conklin, Chairman Sam Levy and Co-Chairman Jack Nelson and the various sub-committees all deserve credit for their work in putting the show over so successfully.

GREAT SUTTON SHOWS

OPEN APRIL 13, OSCEOLA, ARK.

WANT TO BOOK Kid Auto Ride. Loop-o-Plane, Shows and clean Concessions. Will sell exclusive on Photo Gallery. F. W. SUTTON, Osceola, Ark.

9 Rides JOYLAND SHOWS 10 Shows

Open Kalamazoo, Mich., Under Disabled War Veterans, Saturday, May 2, to Sunday, May 10. Two Saturdays and Two Sundays.

Now booking Shows, Rides and Concessions that do not conflict. Special inducement to money-getting Shows with own outfit. CAN USE sensational Free Attractions. Mabel Mack write. Want to hear from Gordon's Ten-in-One. WANT experienced Telephone Banner Men at once. Get in touch with HARRY MILLS, 120 W. Shawnee St., Lansing, Mich. JOYLAND SHOWS, Roscoe T. Wade and Harry Mills, Managers, 917 Hunt St., Adrian, Mich.

WANTED ACTS

For the Knights of Columbus Society Circus, for One Week, Starting April 22. Write or wire CIRCUS COMMITTEE, 52 James St., Knights of Columbus Headquarters, Rochester, N. Y.

FOR SALE 100 Good Used Salesmen's Trunks, very strong and durable for show purpose, \$10.00 each. Bargains. SCHORR, 1 W. Pearl St., Cincinnati, O.

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WANTED FOR MILLER'S TRAVELING MUSEUM

WANT HIGH-CLASS FREAKS TO FEATURE. Year's steady work. Museum Attractions, all kinds. Place Refined Half-Half. Freda-Fred, write. Write or wire MORRIS MILLER, 249 E. Federal St., Youngstown, O.

FOR SALE—Grab Joint, complete, \$25; 10x12 Ball Game Tent and Frame, \$25. Griddles, Burners, Candy Apple Outfit, cheap. KELLER, 49-15 69th Street, Woodside, N. Y.

WANTED—Family doing four or more Acts. Man with Troupe of Dogs and a few Trained Ponies. CAN PLACE Side Show or Pit Show with flashy Banner Line. Must have own transportation. Address WOLF BROS.' CIRCUS, Tulsa, Okla.

Mentalist, Psychic, Mind Reader

Illusionist or Palmist and Legitimate Concessions wanted for Merchants and Manufacturers' Exposition, April 21 to 25, Inclusive. Address EXPOSITION DIRECTOR, P. O. Box 468, Ansonia, Conn.

GOLDEN GATE SHOWS WANT

All Grind and Stock Concessions, \$10.00; Corn Game, \$15.00. Performers and Brass for Minstrel, Front Man for same. Have outfits for Hawaiian, Geek and Athletic Shows for people who can get money. Ride Help come on. Opening date April 11, 1936. FRANK OWENS, Manager, Box 311, Glasgow Junction, Ky.

WANTED

Outstanding FREAKS and SIDE SHOW ATTRACTIONS. Send photo and state lowest salary.

This show operated by office. Salaries paid weekly in cash. No cookhouse in connection with side show; eat where you please.

Can also use one more TALKER and LECTURER for side show. Have beautiful front and outfit open for one more high-class attraction.

UNITED SHOWS OF AMERICA

P. O. BOX 1100

SHREVEPORT, LA.

LOUIS J. BERGER.

CHARLEY G. ZEIGLER.

LOUIS J. BERGER SHOWS

OPENING SATURDAY, APRIL 18, HAZEL PARK (Suburb of Detroit).

CAN PLACE Merry-Go-Round, Loop-o-Plane, Shows and Concessions. John Quinn wants Agents for Roll-Down; Buckets and Blower. Address

LOUIS J. BERGER

DETROIT, MICH.

Room 709, Fox Theatre Building,

Webb Opens in Storm At Mineral Wells, Tex.

MINERAL WELLS, Tex., March 21.—The Joe B. Webb Circus opened here Tuesday. Matinee was witnessed by a small attendance, but night show was presented to a capacity house.

Show opened in a typical West Texas windstorm. Before the day was over the cookhouse tent was badly damaged by wind, also menagerie top. Manager Webb immediately sent to Dallas for a new tent for the cookhouse and supplies to repair the menage tent and all was in order before show time in the next town, Ranger.

Fred Crandall, equestrian director, did well in arranging the performance. Program consists of pony drill, single traps, riding dogs, globe and barrel, ladders, dog act, aerial endurance, wire acts, contortion, foot juggling, web, perch, high-school horses, rings, mule act, iron jaw, riding school, clown antics and the feature, Walter Jenner's seal, Buddy.

Performers are James Hamiter, the Wallingfords, Aerial Kesters, Orton Troupe, Slat's Beeson, Charles Dryden, Joe Goodwin, the Misses Goodwin and Woodcock, Betty Webb, Ethel Jenner, Tom Thornton and his clowns and the Betsy Ross Hollywood Stars and Wild West in concert.

Kaus' United Shows

NEW BERN, N. C., March 21.—Work is done rapidly in quarters since warmer days arrived. The scenic artist has all the scenery completed and it looks great. Manager Kaus has placed an order for a Kiddie Seaplane, which will arrive for the opening here. Work has been received from W. C. Kaus, general agent, that he has had a very successful booking trip. Mrs. W. C. Kaus and little daughter have returned from visiting Little Billy, who is attending school in Nanticoke, Pa. The writer has returned from visiting his sister in Washington. Those who arrived in quarters to date are: Mr. and Mrs. John Vaday, Mr. and Mrs. Dick Traylor, Mr. and Mrs. Bill Haynes, James Mayes and J. McDonald. Recent visitors, Mr. and Mrs. T. R. Walker Jr., Littleton, N. C.; Mr. Yarbrough, of Fulton Bag & Cotton Mills; Messrs. Shapiro, of Triangle Poster Company; A. T. Dize, Dize Tent & Awning Company; Ray Highsmith and Percy Howland, Morehead City, N. C.; L. Smith and H. Kirby; Happy Millieonah, Leo Williams and wife, of Wilmington, N. C., and Dad Seeley is a daily visitor.

T. E. KAUS.

FINAL CURTAIN

(Continued from page 33) among them Kepler Shows, Noble C. Fairly Shows, Schwable & Wallick Shows and last with Great Sutton Shows. Survived by his widow. Burial at Fort Worth, Tex.

VANZAN—Prof. J. H., clairvoyant, was burned to death at his home in Texarkana, Ark., March 20. A daughter is supposed to be living in Chicago and attempts were being made to locate her.

WEAKLEY—John, at Chillicothe, O., recently, after a lingering illness. Many years ago he was with the Sells Bros. Circus. Burial at Chillicothe.

WHITE—David, 69, Warner Bros. property man, in Los Angeles March 12.

ZYBYSKO—John, in Herman Hospital, Houston, Tex., of leakage of the heart. Had been with various amusement companies, including Big State Shows. Relatives could not be located. Burial at Houston.

Correction!

In these columns last week mention was made of the passing of Pat Langan at Ft. Worth, Tex. It was stated that he was an electrician with stage shows out of New York and Detroit.

Patrick F. Langan was a billposter, also a stagehand. He belonged to St. Paul, Minn., Local No. 45, and was a member of Paducah, Ky., stagehands.

He trouped with Ringling Bros., Barnum & Bailey and John Robinson's 10 Big Shows and prior to that was with Weideman's Kit Carson company in Texas. He was on the No. 3 car of Ringling-Barnum last season and had charge of the oil station billings under W. C. St. Clair, car manager. Langan joined the Ringling Bros. Advertising Car No. 1 April 28, 1903, and remained there until 1911, when he joined the Robinson show at Canton, O., as brigade man. He never was an electrician with a show, but was property man whenever he was with a hall show.

MARRIAGES

BULLOCK-WARDEN—Charles G. Bullock, physical instructor, and Naoma M. Warden, actress, March 14 in New York.

DATTLEBAUM-EISEMAN—Myron Dattlebaum, of the Columbia Pictures trailer department, to Cecil Eiseman, non-professional, in Los Angeles March 14.

IRWIN-GREDING—Peewee Irwin, trumpeter with the Benny Goodman orchestra, and Roberta Greding, of Kansas City, Mo., in Chicago March 18.

KINGSFORD-THOMPSON—Guy Kingsford, screen and radio writer, to Adelaide Thompson, nonprofessional, in Hollywood March 15.

JOYCE-BOWERS—Willard Joyce, leader of the Club Caribbean Orchestra, Bridgeport, Conn., and Theresa Bowers in that city March 17.

KINGSFORD-THOMPSON—Guy Kingsford, film writer, and Adelaide Thompson, Boston society girl, at the home of Kingsford's mother in Los Angeles March 14.

LAVEISSIERE-LORY—Robert Laveissiere and Jane Lory, French actress, in Paris March 6.

LEE-DAVIS—Callahan Lee, known in the profession as Dare-Devil Kelly, and Ella Davis, of Memphis, in that city March 14.

SOLOMAN-PINSKY—Benjamin Solomon and Annabelle Pinsky, member of Locust Studio Players and New Theater League, in Philadelphia March 15.

COMING MARRIAGES

Lucille Victoria Piccirillo, of Bridgeport, Conn., and Joseph Acampora, of Mamaroneck, N. Y. Miss Piccirillo, known professionally as Lucille DelVaro, is a grand opera singer.

Peg Purcell, staff member of Station KDKA, Pittsburgh, and Nelson Repine, of Wilkensburg, Pa., in Pittsburgh this summer.

Irene Harvey, film actress, to Allen Jones, actor.

Ruth Sproule, member of the Radio City Music Hall Rockettes, to Fred L. Lynch, former dramatic critic of *The Seattle Times* and now a member of the Radio City Music Hall publicity department, at St. Agnes Church, New York, April 30.

BIRTHS

A daughter, Joan Lee, recently to Mr. and Mrs. Frank Harpster at Mansfield, O. The father is manager of Warner's Ohio Theater in that city.

A son to Mr. and Mrs. Joseph Bacchiocchi, of Bridgeport, Conn., March 3. Mr. Bacchiocchi is a night-club proprietor there.

A son, Troy Jr., to Mr. and Mrs. Troy Scruggs, of Saginaw, Mich., recently.

To Mr. and Mrs. Larry Pine a six-pound 10-ounce son March 15 in Los Angeles. Father is one of the Three Stooges, formerly with Ted Healy.

To Mr. and Mrs. Lyle H. (Red) Barrett, formerly with New Deal Shows, a nine-pound boy, Lyle H. Jr., at the home of Mrs. Barrett's mother in Palatka, Fla., February 20.

DIVORCES

Lorraine MacLean from Douglas MacLean, film producer and former movie comedian, in Los Angeles March 17.

Harriet Hagman Sebastian, former *Follies* girl, from Lieutenant Harry A. Sebastian, nonprofessional, in Miami March 18.

Marguerite L. Leyva, model, filed suit against S. Leyva, former film studio casting director, in Los Angeles March 13.

Edna Manos, formerly known on the stage as Edna Bunty, March 16 in Los Angeles from James A. Manos, maitre d'hotel, at the Ambassador, Los Angeles.

Norma Worcester, veteran movie actress, known in the old Vitagraph days (See *DIVORCES* on page 77)

ATTENTION SHOWMEN EXHIBITORS

WANTED for CONEY ISLAND • NEW YORK

Novel Show or Attraction of merit. Will furnish on percent an entire building. In the heart of the world's greatest amusement resort. 50,000,000 visitors in five months' season. Principals must have bona-fide and money-making proposition to warrant negotiations, as this is the largest and best amusement space available, which covers more than 6,000 square feet. Here is the once-in-a-lifetime opportunity for a live-wire showman to get top money—this is the cream of locations.

Have another space about 2,000 square feet suitable for Unborn, Wild Life Exhibit. Pit or Girl Show. Excellent location. Write, wire or phone.

DAVID ROSEN, 3780 Surf Ave., CONEY ISLAND, N. Y.

Telephone Mayflower 9-2178.

ATTENTION • FREAKS and SIDE SHOW ACTS

Can use one or two more, and good Half-and-Half. Victor-Victoria write. Like to hear from Jack A. Ryan. Answer to Above.

O. C. BUCK EXPOSITIONS, Inc.

Opening April 16 in Yonkers, N. Y.

CAN PLACE any good outstanding attractions with or without own outfits. Good opening for a first-class Hawaiian Show, also Monkeydrome.

Side Show wants acts of the very best. Girls for bally and inside. Also Prison Show acts. All acts address Side Show Manager.

WILL BOOK one more major ride, also Kiddie Rides. Can place Ride help, also Electrician and Trunk Mechanic; no boozers.

All Grind Concessions Open; reasonable rates. Will not tolerate any grift whatsoever on this show. Can use agents that can work for stock.

Have Booked Four Aces, High Act, and would like to hear from one more sensational act. Small acts, don't write.

WILL BOOK an 8 or 10-Piece Band that has neat uniforms. THIS SHOW WILL PLAY 26 WEEKS OF THE BEST TERRITORY IN THE EAST, AND HAS THE REPUTATION OF PLAYING CLOSED CITIES AND TOWNS.

Address O. C. BUCK EXPOSITIONS, INC., 104-33 128th Street, Richmond Hill, N. Y.

MAJESTIC MIGHTY MIDWAY SHOWS

L. M. BROPHY, General Manager.

15 RAILROAD CARS, 10 RIDES, 10 SHOWS
WANT for Coming Season, 35 Weeks, 12 or More Fairs.
OPEN ST. LOUIS, MO., APRIL 8. STRONG COMMITTEE.

ACCOUNT OF DISAPPOINTMENT WANT COOK HOUSE AND FROZEN CUSTARD. SHOWMEN AND RIDEMEN—WE WILL BOOK ANY SHOWS OR RIDES NOT CONFLICTING WITH WHAT WE ALREADY HAVE.

Have for Sale, One 8-Tub Mangels Whip. Harry A. Smith, get in touch with me at once. Fair Secretaries and Celebration Committees: We have a few open dates. Get in touch with us.

All Address: L. M. BROPHY, 113 North Broadway, St. Louis, Mo.

AT LIBERTY 8-CAR WHIP and KIDDIE AUTO RIDE, ALSO LEGAL ADJUSTER

Will book the above rides on reliable show. Both in first-class condition. I am also an A-1 Business Manager, or Legal Adjuster, and have assumed this capacity with the best. Capable of meeting officials of the highest and know the business thoroughly, having always been connected on the staff in various capacities. State fairs booked, also your lowest percentage for rides, including transportation and best proposition for my services. Promoters, save your stamps.

ADDRESS: R. J. COUSINS, Majestic Hotel, St. Louis, Mo.

CAPTAIN SCHULZ wants for BOCKUS & KILONIS CIRCUS

Four Girls to Ride Menage Horses, do Iron Jaw and Swinging Ladder. Opening for experienced Animal Men; address Capt. Schulz, 740 Guy Street, Montreal, Canada. Dancing Girls and Feature Side-Show Attractions; address J. H. "Doc" Oyler, 1116 Market Street, Duncannon, Pa. Musicians for Big Show Band; address Al Massey, 25 Seventh Street, Medford, Mass. Novelties, Scales and High Striker Privileges For Sale. Big Show Acts and all others address BOCKUS & KILONIS CIRCUS, Box 143, Manchester, N. H.

RUBIN & CHERRY EXPOSITION, Inc.

Will sell or lease to responsible parties, one beautiful Private Car, two nine-room Stateroom Cars, one ten-section Pullman Sleeper. FOR SALE—Two all-steel Baggage Cars. Write or wire

RUBIN GRUBERG, Robert Fulton Hotel, Atlanta, Ga.

RALSTON F. RICE, DISTRIBUTOR ★★★★★
Sales Office—Hotel Dixie, The "LOOP-O-PLANE"
241 West 42nd St., N. Y. City

Amusement Parks, Carnival Owners or Ride Men desiring to book Loop-O-Planes, write me at once. Many fine locations available. Prices or other information on request. Anyone desiring to purchase or sell Used Loop-O-Planes, write at once, stating full details and requirements. Is it not reasonable to assume that the Distributor or Representative in your territory is best able to serve you? He not only wants to, but he can. He knows your territory, your problems, your requirements and can be contacted quickly. He is always at your service.

DENNETT & KNEPP COMBINED EXPOSITION, INC.

WANT Inside for Side Show. Will furnish complete banner line and top. Can Place Dancers for Broadway Review. Also Grind Shows of all kinds that do not conflict. Will Book Motor Drome at 25%. Want Legitimate Concessions of all kinds. Rates reasonable.

FOR SALE—Lindy Loop (used only 3 years), \$750.00; Traver's Chair-o-Plane, \$225.00; Leaping Lena, \$500.00. Cash only. All mail and wires to BOX 22, Covington, Ky.

MERRY GO ROUNDS FOR SALE

Four and Three-Abreast Park Machines; Three-Abreast Portable Machines; also 40-Seat Chair-plane—Organs—Merry-Go-Rounds Rebuilt and Redecorated on short notice. Extra Large Assortment of Carousel Animals always in stock. Prices very reasonable. Terms to responsible parties.

JOS. G. FERARI CAROUSEL WORKS, Port Richmond, New York City
Phone: Gibraltar 2-1400.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Boston Show Big Success

More than 200 exhibits reviewed by biggest buyer turnout in several years

BOSTON, Mass.—The 19th, semi-annual Boston Gift Show held at the Statler Hotel during the week of March 9, brought together the largest gathering of gift and novelty buyers that has responded to these events in years. Over 200 exhibitors were much in evidence.

The arrays of merchandise seen were complete and appealing while the unusual effects attained in the new pottery were intriguing. Fire-flash, a dull glowing maroon and a shining gunmetal are the season's newest colors. A line of creamy white pottery, trimmed in turquoise attracted attention.

An appropriate summer gift item shown was a new freezer water pitcher which definitely solves the problem of keeping the ice from tumbling into a glass when pouring the water. This pitcher contains a long, removable glass

(See BOSTON SHOW on page 69)

10 Per Cent Retail Sales Jump Shown By Commerce Bureau

NEW YORK.—A 10 per cent increase in retail sales for the country as a whole over the figure for 1935 has been chalked up for January, 1936, according to data just compiled by the Bureau of Foreign and Domestic Commerce. The compilation concerns only figures gathered from small and rural areas of the nation.

"Daily average sales of general merchandise in small towns and rural areas for January, 1936, showed a larger increase in the Far West than in other parts of the country as compared with January, 1935," the report states.

"Estimates of the Bureau of Foreign and Domestic Commerce, based on dollar value of rural chain store and mail-order sales, indicate that sales in the Far West were about 18 per cent above January, 1935, as compared with an increase of about 10 per cent for the country as a whole. The smallest increase, five per cent, was recorded in the Middle West."

Seasonal declines were noted by the Bureau as of the period for December to January. These declines, altho rather sharp, were uniform for the different regions, and averaged about 48 per cent for the nation.

Gardening Field Offers Excellent Premium Ideas

Now that spring is at hand, the field of gardening offers many good premium ideas, including seed mixtures, rose plants, bulbs, etc. Flower seeds especially have proved their value as a radio premium, for some record-breaking responses have been won.

Collections of flower seeds, including such winners as marigold, cosmos, nasturtiums, zinnias and calendula, are becoming more and more widely recognized as premiums of rare value. And the prices at which quality seeds are available make them particularly suitable

Lapel Watch Sales Soaring

The new-type lapel watches, a modern version of a very old fad, are beginning to boom in the premium-merchandise industry due to the tremendous promotion placed behind them by the larger department and jewelry stores thruout the country.

The greater majority of these watches are incased in attractive pigskin for sports wear, in enamels for various colored outfits for Mrs. America and in many varying shades for men.

The distinction between the male and female preference seems to be that featured for the men are the lapel watches using the long leather thong and for the women the shorter brooch-effect clip.

Most of the watches are really wrist watches incased in these new containers. The idea started as a fad last winter and has gained such rapid headway that it has become a feature of most of the better merchandisers.

All the leading watch manufacturers are now playing up these unique lapel watches and some are going to terrific expense in bringing out new and novel designs in cases.

One of the neatest in the higher priced field and used in the premium-merchandise industry at this time is the catalin case showing the movement thru glass in the back of the watch, with very attractive colored leather straps.

The enamel cases are unusually popular. (See LAPEL WATCH on page 69)

able premium merchandise while the garden season is epidemic. And in the fall there are bulbs which can be grown indoors and which have an appeal to all women, whether they live in suburban homes or apartments.

Income Taxes Showing Gain

Income tax collections of \$281,758,032 for the first 16 days of March, representing a gain of 46.6 per cent over the same period last year, are reported by the United States Treasury Department.

These receipts, which included first installments on 1935 incomes, boosted the total of income-tax collections for the year to \$361,428,990 or 45.6 per cent greater than last year.

Virtually all collections districts, in telegraphic reports to the Treasury, announced gains over last year, indicating that the national income is surpassing all previous depression highs.

Collection of income taxes in January amounted to \$36,060,989 as compared with \$22,320,790 in January last year.

February's collection amounted to \$43,609,969 as against \$33,309,929 in 1935.

The remainder of the \$361,428,990 was collected in March.

B & N'S MARCH SPECIALS

- NEW BENACO—In Blue Wrappers, Double-Edge Blue Steel Blades, 5 to Box. Cello. Wrapped. Per 100 **50c**
- BENACO—De Luxe Single-Edge Blades, 5 to Box, Cello. Wrapped. Per, 100 **70c**
- MOTH TABS—25c Size. Doz. **54c**
10c Size. Doz. **33c**
- BENACO—De Luxe Single-Edge Blades, cl. Soap and 5 Benaco Blue Steel Blades, in attractive box. Dozen Boxes **80c**
- FLORSHEIM BLADES—Heavy Duty Steel. 100 for **1.00**

Please Include 25% deposit on all C. O. D. orders.

Order From This Ad or Write for Our Big Free Catalog.

B & N SALES—Same Day Service

- DALLAS, TEX.—1914 Main St.
- CLEVELAND, O.—1444 West 3d St.
- CINCINNATI, O.—1005 Vine St.
- CHICAGO, ILL.—115 South Wells St.
- DETROIT, MICH.—527 Woodward Ave.
- MILWAUKEE, WIS.—1008 No. 3d St.
- ST. LOUIS, MO.—112 North Broadway.
- PITTSBURGH, PA.—967 Liberty Ave.

Order From Your Nearest Branch

BENGOR'S SPECIALS

- Double-Edge RAZOR BLADES, \$2.90
Cello. Wrapped. Per 1,000...
- Single-Edge RAZOR BLADES, \$5.00
Cello. Wrapped. Per 1000...
- VELVET AUTOSTROP RAZOR BLADES, Per 100 **65c**
- PALM & OLIVE OIL BRUSH-LESS SHAVING CREAM—Giant Size. Each **4 1/2c**

25% Deposit, Balance C. O. D. SEND FOR FREE CATALOG.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

Proper Packaging Important In Movement of Merchandise

The importance of selecting and displaying merchandise attractively and scientifically packaged cannot be over-emphasized, particularly to the merchandiser who is limited in the use of newspaper advertising, displays and other means of promotion. The unprecedented developments of recent years in the packaging field have proved that the most effective advertising begins with the package itself. Manufacturers are keenly conscious that a dollar spent on the design of a package label means insurance for many dollars' worth of consumer acceptance.

The effective use of labels, wraps and displays to solve the problem of presentation at the point of contact with the player or customer is invaluable in capitalizing on nation-wide "best sellers" in a dozen major lines of packaged merchandise. This has been accomplished by the use of packages that appeal to the pocketbook as well as to the eye—in other words, packages that merchandise the products they contain. Cheap packages, like cheap clothing, do not convey impressions of quality. They lack the power to attract as well as the power to sell.

The advertising value of a well-printed label, wrapper or carton exists, first: at the point of customer contact, gaining attention and inviting desire; and second: in carrying a brand name, company identity and sales message along with the product into the buyer's home.

The bulk staples of yesterday are the packaged specialties of today. It has been repeatedly demonstrated that the

use of an effective package automatically takes merchandise out of competition with goods in ordinary containers, for it is within the power of good packages and good package design to present a strong invitation for repeats. The consumer is inclined to spend his money where he receives the most attractive invitation. He has no sixth sense that enables him to judge the quality of a product he has not tried. It is then necessary to resort to the recommendation or the illustrated message afforded by the package itself.

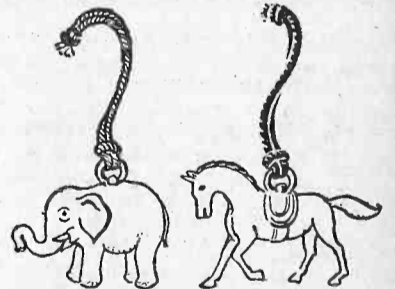
Intensive sales efforts and widespread advertising programs may be set in motion, many outlets established, a large number of buyers brought to desire the product, but all of this effort fails to pay dividends unless actual purchases are made or play obtained. Packaging is the final clinching opportunity—one which can greatly increase movement of packaged merchandise for those who will give this important factor the consideration it deserves.

FOLLOWING THE PREMIUM TRAIL

By ERIC WEDEMEYER

Watch for This In the Spring Special Number Of The Billboard

LUCKY CHARMS



Imitation Ivory Elephants, Dogs, Scotties, Donkeys, etc. **\$1.00** Per Gro.
Glass and Pearl Elephant, \$1.00 per Gross.
WRITE FOR NEW CATALOG.
KARL GUGGENHEIM, INC.
871 Broadway, New York

Dr. NIP

THE BIGGEST BALLOON FLASH IN THE COUNTRY. THE ONLY TOSS-UP THAT WILL BRING 10c EACH RETAIL.

PRICE **\$4.25**

PER GROSS, F. O. B. N. Y.
In Quantities of 10 Gross or More, Freight Prepaid Anywhere in U. S. or Canada.
TERMS: 1/2 Deposit With Orders, Bal. C. O. D. 3 Samples, 25c, Prepaid.
Manufactured by
UNITED BALLOON CO.
125 5th Avenue, New York, N. Y.

APRIL FOOL JOKES

Send for SPECIAL BULLETIN or ORDER from List Below. Exploding Matches, Cigarette Plugs, Fake Bedbugs, Cigarettes Under Glass, all 30c per dozen; \$3.25 gross. APRIL FOOL CANDY. REAL CHOCOLATES with HOT Pepper, Garlic or Sponge Rubber Centers, in Bags, per doz., 65c; Boxed, 90c doz.; Bulk, \$1.00 a C. Loaded Cigars with Spring, Snake Cigar Lighter, Combination Cigarettes under Glass and a Bangs Match Book in Glassine Env., all 55c doz. Platifiers, Foo Foo Pillows, Rubber Squacky Fruit, George Take Your Finger Out, set of 6 Nested Boxes, NERTZ the Panty Handkerchief, Bending Spoon, Trick Fountain Pin (nib jumps), Squirt Eyeglasses, Snake Suitcase, Squirt Camera, etc., all at 75c dozen; \$8.50 gross. Solid Knife, Solid Scissors, Snake Book, Trick Soap, Doggonit That Pile of ?, Fake Spider, Rubber Hot Dogs, Snake Radio, all at 50c dozen. Snake CASHEW NUT CAN WITH RATTLE, SNAKE Cream Jar, BEST Snake Jam Jar, TRICK Coat Hanger, BEST Dribble Glass, all at \$1.30 per doz. Our Catalogue has over 2,000 Tricks, Jokes, etc. Send Dime for it or \$2.00 for 50 Different Samples. MAGNATRIX NOVELTY CORP., 186 Park Row, New York.

CASH IN NOW
On This Sensational Low Price

Per Gross **10-50**

No. B4C12 Midget Vest Pocket Flashlight. 3 in. overall, 5/8-in. diameter, metal case, enameled in colors, nickle-plated ends. Complete with Bulb and Batteries. 2 dozen assorted colors in carton.



INGERSOLL MITE WATCH



1.50 Each
Sample Watch **1.60** Each

Former Wholesale Price \$3.33 Each.

B1W78 — Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silver Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

N. SHURE CO.
Adams and Wells St.
CHICAGO

HI-LO TROPICAL LAMP



Size 9"x9"x8 1/2".

MOTHER NATURE'S OWN PRODUCT

Hand-made of real Sea Shells, found only in Tropical Waters. Unequaled in beauty, no artificial coloring. Seven eye-appealing designs. Here's a Lamp of hidden value—looks like a \$10.00 Number.

IN DOZEN LOTS \$1.50 EACH

Send \$1.95 for Sample Today. It Will Sell Itself and You Will Reorder in Dozen Lots.

25% Deposit, Balance C. O. D.

UNION NOVELTY CO.
4459 Olive Street, St. Louis, Mo.

Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

S51N—Electric Sandwich Toaster. Ea. 90c
C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set.90c
B33—8-Quart Aluminum Waterless Cooker. Each98c
S8901—"Reverso" Two-Slice Electric Toaster. Each90c
B26—Table Flatware Set. (26 Pieces.) Set.95c
B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each . 95c
B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

MAGIC KNOT TIE

The Perfect Tied Necktie. Cannot wrinkle, slip or tear. NO ELASTIC OR HOOKS. Also Complete Line of Four-in-Hands.

LOWEST PRICES. BEST QUALITY.
Sample Ties, 25c Each.

MAGIC KNOT TIE CO.,
3343 E. 55th Street, Cleveland, O.

BULBS (Electric)—Example of Prices: 200-Watt American Bulb, Guaranteed 1,000 Hours, 18c. ROYAL LAMP, 238 Seventh Avenue, New York.

NEW ITEMS

New Smoker's Combo

Fischberg & Helzick display the Harem Pipe, which acts as cigaret holder, ash tray and hookah all in one. With tray of brass, it has a tube, set at a 45-degree angle, which holds the cigaret, and from which the mouthpiece is led. A lighted cigaret is inserted, and the tray may be placed about two feet away, the mouthpiece serving as the connection. A very handy item for bedside, bath or reading table.

Metco Food Grater

A popular new product which is suitable for cheese, crackers, chocolate, toast, coconut, nut meats and other dry foods is the Metco Food Grater. It has a self-contained glass bowl and is 7 1/2 inches high. It is light in weight and easily cleaned. Packed in individual boxes. Plain finish retails for 69 cents; enamel finish with rubber base at \$1. The new product is marketed by Metwood Manufacturing Company.

Ever Play Button Bridge?

Button Bridge is a new game being marketed by Dr. L. R. Marvin. Game is played with a layout of each of the four card suits, each player placing his layout before him. The dealer then takes a deck of regular cards and as each card is turned the player having the card called places a button on it. First one to get four buttons horizontally or in a row vertically is declared the winner. Game has novelty appeal.

Barking Scotty

Barking Scotty is the name of a new item recently placed on the market by J. M. Bregstone & Company. The dog

wags his tail, opens his mouth and barks. The body is of metal covered with genuine black fur. There are said to be more than 70 parts to the sound apparatus alone. The dog is very sturdily constructed and will stand up under hard usage. Stands 16 inches in height and is 17 inches long. Weighs a little over four pounds. Excellent for salesboards and in any location where quick attention is desired.

Open Hand Bag

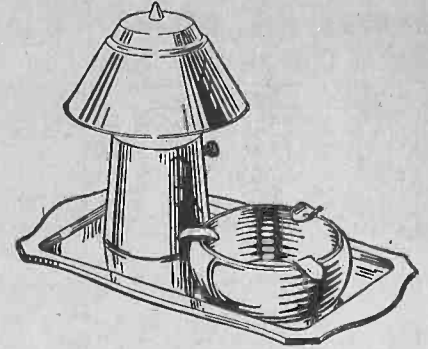
A new number in open handbags for women has been especially designed and created by Variety Handbags, Inc., to meet the low-priced retail field. The bags come in assorted colors of various cretonnes and chintzes, suitable for sports, beach and bathing wear. Priced to retail at less than 60 cents.

New Brushless Shaving Cream

Rozan, Inc., is announcing a new brushless shaving cream which it is adding to its well-known line of cosmetics, perfumes and general toilet articles. The user merely rubs the cream over the beard, shaves and wipes the face with a dry towel. No after-shave lotion is necessary. Product is claimed to insure a closer, smoother, more comfortable and less expensive shave. Product is meeting with favor wherever introduced, according to the manufacturers.

Townsend Pictures on Market

The Gair Manufacturing Company announces production on a four-color picture of Dr. Townsend. Item should go well with salesmen, pitchmen, etc., considering the amount of national interest worked up over the Townsend Plan.



SMOKER'S SETS

Made up in bright, polished copper or a rich brown Burgundy finish. The set illustrated above consists of an Electric Glow Lamp, Ash Tray and Service Tray. Most popular for prizes on boards, games, etc.

2 Qt. Water Pitcher

Modern design in beautiful Satin-Ray Aluminum. Black enamel stripes near top. Packed in attractive two-color carton. A big value at exceptionally low cost.

Many other popular numbers in West Bend's new line for 1936. Ask your jobber or write us direct for bulletins!

West Bend Aluminum Co.
Dept. 633, WEST BEND, WIS.



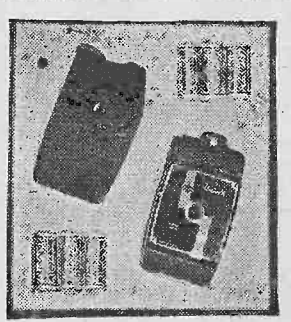
"Friendly Service"

THAT'S THE REASON WHY MORE AND MORE DIGGER, PIN GAME AND SALESBOARD OPERATORS BUY ONLY FROM MORRIS STRUHL. CONCESSIONERS, CARNIVAL AND SPORTLAND OWNERS FIND MORRIS STRUHL MERCHANDISE AND PRICES THE BEST BUY FOR THEIR MONEY. EXPERIENCED SALESMEN MAKE OUT-OF-TOWN PURCHASING A PLEASURE. "FRIENDLY SERVICE" IS THE REASON YOU ARE ASSURED OF ONLY THE BEST BUYS WHEN ORDERING FROM MORRIS STRUHL.

SEND YOUR ORDER TODAY! WRITE WIRE OR PHONE—"Test Morris Struhl Friendly Service"

(P. S.—New Premium Catalog Ready Soon. Get Your Name on Our Mailing List.)

MORRIS STRUHL 114 PARK ROW NEW YORK, N.Y.



UNIVEX Folding Camera GIFT SET

GREATEST CAMERA SENSATION OF ALL TIME!

Complete set in beautiful, individual Gift Box includes new, folding, Univex Camera, leather case and 6 rolls of film. A nationally advertised product. Clean up with the new Univex NOW! RUSH YOUR ORDER! Enclose 1/3 Certified Deposit, Balance Shipped C. O. D.

EXCLUSIVE DISTRIBUTORS
To the Jersey Premium Trade

JERSEY TRADING CO., 11-15 East Runyon Street, NEWARK, N. J. Tel.: Birelow 3-2335.

Sample **\$1.53**
Doz. Lots **\$1.47 EA.**

JUST OUT OUR NEW Model B Vendor

Finished in beautiful luxurious, chrome finish with satin stripes—matching modern bar, fountain or restaurant fixtures. Lends a fine improvement to the appearance of any establishment. Its size (4 1/2"x5"x12") is just right for booths, counters or wall.

THIS VENDOR is truly de luxe from a standpoint of not only appearance but also mechanical features. Has Coin Chute that cannot be operated with washers, wire, etc. Shuttle will handle peanuts or hard candies and is adjustable for varying portions. Dispensing opening has cover, lending cleanliness and eliminating peanuts from dropping on counter or floor. Separate tumbler locks for coin and peanut chambers. Carries a popular list price, with good quantity discounts. Write at once.

MINN-KOTA MFG. CO., Dept. B, Fargo, N. D.

Get Set for Life!
IN COUNTER CARD BUSINESS

NO INVESTMENT NEEDED.

Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Chocohated Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, sales-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$65 weekly. A lifetime business. Big Catalog and Samples sent free.

WORLD'S PRODUCTS CO., Dept. 388-A, Spencer, Ind.

Have a BIG-PAY STORE ROUTE

A BEST SELLER and the RIGHT PRICE

Resulting from 37 years' experience in the business. These bags, suitable for Knitting, Sports or Shopping, are made of Heavy Crash, Terry Cloth, India Prints and many other materials. All assorted colors and patterns. To retail at 59c and up. The numbers illustrated retail at \$1.00. Special prices to jobbers and in gross quantities. **JOBBERS PROTECTED**. Write for prices on gross quantities.

VARIETY HANDBAGS, Inc. Manufacturers
164 MADISON AVE. NEW YORK, N. Y.

No. 186—20"x11" Wood-ven Handle. Just the bag for large needles and beach wear.

No. 3018—Nickel-Plated Frame, 11"x6" opening. Double handles. Special opening for needles.

5000 WALTHAM and ELGIN
Hunting Movements in New Open Face Chromium Cases!

16 Size, Cased In Ioco or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75.
12 Size, Cased In Round, Octagon, or Engraved; 7 Jewel, \$3.25; 15J, \$3.75; 17J, \$4.75.
20% Dep., Bal. C. O. D. Send for Catalog.

The NEW YORK JOBBERS
74 Bowery, New York, N. Y.

Thank You for Mentioning The Billboard.

FIGHT with these LEADERS
Send All Orders to NEW YORK Only

Quantity	Description	Amount
	Champion Razor Blades, Double Edge, 100	\$0.40
	Champion Single Edge Blades, 100	.65
	Blades, Double Edge, Better Value, 1,000	2.50
	Deal, 5 D. E. Blades, Soap, Styp. Pen. Com. Deal	.04
	Shaving Soap, Individually Boxed, Gross	1.80
	Brilliantine, Perfumed, 2-Oz. Bottles, Gross	4.50
	Turtle Oil Cream, 2-Oz. Jars, Dozen	.42
	Palm & Olive Brush, Shav. Cream, 35c Size, Gross	5.50
	Hair Dressing, Amber and Green, 8-Oz. Btl. Dozen	.48
	Shav. & Dental Creams, 35c Sizes, Asst. Brands, Gross	4.75
	Cosmetics & Extracts, in Gal. Jgs. Ea. in Ctn. Gal.	.65
	Perfume, 25c Size Bottles, Cellophaned, Gross	2.50
	Face Powder, 15c Size Boxes, Gross Boxes	2.75
	Powder & Perfume Comb, Cellophane Wrapped, Set	.04
	Foot Powder, Sprinkler Top, 35c Can (100 Lts.), Each	.01 1/2
	Peroxide, 8-Oz. Guarant. U. S. P. Full Strength, Dozen	.48
	Witch Hazel, 16 Oz. Finest Quality, Gross	9.00
	Foot Cream, Lg. 50c Jars, Attr. Label, Dz. Lts. Each	.03
	Brilliantine & Lotions, Gro. Lots, Each	.02
	Tooth Brushes, in Containers, Fine Quality, Dozen	.63
	Absorbent Cotton, 10c Size, Gross	3.25
	Bandages, Fine Mesh, 1", Individually Boxed, Dozen	.25
	Bandages, Fine Mesh, 2", Individually Boxed, Dozen	.45
	Latex Bandage in Individ. Cello. Wrap, Box, Dozen	.42
	Aspirin, 20 5c Pkgs. on Card, 25 Card Lots, Card	.07 1/2
	Chocolate Laxatives, 8 Tbs. in Tin, 40c Size, Gro. Tins	2.65
	Nail Polish, All Shades, Also Remover, Gross	3.00
	Bobble Hair Pins, 12 on Card, Gross Cards	1.10
	Shoe Laces, 27", Paired & Banded, Gross	.35
	Shoe Polish, in Cans, Black, Brown, Tan, Asstd. Gross	3.50
	Moth Tabs, Asstd. Odors, Cello. Wrapped, Dozen	.24
	Disinfectant, 4-Oz. Bottle, Dozen	.33
	Bowl Deodorizers, Asst. Colors, Cello. Wrapped, Gro. Soap, Milled, Assorted, Gross	3.75
	Merchandise for Side Line Salesmen, Gross	1.65
	Health Soap, Giant Bar, Cello. Wrap, (72 Lts) Ea.	.45
	Flavoring Extracts, High Quality, 16 Oz. Dozen	.03
	Furniture Polish, Lemon or Cedar, 16-Oz. Cans, Gross	.72
	Machine Oil, Highly Ref'd, 16-Oz. Btl. Dz. Lts. Ea.	6.00
	Fuse Plugs, 10 to 30 Amps, 100	.06
	Cracker Jack Aluminum Cleaner, 15c Value, Gross	1.25
	Thumb Tacks, Brass, 36 in Box, 100 Boxes	2.75
	Ink, Red and Blue Paste, etc. Special, Dozen	.75
	Dime Banks, Nickel Plated, Holds \$5.00, Dozen	.33
	1200 Yards White Thread, 16 Spools to Box, Spool	.39
	Elastic, 1/4 Inch, 3-Yard Lengths, Dozen	.06 1/2
	Darning Kit and Pin Cushion Combination, Dozen	.30
	Pin Cushions, Porcelain, Asstd. Doz. Lots, Each	.60
	Army & Navy Needle Books in Env. Priced 25c. Gro. Phonograph Needles, 50 to Pkg. Gro. Lots, Each Pkg.	.02 1/2
	Doll Sets, 3 and 4-Pc. Each Set in Box, Comp. Set	1.15
	Collar & Tie Slide Comb. Carded, Gross Sets	.01
	Parers & Corers, Asstd. Col. Handles, Gross	.03
	Pot Cleaners, Zinc, 20 Gram, Dozen	2.25
	Baby Nipples, Cello. Wrap, Each on Card, Gross	3.00
		.18
		1.20

What an Opportunity to Stock Up on these Buys of a Lifetime. Come on you BARGAIN HUNTERS! Fill in Quantity Wanted. Send your name and address with 25% deposit, balance C. O. D. We have no Branches Outside of New York. Order from NEW YORK and Get Direct IMPORT and FACTORY PRICES.

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

VALUE EXTRAORDINARY
Long Profits for Jobbers, Storekeepers and Agents.
\$9.00 PER GROSS
Postage Prepaid



Quality Perfume in 2-Dram Bottles, Boxed in Silver and Blue Metal Foil Cartons, as per illustration. Odors: Sweet Pea, Gardenia, Bouquet, Chypre, Orchid, 90c per Dozen, Sample at 10c.



Velvet Parfumes, Inc.
28 E. 22nd Street, New York City.

New York Mail Address FOR BUSINESS, OR PERSONAL PURPOSES, \$2.00 MONTHLY
Three Choice Locations (42d St.-Times Square) (5th Ave.-Madison Square) (Park Row-Broadway).
NEW YORK MAIL SERVICE, 15 Park Row, New York City.

NOTES from SUPPLY HOUSES

The Pilgrim Watch Company, which recently moved to new headquarters, claims that its business has been improving steadily. This company has just issued a new watch catalog and has made a special promotion of the lapel watch. Sam Finkelstein, advertising manager, claims this catalog is the finest he has ever issued and says it contains many bargains.

Operadio Manufacturing Company announces its new catalog, just off the press, as one of the most complete and beautifully handled p. a. equipment and radio set replacement speaker catalogs ever available to the trade. Book has the feel and appearance of a high-grade jewelry catalog and lists complete descriptions of the quality line of Operadio unit-matched p. a. equipment. It has also designed new, colorful, hard-hitting cartons for its replacement speakers and claims to be the first

manufacturer to provide cartons that will actually help radio men sell more replacement speakers.

A new style Bed Light, manufactured by the Hy-Art Lamp and Shade Company, has just been placed on the market. It is an attractive cylinder lamp with chromium fittings and frosted glass. The lamp sheds a soothing white light and should prove a boon to those who like to relax at night with a good book. The Hy-Art Lamp and Shade Company has been in business since 1929 and specializes in boudoir lamps and shades. It also manufactures a variety of bed lamps.

Martin Hanfield, of the Standard Doll Company, regarded in the doll trade as having contributed extensively toward the development of the present standard of boudoir doll, states that dolls are apparently jumping to the fore again as novelty items. Mr. Hanfield is a pioneer and has seen the evolution of the concession doll from what was termed the "flapper" doll to the present and elaborate boudoir type.

O. Steber & Sons, of New York City, manufacturers of quality neckwear, have moved their offices and factory to new and larger quarters, now being located at 39-41 West 29th street.

Renewed Boom in Radio Possible Thru Individual Cabinet Design

Merchandise firms are now confronted with the possibility of making probable the largest radio boom which the industry has ever had.

Merchandisers who are forever seeking new ways and means to further develop products for the market have in radios a new and really entrancing field, one that is both profitable and interesting and surefire for further cultivation.

Many merchandisers can foresee the benefit of designing and manufacturing their own cabinets or having them manufactured for them at reasonable prices.

Chassis can be purchased separately from almost all leading firms. Therefore the combination of the individually designed cabinet with a popular make chassis offers a new market idea.

Not only is this more profitable to the average merchandiser, but it places his radio sets in an individualistic category, wherein retailers cannot undersell him or even compete with him.

His design being his own and the chassis being of well-known make, he has the possibility of developing a complete and independent department for radio which he formerly never enjoyed.

Many merchandisers have already adopted this plan and today are featuring some of the finest designed sets which are appearing on the market at unusually reasonable prices, plus the advantage of knowing that they will not suffer from competition.

Price variation has been a big factor in determining radio sales. Large retail outlets have seriously affected the profit standard of radio in the premium-merchandise industry, and in some cases to such a point where many firms have lost interest in this fine product.

This new possibility takes them out of the hard end of the price variation and places them in the creative competitive class, where ingenuity instead of price

and beauty of design instead of standardization are the problems.

The average merchandiser can arrange with any cabinet manufacturer in his city to design and build radio cabinets for him in small quantity. He arranges these cabinets to fit the mechanisms or the chassis which he has purchased.

The usual and most popular chassis is the five-shielded tubes, full six-inch popular chassis, long and short-wave bands, AC or DC, airplane dial. This set can be arranged for table console, midget or even standard console at a very reasonable price.

The cabinet is usually constructed of walnut veneers in burl arrangement or contrasting grain design and sometimes in the modern two-tone wood effects. If walnut finish is preferred a high plano gloss finish is desired. The use of veneers has allowed for many interesting design finishes in the cabinet.

Modernistic construction is most preferred in the design of the cabinet itself. The skyscraper effect is best for the library console set, for it has an effect of greater value. The long models are also proving very popular.

In the smaller midgets, wherein four-tube chassis can be used in many cases, modern two-tone wood cabinet effect is suggested. In this manner there is a definite contrast from the average set. In these small sets many pleasant color combinations can also be arranged. Cream-colored midgets have found a ready market. Pastel shades have also proved popular. Modern chromium strip effect is getting a fine play.

In this new idea for the premium-merchandise industry, wherein individual radio sets can be obtained, there is certain to be a tremendous boom created in radio sales. There is also a surety of overcoming price competition in the keen hunt for better designed sets and thereby vie for popularity and sales from a new angle.

STEINBERG-CARLTON RADIO



The most remarkable radio value ever offered! This Model 710, 5 Tube AC-DC Receiver (ballast metal tube) highly engineered TRF circuit, manufactured under RCA license, full moving coil electro Dynamic Speaker, new illuminated aeroplane vernier dial, Type 43 output tube, built-in aerial, ground unnecessary, oversize chassis construction, sturdy attractive cabinet, beautiful tone. Tubes: One 606, one 606, one 43, one 12Z3, 50b2. For 110-120 volt operation. Size: 7 1/2" x 9 1/2" x 6 1/4". Shipping weight 6 lbs., 11 ozs. There is no radio on the market \$8.74 to match this. Your cost... **\$8 Net** (List Price, \$17.50.)

Order today! 1/3 Deposit, Balance C. O. D. E. O. B. Brooklyn, N. Y.
IMPORTANT—A few exclusive territories still open! Write or wire today for further information.
Steinberg's - Carlton Radio Co.
418 Knickerbocker Ave., Brooklyn, N. Y.

NEW! BARKING DOG



Real BLACK FUR SCOTTY.
He Wags His Tail! Opens His Mouth! And BARKS!
A few twists of a hidden key and this exclusive new Black Fur Scotty breaks into short, joyful barks—wagging his tail furiously. A life-like bark that's a wonder, too! Continues this show for about two minutes at one winding. 18 inches high; 17 inches long; weight 4 1/4 pounds.

Positively a wow anywhere. Draws crowds instantly. EXCLUSIVE WITH US. Barking Scotty "peeps up" any salesboard business. Put him to work on your locations NOW! Price, \$4.95 ea. (in lots of 6 or more). Samples, \$5.25 ea. 25% cash with order, balance C. O. D.
The One and Only
J. M. BREGSTONE & CO.,
538 S. Clark St., CHICAGO, ILL.

Everywhere You Go!

Leave a Counter Card of
La Salle Razor Blades
Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Send for full particulars and territory desired.



LA SALLE BLADE CO.
1916 Vermont Ave., Toledo, Ohio


FOUNTAIN PENS

Western buyers order from us and save time
54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.
Get Our Newly Reduced Price List
STARR PEN CO., Dept. 7
300 W. Adams St., Chicago, Ill.

POO POO PILLOW
Place it under a cushion or newspaper before someone sits down. WOW! A most embarrassing sound results. Greatest laugh getter in America. 400% Profit. Send 25c for sample, or 50c for three.
Nalpak Co. 3225 W. Crystal St., Dept. 402, Chicago.



2 OUTSTANDING VALUES
Complete Line of Imported and Domestic Watches. NEW and absolutely guaranteed. NO REBUILTS. Order Today! Send for Circular. It's FREE.



BUY DIRECT FROM IMPORTER
Rectangular Wrist Watch. 411. **\$3.00**
Baguette Wrist Watch. 014. **\$3.75**
H. A. JEFFREY, NEW YORK, N. Y.
170 BROADWAY, NEW YORK, N. Y.

KEY LITE KEY KASE
Genuine Leather with Powerful Flash Light. Individually Boxed. Made to sell for \$1.00.
Our Price Complete with Batteries **\$19.50** Gross
Without Batteries, Gross... **\$16.50**
Sample Dozen with Batteries **\$2.00**



25% Deposit With Order, Balance C. O. D.
GEO. W. CHESTER CO., Inc. 2 West 20th St., NEW YORK CITY
ORDER TODAY!

PRICES SMASHED ON CHEWING GUM
Highest quality—finest flavors. Each stick wrapped in silver foil with handsome multi-color wrapper. 5 sticks to pack, 20 packs to box, attractively displayed. **SPECIAL—3 boxes, \$1.00. Send \$1.00 or write.**
60 PACKS—(\$3.00 worth)—\$1
CHARLES DAVID GUM CO.
Dept. B-1, Cincinnati, O.

The Guarantee

That we will match any advertised value in the country, plus quality and speedy service that no competitor can surpass.

- | | |
|---|--|
| SHAVING CREAM
—Large. \$4.75
Gross. | POCKET COMBS
—In Cases. .35
Dozen. |
| GIANT
Gross. 7.00 | TURTLE OIL TIS-
SUE CREAM—
2-oz. Size. .45
Dozen. |
| DENTAL CREAM,
Milk of Mag-
nesia— 4.75
Large. Gr. | LATEX BAND-
AGE— In
boxes. Doz. .42 |
| RAZOR BLADES
—D. E. B. 2.40
Per 1,000. | WHITE PETROL-
EUM JELLY—
No. 2 size. .250
Gross. |
| SHAV. DEAL— 5
Blades, Shaving
Soap, Styl. .04
tic. Per Deal | MOTH TABS—
Med. Size. .25
Dozen. |
| BANDAGES— 1"
boxed. .20
Dozen. | GIANT SIZE. .45
Dozen. |
| ABSORBENT COT-
TON— 1-oz. Doz. .28 | WHITE SHOE
POLISH— .36
4-oz. Doz. |
| MERCURIO-
CHROME—
Glass Rod. .300
Gross. | NAIL POLISH—
Assorted. .300
Shades. Gr. |
| IODINE— Glass
Rod. .275
Gross. | SPICES— 2-oz.
cans, asstd. 4.00
Gross. |
| CHOC. LAXES—
8 tabs. in .250
tin. Gr. tins. | 7-CAKE SOAP—
In boxes. .09
Per Box. |
| ASPIRIN— 12 In
tin. Gross 1.75
Tins. | TOOTH BRUSHES
Dozen.55 |

Write for Free Knockout Flyer. Send all orders to Chicago ONLY. 25% deposit with orders, balance C. O. D.

MILLS SALES CO.

27 S. WELLS ST. CHICAGO, ILL.

HAGN'S EASTER NOVELTEIS

SQUEAK RABBIT
No. B151—Rubber Squeak Novelty, 3 1/2 in. long, colorfully tinted. Tongue and Tail Pop Out when squeezed. A fast selling demonstration item. 1 Dozen in Carton. Doz. 35c Per Gross \$3.75

No. B152—Mechanical Bunny, long silky colored pile, 5" long, spring movement causes feet to move. A knockout Easter specialty. Dozen. 2.25

CHICK IN CAGE
No. B153—A Wildfire seller. Celluloid Treadwheel Revolves and Whistle Blows when bellows base is squeezed. 5" high. Doz. 85c. Gross. 9.00
No. B154—Easter Baskets Assortment, 4 shapes. Average size, 6x8x9 1/2". 3 dozen to carton. Dozen. 59c

Catalog on request! State your business. 25% Deposit Required on C. O. D. Orders.
JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217 W. MADISON ST., CHICAGO, ILL.

THE NATION'S SELLING SENSATION!

Full Size LETTER DUPLICATOR \$3.00 COMPLETE

Ideal for Mail Order Operators
Lowest priced full letter size Stencil Duplicating Machine in world! Does same type work as \$150 Machines. Big demand from office, stores, factories, restaurants, churches, etc. Prints in a jiffy in one or more colors: letters, letterheads, advertising, menus, circulars, art work, etc. Complete with ink, stencil supply and full directions. Lasts lifetime. Simple, a child can operate. BIG PROFITS TO YOU selling everywhere. Enormous repeat sale of supplies. Territories open for live wires. Write or wire for details.
ROCKET DUPLICATOR CO.
Dept. AA-872-B, 3317 Madison Rd., Cincinnati, O.

EASTER RABBIT

Dressed in Sport Outfit of Bow Tie, Jacket and long, white, striped Trousers, made of brilliantly colored plush. Twenty-five inches tall.
PRICE, POSTPAID, \$1.00 EACH.

OCEAN NOVELTY CO.
Box 42 Kensington Station, Brooklyn, N. Y.

REX HONES 3c Each

Now Less Than 3c Each

\$4.25 a Gross
Send \$1.00, Bal. O. O. D. Plus Postage.
Each Hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-3, Chicago, Ill.

LAPEL WATCH

(Continued from page 66)

lar with women, who seem to prefer the brooch-effect clip, which attaches to the lapel of their suits. Also favored are the new rhinestone effects and the leather cases for sports wear.

The average price range is from about \$2.95 to \$10.50. This is a large variation but is offered on the beauty of the case and its unique arrangement and therefore takes away much of the sting of price competition and variation.

Many merchandisers are purchasing individual cases and movements and combining them in their own shops, thereby effecting a saving and creating many interesting designs.

Some of these are being labeled exclusively under the firm's name and this tends to bring about a better price class with surety of profit.

Everywhere in the novelty market the lapel watches are being featured as sure-fire sales items. There is no doubt that the premium-merchandise industry will cash in on this novelty creation and will continue it for some time to come as a leading feature because of its tremendous individuality.

BOSTON SHOW

(Continued from page 66)

tube in which the ice may be segregated. Another item of particular appeal was a line of clocks set in a solid piece of glass which also formed the base.

There were also displayed interesting chrome art pieces, pewter pieces, trimmed with wood, articles of crystal, fabrics, porcelain, novelties, jewelry and a wide variety of appealing creations particularly appropriate for the small store gift merchants.

SATIRE HUMOR



BRAND NEW HUMOR BOOK
Jobbers, Distributors, Pitchmen—Red-Hot, Snappy Cartoon Book. Sells on sight. Flash Cover, Peppy Jokes, Satire, Wit, Smokehouse Poetry, Spicy Recitations, etc. Terrific 10c Seller. Cost You 50c a Dozen; \$3.00, 100; \$25.00, 1,000, F. O. B. Sample, 10c.

We also publish the fast-selling "Lucky Number Dream Book," the Best 25c Retail Item on the Market. Cost You \$4.00 per 100. Also the famous Cowboy Songs heard daily on Radio, Stage and Screen. This one costs you \$3.00 per 100. All three Samples sent for 25c.

NUTRIX NOVELTY CO.
223 East 14th Street, New York City.

NEW SPRING ITEMS

FREE CATALOG 1936

- LARGE MOTH CAKES, ASSORTED COLORS. 44c Per Dozen
- LOWEST PRICES, GARDEN GOODS, BLADES, NOTIONS, SOAPS, ETC.
- HOUSE-TO-HOUSE ITEMS, GOGGLES, CANDY DEALS.
- LATEST STYLE ELECTRIC CLOCKS AND LAMPS.

● MERCHANDISE FOR SIDE-LINE 60c SALESMEN. Gross.
CHAMPION SPECIALTY CO.
814-X CENTRAL ST., KANSAS CITY, MO.

TOP SALES (—) TOP PROFITS

With our colorful FAN DANCER and "GAY NINETIES" 12-inch dolls. Cellophane wrapped. Real Feathers. A "Knockout" on our fascinating Salesboard Deals. Write for details—or save valuable time by sending \$4.80 for trial dozen WITH Salesboards—or \$1.00 for samples of BOTH. Act Quick. Be first in your territory.
12-inch BROWN BOMBER STATUES. In fighting pose, \$5.40 per doz., WITH Salesboards. GAIR MFG. CO., 1916 Sunnyside (Dept. 213), Chicago.

MAIL ORDER DEALERS, ATTENTION, PLEASE
Cartoon Booklets, \$1.25 per 100. \$10.00 per M
Transparent Cards, asst. 3.00 " M
Fold Paper Novelties (forms fig.) 1.00 " M
Marriage Book, \$1.50 per C. 10.00 " M
Cartoon Cards, 50 different ones. 1.50 " M
Sepia Art Postcards, 15 Varieties. 2.00 " M
And Other Novelties. Send 10c for Catalogue and Lists or 25c for 10 Samples.
T. R. PAYNE, 25 Cardinal Place, New York

ELGIN WATCHES, \$1.65 EACH
7-Jewel, 18 Size, White or Yellow Cases.
7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
Send for Price List.
CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
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PITCHMEN
by **BILL BAKER**

(Cincinnati Office)

"HERE WE ARE . . ." writes Doc George M. Reed. "Met Tom Kennedy in a chain store here and the missus and I had quite a visit with him the other day. He's getting nice passouts and this is his third week here. Tom's a clean worker, holds his tip well and has a nice flash. Am looking for a room in which to open but they're hard to find, so have stored my stock temporarily. Have been under the doctor's care and will not try to do any demonstrating until I feel better. I hear my old friend Fergie is back at General Product Laboratories after a successful trip thru Pennsylvania; Washington, D. C., and Florida. Fergie is one swell fellow. Jay Hobson says the sun will soon be shining on both sides of the fence and the medicine men will tell the natives all about their aches and pains. Jay is one of the fellows that is always smiling. Doc Fandree says, 'Yes, sir, if it's made we can make it.' My son, Elliott, who was with the old DeVore Manufacturing Company for 15 years, is now foreman of the assembly room. He knows how important it is to get stuff out on time as he used to work with dad!"

"AM STILL WORKING . . ." herbs and oil thru the New England States to fair returns," Ted Sparks scribes from Manchester, N. H. "While in Lebanon recently I visited C. E. Shepard, an old pal of mine and former premium worker and advance agent, who has recently regained his eyesight after being blind for four years. However, he hasn't been idle during that time, for he has built up a wonderful copyrighted premium plan that looks like the money to me. I have obtained the rights to the plan for a couple of States and am positive I can clean up with it. Would like to see a pipe from my old friend Jack Ryan."

ROY LINEBACK . . . pipes from Knoxville, Tenn.: "Was I surprised to meet Herman L. Youngblood, of the Cole Bros.' Circus, in this town upon my arrival to work rad! Herman clowned the winter away and recently worked the Roxy Theater in this town."

"JUST A LINE . . ." to inform the boys I'm at the bedside of my oldest son, Woodrow, who has pneumonia," writes Doc A. M. Johanson from East Omaha, Neb. "The boy's been ill for over three weeks but is showing signs of recovering. He's a bright kid and in years to come you'll hear plenty of him as a topnotch sheetwriter. Nebraska, Colorado, Wyoming and Western Iowa are A-1. There's plenty of money in Western Nebraska, and Scottsbluff is one of the best towns around here. Glad to get a card from Morris Kahntroff the other day. Well, the bluebirds are here and as soon as the boy is okeh we'll be on our way. Best wishes to all the boys."

"I BELIEVE IF MORE . . ." newspapers would give us a boost once in a while it wouldn't be so tough for med shows," pipes Princess Iola from Peoria, Ill., referring to a feature story on her show that appeared in *The Peoria Morning Star*. "Working steadily since Christmas, principally in halls, opera houses, picture houses, etc., we have missed only one night. I believe if the med workers would try to co-operate with newspapers and merchants and stop knocking local doctors conditions would be better. Haven't had a squawk this winter and we're working strong system. Clyde McMahon and wife are producing the show and, of course, I still carry my menagerie, including a lion, bear, hyena, dogs, monkeys, goats and ponies."

HAPPY O'CURRAN . . . pipes from Fort Smith, Ark.: "Have been cleaning up all my paraphernalia preparatory to opening the latter part of this month. Am planning on working

thru Oklahoma this season. Doc M. A. Hathaway, who worked with me since last fall, recently left to join the Princess Bearfoot Show as lecturer. George Finning and Jim Raby are working around here and both getting money. My roster this year will include Doc (Happy) O'Curran, lecturer; Red Hutchinson, blackface and stage manager; Patsy Baker, piano and leads; Tex Conroy, cowboy songs, and Mr. and Mrs. W. A. Robinson, characters. Would like to see pipes from Benny Olive, Harry and Dosie DeGrace, Tab Shelton, R. E. Lewis, Doc (Ray) Smith and Tom Cooper."

"WOULD LIKE TO . . ." see a pipe from Larry Powers, the hokem songwriter," pens Doc Leon from Jamestown, N. Y. "This is my first pipe to Billyboy since starting in the biz many years ago. Am planning to open the season around the middle of May and will pipe in again after the opening."

JACK (SNOWBALL) BEARD . . . postcards from Oklahoma City: "Let's keep the pipes going. Would like to see one from Al (Toby) Johnson and some of the other boys I know."

"HAVEN'T PIPED IN . . ." for quite a while, but am a regular reader of *The Billboard*," tells James Ross, Chicago. "It sure is nice to see the boys out on the corners again. Everyone I have noticed seems to be getting a little money again. My belief is that the next six months will be the best pitch people have seen for several years. I would like to read pipes from Frenchy Thibault and Chief Rice. Glad to see John H. Jones is into the big money. Hope all the boys on Sixth street, in St. Louis, are doing well. Also the mayor of Sixth street, Henry DeGast. Expect to see him soon in Chi. Here's to all clean, square workers who give the public something for their money. Am still working flukum and horn nuts."

"IT'S BEEN A LONG . . ." time since I sent in one," inks Gene Golin, from Minneapolis. "Have been laid up since last August but am out now and working. Would like to read one from Joe Garfinkle. Have important news for him. Have been wondering what has become of all the boys. Haven't heard from anyone for some time. Am working double-ups here to fair biz. Would like to see pipes from Harry Corry and the other boys who still go for a deuce a pop."

L. F. ROGERS . . . cards from Corydon, Ind.: "Guess the other groundhog and I can come out now. We have been snowed in here since Christmas. Have a lot of work to do on the old outfit, but don't know how I will do it until the bonus is paid. The bank here had a holiday in '33 and forgot to open again. We have a movie machine and have a b. f. to work sales. Will have a new light plant, a 9x12 stage and expect to get the old med opry going by May 4. Let's read the word from all the old bunch. Roy, artist, will be with us this season."

HOT SHOT AUSTIN . . . infos from Ardmore, Okla.: "Am still working in Oklahoma and Texas and find conditions fair. Have been making trade days and first Mondays and getting a little money. First Monday spots okeh on the Texas side are Greenville, McKinney, Sherman, Bonham, Decatur, Kaufman, Hillsboro, Stephenville and Gainesville. Second Mondays: Bowie, Pilot Point, Van Alstyne and Royce City. Third Mondays: Gorman, Dublin, Cross Plains, Farmerville, Celina, Hamlin and Whitesboro. First Mondays in Oklahoma: Ringling, Waurika and Walters. Fourth Monday: Wainwright. There's a little money in these spots and plenty of people to play to. Will be in these parts for a month and then will work back toward the East. Note that Mrs.

Jack Dunn is in Florida and wants to know about Paul Wyningar. Sorry to say Paul died and was buried in Jackson, Mo., last September. Let's have pipes from the boys and girls from here to yonder."

"DOWN HERE IN . . ." Tennessee and getting some business," shoots George J. Mitchell from Springfield. "Where are Mary Ragan and Chet? Would like to see pipes from them. If anyone is coming thru here it would pay them to stop over. Everyone can work here."

"OUT IN INDIAN . . ." Territory, where the dust begins to blow at 5 a.m. and quits after 12 p.m., I met Robert Gillies and his wife, Bessie, working the soldier's pay day with rad and ex-rays to a sellout," pipes Bob Posey from Lawton, Okla. "Left for Tulsa and met Jim Osborne there. Was with him while he bought a new V-8 and as I left he was looking thru the trailer catalogs. Electra, Tex., is good on Saturdays. Tipton, Okla., has trade tickets with drawing every Saturday and is okeh. The parking lot in Frederick is okeh on Wednesdays. Snyder has first and third Thursday. Roosevelt is a good second Monday. Hobart is good second and fourth Wednesdays only when stock is left over from second Wednesday. Anyone working Lawton now must see the chief. Marlow now has a law about working thru stores and the lot you can

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April Fool will soon be here. The joke fans will never find a device that will measure up to the calibre of our Auto Joker, or Whiz Bang, for its thrill and fun. Also now contracting Display Fireworks for Fourth of July, Parks, Fairs, etc. "From the Door of Our Factory to You."
ILLINOIS FIREWORKS COMPANY, Danville, Ill. P. O. Box 792,

work on is a quarter mile from town. These Oklahoma sales are not the best, but you can work about three a week. They average a little better than still dates. Would like to read pipes from Colorado, Wyoming, Utah and Montana. Here's hoping all square shooters make a million."

PAT DANA PIPING . . . from Fort Worth, Tex.: "Noticed in a recent issue of Pipes where a party from Miami said that the missus and I were there. This was not true and caused friends to send mail there which we never received. It is a shame that some people in the field just can't seem to get along without going out of their way to cause others inconvenience. Have been here in East and Southwest Texas all winter and find conditions fair. Will depart for New York around April 1. Met many workers here in various lines and all say that money is not flowing fast. This has been my own experience in handling the herb compound. They have a State, county and city reader here and also in order to work from a car you have to have State commercial license plates. Found this out after having had to pay a fine. This bugaboo about the jam boys killing the business is all mostly a lot of bunk. I have never worked a jam sale but have worked and split time with many of the jam boys, including good old Tom Rogers, George Bedoni, Johnny Hicks, Tommy Evans and others, but failed to see where they left towns closed nearly as much as many of the so-called straight pitchmen, especially men in my own end of the business (medicine), who do nothing but knock doctors and druggists all thru their talk. Let us clean our own backyards and let the jam boys take care of theirs. If they get the money and we don't then perhaps a little self-analysis will tell us why we don't, and help a lot. Heard that good oldtimer, Harry Maier, was up and doing again in Dallas around January. Well, the new season is about here. Hope it's bigger and better and think we may have some reason for so thinking."

"CAME TO DETROIT" . . . March 6 to work in Paul Hauck's store on Monroe street," infos Buffalo Cody from the Motor City. "I sure was surprised when I first saw the store. It is all fixed up and looks like a million. The roster includes Paul, as owner and general manager; Ward Gigner, assistant manager; Bill Meader, oil, corn and salve; Bill Ruiz, hair tonic and soap, and I am working Indian herbs. We are not getting much but I got more money on Saturday in this store than I got in Chicago in a week. They sure make the boys feel at home here and many a pipefest is enjoyed by workers and visiting pitchmen. Texas Tommie has been confined to her bed with injuries

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Pitchmen I Have Met

By SID SIDENBERG

B'Gosh from Oshkosh. You have heard that expression before, but to Pitchdom it is more than just an expression, for one of the greatest pitchmen of all time hails from the spot—I'll take that back, what I should have said was a quartet of the greatest pitchmen of all time, for Lester A. Kane is one of four brothers who have become famous in the last quarter of a century.

Yes, sir! There were four of them. Harry, Ward, Elmer Joe and Lester Kane. Ward passed over the great divide about 10 years ago and I am willing to wager that everybody in the promised land has bought lightweight soap at three for a half. E. Joe is operating tab shows and med oprys thru Texas and Oklahoma. Harry stays around the old home town of Oshkosh, while Lester is still working in and around Detroit with corn punk and lightweight soap, still making history with the famous ring pitch the Kane brothers originated.

When the late Pete DuVall introduced Lester Kane off his med platform one night, about 12 years ago, he said: "Ladies and gentlemen, I want you to meet tonight Lester Kane, of shampoo fame," and immediately after, the same ladies and gents took home plenty of lightweight soap, for once this boy was turned loose on a tip only a ferocious tiger could do more damage to a bunch of tight-wads.

The first time I had the pleasure of seeing Lester do his stuff was down in Memphis about 15 years ago. He was working out on a prominent corner in near zero weather. Show me a man that can demonstrate soap with water when water turns to ice as fast as you make suds, gather and hold a tip and then collect from nine-tenths of them and I will show you a pitchman who has won his place in the Hall of Fame. And—Lester has been nominated by many of the boys in the business—you can gamble on that.

Ward worked soap long before Lester entered the Portals of Pitchdom. Lester started out in vaudeville. Ward and Oliver Fitzmaurice worked together one summer and when the boys were traveling they would run onto each other and the sight of Fitz and Ward collecting the long green was to much for Lester and soon vaudeville lost one darn good performer.

Lester is known as a real entertainer to the boys and girls of Pitchdom. After working hours his recitals of *The Face on the Barroom Floor* and other old standbys made him a scream of Pitchdom—I mean he is good.

Lester has been pitching 20 years and tries to make me believe that he is only 36 years old, but I will leave that up to you fellows—believe it or not—well, you know him as well as I do.

received when a horse fell on her down in Texas. She is in Chicago, recovering. Jean McLane, the girl with the million-dollar smile, is on her way up from Mexico, where she has spent the winter. I look for her here around April 1."

"A NEW ORGANIZATION . . . known as the JMRC (Jam Men's Recreation Club) held its first meeting at the Hotel Barbara, Los Angeles," writes Jerry Russell from that city, "and to say that it was a success would be putting it mildly. President N. G. Golden was presented with a beautiful six-line rebuilt super, and with a smile of 'gratitude and happiness' he left with Nate Shefreau, secretary, for San Diego to campaign for the summer. After the meeting was over the following officers were elected: N. G. Golden, president; Nate Shefreau, secretary; Silent Benny Gross, treasurer; Bill Sherrick, first deputy; Curly Zamon, second deputy; Benny Stone (who made his second jam at Santa Monica to a howling success) first scout to uphold the honorable pro-

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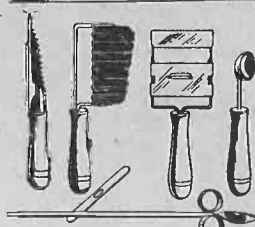
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fession of jam men. To be a full-fledged member you must have one stick and a first-class man. A big party was held. Songs were sung by John Hicks and Joe Sykes. John gave his well-known version of how the hula should be executed. He just closed his store on Main street after 10 successful weeks. He opened with the Hilderbrand Shows under a new top with a wonderful display of rugs, tapestries and silverware. The full membership to date follows: N. G. Golden, Nate Shefreau, Benny Gross, Joe Sykes, Harry Lavan, Benny Stone, Curly Zamon, Billy Sherrick, Al Goldstein, Johnny Hicks, Jimmy Murphy and the writer. In all there were 12 jam men, 4 tip men and 7 stooges at our first meeting. The boys all agreed to meet the first of November here to open our clubrooms and invite all jam men for the opening. A close vote was held and other pitchmen were allowed to join. We all wish Roy Crandall and S. Miles Jones lots of success with their new venture. A vote was taken and the following were given honorary memberships: Morris Kahn-troff, O. C. Cox, Clarence Gireau and Salem Bedoni. Regards to all the boosters for the jam. After all they are the real capable men."

"WE OPENED OUR . . . med opry here just two months after our disastrous fire," pens Doc Landrum from Walden, Mo. "Business is very slow and we're not looking for any great improvement in this spot. Want to take this opportunity to thanking all our friends for their aid during our misfortune and also for the many nice letters received from them. We've started the long uphill climb again. We're carrying six people this season, moving on a two-ton truck, a 14 passenger bus and one sedan. You can't keep a good man down. Believe this is going to be a real year for the boys and girls of Pitchdom, so get out and polish the old trapes and kelster. Line up with merchandise of real merit and when the season is nothing but a memory you'll be able to open up the old poke and take a squirt at real folding money. Hey, you oldtimers, Les Williams, Doc (Bobby) Ward and Harry McLeon, remember back in March, 1914, when we made two Ho-Ko-Do shows out of one. Would like to read some pipes from you fellows. Will see you over in the berry country. I'm itching for some strawberry rash."

JOHN HECTOR . . . pipes in from New York that he is anxious to get in touch with A. J. Hector, and will watch the Letter List.

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PITCHMEN
by **BILL BAKER**
(Cincinnati Office)

"HERE WE ARE . . ." writes Doc George M. Reed. "Met Tom Kennedy in a chain store here and the missus and I had quite a visit with him the other day. He's getting nice passouts and this is his third week here. Tom's a clean worker, holds his tip well and has a nice flash. Am looking for a room in which to open but they're hard to find, so have stored my stock temporarily. Have been under the doctor's care and will not try to do any demonstrating until I feel better. I hear my old friend Fergie is back at General Product Laboratories after a successful trip thru Pennsylvania; Washington, D. C., and Florida. Fergie is one swell fellow. Jay Hobson says the sun will soon be shining on both sides of the fence and the medicine men will tell the natives all about their aches and pains. Jay is one of the fellows that is always smiling. Doc Fandree says, 'Yes, sir, if it's made we can make it.' My son, Elliott, who was with the old DeVore Manufacturing Company for 15 years, is now foreman of the assembly room. He knows how important it is to get stuff out on time as he used to work with dad!"

"AM STILL WORKING . . ." herbs and oil thru the New England States to fair returns," Ted Sparks scribes from Manchester, N. H. "While in Lebanon recently I visited C. E. Shepard, an old pal of mine and former premium worker and advance agent, who has recently regained his eyesight after being blind for four years. However, he hasn't been idle during that time, for he has built up a wonderful copyrighted premium plan that looks like the money to me. I have obtained the rights to the plan for a couple of States and am positive I can clean up with it. Would like to see a pipe from my old friend Jack Ryan."

ROY LINEBACK . . . pipes from Knoxville, Tenn.: "Was I surprised to meet Herman L. Youngblood, of the Cole Bros.' Circus, in this town upon my arrival to work rad! Herman clowned the winter away and recently worked the Roxy Theater in this town."

"JUST A LINE . . ." to inform the boys I'm at the bedside of my oldest son, Woodrow, who has pneumonia," writes Doc A. M. Johanson from East Omaha, Neb. "The boy's been ill for over three weeks but is showing signs of recovering. He's a bright kid and in years to come you'll hear plenty of him as a topnotch sheetwriter. Nebraska, Colorado, Wyoming and Western Iowa are A-1. There's plenty of money in Western Nebraska, and Scottsbluff is one of the best towns around here. Glad to get a card from Morris Kahntroff the other day. Well, the bluebirds are here and as soon as the boy is okeh we'll be on our way. Best wishes to all the boys."

"I BELIEVE IF MORE . . ." newspapers would give us a boost once in a while it wouldn't be so tough for med shows," pipes Princess Iola from Peoria, Ill., referring to a feature story on her show that appeared in *The Peoria Morning Star*. "Working steadily since Christmas, principally in halls, opera houses, picture houses, etc., we have missed only one night. I believe if the med workers would try to co-operate with newspapers and merchants and stop knocking local doctors conditions would be better. Haven't had a squawk this winter and we're working strong system. Clyde McMahon and wife are producing the show and, of course, I still carry my menagerie, including a lion, bear, hyena, dogs, monkeys, goats and ponies."

HAPPY O'CURRAN . . . pipes from Fort Smith, Ark.: "Have been cleaning up all my paraphernalia preparatory to opening the latter part of this month. Am planning on working

thru Oklahoma this season. Doc M. A. Hathaway, who worked with me since last fall, recently left to join the Princess Bearfoot Show as lecturer. George Finning and Jim Raby are working around here and both getting money. My roster this year will include Doc (Happy) O'Curran, lecturer; Red Hutchinson, blackface and stage manager; Patsy Baker, piano and leads; Tex Conroy, cowboy songs, and Mr. and Mrs. W. A. Robinson, characters. Would like to see pipes from Benny Olive, Harry and Dosie DeGrace, Tab Shelton, R. E. Lewis, Doc (Ray) Smith and Tom Cooper."

"WOULD LIKE TO . . ." see a pipe from Larry Powers, the hokem songwriter," pens Doc Leon from Jamestown, N. Y. "This is my first pipe to Billyboy since starting in the biz many years ago. Am planning to open the season around the middle of May and will pipe in again after the opening."

JACK (SNOWBALL) BEARD . . . postcards from Oklahoma City: "Let's keep the pipes going. Would like to see one from Al (Toby) Johnson and some of the other boys I know."

"HAVEN'T PIPED IN . . ." for quite a while, but am a regular reader of *The Billboard*," tells James Ross, Chicago. "It sure is nice to see the boys out on the corners again. Everyone I have noticed seems to be getting a little money again. My belief is that the next six months will be the best pitch people have seen for several years. I would like to read pipes from Frenchy Thibault and Chief Rice. Glad to see John H. Jones is into the big money. Hope all the boys on Sixth street, in St. Louis, are doing well. Also the mayor of Sixth street, Henry DeGast. Expect to see him soon in Chi. Here's to all clean, square workers who give the public something for their money. Am still working flukum and horn nuts."

"IT'S BEEN A LONG . . ." time since I sent in one," inks Gene Golin, from Minneapolis. "Have been laid up since last August but am out now and working. Would like to read one from Joe Garfinkle. Have important news for him. Have been wondering what has become of all the boys. Haven't heard from anyone for some time. Am working double-ups here to fair biz. Would like to see pipes from Harry Corry and the other boys who still go for a deuce a pop."

L. F. ROGERS . . . cards from Corydon, Ind.: "Guess the other groundhog and I can come out now. We have been snowed in here since Christmas. Have a lot of work to do on the old outfit, but don't know how I will do it until the bonus is paid. The bank here had a holiday in '33 and forgot to open again. We have a movie machine and have a b. f. to work sales. Will have a new light plant, a 9x12 stage and expect to get the old med opry going by May 4. Let's read the word from all the old bunch. Roy, artist, will be with us this season."

HOT SHOT AUSTIN . . . Infos from Ardmore, Okla.: "Am still working in Oklahoma and Texas and find conditions fair. Have been making trade days and first Mondays and getting a little money. First Monday spots okeh on the Texas side are Greenville, McKinney, Sherman, Bonham, Decatur, Kaufman, Hillsboro, Stephenville and Gainesville. Second Mondays: Bowie, Pilot Point, Van Alstyne and Royce City. Third Mondays: Gorman, Dublin, Cross Plains, Farmerville, Celina, Hamlin and Whitesboro. First Mondays in Oklahoma: Ringling, Waurika and Walters. Fourth Monday: Wainwright. There's a little money in these spots and plenty of people to play to. Will be in these parts for a month and then will work back toward the East. Note that Mrs.

Jack Dunn is in Florida and wants to know about Paul Wyningar. Sorry to say Paul died and was buried in Jackson, Mo., last September. Let's have pipes from the boys and girls from here to yonder."

"DOWN HERE IN Tennessee and getting some business," shoots George J. Mitchell from Springfield. "Where are Mary Ragan and Chet? Would like to see pipes from them. If anyone is coming thru here it would pay them to stop over. Everyone can work here."

"OUT IN INDIAN Territory, where the dust begins to blow at 5 a.m. and quits after 12 p.m., I met Robert Gillies and his wife, Bessie, working the soldier's pay day with rad and ex-rays to a sellout," pipes Bob Posey from Lawton, Okla. "Left for Tulsa and met Jim Osborne there. Was with him while he bought a new V-8 and as I left he was looking thru the trailer catalogs. Electra, Tex., is good on Saturdays. Tipton, Okla., has trade tickets with drawing every Saturday and is okeh. The parking lot in Frederick is okeh on Wednesdays. Snyder has first and third Thursday. Roosevelt is a good second Monday. Hobart is good second and fourth Wednesdays only when stock is left over from second Wednesday. Anyone working Lawton now must see the chief. Marlow now has a law about working thru stores and the lot you can

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work on is a quarter mile from town. These Oklahoma sales are not the best, but you can work about three a week. They average a little better than still dates. Would like to read pipes from Colorado, Wyoming, Utah and Montana. Here's hoping all square shooters make a million."

PAT DANA PIPING . . . from Fort Worth, Tex.: "Noticed in a recent issue of Pipes where a party from Miami said that the missus and I were there. This was not true and caused friends to send mail there which we never received. It is a shame that some people in the field just can't seem to get along without going out of their way to cause others inconvenience. Have been here in East and Southwest Texas all winter and find conditions fair. Will depart for New York around April 1. Met many workers here in various lines and all say that money is not flowing fast. This has been my own experience in handling the herb compound. They have a State, county and city reader here and also in order to work from a car you have to have State commercial license plates. Found this out after having had to pay a fine. This bugaboo about the jam boys killing the business is all mostly a lot of bunk. I have never worked a jam sale but have worked and split time with many of the jam boys, including good old Tom Rogers, George Bedoni, Johnny Hicks, Tommy Evans and others, but failed to see where they left towns closed nearly as much as many of the so-called straight pitchmen, especially men in my own end of the business (medicine), who do nothing but knock doctors and druggists all thru their talk. Let us clean our own backyards and let the jam boys take care of theirs. If they get the money and we don't then perhaps a little self-analysis will tell us why we don't, and help a lot. Heard that good oldtimer, Harry Maiers, was up and doing again in Dallas around January. Well, the new season is about here. Hope it's bigger and better and think we may have some reason for so thinking."

"CAME TO DETROIT" . . . March 6 to work in Paul Hauck's store on Monroe street," info Buffalo Cody from the Motor City. "I sure was surprised when I first saw the store. It is all fixed up and looks like a million. The roster includes Paul, as owner and general manager; Ward Gigner, assistant manager; Bill Meader, oil, corn and salve; Bill Ruiz, hair tonic and soap, and I am working Indian herbs. We are not getting much but I got more money on Saturday in this store than I got in Chicago in a week. They sure make the boys feel at home here and many a pipefest is enjoyed by workers and visiting pitchmen. Texas Tommie has been confined to her bed with injuries

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Pitchmen I Have Met

By SID SIDENBERG

B'Gosh from Oshkosh. You have heard that expression before, but to Pitchdom it is more than just an expression, for one of the greatest pitchmen of all time hails from the spot—I'll take that back, what I should have said was a quartet of the greatest pitchmen of all time, for Lester A. Kane is one of four brothers who have become famous in the last quarter of a century. Yes, sir! There were four of them. Harry, Ward, Elmer Joe and Lester Kane. Ward passed over the great divide about 10 years ago and I am willing to wager that everybody in the promised land has bought lightweight soap at three for a half. E. Joe is operating tab shows and med oprys thru Texas and Oklahoma. Harry stays around the old home town of Oshkosh, while Lester is still working in and around Detroit with corn punk and lightweight soap, still making history with the famous ring pitch the Kane brothers originated.

When the late Pete DuVall introduced Lester Kane off his med platform one night, about 12 years ago, he said: "Ladies and gentlemen, I want you to meet tonight Lester Kane, of shampoo fame," and immediately after, the same ladies and gents took home plenty of lightweight soap, for once this boy was turned loose on a tip only a ferocious tiger could do more damage to a bunch of tight-wads.

The first time I had the pleasure of seeing Lester do his stuff was down in Memphis about 15 years ago. He was working out on a prominent corner in near zero weather. Show me a man that can demonstrate soap with water when water turns to ice as fast as you make suds, gather and hold a tip and then collect from nine-tenths of them and I will show you a pitchman who has won his place in the Hall of Fame. And—Lester has been nominated by many of the boys in the business—you can gamble on that.

Ward worked soap long before Lester entered the Portals of Pitchdom. Lester started out in vaudeville. Ward and Oliver Fitzmaurice worked together one summer and when the boys were traveling they would run onto each other and the sight of Fitz and Ward collecting the long green was to much for Lester and soon vaudeville lost one darn good performer.

Lester is known as a real entertainer to the boys and girls of Pitchdom. After working hours his recitals of *The Face on the Barroom Floor* and other old standbys made him a scream of Pitchdom—I mean he is good.

Lester has been pitching 20 years and tries to make me believe that he is only 36 years old, but I will leave that up to you fellows—believe it or not—well, you know him as well as I do.

received when a horse fell on her down in Texas. She is in Chicago, recovering. Jean McLane, the girl with the million-dollar smile, is on her way up from Mexico, where she has spent the winter. I look for her here around April 1."

"A NEW ORGANIZATION . . ." known as the JMRC (Jam Men's Recreation Club) held its first meeting at the Hotel Barbara, Los Angeles," writes Jerry Russell from that city, "and to say that it was a success would be putting it mildly. President N. G. Golden was presented with a beautiful six-line rebuilt super, and with a smile of 'gratitude and happiness' he left with Nate Shefreau, secretary, for San Diego to campaign for the summer. After the meeting was over the following officers were elected: N. G. Golden, president; Nate Shefreau, secretary; Silent Benny Gross, treasurer; Bill Sherrick, first deputy; Curly Zamon, second deputy; Benny Stone (who made his second jam at Santa Monica to a howling success) first scout to uphold the honorable pro-

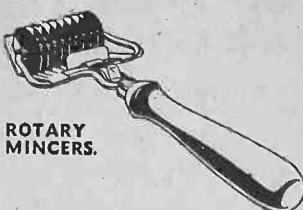
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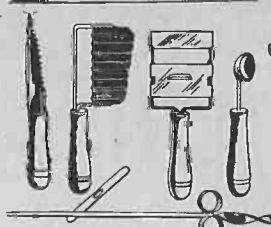
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Send for sample dozen & be convinced. Money refunded if not satisfied. M. LEVINE, Inc. (Manufacturer of Neckwear) Philadelphia, Pa.



fession of jam men. To be a full-fledged member you must have one stick and a first-class man. A big party was held. Songs were sung by John Hicks and Joe Sykes. John gave his well-known version of how the hula should be executed. He just closed his store on Main street after 10 successful weeks. He opened with the Hilderbrand Shows under a new top with a wonderful display of rugs, tapestries and silverware. The full membership to date follows: N. G. Golden, Nate Shefreau, Benny Gross, Joe Sykes, Harry Lavan, Benny Stone, Curly Zamon, Billy Sherrick, Al Goldstein, Johnny Hicks, Jimmy Murphy and the writer. In all there were 12 jam men, 4 tip men and 7 stooges at our first meeting. The boys all agreed to meet the first of November here to open our clubrooms and invite all jam men for the opening. A close vote was held and other pitchmen were allowed to join. We all wish Roy Crandall and S. Miles Jones lots of success with their new venture. A vote was taken and the following were given honorary memberships: Morris Kahn-troff, O. C. Cox, Clarence Gireau and Salem Bedoni. Regards to all the boosters for the jam. After all they are the real capable men."

"WE OPENED OUR . . ." med opry here just two months after our disastrous fire," pens Doc Landrum from Walden, Mo. "Business is very slow and we're not looking for any great improvement in this spot. Want to take this opportunity to thanking all our friends for their aid during our misfortune and also for the many nice letters received from them. We've started the long uphill climb again. We're carrying six people this season, moving on a two-ton truck, a 14 passenger bus and one sedan. You can't keep a good man down. Believe this is going to be a real year for the boys and girls of Pitchdom, so get out and polish the old tripe and keister. Line up with merchandise of real merit and when the season is nothing but a memory you'll be able to open up the old poke and take a squirt at real folding money. Hey, you oldtimers, Les Williams, Doc (Bobby) Ward and Harry McLeon, remember back in March, 1914, when we made two Ho-Ko-Do shows out of one. Would like to read some pipes from you fellows. Will see you over in the berry country. I'm itching for some strawberry rash."

JOHN HECTOR . . . pipes in from New York that he is anxious to get in touch with A. J. Hector, and will watch the Letter List.

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Banquet Free At Texas Meet

DALLAS, March 21.—In last week's issue, in an article relating to the annual State meeting of the Texas Coin-Operated Vending Machine Association, it was erroneously reported that the charge for banquet tickets will be \$1.50 per plate. The banquet is free . . . the delegates will be the guests of the San Antonio local of the State association.

The San Antonio local is paying the costs of this year's meeting. It insisted upon this privilege over the protests of the State officers.

The committee in charge, of which Pat Newnan is chairman, has planned a real meeting, starting April 5 at 10 a.m.

If you haven't already made reservations for the banquet do so immediately. Unless the committee knows approximately the number that will be in attendance it will be difficult for it to arrange affairs. Remember the banquet is free—all you have to do is send your reservation to Pat Newnan, 905 McCullough street, San Antonio, Tex., or to Fisher Brown, 2702 Ross avenue, Dallas, or to Secretary John Backman, 5400 Goodwin avenue, Dallas.

Don't forget that your admittance to the meeting will be your 1936 membership card. If your dues are not paid send a check now to Secretary Backman. Dues are \$10 for operators and \$50 for jobbers.

The meeting and banquet will be held in the Plaza Hotel ballroom.

Locations Faring Better; Spring Buying Increases

NEW YORK, March 21.—That merchants and other locations are faring considerably better in recent months is indicated by Dun & Bradstreet's report that spring buying is the best in years. Both retail and wholesale markets profited by increased buying during the last weeks, their weekly review stated.

Volume expanded in spite of floods and rainstorms, the summary declared. Consumers sought "to cover immediate merchandise needs and Easter requirements." Sales of women's dresses, suits and coats increased rapidly, and more attention was given to men's clothing. Nearly all departments shared in the enlarged volume for the week.

Household furnishings, electric refrigerators, radios, hardware, paints, spring cleaning necessities and athletic goods contributed substantially to boosting aggregate sales.

Excepting the flooded areas, in which business at some centers was brought almost to a standstill, the survey stated that the uptrend of retail sales was extended, gains for the week running 10 to 15 per cent above the corresponding 1935 week. Including the flooded areas, however, the estimated average volume for the country was only 8 to 12 per cent higher than for the comparative 1935 week.

With the deferred buying of February released in a constantly mounting volume, most of the wholesale markets reported last year's orders for the comparative week exceeded by 10 to 15 per cent, with the gain in some of the apparel divisions as much as 20 per cent.

Excise on Mint Venders

CHICAGO, March 21.—According to information here, a federal excise tax of 10 per cent was applied to mint-vending slot machines, as well as the bell-type machine, beginning March 16. This tax was applied to such machines when the 10 per cent tax was placed on amusement games and sporting goods some years ago, but manufacturers obtained a ruling that mint vending machines did not come under such classification.

N. Y. Times Discusses Many Patent Problems

Patent discussions are not only of interest to the coin-machine trade but to the average citizen as well. *The New York Times*, March 16, 1936, discusses editorially "A Century of Patents."

"In his first inaugural address Washington dwelt upon the expediency of encouraging inventive genius. Congress responded with laws of unprecedented liberality. Of these the act of 1836 had an almost magical effect. That far-seeing measure could hardly have been passed more propitiously. Railroads were being constructed that opened new country. From California, more distant from the East than was Europe, came tales of golden promise. Timber, minerals abounded. And the agricultural possibilities! America could feed the world. We have only to contrast pre-revolutionary Russia with the America of that day to realize what the patent system meant. Both countries had vast resources. The one assumed industrial leadership partly because of patents; the other remained stagnant because it failed to foster inventions. The proverbial ingenuity of the Yankee can be explained only in the light of the social circumstances in which he whittled and tinkered. Where would Whitney, Bell, Morse, Howe, Westinghouse and Edison have been without benefit of patents? Would we have heard of them all?"

"The century-old law has done its work. It creaks with age. It needs reforming. It has been so liberally interpreted that great industrial combinations have applied it in ways never contemplated by the founders of the Republic. The time has come not only for the correction of abuses but for a reevaluation of the social significance of research and invention, a determination of the part that science plays in our economic life.

"It is evident enough that the professional chemists, physicists and engineers of industrial laboratories will do most of the important inventing and discovering of the future. This is all the more reason why the case of the sporadic, independent inventor, the genius of the garret or the university, should be considered in the light of a new day. He demands a patent of high presumptive validity, but receives merely the right to pursue the participants in a patent pool in hearings that sap his vitality and his resources. Ten precious years, years that should be spent in creative effort, may be wasted before he at last enjoys his constitutional rights. But a patent likely to be sustained in a simple judicial procedure is not enough. He must have government support in his legal battle.

"The rights of the public must also be weighed. Since we have more automobiles than bathtubs it is plain that our standard of living can be improved. We need new industries to absorb the unemployed. We ask questions that cannot be ignored: Why were not streamlined trains introduced a generation ago? Why was the airplane so long in coming? Why is it not possible to send a 100-word telegram across the continent for a few cents? Why are not bricks laid by machine instead of by hand and building costs lowered? Where is the suit of cellulose that costs only 50 cents and is thrown away after a week? We not only expect inventions; we almost demand them because of the new vision unfolded by science. The social environment has changed in 100 years. So have social needs. It is time that the patent system changed too."

Detroit Police Officials Put Approval on Pin Games

DETROIT, March 21.—Several new types of pin games have been approved for operation in Detroit by the Detroit police department recently. Among those are Tit-for-Tat, Stock Exchange,

Harvest Moon, Rotation, Clipper, Light-a-Basket, Mad Cap, Transatlantic, Ginger, Skill Circle, Tricks, Hit and Miss, Cue, Baffle and Shoot the Chutes.

The total number of machines licensed this year is 5,038, as compared with 4,500 last year. Violations are very few at present and most operators seem to be observing the regulations.

An interpretation was made by the license bureau of the police department for *The Billboard* on the contention of some operators that machines in private offices need not be licensed. Any machine, the department holds, except those in homes, must be licensed if there is a coin chute on it. Since the public has a partial right of entry to an office or other quasi-public place, the machines in such locations must be licensed, even tho they are not public places in the sense that a neighborhood store is.

Jersey Legislature Defeats Luxury Tax

TRENTON, N. J., March 21.—The State Legislature, in session here for the last few weeks, seeking new means of taxation to care for the needy, defeated the latest measure presented, that of a luxury tax which would affect the gross receipts of all coin-operated machines in the State.

According to the bill, it was proposed to tax all amusements of any form and nature, which would include pin games, 10 per cent of their gross receipts. This would also apply to all moving picture theaters. The defeat of this bill was a happy occasion for operators in this State, who had been anxiously watching reports every day as to the progress of the bill.

The question of taxation will now be thrown back to all local communities. It is hoped that the defeat suffered in the State Legislature by the proponents of this luxury tax measure will discourage bringing it up in any community as a tax plan.

Argue Legality of Tax On Modern Pin Games

HARRISBURG, Pa., March 21.—Dauphin County Court heard argument on the legality of mercantile tax levies on bagatelle machines March 12. Albert Klucher, Harrisburg retailer, started the case by appealing from a license fee imposed on the owner of the premises where the machines are in use.

Benjamin L. Levi, counsel for Klucher, argued that the pin game in question did not exist in 1907, when a law taxing any game played with the use of pins and balls was passed, and the tax was meant to apply only to games where pins are knocked down to make a score, not evaded. Levi told the court that a letter enforcement of the law would place a mercantile tax on golf.

Deputy Attorney-General E. R. Shockley, counsel for the State in its attempt to place this extra annual tax on all retailers having bagatelle games in their stores, told the court that the law of 1907 was meant to include such pin games and said it should be interpreted as placing a tax on the amusement machines which must be paid by the retailer in whose store the machine is placed. The court's decision is pending.

License Bill Introduced Again in Maryland House

BALTIMORE, March 21.—A bill to license claw machines and pinball games was introduced in the Maryland House of Delegates last week. The license measure provides that the claw or digger machines and pinball devices shall be illegal except in cases where licenses have been obtained.

The bill, introduced by Delegate Anderson, third Baltimore district, provides that the licenses shall be issued by the Court of Common Pleas of Baltimore

Brainteaser No. 5

Jobber: If you give me a dollar I will have twice as much as you.

Operator: If you give me a dollar I will have as much as you.

Question? How much money does each one have?

Answer to Cag No. 4:

A tree is three times as high as a pole. It is also 15 feet higher than the pole.

How high is the pole?

Answer: The pole is 7½ feet high. The tree, 21 feet high.

Aged Pinball Fan Makes Front Page

AURORA, Ill., March 21.—"Uncle" Bert Wilder made the front page of *The Chicago Tribune* this week when that newspaper related that "among several hundred aged residents who appeared to file applications for old-age pensions at Aurora recently were Bert Wilder, 101 years old, and his wife, Hannah, 84 years old. Wilder is ineligible because he is receiving a blindness pension, but he accompanied his wife while she filled out her application. He has been a resident of Aurora for 98 years.

"Uncle" Bert is known to be a pinball fan, having one of the modern table games in his home for his own enjoyment. He says it is a real source of pleasure. The game was presented to him on a recent birthday by the Stoner Corporation, a firm that has grown into national prominence as a manufacturer of high-grade pinball or bagatelle games for the coin-operated machine industry.

"Uncle" Bert also attended the annual convention of the pinball industry, held in Chicago in January, thru the courtesy of the Stoner Corporation. Mr. Wilder was given an ovation there as the "youngest" pinball enthusiast in the world.

Sales Tax in 22 States

NEW YORK, March 21.—Twenty-two States now impose a sales tax varying from 1 to 3 per cent, according to an analysis of this subject by the Standard Statistics Organization. It is also pointed out that if all the States are included which levy either directly or indirectly on sales the total will be increased to 30.

The sales tax is generally applied to merchandising machines, and in some States it has been applied to amusement games by special rulings. In some cases operators have, by refusing to pay the sales tax on receipts of amusement games, stirred up other legal troubles.

In addition to States, the report shows that New York City has a 2 per cent sales tax, and St. Louis and Kansas City have small turnover taxes.

The amounts of sales tax in the 22 States follow:

One per cent: Indiana, Maryland, Missouri, Oklahoma.

Two per cent: Arizona, Arkansas, Colorado, Idaho, Iowa, Mississippi, New Mexico, North Dakota, South Dakota, Utah, Washington, West Virginia, Wyoming.

Three per cent: California, Illinois, Michigan, North Carolina, Ohio.

It is estimated that State sales taxes are now providing revenue of \$400,000,000 a year. If the individual States had adopted a sound policy by reducing their heavy expenditure during the more acute depression years sales taxes would not have developed, the analysis stated.

City and the clerks of the courts in the counties. A fine of \$500 is provided for violation of the measure. This measure is one of the combination of four in order to provide the necessary revenue to finance the relief and old-age pension plan. A similar bill was passed by both Houses of the Maryland Legislature last year, only to be vetoed by Governor Nice.



MOST POPULAR GAME TODAY

Comes from Ancient Line

Tradition always plays a great and important part in the world. What our ancestors thought, said and did has a powerful and, for the most part, beneficial effect on our own outlook and accomplishments.

Considering the great advances made during the centuries, our forefathers' contribution, upon which we have built, has been sound. Even in the realm of recreation, their innocent pastimes have had marked effect on the diversions of today. For instance, one of their most interesting indoor games, bagatelle, has been adapted to our own day and improved to the point that it has become one of our most popular games in years.

Pin Ball, worthy representative of an ancient line, is being played by everybody that likes good, clean sport. And the big reason that it has taken such a hold on the fancy of the public is that the element of skill enters into the play almost as much as it does into bowling, billiards, ping-pong, basketball, or any game that takes skill.

Pin Ball is being played everywhere that good fellowship prevails and entertaining diversion is sought—in fraternal and social organizations—on transoceanic ships—in the home—and even in some hospitals where restful relaxation is paramount. Tradition has favored us highly with the “game of the day,” PIN BALL.

FOR CLEAN FUN *Pin Ball* IS THE GAME

Akron Amusement Association and Affiliated Merchants

REPRODUCTION of full-page advertisements appearing in The Akron (O.) Beacon-Journal, a monumental portrayal of the value of pinball for amusement. Copyrighted by the Akron Amusement Association and used by permission.

Weekly MUSIC Notes

Seeburg Phonos To Angott Firm

DETROIT, March 21.—Michael A. Angott, manager of the Angott Automatic Sales Company, opened in his new location at 8625 Linwood avenue this week. Angott, probably Detroit's leading jobber in the northwest section, was crowded for space in his old store and has taken over a building with three stories, which gives him 10,000 square feet, about 12 times the former floor space.

The firm name is being changed to the Angott Coin Machine Exchange and his brother, Carl J. Angott, who was formerly in the coal business, is joining the enterprise as a partner. He will be in direct charge of the route operations which the Angotts are operating. They have a large number of pin games and peanut machines in locations thruout the city.

The new store has a large display room, about 80 by 40 feet, with some 50 new machines on the floor at all times, giving a wide variety of choice to the prospective operator. A complete line of replacement parts, as well as supplies for vending machines, such as peanuts, gum and candy, will be carried. The parts stock will enable the company to service practically any make of machine. The department has a pair of attractive glass show cases, and in addition an inclosed stockroom at one side. A two-car garage

building at the rear of the store is used for a surplus stockroom.

The offices of the company are at the rear of the main floor. There is a balcony which is being used for the offices of the route operation division, in charge of Carl J. Angott.

The second floor is to be devoted to storage and is capable of being fitted up for a first-class display room. The building was formerly used by a furniture store and the upper floor as well as the basement is fitted out for open display for the public in the most modern taste.

The basement is to be a used machine display room, something Detroit does not have at the present time. Three hundred machines in finished condition will be on the floor ready to be sold and go out on the location at all times, a department that will be given as much attention as the new machine department upstairs.

Angott has recently been appointed exclusive distributor for Michigan for the J. P. Seeburg Company's new Symphonola model phonograph. This machine, in a highly attractive modernistic case, is already becoming a big seller. Angott is operating some machines individually and finding that they can be made real money makers.

"Detroit is offering a big comeback to the music machine," he said. "For some reason people have turned back to music and the machines are becoming popular. One reason for their success from the operator's standpoint is their general

stability. They are not changed around constantly and do not have the element of rapid depreciation."

Grand opening of the new store will be held in about a week, with a special party for operators of the city.

Making Phono Records

NEW ORLEANS, March 21.—Dave Kapp, of the recording department of Decca Records, Inc., New York, and H. C. Bradshaw, assistant, have been very busy in New Orleans for the last two weeks and will continue for the remainder of March, making new recordings for the company in Rooms 238-240 of the Roosevelt Hotel. Dozens of new recordings are included in the schedule, Kapp says. He is being assisted by E. N. McCormick, manager of Dallas, Atlanta and New Orleans branches of Decca.

One of outstanding acts here for the record making is the French Acadian Trio, consisting of Joseph Falcon, Cleo Falcon and Mose Morgan, who are singing traditional Acadian folk music popular in the bayou country of Louisiana. Other artists are the Louisiana Strollers, brought here by Guy Nees, music operator of East Texas; Milton Brown and his Brownies; Stripling Brothers, hill-billies of Kennedy, Ala., and the Jessie Hernandez Mexicans, a string orchestra playing Mexican folk songs.

H. M. Crowe, Houston representative of the Decca Company, was a visitor to the hotel this week, witnessing some of the recording. He was pleased with what he heard and predicted that new features will sell quickly.

New England Recordings

W. P. Hamel, Wurlitzer Simplex operator in Concord, N. H., and a number of towns in Maine, occupies a large office and display room at 80 South Main street, Concord. Business is plenty good with W. P. these days as he has just purchased two new Studebaker cars. He predicts that his orders on Wurlitzer instruments this year will double those of 1935.

Altho the son of Nelson M. Cook, of Antrim, N. H., is only six months old, Cook has already selected a career for him—he is going to be a 100 per cent Wurlitzer Simplex operator. In addition to the son, Mr. Cook has three daughters, but the selection of their careers will be left to the mother.

A new Auburn car has been purchased by J. W. Gaffney, Wurlitzer Simplex operator of Taftville, Conn. Business with him is on the up and up, he reports. Gaffney says he is going to make Wurlitzers fly this year.

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 13, to Thursday, March 19, both dates inclusive.

Let Yourself Go.....	31
Goody, Goody!.....	30
It's Been So Long.....	27
Face the Music and Dance.....	26
Eggs in One Basket.....	24
Lost.....	21
Lovely Lady.....	20
I'm Shooting High.....	18
What's the Name of That Song?..	18
Wake Up and Sing.....	18
Alone.....	16
West Wind.....	16
Yours Truly.....	16
Gonna Write Myself a Letter....	15
If You Love Me.....	15
Lights Out.....	15
Havana Heaven.....	12
You Started Me Dreaming.....	11
Love Is Like a Cigaret.....	10
Saddle Your Blues.....	10
We Saw the Sea.....	10
Love Came Out of the Night.....	9

Capehart Makes Trip to Coast

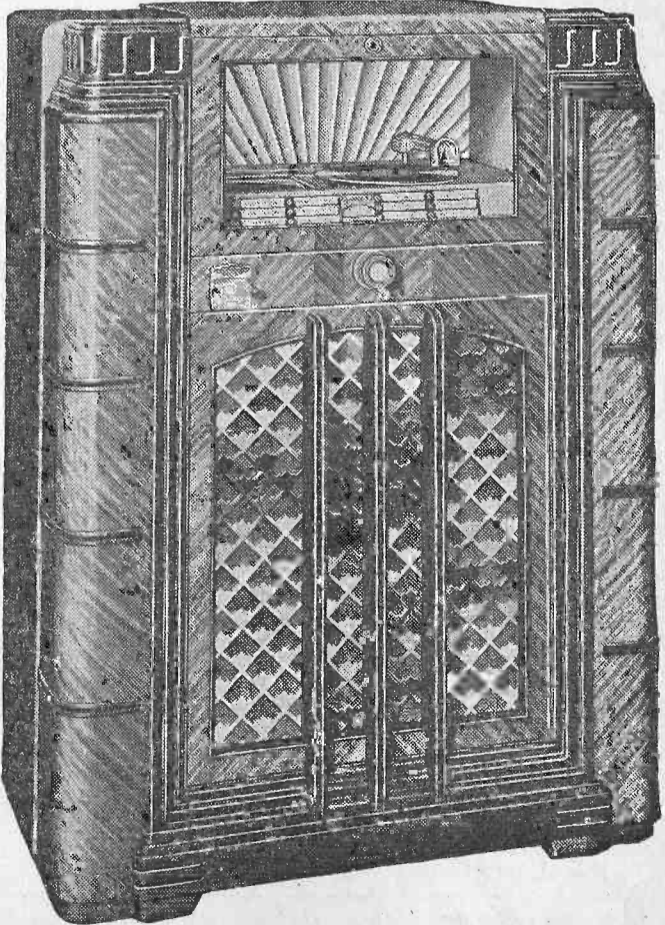
NORTH TONAWANDA, N. Y., March 21.—H. E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, is on an extended trip to the Pacific Coast; where he is spending some three weeks visiting Simplex phonograph operators in California, Oregon and Washington.

His original plans were to fly from Buffalo to Los Angeles, but heavy fog and snow at the time of departure necessitated leaving by train. Capehart is a fast traveler and the thought of riding the rails instead of the skyways rather irked him.

During his trip up and down the Coast he was accompanied by W. E. Simmons, Wurlitzer factory representative for California, Arizona and Nevada, and by Fred Fields, factory representative for Washington, Oregon and Idaho.

Mr. Capehart found West Coast music operators on their toes and invariably reported satisfactory operations with Wurlitzer-Simplex equipment. Operators generally are including music as a portion of their general activities and within recent months many have entered into music exclusively.

THE SEEBURG FRANCHISE IS MORE VALUABLE



SYMPHONOLA SUPER DELUXE MODEL "F"

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET

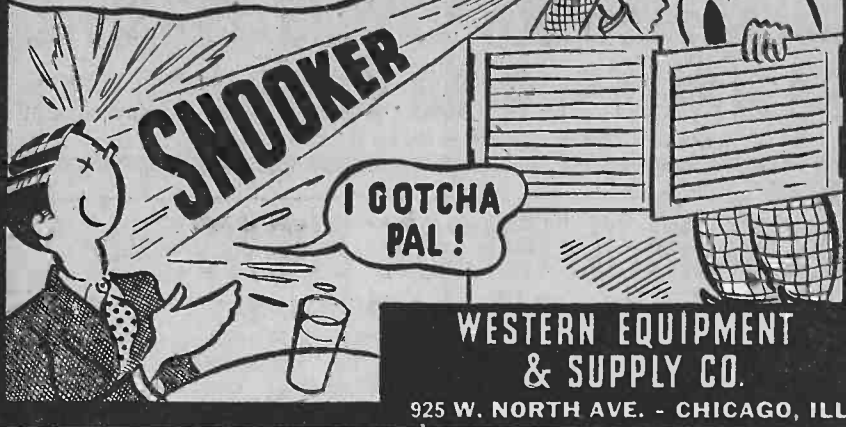
CHICAGO · ILL.

★ THE LEADER FOR OVER 30 YEARS ★



WHEN YOU THINK HOW TIRED EVERYONE is of "The Music Goes 'Round and Around" and "Sweet Violets," you marvel at the patience of the passengers from the marooned train who sang both songs over and over again with the help of the nickel phonograph (a Seeburg Symphonola) in the Hotel Schneider, Jackson. In this picture the two St. Thomas girls from Kansas City, Mo., Marion, 8, and Ruth, 11, who were bound for West Bend, Wis., are at the left. —Milwaukee Journal Staff photo.

**IT'S A DANDY NEW 1 BALL
AUTOMATIC PAYOUT TABLE
BY WESTERN - YOU GET
IMMEDIATE DELIVERY!**



**Chi Coin Corp. Reports
Success With Payout Line**

CHICAGO, March 21.—Chicago Coin Corporation claims that it is "going to town" with its complete line of payout tables. Distributors and jobbers from all parts of the country are lining up for exclusive distribution in their territories. Wherever samples of the Chicago Coin payouts have been shown gratifying praise has always been forthcoming, they say.

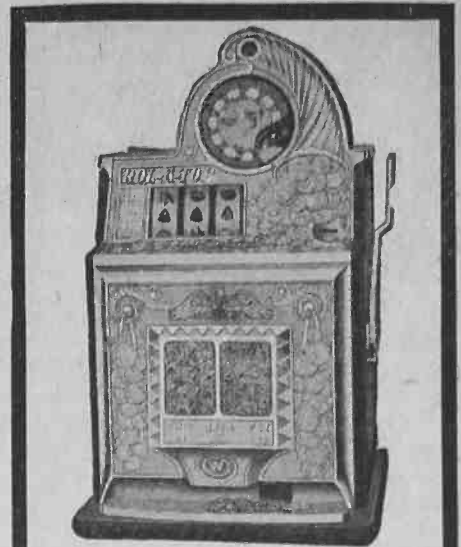
The first quota that the company put on for Big Casino has been completely sold out and a second run is now in production.

Track Odds, the second game in the Chicago Coin payout line, has taken on quickly wherever placed on location. The reason for this, it is explained, is because every hole on the board except the single out hole is a winner. A selected hole if made pays the mutual odds as indicated on the beautiful lineup back rack.

The third game of the payout line, Straight Eight, has been receiving more than its share of adulation from operators and players alike. This super de luxe game promises to be most successful because it looks so extremely easy to beat. If the player misses the proper hole on the board he still has a chance to win by making the same numbered hole at the lineup position in the lower portion of the board. Straight Eight has no out holes. A clever odds changing system is employed that constantly keeps the player's enthusiasm.

Levin Is Sales Manager

PITTSBURGH, March 21.—Jack Levin, who started in the coin-machine business here with the Coin-o-Matic Sales Organization, has been named sales manager by Harry Gisler, owner of the firm, succeeding Ben Stein, who left the organization to become an independent operator in this territory. Mr. Levin has been a field man for the last eight months, proving a real asset to the firm. Adolph Klein, former operator, joined the Coin-o-Matic force as office manager and field man. Mr. Klein will have charge of the local quarters and tour periodically in the tri-State area.



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**

Effective March 16 there is a 10% Federal Excise Tax on Venders as well as Bells.

Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

PONY DICE GAME MUTUEL PAY-OFF.
Dice and Chart, \$1.00. Descriptive Circular, 3c.
L. GARVEY, 26 E. Elm St., Brockton, (B) Mass.
It Helps You, the Paper and Advertisers to Mention The Billboard.

**Kelley Stresses Importance
Of Legible Disc Title Slips**

CINCINNATI, March 21.—In a letter to the home office of *The Billboard* here, V. C. Kelley, of the Kelley Music Company, Chattanooga, applauds the article, *Your Phonograph Is a Vending Machine*, by Earl Holland, which appeared in the last issue of *The Billboard*.

However, Mr. Kelley, who operates Seeburg Selectophones and Wurlitzer Simplex phonographs in the Chattanooga territory, feels that Mr. Holland, who is sales manager of the phonograph division for the J. P. Seeburg Corporation, Chicago, has omitted one very important item in his article—the matter of the program slips which carry the names of the records in the machine. In many instances, Kelley says, the slips are so poorly written that the player is unable to decipher the scribbled names.

"I notice that so many operators in writing their program slips will use a pencil," Kelley says. "Some, like myself, are very poor scribes. As a result, when a player looks at the record setup, he

doesn't know what it's all about. For instance, a friend of mine had lunch with me at a cafe recently. He noticed a phonograph and, knowing that I was in the business, decided to have some music while eating. There was only one program slip that he could read. The rest were illegible, with the result that he quit playing.

"The program slips should be type-written. Legible slips are just as important as a clean and polished machine. I don't always do this myself, but I am like the farmer who told the sheetwriter trying to sell him a farm magazine which would teach him to farm better: 'I don't farm nearly as well as I know how.' That is about my position regarding the program slips on the phonographs."

Plan Tax on Music Machines

COLUMBIA, S. C., March 21.—City council has taken under advisement an amendment to the city business license in regard to coin-operated music machines. The proposed amendment would levy a license fee of \$50 for the first 10 machines owned by an operator and \$5 for every machine over 10.

Sheet-Music Leaders

(Week Ending March 20)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to 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. Lights Out
2. Beautiful Lady in Blue
3. Goody, Goody!
4. Alone
5. All My Eggs in One Basket
6. It's Been So Long
7. Rendezvous in Honolulu
8. Wah-Hoo
9. Alone at a Table for Two
10. Please Believe Me
11. Face the Music and Dance
12. What's the Name of That Song?
13. West Wind
14. Write Myself a Letter
15. Rhythm in My Nursery Rhymes

10 Best Records for Week Ended Mar. 23

	DECCA	RCA-VICTOR	BRUNSWICK	VOCALION
1	717—"Misty Islands of the Highlands" and "The Wheel of the Wagon Is Broken." Jan Garber and orchestra.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.	7625—"Isn't Love the Strangest Thing?" and "No Greater Love." Duke Ellington and orchestra.	3171—"Nickel in the Slot" and "Swing, Brother, Swing." Wingy Mannone and orchestra.
2	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25252—"Wah - Hoo" and "What's the Name of That Song?" Paul Whiteman and orchestra.	7621—"My Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and his Onyx Club Boys.
3	720—"Wake Up and Sing" and "Spreadin' Rhythm Around." Bob Howard and orchestra.	25243—"I'd Rather Lead the Band" and "Get Thee Behind Me, Satan!" Richard Himber and orchestra.	7614—"Wah-Hoo" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and his Onyx Club Boys.
4	711—"We Saw the Sea" and "Wah-Hoo." Top Hatters Trio.	25240—"We Saw the Sea" and "If You Love Me." Ray Noble and orchestra.	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Fred Astaire and Johnny Green and orchestra.	3164—"When the Bloom Is on the Sage" and "Red River Valley." Beverly Hill Billies.
5	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.	25259—"It's Good To Be in Love Again" and "The Old Oak Tree." Eddie Duchin and orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Johnny Green and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.
6	712—"My Blue Heaven" and "Stomp It Off." Jimmie Lunceford and orchestra.	25260—"Knick Knacks on the Mantel" and "There's Always a Happy Ending." Rudy Vallee and his Connecticut Yankees.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnny Green and orchestra.	3158—"The Broken Record" and "Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.
7	728—"So This Is Heaven" and "I Don't Want to Make History." Bob Crosby and orchestra.	25264—"Love Is Like a Cigarette" and "Welcome, Stranger." Eddie Duchin and orchestra.	7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and orchestra.	3151—"How Many Times?" and "Sadie Green." Roy Newman and his Boys.
8	699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	7601—"I'm Gonna Sit Right Down and Write Myself a Letter" and "The Bride Comes Home." Hal Kemp and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his Boys.
9	703—"Lights Out" and "West Wind." Victor Young and orchestra.	25239—"Life Begins When You're in Love" and "Suzannah." Richard Himber and his Ritz-Carlton Orchestra.	7597—"Cling to Me" and "Gotta Go To Work Again." Ozzie Nelson and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.
10	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.	25258—"Basin Street Blues" and "When Buddha Smiles." Benny Goodman and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

B HERB BESSER B

RECOMMENDS THE FOLLOWING NEW PROVEN MONEY-MAKERS THIS WEEK

STOCK EXCHANGE \$ 47.50
 CLEARING HOUSE, counter game 17.50
 ROLY POLY 42.50
 DAILY RACES 125.00
 MAD CAP 47.50
 DITTO 44.50
 HOLLYWOOD 89.50
 BALLY BONUS 115.00

We will accept your Used Machines as part payment. Send us your List and we will quote our liberal trade-in allowances.

B BESSER NOVELTY CO. B
 3020 OLIVE ST., ST. LOUIS, MO.

**THE BIG SWING
WILL BE TO
SNOOKER
WESTERN'S NEW
1 BALL AUTOMATIC
PAYOUT TABLE!**

**WESTERN
EQUIPMENT
& SUPPLY CO.**

925 W. NORTH AVE. CHICAGO

**Newspaper Drive
For Bally Agent**

NEW YORK, March 21.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., factory representative for Bally Manufacturing Company, is preparing a unique and novel newspaper advertising campaign.

It is believed here that this campaign opens the path to new promotion for the entire industry. The entire campaign is based on not only gaining favorable public opinion and also conforming to the rules and regulations of the city administration, but to increase play and aid the sales of the Bally Manufacturing Company products. It will be outstanding and daring in execution.

The plan has already gained the approval of many press representatives and leading newspapers believe that it will start a new era for the pinball industry. Byrde, Richard & Pound, advertising agency, this city, prepared the campaign for Fitzgibbons Distributors, Inc., and Bill Gersh is contact man for the agency in the campaign.

Mr. Fitzgibbons said: "There is no doubt that the effect of the advertising which has already been done in the local press by the Amusements Service Corporation of America has made itself felt in every location in the city. Regular pin-game players have shown greater interest in the games. Storekeepers have remarked about the advertising as an aid to increasing their revenue. Many operators have used the ads by tacking them above and on their machines.

"In general, the publicity and the value which attended the large advertisements of the Amusements Service Corporation of America created enthusiastic and favorable comment from operators here and immediately started a revival of interest in the games.

"I feel, therefore, that the time has arrived when, as a distributor, we can definitely start a newspaper advertising campaign which will aid every operator purchasing Bally games and will also bring greater interest from storekeepers as well as gain more favorable public opinion."

Mr. Fitzgibbons is enthusiastic over the possibilities of the campaign and is preparing the necessary advance ground work at this time, he reports, prior to the start of the advertisements. The advertisements will be of large size and will be continued in leading papers. It is believed that they will increase interest in all games in general, but will be definitely in the interest of the products of the firm.

WANTED-CONCESSIONS

For the Summer Season—Frozen Custard, Ice Cream, Pitch-Till-Yoi-Win, Knife Rack, Tally Ball, Fishpond, Beano, American Palmistry, Photo Gallery, Shooting Gallery, etc., Lamp Wheel, Ham and Bacon Wheel, Fruit Wheel, etc. No G. No grift. WANTED—Shows, Ten-in-One, etc. Silo-drome, Monkey Speedway. WANTED Help for Merry-Go-Round, Ferris Wheel, Chair-o-Plane. We open in Massachusetts May 2.

HARRY INGALLS' CIRCUS CARNIVAL
SAME SHOW NAME CITIES FOR 20 YEARS REPUTATION GOOD SPOTS MONEY MAKER

142 Burrill Street, SWAMPSCOTT, MASS. Tel.: Breakers 542.

CETLIN & WILSON SHOWS, Inc.

OPENING APRIL 11, REIDSVILLE, N. C.

Can place 7-Car Tilt-A-Whirl. Any meritorious Attractions able to gross money and keep up with the standards of this organization. Can furnish complete outfit for Wild West or Darkest Africa. Can use experienced Publicity Man, able to exploit real attractions; must be sober. Can use a few legitimate Concessions only. All holding contracts acknowledge this ad. All address CETLIN & WILSON SHOWS, INC., Box 787, Greensboro, N. C.

MOLLY'S AMERICAN AMUSEMENT SHOWS

OPENING APRIL 25TH, TWO SATURDAYS, In Westbrook, Me., Auspices of V. F. W.

WANTED TO BOOK—Rides and Shows that do not conflict with what we have. Concessions of all kinds; Stock Wheels, \$25 a week; first-class Cook House, \$25 a week. Secretaries and Celebration Committees, write us.

OFFICE, 37 LANCASTER STREET. Winterquarters, 69 Boyd Street, Portland, Me.

BARFIELD'S COSMOPOLITAN SHOWS

Have two splendid locations in Jacksonville, Fla., starting next week, then Hastings midst potato picking; others following. Want Rides. Would like to buy for cash Merry-Go-Round, prefer small machine; also other Rides if condition and prices right. What have you to sell or book? Wire, as want for Jacksonville. Will book Loop-O-Plane, also legitimate Grind Stock Concessions. Opening for Photo, also Ball Games, except Bottles. Address BUSHNELL, FLA., THIS WEEK. Booking shows for spring opening late in April. Route to those interested.

TEN-IN-ONE SHOW WANTED

Also want Geek, Fat Person, Midget and other shows that want to play big crowds. We have tents for you if needed. Sturchio, wire. Also want Stock Concessions, especially Bumper, Cigarette Gallery, Bowling Alley, Long Range, Turtle Races, and many others open. No grift. Fifteen Fairs in a row. See Billboard List last week. No office joints. Show opens Russellville, Ky., Saturday, April 11th. Address F. H. BEE SHOWS, INC., Russellville, Ky.

SMITH'S GREATER ATLANTIC SHOWS WANTS

Legitimate Concessions of all kinds. Good opening for Corn Game, High Striker, Fish Pond, Bowling Alley, String Game, Diggers, and any Grind Stock Shows. Have several choice Wheels open. WANT Saxophone, Trombone and Cornet Players for Plant Show. Will finance and furnish outfit for reliable worth-while Showmen. Good proposition to party with Ten-in-One or String Show. This week Sesqui-centennial Celebration, Columbia, S. C.; week March 30, Sumter, S. C. Address K. F. BROWNIE SMITH, Columbia, S. C.

KELLEY'S GREATER SHOWS

Opening April 11, Evansville, Ind. Account of new arrangements I will book or lease Ferris Wheel and Rides not conflicting. Shows with own outfits. Joe Bennett, Glenn and Ford, Eddie Ausmus write. Concessions all open, including Cook House. Vick Horwitz, H. D. Brooks write or wire. WANT Tilt-a-Whirl Foreman, Free Act. Agent with car. KELLEY'S GREATER SHOWS, Gen. Del., Evansville, Ind. P. S.—Those holding contracts write immediately.

Seattle Whaling Co.

WANTS sober, reliable, capable unmarried Talker and Lecturers. Join immediately. Must put up \$28.00 to \$25.00 weekly, plus transportation. Wire or mail answer care ANFENGER or HOFFMAN, March 28, Dothan, Ala.; 27, Ozark; 28-29, Tuskegee; 30-31, Opelika.

BARKER SHOWS

WANTS Minstrel Show People at once. Have new Taps for Pit. Snake, Illusion Shows. Legitimate Concessions. Assistant Manager and Talker. MRS. STELLA BARKER, Manager, Charleston, Mo.

WANT—Open March 28, around Youngstown, O. Steel Mills all working. Small Cook House, Corn Game, Popcorn and other legitimate Concessions. Reasonable rates. Also Kiddie Ride and two more Shows. Reasonable percentage. All mail address L. GLOTH, Savoy Hotel, Youngstown, O.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

W. E. West Motorized Shows

Now Booking Shows and Concessions. CAN PLACE Show People, Ride Help, capable Concessions and Ball Game Agents. Will play Oklahoma, Kansas and Nebraska. WILL SELL two Tents, 20x30 and 30x30, good shape, \$35.00 Each. Fair Secretaries and Picnic Committees write me. Show opens April 18, McCloud, Okla. Write or wire W. E. WEST.

1719 N. W. 32d St., Oklahoma City, Okla.

WANTED

LADY BALL GAME AGENTS. Open about April 20. H. G. PAULI, General Delivery, Bridgeport, Conn.

WANTED TO BUY

HIGH-SCHOOL HORSES—Large stocky type. Must be sound—A-1 Stock (no spotted). Send full information, price.

WILL SCOFIELD

18 Garabaldi Ave., NEWARK, N. J.

ANDERSON-SRADER SHOWS, INC.

WANT Manager for Pit Show who can furnish Attractions. Have complete outfit. Will also furnish complete outfit for any good Pit Attraction. CAN PLACE legitimate Concessions. WILL BOOK Loop-o-Plane. Have 12 Fairs and Celebrations booked. Address ANDERSON-SRADER SHOWS, INC., Concordia, Kan.

GOLD MEDAL SHOWS

Opening St. Louis April 10. Address 390 Arcade Bldg., St. Louis, Mo.

TILLEY SHOWS

Now Booking Shows and Concessions. BOX 635, Ladd, Ill.

LOOP-O-PLANE

FOR PROFITS. ROBIN REED, Box 237, Salem, Ore

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

HAPPYLAND SHOWS

Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPECANOE CITY, OHIO

ROUTES

(Continued from page 58)

Ricton's Show: Devereux, Ga., 23-25; Sparta 26-28. Turtle, Wm. C. Magician: (Blue Danube Tavern) Portland, Ore., 23-28. Zinbad, Mentalist: (Garden) Brooklyn 26-26; (Butler) Butler, N. J., Apr. 3-4.

REPERTOIRE

Bishop Tent Show: Berkeley Springs, W. Va., 23-28. Blythe Players: Lisbon, Md., 23-28. Princess Stock Co.: Mt. Ida, Ark., 23-28. Sadler's Own Co.: Ballinger, Tex., 26-28.

CIRCUS AND WILD WEST

Bailey Bros.: Dalhart, Tex., 26. Barnes, Al G.: San Diego, Calif., 28-29; Santa Ana 30; Riverside 31; Alhambra Apr. 1; Long Beach 2; Los Angeles 3-9. Mix, Tom: Paso Robles, Calif., 24; Coalinga 25; Taft 26; Bakersfield 27; Porterville 28; Hanford 29. Polack Bros.: (City Aud.) Topeka, Kan., 23-29; Leavenworth 30-Apr. 4.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Abana: (18th & Gravois ave.) St. Louis, Mo., 28-Apr. 12. Acme United: Marietta, Ga. Barfield's Cosmopolitan: Bushnell, Fla.; Jacksonville 30-Apr. 4. Blue Ribbon: Florence, S. C., 28-Apr. 4. Bruce Greater: Newnan, Ga., 28-Apr. 4. Bruce Greater: Winnboro, S. C., 28-Apr. 4. Capital City: Summerville, Ga. Crafts 20 Big: Calexico, Calif., 24-29; San Diego Apr. 1-12. Dickerson Greater: Franklin, Va., 28-Apr. 4. Evangeline: Benton, Ark. Golden State: Santa Paula, Calif.; Ventura 30-Apr. 4. Great Olympic: Halls, Tenn. Greater American: Ft. Smith, Ark. Greater United: Marlin, Tex.; Waco 30-Apr. 4. Hansen, Al C.: Murfreesboro, Tenn.; (5th ave., North) Nashville 30-Apr. 4. Happy Days: McMinnville, Tenn., 30-Apr. 4. Hennes Bros.: Logview, Tex. Heth, L. J.: (1st ave., 12th, North) Birmingham, Ala. Hilderbrand United: Hollywood, Calif.; Alhambra 30-Apr. 5. Hughey Bros.: Butler, Ga., 23-26; Shannon 28-Apr. 4.

Keyes Joyland: South Hill, Va., 28-Apr. 4. Krause Greater: Miami, Fla. Lang, Dee: (4th & St. George sts.) St. Louis, Mo., 28-Apr. 4. McClellan: Stuttgart, Ark. McGregor, Donald: Morehouse, Mo. Majestic Expo.: Greer, S. C. Metropolitan: Lake Worth, Fla. North-west United: Kiowa, Okla. Page, J. J.: Columbia, S. C., 28-Apr. 4. Pan-American: Hot Springs, Ark. Reid Greater: Miami, Fla. Rogers & Powell: Hughes, Ark. Shugart, Dr.: Camp Ruby, Tex. Silver State: Hobbs, N. M. Small & Bullock: Whitmire, S. C., 23-28. Smith Greater Atlantic: Columbia, S. C.; Sumter 30-Apr. 4. Southern Attr.: Spavinaw, Okla. Tidwell, T. J.: Sweetwater, Tex., 28-Apr. 4. Volunteer State: Cleveland, Tenn.; Sweetwater 30-Apr. 4. Wallace Bros.: Covington, Tenn.; Brownsville 30-Apr. 4. Ward, John R.: Memphis, Tenn., 28-Apr. 11. West Bros. Am. Co.: Cape Girardeau, Mo. Western State: Corpus Christi, Tex. Zeiger, C. F., United: Bisbee, Ariz. Zimdars Greater: Arkadelphia, Ark.; Conway 30-Apr. 4.

Additional Routes

(Received too late for classification) Delmar, Hypnotist, Escape: (Brooklyn) Los Angeles 27-28; (Avalon) Los Angeles 29-31; (Florence) Los Angeles Apr. 1-4. Dixie Stepper Minstrel Show: Big Sandy, Tex., 26-28; Gladewater 30-31; Hot Springs, Ark., Apr. 1-6. Harlan Med. Show: Kingston, O., 23-28. Hayworth, Seabee, Co. (Correction): (Liberty) N. Wilkesboro, N. C., 28-28. McNally Show: Glen Burnie, Md., 23-28. Melzers, Flying: (Spring Festival) Murfreesboro, Tenn., 23-28. Miller, Al H., Show: Wrens, Ga., 23-28. Phillipson Comedy Co.: Elizabethtown, Ind., 23-28. Porter Comedians: Woodlake, Calif., 23-28. Rayaltos Concert Co.: Wabash, Ind., 23-28. Taylor, Wm. P., Show: Cross City, Fla., 23-28. Texas Max Show: Brunl, Tex., 23-28.

Anderson-Srader Shows, Inc.

Now Booking Shows and Concessions for 1936. Address Concordia, Kan.

MOTORIZED

Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

THE 3rd DEGREE IS VERY POPULAR AT OUR HOUSE

Because every PIN GAME we sell must go thru the third degree before we offer it to our customers. That's why we have so many customers all over the United States. Why take a chance when you can be sure . . . and get credit besides. **WRITE US TODAY.**

ASK US FOR CREDIT.

Lee S. Jones

P. S.—HELP! HELP! Can't think of a good "P. S." this week. . . . Why not send us a couple of suggestions? Would be glad to get them.

Harold Daily at Pacific's Plant

CHICAGO, March 21.—Many Texas coinmen, said to have ordered heavily on Pamco Palooka, are expecting good delivery reports from Harold W. Daily, head of South Coast Amusement Company, Houston, on his return from Chicago. Mr. Daily, like other distributors thruout the country, is said to have met with an extraordinary distributing problem, in that jobbers' sample orders have consumed Pacific's early production of the new Palooka game to so great an extent that regular and quantity orders have been delayed.

Meanwhile day and night shifts at Pacific's Chicago plant are working full capacity on Pamco Palooka production. Jobber sample orders are rapidly being filled in rotation and reorders will soon be shipped in any quantity the same day received. Daily spent several days with Pacific engineers and pronounces Palooka a perfect "operator's game." Like many alert jobbers and distributors, Mr. Daily is one of the industry's most practical-minded dealers in coin-controlled equipment, attested by his desire to know every single detail pertaining to the construction of products handled by his firm. And in visiting Pacific at Chicago as often as he does, he accomplishes a two-fold purpose, namely, to gather knowledge of his product and to "front" for his jobber and operator customers on deliveries.

Mr. Daily reports his early tests on Pamco Palooka have resulted in the heaviest earnings ever taken from a pay table game. He attributes a large part of Palooka's money-getting ability to the six-coin chute idea. But adds that "fast bowl-type scoring tied in with (See HAROLD DAILY on page 80)

DIVORCES

(Continued from page 65)
as Norma Ricardo, from H. M. Worcester, of Pasadena, Calif., in Las Vegas, Nev., March 18.
Richard Tauber, singer, from Carlotta Tauber Vanconti, in Vienna March 18.

Late Deaths

(The following items were received at press time. More details in the next issue.)
HENNESSEY—William J. (Spike), 74, old-time showman, March 19 at Cook County Hospital, Chicago.

Extra Show for Polack At Hutchinson, Kan.

HUTCHINSON, Kan., March 23.—Polack Bros.' Circus closed one of its most successful dates here Saturday night, auspices of Cyrus Grotto for the second time. In order to accommodate crowds, an extra show was given Saturday night after the scheduled performance. Opening performance was broadcast by KWBG, which resulted in hundreds of requests to repeat, which was done Thursday. Black Bros., Olympia Boys and Belle Wheeler were guests on various radio programs.

Everett Conway authored and presented a radio studio production, which went big. Irving Polack's publicity ideas are making the present tour the most successful in show's history.
Show opens at Topeka, Kan., under Arab Shrine auspices Monday, a return date. Advance sale double that of last year.

Elwood Hughes, Geo. Hamid Off to San Diego Visit

NEW YORK, March 21.—Elwood Hughes, general manager Canadian National Exhibition, Toronto, and George A. Hamid, president of the Hamid booking office, left at 5 o'clock today for San Diego and the California Pacific International Exposition. They'll examine attraction products at expo and will also visit Dallas in its preparatory stage, with Fort Worth a possibility.

They were originally scheduled to make the trip by boat, but at the last minute changed their plans and left on the New York Central to avoid flood districts covered by the Pennsylvania Railroad line. Their wives are accompanying them. They'll make Hollywood their residence for the stay.

As Hughes arrived one of his deputies, Charles Ross, CNE's attraction chief, left here for Toronto after getting back from San Diego.

troduced to the party at Jack's table. And the first person she was introduced to was, believe it or not, Jack's wife. "Was my face red," reports Grace.

That grand affair of the sportlands at the French Casino brought many interesting highlights.

Philly Boy, Modern's star mechanic, brought Ruthie Rothenberg, former Modern steno, to the affair. Moe Zeichner, Modern "truckologist," claims they're engaged.

Murray Goldstein, sec of the AMA, had an easy (?) job of it. All Murray had to do was give everyone a ringside table.

Nat Faber and the missus proved they could do a mean rumba.

It was hard to recognize Willie Glickstein in his tails.

Herb Adler (of those shoe stores) broke his record on the evening, imbibing of six cocktails, and Phyllis claims she was surprised to "still find him awake and walking and talking." Arthur Adler proved himself to be the family's Fred Astaire.

Attorney Ben Haskell and the missus had the pleasure of entertaining the very charming "Buttons" Sandler, wife of Dr. Henry C. Sandler.

Sachs and Silberling simply wouldn't dance a step all evening. The charming Mrs. Sachs claims it was due to "those cigars" which the boys were smoking. Mr. and Mrs. H. Rogerson were guests of honor at this table.

Bob Gibbs looked like what the well-dressed man should wear.

Harry Rankow left his top hat at home due to the rain.

Nat Cohn continued to demand imported milk from the head waiter, and until he finished the gag the poor man was bewildered.

By request: "Dear Birdie—I missed you terribly. Signed Lilyan Cohn."

Irving (Toots) Sommer discovered a prince in the audience. And "Hiya, Prince?" became the catchword from thenceforth.

And Mrs. Mollie Fishman spent much of the evening searching for her disappearing hubby, who was everywhere else.

"Little Napoleon" Willie Blatt was not present, due to a severe attack of laryngitis, his office reported. But Willie says it was too good a poker game.

Bill Gersh, Gene Schwartz and Lottie (Mae West) Struhl guzzling S. and S. at the Marlonette Bar seemed to make a happy trio.

The four aces of the Struhl family were present, Lottie, Sadie, Teddy and Archie. Pop was missing to make it a full house.

Eddie Brothers couldn't get away from his new Craneland at 50th street and Broadway. "Too busy," he claims.

Jack Semel, since his entrance into the craneland business, was noted to have three more gray hairs.

By the way, the waiter at Nat Cohn's table was a former slot op, who had purchased machines from Nat almost 10 years ago.

Nate Wechsler refused to discuss gypsies under any circumstances.

Eastern Chatter

"Mazel toff" to Benny Koeppel, Brooklyn manager of Supreme Vending Company, who reports the birth of a husky eight-pound daughter. That's hitting the jackpot.

"Tycoon" Sam Getlan, of United Automatic Sales, drove down from up-State with his feet in water most of the time. The flood came right into Sam's brand-new Buick. Sam reports he hasn't spent a full day at home since the show. He's been places.

Grace Baron, of Mutoscope, sat on Jack Fitzgibbons' knee at the verra crowded Marlonette Bar while being in-

PAN AMERICAN SHOWS

Can place Rides and Shows that don't conflict. Will furnish new outfit for sober, capable Athletic Show Manager. Want Glass Blower and feature for Circus Side Show. Want Musicians and Performers for Colored Minstrel Show. Want Ride Foreman for Carousel and Tilt. Can place Concessions and Agents. Want Girls for Ball Games. Dick Knight, John Thrasher, Ray Thompson, come on. Address HOT SPRINGS, ARK.

BYERS BROS. SHOWS

OPENING KENNETT, MO., APRIL 4. TWO SATURDAYS.
Good Spring Route, Plenty Fairs and Celebrations. CAN PLACE Shows with or without frame-up. What have you? Opening for Pit and Athletic Show people. Have complete frame-up for same. CAN PLACE any legitimate Concession that don't conflict. Tommie Fuzzell wants Ball Game Agents. Harry Beach wants Corn Game Agents. WILL BUY Bowling Alley. FOR SALE—Strip Photo Mill, \$50.00; two healthy Rhesus Monkeys, \$30.00; three Mickey Mouse Banners. Like New, \$30.00. Address Winter Quarters, Hornersville, Mo.

TELEPHONE MEN and CANVASSERS

FOR KNIGHTS OF COLUMBUS CIRCUS
New Haven, Connecticut.
Wire Bob Morton, New Haven, Conn.

The Majestic Exposition Shows

R. G. McHENDRIX, Gen. Mgr.
OPENS GREER, S. C., THIS WEEK, MARCH 23-28, INCLUSIVE.

WANT Novel Shows. Have new Top and Front for same. Hill Billy Show, Loop-o-Plane and Kid Ride, Tilt-a-Whirl, legitimate Concessions, Grind Stores. Have some choice Wheels open. Musicians for Joe Rossi's Band, Cornet and Trombone, Colored Musicians for Jig Show Band. Write or wire
MAJESTIC EXPOSITION SHOWS.

First Class Carnival Wanted

By American Legion,
VINCENNES, IND., WEEK OF JULY 4.
Radius Population 50,000. Free Grounds, Lights.

FOR SALE
WILD WEST STOCK
Bucking Horses, Steers, Trick Riding Horses, Roping Horses, Saddles, Bridle Chutes, Tents. Address
SERGT. HOWLAND, Pyffe Barracks, Chattanooga, Tenn.

WANT TO BUY
Second-Hand Set Boat Swings, in good condition. Pay cash. R. H. JONES, 1419 W. Lombard St., Baltimore, Md.

WANT Shows, Concessions. Week May 13, Century of Progress, Astoria; American Legion, Clayton, Ill., week of May 20. Wire J. W. DIAMOND, Astoria, Ill.

It pays
3 ways
to use these
two batteries
in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

**Distributors!
Jobbers!
Operators!**

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....
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Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

SMACK MY FACE-THERE IS A GAME! IT'S SNOOKER-A NEW 1 BALL AUTOMATIC PAYOUT TABLE!

IT MUST BE GREAT! IT'S MADE BY WESTERN



WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE.
CHICAGO, ILL.

I JUST HEARD JIMMY JOHNSON SAY, "READY FOR IMMEDIATE DELIVERY!"

MERCHANDISE MACHINES

Moves to New Quarters

NEWARK, N. J., March 21.—Stirling Novelty Company, formerly at 408 Clinton avenue, has moved to new and larger quarters at 54 Elizabeth avenue. The firm is captained by D. M. (Dick) Steinberg, who is well known among operators in this city. He has also taken over operation of the new Rowe Imperial cigaret machines in this territory.

The new quarters of the firm are very attractive. There is a beautiful driveway into the building, with a drop to the basement and an unloading platform that brings the machines to the rear of the building, where a repair department is located.

The complete first floor of the building is devoted to offices and showrooms of the firm. The large display windows each features one of the new Rowe Imperial cigaret merchandisers. In the tiled basement there is an elaborate experimental department, large storeroom and also being constructed at this time is a very large vault for cigarets to be used in the machines.

The firm has many interesting plans at this time, it states, and will soon have an unusual surprise for operators.

New Canteens Installed

PITTSBURGH, March 21.—Automatic Canteen Company here replaced all of

its old candy machines in local and neighboring locations with a new Canteen machine which is equipped with departments for candy, peanuts and gum. The new machine is designed with a streamline effect and is unusually attractive. As an added sales stimulant, merchandise is being awarded for candy wrappers. The offer is advertised on each machine.

New Group Meets April 2

DETROIT, March 21.—The new division of vending and service machine operators met last week upon the call of F. E. Turner, president of the Automatic Merchandisers' Association of Michigan. About 25 members were present. All present members were appointed, a "committee of one" to enlist new members, and the final organization will be completed at a meeting April 2 at the Detroit-Leland Hotel.

Detroit's newest operator is Alexander D. Matheson, who entered the business for himself this week with the purchase of 10 new J. P. Seeburg Company's Symphonolas from the Angott Coin Machine Exchange. Matheson is no novice in the field, however, inasmuch as he was for several years with the Marquette Music Company, one of the largest music-machine operators in Michigan.

Punchette Idea Sweeps Country

CHICAGO, March 21.—Karl Klein, of Groetchen Tool Company, is astounded over the enthusiasm reflected by jobbers and distributors for the new step-up salesboard combination for Punchette. Announced last week for the first time, the sturdy Punchette innovation has literally swept the country.

A new mystery ticket tape is used in Punchette in conjunction with the step-up salesboard that is cleverly attached to the machine. The player inserts his nickel, then turns the dial left or right so as to select one of the many possible punches on the mystery tape. Frequent 10, 20 and 25-cent winners keep the player's enthusiasm running high until the mystery ticket is punched. One of these tickets entitles the player to select one punch among the 50 offered in the two mystery rows of the step-up salesboard. Here the awards run from 50 cents to \$5. Then, too, if he is lucky the player may hit one of the jackpot awards, which allows the player one punch on the 25 offered in the jackpot row. The player then tries to decide which hole to punch, because he knows

that if luck is with him he may hit that almighty \$25 award. Awards on the jackpot row range from \$5 up.

Mr. Klein points out that the new mystery tape, a step-up salesboard, may be instantly attached to the standard model Punchette machines at a slight additional expense.

New Parking Meter Out

HOUSTON, March 21.—A new coin-operated parking meter with "all weather" qualities has been revealed in an investigation by the Houston City Council preliminary to installation of the new parking system in downtown Houston. The inventor, I. E. McGehee, native son, says he has been working on the new invention for more than two years and as yet has not obtained a patent on the new meter.

McGehee says that his meter differs from others installed in Southern cities in that motorists can buy the amount of parking time they want. He added that other advantages are also included. "They can buy a nickel's worth of parking time or a dime's worth if they want to park beyond the allotted time," he said. "The new meter will last a lifetime, not being subject to the elements. It does not have any clockwork."

Gentilich Is Pamco Visitor

CHICAGO, March 21.—Arriving by plane from the Delta City, Sam Gentilich alighted at Chicago's municipal airport a few days back, bent on a business get-together with Pacific Amusement Manufacturing Company executives. Mr. Gentilich, head of Gentilich Distributing Company, New Orleans, is the Pamco distributor for Louisiana and Mississippi and an important figure in the amusement industry in that area. His trip to Chicago was impelled, according to Sam himself, by the heavy demand for Pamco Palooka, six-coin chute, odds-changing payout table, in the territory covered by his concern. And, according to Gentilich, he wanted to get in on the ground-floor on Palooka production to gather as much knowledge as possible on the machine's construction.

Having already tested Palooka several weeks back, Gentilich was fully aware of the importance of stocking heavily on the new machine. He states that every jobber in his territory has ordered sample Palooka machines and that a big run is taking place on his New Orleans office for delivery. With Pacific filling orders in rotation, naturally some of Sam's customers were forced to wait, so Gentilich climbed into an air-liner and flew to Chicago in the interest of those jobbers and operators whom he so willingly serves. Viewing stacks of orders piling up at Pacific, 'twas easy for Sam to understand why his Palooka pay tables hadn't come in the quantity desired. But, after spending several days and nights at Pacific's plant, he climbed back into another flying ship for the return trip, confident that present capacity production on Palooka will find his customers getting same-day shipment as orders are received.

Uniform Trade-In List Adopted in Pittsburgh

PITTSBURGH, March 21.—Recent action that is expected to prove of mutual benefit to all the jobbers in this territory is the pin-game trade-in list set up by Harry Gisler, of the Coin-o-Matic Sales Organization; B. D. Lazar, of the Lazar Company, and Phil Greenberg, of the Atlas Vending Company. A price list of all trade-ins is posted in the quarters of the three local jobbers, doing away with former chiseling methods and unfair practices. Meetings are held twice monthly and the list is altered as is seen fit.

The move is proving popular with the operators, who feel that they are now getting an even break among the leading pin-game jobbers.

INDEPENDENCE

with TOM THUMB

Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

FIELDING MANUFACTURING CO.
Dept. 6, Jackson, Mich.

IMMEDIATE DELIVERY

Northern Ohio Distributors

DAILY RACES \$125.00

SUNSHINE DERBY \$89.50

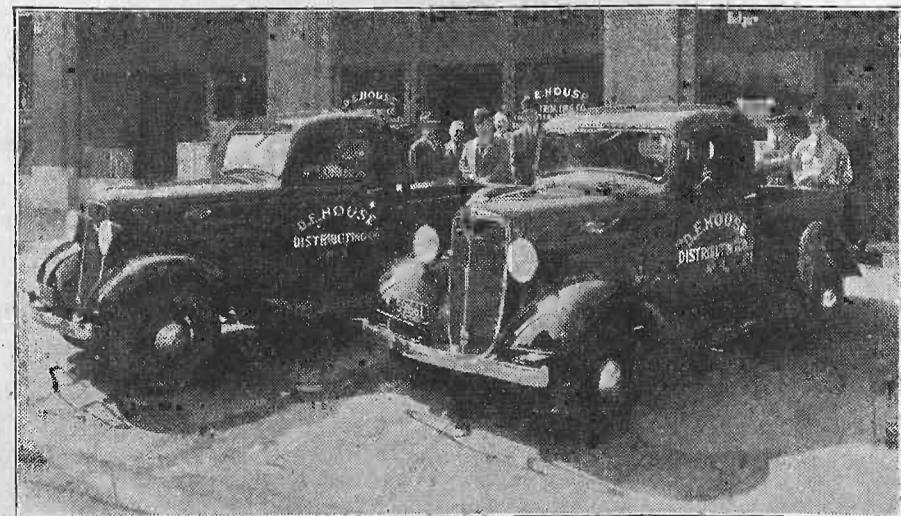
SICKING-GERBER & GLASS.
4606 E. Prospect Ave., Cleveland, O.



LITTLE NUT

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

LITTLE NUT VENDOR CO.
Lansing, Mich.



TWO NEW TRUCKS ADDED—D. E. House Distributing Company, Dallas, has purchased two new service and delivery trucks. Photo taken in front of the plant on Coin Machine Row, Dallas. Left to right: D. E. House; Bert Stevenson and Sam Gentilich, digger department manager and general manager, respectively, of Gentilich Distributing Company, New Orleans; Martin R. Chapman, Dallas operator; Jimmy Brake, Bruce Holmes and Richard Burgess, of the House service department.

JUST OUT OUR NEW Model B Vendor



Finished in beautiful luxurious, chrome finish with satin stripes—matching modern bar, fountain or restaurant fixtures. Lends a fine improvement to the appearance of any establishment. Its size (4 1/2" x 5" x 12") is just right for booths, counters or wall.

THIS VENDOR is truly de luxe from a standpoint of not only appearance but also mechanical features. Has Coin Chute that cannot be operated with washers, wire, etc. Shuttle will handle peanuts or hard candies and is adjustable for varying portions. Dispensing opening has cover, lending cleanliness and eliminating peanuts from dropping on counter or floor. Separate tumbler locks for coin and peanut chambers. Carries a popular list price, with good quantity discounts. Write at once.

MINN-KOTA MFG. CO., Dept. B, Fargo, N. D.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

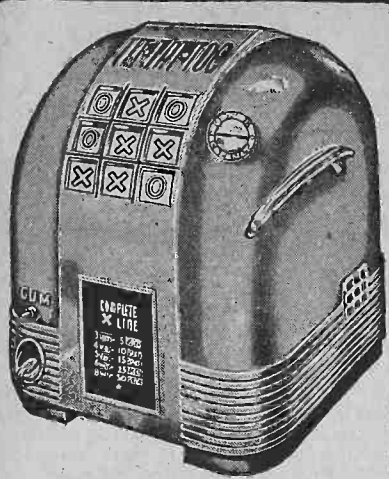
Also Table Size Vendors.

Self-Serv Mfg. Co.
CAMDEN, N. J.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

TIT-TAT-TOE



The greatest, most sensational of all counter machines. Its streamlined design plus the small compact size makes it simple to place anywhere. It's cheatproof, fool-proof! \$2 extra for Veeder counter. **\$17.50**
Immediate Delivery

BIRMINGHAM VENDING CO.
 2117 3d Ave., N. BIRMINGHAM, ALA.

Patent Attorney Opens New Office

CHICAGO, March 21.—Firm of Threedy & Cannon, patent attorneys, has dissolved, and Charles B. Cannon, former member of that firm, has announced the opening of an office in Suite 1444-46 Conway Building, 111 West Washington street, for the practice of patent, trademark and copyright law.

He will specialize in patents pertaining to the amusement and pin games industry, in which he has had long experience and a wide acquaintance among Chicago manufacturers. Mr. Cannon has contributed a number of articles on patents and trade-marks to the coin-machine trade press.

SWIMMING POOL

(Continued from page 3)

power. Warners was the only national chain socked in this territory, with Loew's hard hit up in New England. All told, the cost of new wiring equipment, furnishings, including seats, etc., will sum up to millions. And there's no telling when money will be around again for admissions.

All three networks, NBC, CBS and MBS, kept a constant flow of news coming in from flooded areas. Some came by the various newspaper-owned wire services, the Press Radio Bureau, Transradio, topped off by emergency hookups from stations in the actual areas. Many of these were made possible by use of storage batteries, this applying to several broadcasts from WCAE, Pittsburgh, over WOR-Mutual. WCAE was off the air most of the time, with WJAS similarly affected. WOR ran a total of nine broadcasts from the flood areas, including those from WCAE and WMAS, Springfield, Mass. CBS had 11 broadcasts coming from Pittsburgh, Altoona, Hartford, Johnstown and Wilkes-Barre. KDKA, off the air, operated on its emergency batteries at rare intervals, kept in touch with the NBC station by short wave. Amateur operators performed heroically throughout the floods, many of them forced off the air.

All stations and networks broadcast Red Cross appeals.

As far as is known, most heavily affected among fairs is the Eastern States Exposition, Springfield, the city which, with Hartford, is receiving the brunt of impounding from furious waters. Fairgrounds reported seriously damaged.

Enna Jettick Park, Auburn, N. Y., right in the line of central New York river rush, had some of the riding devices messed up, in addition to some

small buildings, according to reports. Spot was also damaged during last summer's big flood.

Taken for granted that fairgrounds and parks in the heavily attacked areas in New England, New York, Pennsylvania, Ohio and West Virginia, plus parts of Virginia, have been damaged considerably. Most parks are preparing themselves for the coming season, with quite a few scheduled for pre-season operation. These are probably suffering setbacks and retardments.

PITTSBURGH, March 21.—The greatest flood in the history of Pittsburgh, which reached its peak of 46 feet on Wednesday, completely paralyzed the entire amusement industry in the city and neighboring territory. First affecting the downtown theaters and night clubs, which are located in the golden triangle, the flooded area, the havoc spread to the amusement houses thruout the entire city when the light power was shut off Wednesday afternoon. The inundated power plant is expected to remain out of order between 8 and 10 days.

Early estimates of the damage done to flooded theaters and night spots in the triangle were set at over \$3,000,000. In some 10 feet of water on Wednesday were such de luxe houses as Warner's Stanley, the Harris-Alvin, Loew's Penn and the Fulton. Other theaters badly flooded include the Barry, the Art Cinema, the Ritz, the Novelty, the William Penn and the State. Even with favorable conditions prevailing the above-mentioned houses will demand over two weeks of day and night remodeling work.

Film Row was at a standstill, the flood affecting dozens of surrounding towns and paralyzing traffic. Among the most badly affected towns is Johnstown, Pa., which was completely inundated. All theaters there suffered unestimated damages.

Night clubs and burlesque and legitimate theaters have been dark since Wednesday. The triangle is being guarded by National Guards, and no one is permitted to enter the area.

With the power out of commission, all radio stations halted operations. Radio managers reported losses due to cancellations of contracts. Among the more noted programs affected was the Pittsburgh Symphony hour sponsored by the Pittsburgh Plate Glass Company and piped over the NBC network thru KDKA here Thursday nights. No radio station, however, suffered any physical damage from the flood.

The Harris Amusement Company was forced to postpone its scheduled rodeo at the Duquesne Garden indefinitely, due to the enormous work awaiting it in its flooded theaters.

Dozens of acts were stranded here, many marooned in the Roosevelt, Fort Pitt and Mayfair hotels by the raging waters. Clothes and other equipment left in flooded dressing rooms in theaters and night clubs forced many performers to remain in town indefinitely. Xavier Cugat, who has been playing at the Stanley Theater, reported the loss of his priceless violin. During the last-minute rush to leave the theater he left the fiddle in his dressing room, which has since been wading in eight feet of water.

Hundreds of showmen were marooned in their theaters while working feverishly to save all movable objects in the basements and first floors of their houses. Many of them were exhausted carrying last-show patrons on their arms from the theater into cabs. No patrons were reported missing.

Local newspapers have been handicapped by the shutting off of the power. First floors of *The Post-Gazette* and *The Press* were completely flooded. Emergency editions have been published since Wednesday in neighboring towns, and theatrical sections have been temporarily suspended.

Harry Kalmine, Warner district manager, who returned on Wednesday from New York with a flock of bookings for the Stanley Theater, had them all canceled and ordered the entire staff in this district to await an emergency call when repair work conditions will become favorable. It is reported that the Warner chain lost a number of valuable papers and documents lodged in the Stanley.

Working crews are at a premium. Many theater operators made trips to flood-free areas and "booked" them in advance to report for work when the waters recede.

Warner's, with some 75 damaged theaters in the Pittsburgh, West Virginia and Erie districts, estimate a loss of \$3,000,000. The more severely battered theaters here and in Johnstown, among other towns, may remain closed until fall.

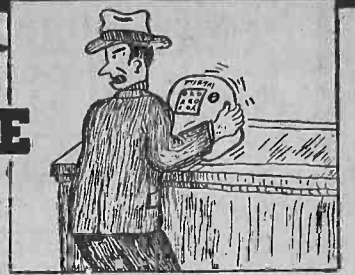
Our Customers now write

ads about Daval's

TIT-TAT-TOE

AND BECAUSE HE WROTE THE AD AND ILLUSTRATED HIS FINE JINGLE, MR. E. B. THORNTON

722 Ridge Ave., Arlington Heights, Illinois,
WINS A FREE TIT-TAT-TOE



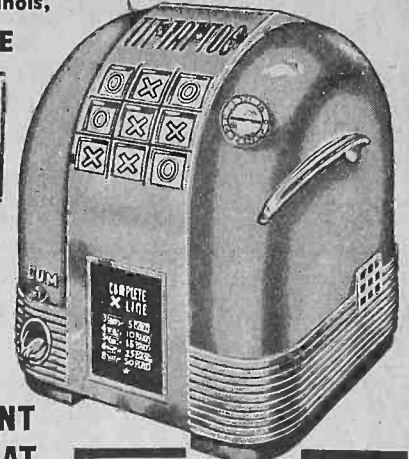
Drawing by Mr. Thornton.

FOLLOWING IS THE COPY WRITTEN BY MR. THORNTON. IT'S FROM ONE OPERATOR TO ANOTHER.

"Get a laugh out of this chiseler who is learning that he can't shake out a half buck for every penny he puts in—he can't even shake his loser off. TIT-TAT-TOE locks each play, winner or loser, right where they light. Better get your Tit-Tat-Toe out on location and get into the big money again. SEND FOR AS MANY AS YOU CAN PLACE. **\$17.50** EACH "With Penny Counting Register, \$2 more."

NO BETTER ADVERTISEMENT COULD BE WRITTEN THAN THAT

of an operator himself who has Tit-Tat-Toe on location and knows why they're earning him Big Money EVERY DAY! Get Busy — Rush YOUR ORDERS FOR TIT-TAT-TOE TODAY!!!



Here's Mr. Thornton's Jingle
 "Chiselers may come, and, Chiselers may go, but They shake no awards On the new Tit-Tat-Toe."

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

Theater equipment dealers are preparing for the greatest boom in their history, with orders for both equipment and theater furnishings swamping their offices from the 18 flood counties.

No deaths were reported in the amusement industry, but many showmen and theater patrons marooned for hours in flooded theaters and hotels are suffering from exposure. Robert Newkirk, Loew's Penn treasurer here, contracted double pneumonia while in the theater and on Saturday was in the hospital in a critical condition. Mike Cullen, manager of the house, has recovered after being saved by canoeists from the theater's fire escape.

Publication of theatrical sections has been suspended until next week. Immediate repair work of the damaged theaters was menaced over the week-end by an eight-inch snowfall.

After a three-day isolation from the rest of the world, roads to Pittsburgh were cleared by Saturday, enabling stranded performers to fill long-delayed engagements in other cities. Xavier Cugat was forced to cancel a profitable week in Buffalo, N. Y., and dozens of others lost several days' work because of the disaster.

BOSTON, March 21.—Scores of theaters were closed because of the floods in every New England State last week, and film exchanges had their headaches over lost prints and inability to get pictures thru to the theaters. Power plants in many cities were put out of commission and only those houses that had their own power were able to open.

The express company accepted film shipments only subject to delay, and at the peak of the flood would not accept films for destinations north of Lowell, Mass., and west of Fitchburg. Vermont and parts of New Hampshire were completely cut off. Film transfer trucks were marooned in various parts of the territory, and film exchanges had to borrow prints from New York offices in order to supply pictures to the unaffected spots.

Houses which could open had no change of programs and continued to run the pictures on hand.

It is said that New England suffered damage estimated at \$100,000,000.

WILKES-BARRE, Pa., March 23.—Altho Pennsylvania along the Susquehanna River is gradually recovering from the devastation that came with the worst flood in more than 60 years, a clear picture of the damage done to the amusement field is as yet impossible. Comerford Amusement Company's dam-

age to its theaters from Wilkes-Barre to Williamsport approximates \$500,000. Numerous independent theaters and other amusements all suffered heavily, with the loss of business and resulting depreciation of investment easily reaching the \$1,000,000 mark.

The largest single loss was sustained by the Comerford Amusement Company's Capitol in Williamsport. This showhouse, seating 2,421 people, was damaged to the extent of \$250,000. Other houses of the company in Pottsville and Sunbury were also hit hard.

Kingston Theater of the same chain in Kingston, across the Susquehanna River from Wilkes-Barre, was completely submerged for the second time in a week, with the second visitation only making worse the havoc worked in the first flood.

Wilkes-Barre's four leading theaters, Capitol, Irving, Orpheum and Penn, owned by Comerford, suffered losses in varying degrees. The Capitol was damaged most in a property way when its cellar was filled with water. However, Capitol and Irving were able to keep open, doing business with attendance very slack. Penn and Orpheum were forced to close Friday and Saturday when power lines were affected.

Shawnee Theater in Plymouth, one of the communities hit badly, was saved from serious damage when employees and outside help worked for 36 hours straight, moving more than 1,000 seats and furnishings to the mezzanine. The \$15,000 organ, \$300 piano and five motors were all moved three times from the reaches of the rising waters.

State and Rex theaters in Nanticoke stayed open, but since most of town was assisting afflicted areas in rescue and rehabilitation work business was almost nil.


Orondo Dance Hall in Wilkes-Barre, another link in the Comerford chain, canceled dances for the time being.

CONEY AT CINCY

(Continued from page 3)

ing a lake. Swimming pool was entirely covered and its machinery plant and bathhouses held muddy water up to the ceilings. Water was up to the sills of the ticket windows at the automobile entrance gate. A big job of cleaning will be necessary between now and opening of the season on Decoration Day. Silt and debris deposits from the 1933 flood caused an arduous task of many days, altho no extensive damage was done to the concrete and metal work. Employees are getting about the grounds in boats.

**MONEY BULGIN' IN HIS POCKET — HE
AIN'T SO DUMB—HE'S WAITIN' FOR**



SOCKIT

**WESTERN'S SENSATIONAL 1 BALL AUTO-
MATIC PAYOUT BASEBALL CREATION!**

*Ready To Bust Out Big Profits
for You NEXT WEEK!*

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE., CHICAGO, ILLINOIS

AMAM Votes To Reorganize; Will Become State Council

New setup follows in many respects principles recently adopted by NCCMO and allows more intensive organization—proposal made for State convention

DETROIT, March 21.—A thoro reorganization of the Automatic Merchandisers' Association of Michigan was voted by the association in its annual convention at the Detroit Leland Hotel this afternoon in the most important step taken by the group since its organization. The Michigan Association will cease to be an organization of individual members and will become, in effect, a State council composed of representatives of various local groups. The new type of trade organization is in many respects similar to the principle recently adopted by the National Council of Coin Machine Operators and is expected to herald an important change in the form of State associations throuout the country, with Michigan as the first State to adopt this new setup, which allows more intensive organization. The essential change in the association is embodied in the following amendment to the constitution, which was unanimously adopted by the convention:

"Membership in this association will consist of selected representatives of local operators' associations of any city, county or other subdivision of the State of Michigan.

"Each local association may have one representative for every seven regularly enrolled members by the payment of \$6 dues for each of its regularly enrolled members.

This provision cuts the dues for the State association in half, upon the theory that the new interest in local associations will mean greater local activity and less direct responsibility placed upon the State officers.

Under the change the present officers will continue to hold their positions until the new representatives of the local groups have been selected and can meet within 60 days, according to the terms of the moving resolution. Full authority is given to the delegates to make any other necessary changes in the constitution by a two-thirds vote when they assemble. For this reason there was no election of officers today.

The Michigan plan was discussed originally at a directors' meeting in December but has been kept carefully under cover as a project ready for action, despite individual conversations among members, and President Frederick E. Turner's official proposal today came as a surprise. The support of the Western Michigan Coin Machine Operators' Association was pledged by L. L. Lane, of Grand Rapids; that of the Flint Amusement Game and Vending Association by H. C. Engelhardt, secretary, and that of the important Skill Game Operators' Association of Detroit by President E. C. Bourden.

"The merchandise vending and service machine operators in Detroit are not organized," Turner said, "but if this plan goes thru we will go out and organize them." Steps were taken in this direction two weeks ago, with a final organization meeting to be held in two weeks.

Special provision was made for sustaining memberships for operators who could not belong to a local associa-

tion located in remote sections. Turner explained:

"This method will give them State representation under their local county association name. We want to have one or more delegates from every county in State in order, among other things, that this association may present a more effective front at the State Capitol by its State-wide representation.

A formal State convention to be held at Lansing within 60 days was proposed by Turner and received the enthusiastic support of those present without a formal motion being passed. Decision upon this will be made by the directors of the association. Turner offered a guarantee to bring national figures in the industry from outside the State to address the convention and proposed Lansing as the capital of Michigan and about the most centrally located city in the State. This will be the first convention of the association ever to be held outside of Detroit.

Another proposal was made to change the permanent convention date to January in order to make the State association year agree closely with the calendar year, which is used as the fiscal year by most of the local associations. This was embodied in an amendment to the by-laws, which was laid on the table until the reorganization is effected. Protest was made on behalf of out-of-town members because of bad driving conditions in Michigan roads during January, and a summer convention date met with considerable approval.

Fitzgibbons "World's Foremost"

NEW YORK, March 21.—The Billboard received a letter this week from John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., New York. Quoting a portion of his letter: "I note from recent issues of The Billboard there seems to be a controversy over the slogan 'World's Largest Coin Machine Distributor.' While I do not wish to enter into any controversy at the present time (I may shortly), I do claim the distinction of being the 'World's Foremost Distributor of Coin Machines.' I base this claim on the fact that I distribute for only one manufacturer, Bally Manufacturing Company.

"I know that my factory turns out the best mechanically made machines and the most interesting and intriguing playing games today. When any of my customers buy a Bally game they know that they can operate without worrying

about any sort of trouble and that the game will make money for them. In addition to the reputation of the Bally Manufacturing Company for turning out quality games, I stand behind every game I sell. I therefore claim to be the 'World's Foremost Distributor of Coin Machines.'"

HAROLD DAILY

(Continued from page 77)
automatic changing odds is the big reason behind Palooka's success." With production now going full blast at Pacific, South Coast Amusement is making ready to deliver the new Palooka payout machine by the fastest known means as soon as heavy shipments reach its Houston warehouse.

HEAVY DAMAGES

(Continued from page 3)
lated. Viewed from the top of the Wheeling News Register Building, it appeared a specter of ruin and desolation. When the flood waters reached their crest only the Roller Coaster and dome of the Rainbow dance hall were above water.

Now the damage is only a matter of estimation. Nearly complete loss is believed a result. The park, however, will be rebuilt for a summer opening, according to reports, if the venture can be financed.

Wheeling downtown district was still a mud puddle today as waters receded. The water went to the ceiling of the Rex Theater. When the waters receded and the theater could be entered only the last three rows of seats were above water. Out front was a flooded interior. The stage curtains in tatters and the stage scenery all a setting of wreckage gave the stage the appearance of a play in which terror and tragedy were being shown. The theater may be opened to the public about the time this issue is circulated.

The Southern, the Castle and about 20 other smaller theaters in the district were under water. The larger theaters were closed. The Virginia, only legitimate, escaped.

As a bit of irony, the closed \$1,000,000 Capitol Theater, dark because of a Federal Court creditors' squabble, was on the highest land and escaped flood waters. Other theaters to escape were the Court, State and Victoria. The Colonial was flooded to the ceiling and will resume late next week after alterations.

A conservative estimate on the damage to all amusement enterprises in the Wheeling district is placed at several millions. With many island houses washed away and other damage mounting, the total damage to the Wheeling district may be placed upwards to \$100,000,000.

CANTON, O., March 21.—Altho far removed from the flooded sector, Canton felt effects. Film deliveries were interrupted due to snow-blocked roads and high water delaying trucks. Stage units making this territory missed openings and in some instances forced to cancel engagements. Cornelia Skinner was hours late reaching Canton after an all-day motor trip across the State from Lima, "but the audience waited until after 9 for curtain. Unit show playing Ashland was compelled to remain all night in the dressing room. Hotels were filled when scores were forced to abandon automobiles and busses and remain in town all night.

George R. Delis, district manager for A. G. Constant Theaters, headquarters Steubenville, said there was considerable loss in Upper Ohio Valley towns to their holdings, particularly Temple at Bellaire, where water filled the basements, damaging heating plant and stockroom; also Family at Bridgeport, where water filled the main floor.

Several theaters in the Upper Ohio Valley suspended during high waters expected to reopen middle of next week.

CINCINNATI, March 21.—Bill Bryant, who recently made a hurried trip from New York to his headquarters in Point Pleasant, W. Va., to save the Bryant Showboat from the ravages of the heavy ice, put in another busy stretch this week to save the floating theater from the high water which swept the West Virginia area.

The Bryant Showboat spent the last seven summer seasons at the foot of Lawrence street here and is slated to return to Cincinnati around the middle of May. Capt. Billy Bryant, in a letter to The Cincinnati Times-Star yesterday, related his experiences with the flood waters as follows:



Just a matter of simple arithmetic

YOUR SAVING WITH

ELECTROPAK

With no moving parts—nothing to wear out—simply and easily installed—Electropak is on the job, 24 hours daily, every day in the year. And tests conducted and certified to by an Edison Power Company PROVE that IT COSTS LESS THAN 37 cents PER MONTH TO OPERATE ELECTROPAK 24 HOURS DAILY—EVERY DAY! In actual Pin Game use the operating cost is considerably less. Compare the cost of batteries for just one month. Consider what it means to have your games ALIVE and to eliminate service calls and battery expense. And then obtain Electropak from your distributor or jobber—AT ONCE! ONE GAME ELECTROPAK EQUIPPED FOR TWO WEEKS WILL PROVE THAT YOU NEED ELECTROPAK IN EVERY GAME YOU OPERATE.

YOU NEED—
ELECTROPAK . . . to eliminate battery expense and losses.
ELECTROLOK . . . to foil pay table cheaters and protect your profits.
ADAPTOPAK . . . to operate an A. C. Machine on a D. C. location.
See Your Nearest Jobber—or Write us TODAY!

ELECTRICAL PRODUCTS COMPANY
6527 Russell St. DETROIT, MICH.

"We are in a hell of a flood up here. First, we came near losing the showboat in the ice; and now we are hanging on to the tops of two 70-foot cottonwood trees, and when the wind blows we swing around like the old game of 'crack-the-whip'."

"The water is all over town. They say Cincinnati will get 70 feet. We are looking for 60 here. If you know anyone who wants to buy a showboat, they can buy this one for 15 cents this morning. But when the sun shines, she's not for sale!"

CRESSON, Pa., March 21.—E. S. Corey advises that because of the flood disaster in Johnstown, Pa., he has changed the scheduled opening of Corey Greater Shows at that city on April 30 and instead his show will open on May 11 in a mining town of Central Pennsylvania, the date and place to be officially announced later in The Billboard.

DUNCANNON, Pa., March 21.—J. H. (Doc) Oyley, Side-Show manager of the Bockus & Kilonis Circus, expected his home, located at the junction of Juniata and the Susquehanna rivers here, to be destroyed by the flood, but it stood up okeh. The post office is under water and mail destroyed.

NEW HAVEN, Conn., March 21.—When electric service at his home city, Middletown, Conn., was shut down because of the Connecticut River flood, Richard J. Coleman, owner Coleman Bros.' Shows, came to the rescue by loaning his portable lighting equipment to the Middletown Hospital and the State Armory, where hundreds of refugees were quartered.

CINCINNATI, March 21.—A communication from J. B. Baylor today states that his Merry-Go-Round and Kiddie Auto Ride in winter quarters of Royal United Shows at Huntington, W. Va., "are a total loss by the flood."

ATLANTIC CITY, March 23.—This report last week felt two results of floods in Northern Pennsylvania, New York and New England States. One was a sudden influx of visitors, registering in hotels as from flood areas. Second was the marooning of the Atlantic City Sea Gull Hockey Team, featured at the Auditorium here. The Gulls, who played Pittsburgh Tuesday night, escaped that city just in time and were on their way to Hershey, Pa., when they were stopped. Aside from one message from Red Mackenzie, coach, that everyone was safe in Bedford, Pa., Manager Phil Thompson of the Auditorium was unable to establish communication with the team.

Keeney Games Fill the Bill

CHICAGO, March 21.—J. H. Keeney & Company contend that each of their current string of games is "just what the doctor ordered" for every operating requirement; whether the territory be open to cash, check or ticket payouts, or only to novelty games, and for that matter, even if now closed to all types of games.

A recent letter to the trade further supports this claim by the inclosure of three medicinal-looking capsules, each containing a printed strip featuring the following Keeney games; Double Score for one-ball payout territories, Torpedo for novelty game areas, and the Keeney Free Game Recorder models for territories now closed.

The concern is also furnishing its distributors and jobbers with a striking letterhead graphically depicting the functions of the Keeney Free Game Recorder, while another new letterhead, also being furnished to jobbers and distributors, plays up Torpedo, the 10-ball novelty game now of Keeney manufacture.

The company has greatly extended its distributing and jobbing sales structure over the last month to give broader dealer display and in-the-field availability to its bigger line of amusement games.

Texas Slug Law Among Strictest in the U. S.

The Texas slug law is one of the strongest in the country. Section 2 of the law says: "Any person who, with intent to cheat or defraud the owner, lessee, licensee or other persons entitled to the contents of any automatic vending machine, slot machine, coin-box telephone or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use or enjoyment of property or service, or who, knowingly or having cause to believe that the same is intended for unlawful use, shall manufacture for sale or sell or give away any slug, article, device or substance whatsoever intended or calculated to be placed or deposited in any such automatic vending machine, slot machine, coin-box telephone or other such receptacles, shall be guilty of a misdemeanor, and upon conviction shall be punished by a fine not exceeding \$200 or imprisonment in the county jail not exceeding 90 days or both." Many of the Texas operators do not know that Texas has a slug law; in fact, some operators have been told that the State has no slug law.

Everyone is waiting to hear the big news as to just who will place the coin-operated equipment in the big Centennial grounds at Dallas and the Frontier Centennial grounds at Fort Worth. It is reported that several large operating firms are doing some tall figuring on these two spots.

Warm spring weather has enlivened operating activities to a great extent during the last three weeks. Outdoor resorts are getting ready to open and many pieces of automatic equipment will find a profitable spot in and around these places.

The Texas Coin-Operated Vending Machine Association, Inc., will hold its San Antonio meeting at the Plaza Hotel there. The first official meeting will take place April 5 at 10 a. m., when special committees will hold their meetings. The general assembly of all members will meet in the ballroom Sunday, April 5, at 1 p. m. Admission will be by membership card only. At 6:30 p. m. Sunday the big banquet and entertainment will be held, sponsored and provided by the San Antonio association. Reservations for the banquet must be made in advance. On Monday, April 6, at 10 a. m. jobbers and distributors will hold a meeting and at 1 p. m. the same day the

Texas Music Operators' Association will gather in the ballroom. Mr. Thompson, president of the music operators, will have charge of the meeting. The San Antonio meeting is expected to be the largest gathering of coinmen ever known in the Lone Star State.

Jennings Andrew, merchandise machine operator, formerly of Fort Worth, has moved his operating activities to San Antonio.

Jack West, believe it or what have you, is an operator in West Texas. He is certainly lassoing the nickels into the corral with his coin-operated equipment.

J. E. Reed, formerly of Navasota, has moved his equipment into the Madsonville territory.

Fisher Brown is the busy man of the industry today. In addition to selling all types of coin machines and jumping up to Chicago every day or so, he is also kept busy with arrangements for the coming San Antonio meeting.

Report Scales Popular In Pittsburgh District

PITTSBURGH, March 21.—Coin-operated scales are at their height of popularity in this territory, local jobbers and distributors at last realizing the profits in this line and giving it all the attention and service it needs.

Harry Gisler, manager of the Coin-o-Matic Sales Organization, reveals that his firm is going after penny-scale business in a big way, as it is a profitable business. It has the power to draw from man, woman and child, and in this day and age when everybody seems to be weight-conscious the scale is one of the most heavily patronized contrivances in the coin-machine industry.

Efforts are now under way to install scales into chain grocery stores that dot the neighborhoods in this territory. A modern scale is an inviting fixture on any location, its design being decorative and attractive. Another benefit being realized from a modern scale is its longer existence, hence adding to the profit of the operator.

A checkup here revealed that scales do a particularly heavy business in theaters, lunchrooms, drug stores and department stores.

Oklahoma Slot Petition Case Heard by Referee

With Harold W. Miller, of Miller Novelty Company, Oklahoma City, as protestee in the slot machine referendum which has been pending in Supreme Court, a favorable decision was handed down March 3 and a trial ordered before the Supreme Court Referee. Mr. Miller says that the local coin-machine members are looking forward to a final decision in about six weeks. Anyone who signs a petition in Oklahoma must be a registered voter. This means that out of some 40,000 signatures who signed a recent petition, only 25,000 were found to be registered legal voters.

Miller Novelty Company, Oklahoma City, recently added several salesmen to its staff. They cover 11 counties in the territory.

Boyle Amusement Company, Oklahoma City, operated by Jim Boyle and brothers, Bernard and Lawrence, and 17 employees, reports good business. The firm recently opened a branch in Tulsa, with Lawrence as manager. The Oklahoma City headquarters recently added three more mechanics to its shop which brings the total number of shop employees up to seven.

Grady Cornett, common pleas judge of Ada, Okla., recently ruled that a marble machine is a game of skill and not a gambling device.

The following editorial recently appeared in *The Sand Springs Sun*, Sand Springs, Okla.: "Passage by the city commission of a marble machine tax ordinance will not be harmful, viewed from almost every angle.

"There is little doubt but that the decision to pass the ordinance grew out of the need for city revenue. More sources of funds of the same kind would be helpful in providing municipal revenue without so much of a burden on the ad valorem taxpayer. If the

BIG SAVINGS on QUALITY GAMES

Here are real low-down prices on Electro-Ball Super-Quality Reconditioned Games. The games that are perfect and easily worth \$5 to \$10 more than ordinary used games.

TROJAN
The Great Trojan game completely renewed and closed out at \$34.50.
PAMCO PARLAY, Jr.
Very, very special at \$29.50

— 1 Ball, Automatic —
Red Arrow \$9.50
Rapid Fire \$9.50
Champion, AC or Bat . . \$12.50
. . . and others! Ask us!

Get "ELECTRIC EYE" from Electro-Ball, exclusive Southwestern Distributor. On Display and Ready for Delivery at All Electro-Ball Offices.

ELECTRO-BALL CO., Inc.
1200 Camp DALLAS

marble machines are amusement devices, the city's tax may be labeled an amusement tax. The tax may result in the decrease in the number of machines operated, but the ones that remain in operation will pay better."

The following appeared recently in *The Oklahoma City Times*: "Some city factions may complain about oil wells, deplore the playing of marble boards, cuss increase of taxicabs and aim a kick at passing dogs—but all those little peevish are making a most pleasant sound in the city's coffers. The city's income from licenses during the present fiscal year will be more than double that of the previous year and set a new peak for income from this source, figures in the office of F. G. Baker, city auditor, show."

Garber, Okla., has taxed marble machines \$4 per year and slot machines \$3 per month. Tax on marble machines is payable quarterly. The tax ordinance became effective immediately.

Electro-Ball To Cover Two States

DALLAS, March 21.—A deal was closed last week whereby the Electro Ball Company, with headquarters in this city and branches thruout the Southwest, has taken the distribution of International Mutoscopes' Photomatic, Traveling Crane and Magic Finger machines. The contract covers distribution in Texas and Oklahoma.

The Photomatic delivers a framed photo in one minute without an attendant. Several machines have already been placed on location in this territory and have met with instant success. In one instance, the machine followed an older type photo machine that had been on location two years and more than doubled the gross receipts.

It is a perfect setup for coin machines operators, gives little trouble and is an exceptionally profitable proposition.

The Traveling Crane is not a new product, but still a favorite in the digger line. The Magic Finger is similar to the crane in that it vends merchandise, but instead of the digger feature, the Magic Finger has a push-em gadget.

Clinton, N. C., Judge Puts Okeh on Games

CLINTON, N. C., March 21.—Coin machines of the pin table variety were held not illegal in Sampson County in a hearing before Judge Richard L. Herring of Recorders Court here Thursday.

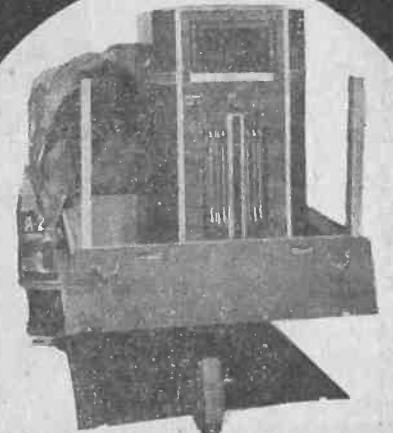
The case grew out of a "raid" on the Southern Tavern March 8, when the pin tables were impounded by Mayor George L. Peterson in the name of the town of Clinton.

J. D. Johnson, attorney for the town of Clinton, noted an appeal to the Superior Court. Mayor Peterson said the town decided to appeal the cases in an effort to obtain a ruling as a test case.

Several persons charged with leasing coin machines, maintaining them and permitting them to be operated on their premises were declared not guilty.

LOOK!! AMAZINGLY LOW PRICES
On New and Used Coin-Operated Machines of All Descriptions. A-1 condition. Prompt Service.
ARROW NOVELTY CO. 1959 Arsenal Street, St. Louis, Mo.
(Noted for Fair Dealings for 19 Years.)

AUTO TRAILERS
Free! TO ALL
DOESN'T COST YOU A CENT EXTRA!



If You Wish To Purchase the Seiden Auto Trailer, the Price Is **\$129.50**

ADDRESS ALL INQUIRIES TO SEIDEN'S CHICAGO OFFICE!

ON DISPLAY AT-

HENRY W. SEIDEN & CO., Inc.
2753 W. NORTH AVE.
CHICAGO, ILL.

61 HUDSON AVENUE
ALBANY, NEW YORK
550 SOUTH SALINA STREET
SYRACUSE, N. Y.
347 N. CLINTON AVENUE
ROCHESTER, N. Y.
101 W. THIRTY-FIRST ST.
NEW YORK CITY, N. Y.
360 LIBERTY ST., NEWBURGH, N. Y.

FREE OFFER COUPON
THE HENRY W. SEIDEN & CO., INC.
2753 W. North Ave., Chicago, Ill.
Gentlemen: Please send me full particulars concerning the Seiden Auto Trailer and details of your Free Offer. This, of course, does not obligate me in any way.
NAME
ADDRESS
CITY STATE

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



MR. OPERATOR WENT TO MARKET
FOR GAMES THAT YIELD BIG PROFIT;
AFTER LOOKING A LOT,
HE SAID, "I'LL BE 'SMAHT'
AND WAIT FOR WESTERN'S

SOCKIT

THE FIRST 1 BALL AUTO-
MATIC PAYOUT BASEBALL
GAME EVER BUILT

READY NEXT WEEK

WESTERN EQUIPMENT
& SUPPLY CO.
925 W. NORTH AVE.
CHICAGO

IMMEDIATE
DELIVERY

Southern Texas Distributors

DAILY RACES
\$125.00

SUNSHINE DERBY \$89.50
SOUTH COAST AMUSEMENT CO.,
M. & M. Building, Houston, Tex.

EASTER SPECIALS

Colored Fur JUMPING RABBITS, Gro. . . . \$8.00
TONGUE AND TAIL RABBITS, Gro. . . . 3.50
KRINKLE RABBITS in Envelope, Gro. . . . 3.00
GIANT WORKERS FOR RABBITS,50
Colored HOPPING CHICKENS, Gro. . . . 8.00
MILLER INFLATED CHICKS, Gro. . . . 7.20
CK PECKING BIRDS, Boxed, Gro. . . . 7.20
CK MECHANICAL POOCHI RABBIT, Dz. 1.80
MICKEY MOUSE SILK PARASOLS, Doz. 2.00
MISS AMERICA Feather Dressed DOLLS, \$10.80
with Hi-Hat, Double Necklace, Etc. Gr.
One-Half Deposit on All Orders.

HARRY KELNER & SON Inc.
50 Bowery, New York City.
"The House for Prompt Service."

Attention Operators

AT LAST! A selective Penny Cigarette Machine, vending all three leading brands of cigarettes. Size only 20"x7". Modernistic design. Guaranteed mechanically perfect and medium priced. Thousands of locations waiting. Write for full details. Don't hesitate.

HOELLERING-McDONALD COMPANY,
7041-45 Cambridge Street, Camden, N. J.

WRITE US WHAT YOU HAVE

In Old Equipment and use it to apply on the purchase of New Pin Games. We are Distributors for all Leading Manufacturers.
BADGER BAY COMPANY, Green Bay, Wis.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Western Sockit Has No Plunger

CHICAGO, March 21.—With *Take Me Out to the Ball Game* again permeating the air, Western Equipment & Supply Company announces the timely production of Sockit, a new one-ball automatic payout baseball game. Different and unusual to the point where it is positively phenomenal, the latest Western whirlwind has no plunger. Upon the insertion of the coin a ball is automatically pitched to the player. The player skillfully tries to hit the ball into a winning pocket with a stationary swinging bat. If the player misses the ball, it automatically is pitched to him until he hits the ball. Upon successfully socking it into a winning pocket, the player is automatically paid out by the reliable, fast, Western payout unit.

For sustained and intriguing fascination, there are few payout tables that will bat out the big profits that Sockit will. This has already been proved by actual location tests over a long period of time. Again Western has incorporated unparalleled beauty in the design of the playing field and cabinet. Sockit is absolutely mechanically perfect. Jimmy Johnson, popular owner of the Western Equipment & Supply Company, states that Sockit will be ready for shipment next week.

Snooker, another Western one-ball automatic payout table, also makes its debut. A large-size de luxe cabinet houses one of the finest automatic payout tables ever built. Snooker features high payout awards to the player, which in itself, is a great player inducement. An attractively modernistic designed electric light-up backboard informs the player as to the bonus award on certain pockets. For example, as the player inserts his coin in the A. B. T. visible coin chute a section of the light-up backboard will show the "\$1.50 pocket now pays \$2."

The bonus award is exceptionally easy to understand because it is printed in large letters on semi-frosted glass and is self-explanatory. Snooker is a masterpiece of assembly. The entire mechanism is sturdily and compactly built into a drawer. For battery changes, all the operator has to do is pull this drawer out and the entire mechanism is easily accessible. Western's automatic payout unit accurately and swiftly pays out the players' awards. Snooker is ready for immediate delivery.

Keeney Adds to Factory Forces

CHICAGO, March 21.—With proven winners in three distinct fields of pin and pay-out table operation, J. H. Keeney & Company has found it necessary to double its factory forces, and then double that again, in an effort to keep production up with demand.

J. H. Keeney, head of the concern, reports carload orders from various one-ball pay-out territories for Double Score, the new Keeney odds-boosting game in which awards are increased by a skill shot into a double-score hole. Also several large shipments, too, on Torpedo, 10-ball novelty game, for pin-game areas and for England.

Likewise, do the repeat and volume orders coming in for Free Game Recorder models in Repeater and Big Five indicate that this free-game unit is performing its intended purpose of helping operators open territories now closed.

Rousing Welcome For Bally Games

KANSAS CITY, Mo., March 21.—When a truck load of new Bally games rolled up in front of the United Amusement Company here, Carl Hoelzel, owner, had his entire force line up for a photograph. "We are all 100 per cent Bally," he said, "and we want to display that fact to the world."

It was a happy coincidence that Sam May, Bally's flying battalion in one, was in the city for a week and happened along just in time to pose with the United group. He is reported to have created a lot of excitement here about Bally games.

Hoelzel says that Bally games are taking this territory by storm and that his firm is swamped with orders. A stream of machines are going out to territory in adjoining States, he also reports.

New Orleans Notes

The first carload of Do Re Mi phonographs in 1936 arrived in New Orleans recently and were quickly distributed. C. B. Jones, local zone sales manager for Mills Novelty Company, Chicago, announced this week. Jones said that a second and third carload were being anxiously awaited by open locations.

"Our first carload was quickly disposed of," Jones says, "and we are being pressed for more. Out of 50 machines put out on location in the last two weeks only two were in new spots, all others replacing machines of other makes. Of these two new spots one wasn't even sold on placing a music machine until the new Do Re Mi was seen and then it was an easy matter to change his attitude. This spot today is one of the best paying locations in the entire city of New Orleans."

Jones has included in his sales territory the key cities of Jackson, Miss., and Monroe, Shreveport, Baton Rouge and New Orleans in Louisiana. He has 54 men working for him in this area.

"During the past month," he says, "our zone has disposed of \$46,500 worth of ice-cream machines, of this \$35,000 being FHA financed."

Ed Kramer, tho less than 30 years old, is an "oldtimer" in New Orleans coin-machine circles. Ed operated in the days when the old slots were the only machine placed here, but is now working with all kinds of pin games, cigaret machines and phonographs. He is a member of both the coin-machine operators' local and the music-machine association.

Jack Simmons, operator at Bogalusa, La., was a visitor to New Orleans recently. Jack says that business is fine in this rapidly growing pine mill section of Southeast Louisiana. He started in the operating game only since the beginning of the year, but already has his section well covered with pin games. His headquarters is at 329 Carolina street, Bogalusa.

The new gilt sign of the Louisiana Amusement Company, 822 Carondelet street, with letters nearly a foot high, is a sight worth seeing.

Melvin Mallory, local manager for Stelle & Horton, announces that John E. Pierce Jr. has entered the operating field in New Orleans, purchasing several new Multiselectors for his first placements. "These beautiful but not too flashy machines," Pierce is credited with saying by Melvin, "are attractive enough to insure their long-time appeal."

C. J. Phillips Sr., of General Novelty Company, has bought 100 Pulver gum machines this week for location in New Orleans and surrounding territory. He put the first one he received today on the front of his headquarters. "These gum machines are well above board, will give me no trouble and are sure to bring in a good return," Phillips says.

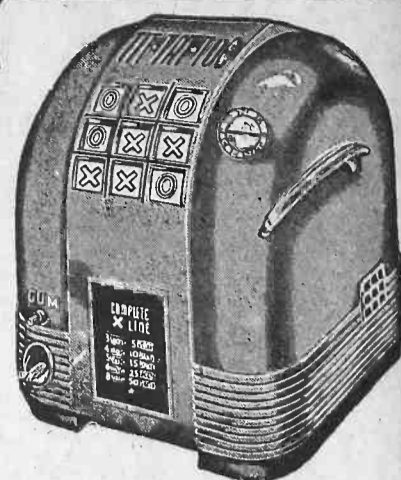
The New Orleans Novelty Company, one of the oldest distributing firms and operators in the Crescent City, announced this week that the firm will soon take over larger space in downtown New Orleans. This firm, composed of Ray Bosworth and Louis Boasberg, grew rapidly from a small office three years ago and today represent several of the largest pin-game manufacturers in the business. "Our business has grown too big for our headquarters on University place," Louis said this week. "We are soon going into a new and large spot with the hope that it, too, will soon become too small for our growing business."

Guy Nes, popular operator of Texas and Louisiana, visited New Orleans this week, bringing here a group of Texas hillbillies for a Decca recording in the Roosevelt Hotel. "These boys will make some of the best cowboy recordings you've ever heard," Guy boasted. Guy says that the phonograph business continues to grow in his section of the country and is far from reaching its peak.

Distrib Hears Morocco Has Legalized Pinball

PITTSBURGH, March 21.—Harry Gisler, local jobber, is making monthly trips to New York now, keeping in touch with the progress of the trade in the

TIT TAT TOE



The greatest, most sensational of all counter machines. Its streamlined design plus the small compact size makes it simple to place anywhere. It's cheatproof, fool-proof! \$2 extra for \$17.50 Veeder counter.

Immediate Delivery

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

East and adopting the newest methods at his Coin-o-Matic Sales Organization here. Mr. Gisler, by the way, plans to begin using ads in the dailies again, calling for new blood to join the operators' end of the coin-machine industry.

Sam Strahl, of the American Cigaret Machine Company, went back to New York after a week-end stay here. Sam is spending most of his time in the big city managing Northwestern's new branch there. A permanent branch manager will be appointed in the near future.

That the popularity of the pin-game industry is reaching the far corners of the earth is proved by a letter sent by one of the firm's representatives to Harry Gisler, of the Coin-o-Matic Sales Organization. Writing from Morocco, North Africa, the representative revealed that pin games have achieved a wide popularity and that the government there recently passed a bill legalizing the game.

While it is assumed to be a common practice, Phil Greenberg, of the Atlas Vending Company, believes in telling the customers about it. He announces a 30-day free repair service on all machines purchased from his firm on an attractively painted sign posted in his quarters on Fifth avenue.

Buck Ross, of the Oriole Coin Machine Corporation, has entered the operators' field in a big way and is now one of the leading operators in this territory, handling pin games and music boxes. The branch when it was formerly managed by Al Block was chiefly interested in the jobbing end.

Johnny Harris, head of the Harris Amusement Company, is staging a 10-day rodeo at the Duquesne Garden next month and is now busy shopping for the latest in pin games to be installed in the large lobby preceding the arena. Over 50,000 people are expected to attend the affair.

Cigaret Tax Sustained

AUSTIN, Tex., March 21.—The State Supreme Court of Texas this week sustained the validity of the State's cigaret tax law, saying it did not interfere with interstate commerce. Officials of the State, immediately following the decision, announced that stricter enforcement of the law would follow. Glenn W. Musser, tobacco dealer of Fort Worth, petitioned the high court for a ruling, saying that the tax was unreasonable, unconstitutional and interfered with his business.

BY POPULAR DEMAND

'MAD CAP'

CONTINUES TO BE
THE GREATEST
NON-PAYOFF
GAME EVER
PRODUCED



\$47.50

Size 21" x 41"



STONER CORPORATION

Aurora, Illinois

Used Stoner Games Scarce

Dave Robbins is seeking lot of 500 machines for export trade

BROOKLYN, March 21.—D. Robbins & Company have received an order for 500 used Stoner games, such as Ball Fan, Five and Ten, Tackle, Top Hat and Zoom. Dave Robbins has been in touch with most of the New York City jobbers and he says it is practically impossible to obtain these games, as very few operators have traded them in because they are still taking in money. The jobbers who did have a few are asking high prices for them and operators are only too glad to buy them.

The foreign customer who wants the Stoner games has already received a few and he writes that they are the most consistent money makers, as well as the best constructed games he has ever seen. D. Robbins & Company would like to receive prices for such games from jobbers and distributors who have them for sale at reasonable prices.

At present time D. Robbins & Company, Eastern distributors for Stoner, report that Stoner's latest game, Mad Cap, is making record sales in their territory. Dave says that many operators who usually order not more than one or two of any new game have ordered 25 Mad Caps. All this proves that the Stoner Corporation is certainly producing "winning" games.

Viking Has New Key Ring

SAN FRANCISCO, March 21.—Viking Specialty Company has just placed on the market a new key ring which is expected to banish the key troubles of all coin-machine operators. It is made of sturdy spring steel in two sizes—80-key and 125-key capacity. Keys are easily put on and taken off, but it is impossible for the ring to open if dropped.

Mad Cap Success Called Amazing

AURORA, Ill., March 21.—All indications show an amazing long-run success for the Mad Cap game by Stoner Corporation here. Introduced over two months ago, its popularity among operators and with the playing public is still swinging upward. According to manufacturer's reports, this new game continues to be the greatest non-payoff game that ever came off the production line in its big plant.

Mad Cap incorporates several unique features that sustain interest and encourage repeat play. The successful player wins by substantial odds, 2-1, 4-1, 6-1, 10-1 or 20-1. The odds change automatically for each game, showing up in illuminated discs at either side of the light-up board as the coin chute is operated. At the same time three numbers light up in the upper row of the scoreboard and the player must match these numbers to win the game.

This naturally requires real skill play. Often the player succeeds in matching two of the numbers, only to miss the third one, and the temptation to play again and again becomes almost irresistible.



25 BRAND NEW SHOOT THE CHUTES

• ONLY \$24.50 EACH •

This New Novelty Pin Game Has Marvelous Action. Perfectly Constructed by G. & M. Laboratories.

RECONDITIONED PIN GAME BARGAINS

- | | |
|--|--|
| \$4.00 each | \$10.00 each |
| SIGNAL
DROP KICK
LIGHTNING
SUBWAY
FLEET
GOLDEN GATE | PAR GOLF
GENCO BASEBALL
BUILDER UPPER
ONE-TWO-THREE
WING LITE
FIFTY-FIFTY |

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

BARGAINS!--BARGAINS!--BARGAINS!

(All Games are Cleaned, Batteries Inspected and Games Thoroughly Reconditioned)

- | | | |
|--|--|---|
| 17 Put & Takes, late models. Ea. . . . \$10.00 | 1 Gottlieb 10-Ball Liberty Bell, like new. Ea. . . . \$20.00 | 2 De Luxe "46". Ea. . . \$35.00 |
| 21 Do & Don'ts. Ea. . . 10.00 | 3 Stampedes. Ea. . . . 20.00 | 17 Mammoths. Ea. . . . 40.00 |
| 20 Sportsman, oak finish cabinets. Ea. . . 12.50 | 3 Prospectors. Ea. . . . 30.00 | 8 Trojans. Ea. 40.00 |
| | | 8 Jumbos. Ea. 45.00 |
| | | 6 Rebounds Jr., 10-ball non-automatic. Ea. . . 5.00 |

SLOTS AND COUNTER GAMES

- | | |
|--|--|
| 2 5c Play Paces Twin Bantam Bells, No. 12755, 13957. Ea. . . . \$20.00 | 1 5c Play Jennings Victoria Twin Jackpot Vender. Ea. . . . 27.50 |
| 1 10c Play Pace Twin Bantam, like new, No. 13741. Ea. . . . 45.00 | 2 5c Play Burtmer Pony (2 reels), good as new. Ea. . . . 30.00 |
| 2 5c Mills Dials, good as new. Ea. . . 30.00 | 9 New Deal and Cardinal Gum Venders. Each. 4.00 |
| 1 5c Mills Twin Goose Neck Wolfe Head. Ea. 25.00 | 1 Exhibit Booster Dice Game. Ea. . . . 3.00 |
| 1 25c Mills Twin Goose Neck Wolfe Head. Ea. 25.00 | 1 Big Bones Dice Game. Ea. 2.00 |
| 2 5c Play Watling Twin Bells. Ea. . . . 20.00 | 1 Penny Ante. Ea. 4.00 |
| 1 5c Play Watling Twin Vender, like new, No. T55032. Ea. . . . 35.00 | |

(We Guarantee Any Machine or Game Listed.) 1/3 Deposit Required on All Orders, Balance C. O. D.

BIG STATE NOVELTY CO., 1304 Throckmorton, FT. WORTH, TEXAS

When Writing to Advertisers Mention The Billboard.

Auto Trailer Offer Scores

Henry W. Seiden firm reports inquiries increasing daily for trailer info

CHICAGO, March 21.—An overwhelming return of inquiries from operators all over the country greeted the Henry W. Seiden & Company offer of free auto trailers to all Seiden customers, old and new.

Altho there is an avalanche of inquiries reaching the Seiden Chicago office hourly, Mr. Seiden states that all operators will receive prompt and accurate information regarding the obtaining of the free auto trailer. As each operator fills his quota of purchases, the auto trailer is shipped to him immediately.

For the benefit of those operators who are not familiar with this sensational Seiden offer, we are listing an example of the plan:

Profit-sharing coupons are given on every purchase to all customers regardless of where they are located or what the purchase amounts to. On a new pin game selling for \$50 the purchaser will be given 10 profit-sharing coupons, or one coupon for each \$5 spent. The offer is a very liberal one, says "Hank" Seiden, because only 65 coupons are necessary to get a trailer absolutely free.

Operators are urged to address all inquiries to the Chicago office only. The Seiden Auto Trailer is now on display at the following Henry W. Seiden & Company, Inc., branches: 2753 W. North avenue, Chicago; 61 Hudson avenue, Albany, N. Y.; 550 South Salina street, Syracuse, N. Y.; 347 N. Clinton avenue, Rochester, N. Y.; 101 W. 31st street, New York, and 360 Liberty street, Newburgh, N. Y.

Phil Greenberg Marooned In Pittsburgh Inundation

CHICAGO, March 21.—Morrie Ginsberg, of the Atlas Novelty Corporation, received a wire at the Chicago office from Phil Greenberg, manager of the Atlas Pittsburgh branch, reporting that after being marooned in the Roosevelt Hotel, in the center of the flooded territory of Pittsburgh, he finally got a boat to the office. When he arrived he was pleasantly surprised to find that the Atlas salesroom of games was out of reach of the flood waters.

Phil stated in his wire that they could make no telephone connections with Chicago, and because the telegraph office was so busy could not get his wires thru sooner. Phil did say, however, that for the last three days he was marooned on the fourth floor of the hotel, which was unlighted and unheated.

Phil claims that, flood or no flood, the Atlas personal service will go on! As a matter of fact, plans have already been completed for making prompt shipment of all orders from the Chicago warehouse until such time as communication and transportation facilities shall have been restored in the flooded areas.

Keeney Rep Completes Sales Trip

CHICAGO, March 21.—Alvin Decker, special factory representative for J. H. Keeney & Company, has returned to Chicago after what was reported as a successful trip thru Louisiana, Texas and other Southern areas in introducing Double Score and other Keeney games.

CIRCUS AGENTS

(Continued from page 3)

route north find a duplication of last fall's disastrous experience.

Not only are flood conditions severe, but the extent of the damage is affecting many towns considered good circus territory.

Agents are anxiously following daily reports and studying maps to rearrange

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEK'S SPECIAL

Gold Rush . . . \$16.00

Pennypack (with register) \$10.00

STONER'S	WESTERN'S
Mad Cap . . . \$ 47.50	Shell Game . . . \$87.50
Turf Champs, ready for delivery, 127.00	Snooker, 1-Shot, 99.50
RECONDITIONED GAMES.	RECONDITIONED GAMES.
Cross Roads . . . \$16.50	Rodeo, Whirlpool (Ticket) \$95.00
50-50 21.50	Football (Ticket) 37.50
Splitfire 15.00	to; Like New) 15.00
Tackle 21.50	Cheer Leader . . . 15.00
Squadron 22.50	Big Ten 14.50
Big Game 13.00	Lite-A-Line (Bowl) . . . 25.00
Beamite 7.50	Jumbo 48.50
Angle Lite 8.00	
Spotlite 10.00	

Write for Special List of Automatic and Straight Pin Games.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1705 FIFTH AVE. PITTSBURGH, PA.

Personal Service

IF YOU'RE WISE YOU'LL CAPITALIZE ON WESTERN'S NEW SENSATION; IT'S THE GAME THAT HAS ALL THE THRILLS OF BASEBALL IN A 1 BALL PAY-OUT CREATION!

SOCKIT

THE FIRST 1 BALL AUTOMATIC PAYOUT BASEBALL GAME EVER PRODUCED.

READY FOR DELIVERY NEXT WEEK!

WESTERN EQUIPMENT and SUPPLY CO.

925 WEST NORTH AVE. • CHICAGO

WE HAVE THE MOST COMPLETE LINE OF PENNY ARCADE MACHINES AND PIN GAMES IN THE COUNTRY!—Write for Price List!

SPECIALS!	Scrimmage \$18.50	Tri-A-Lites \$ 7.50
Buckley, Microscope Cranes, Electro-Holsts, Iron Claws, \$20.00 Up.	Jimmy Valentine . . . 16.00	Six-Sixty-Six 12.00
Panama Diggers (Hand Operated), \$10.00.	Fair Play 15.00	Rock-Ola's "21" 7.00
Microscope with Reels, \$10.00.	Fifty-Fifty 7.50	Balance 7.00
Seeburg HOCKEY, Write for Price.	Bomber 19.00	Big Game 10.00
	Cross Roads 11.00	Kings of Turf 6.75
	Cross Country 10.00	T. N. T. 8.00
	Rapid Transit 12.00	Checkers 5.00
	Flying Colors 10.00	Super "8" 5.00
	Hop Scotch 12.00	Big Bertha 4.00
	Justice 20.00	Army & Navy 6.00
	Quick Silver 11.00	Major League, Jr. 8.00
	Full Cash With All Orders for Less Than \$12.00, 1/3 Cash, Balance C. O. D.	

MIKE MUNVES CORP., 114 Park Row, New York, N. Y.

WORLD'S SMALLEST DISTRIBUTOR—BUT OH, MY!

MONARCH'S SPECIALS	AUTOMATIC PAYOUTS.	Gold Rush \$25.00
Mills Tickette (Late Model) . . \$5.00	Rodeo (Exhibit), 10-Ball Payout . . . \$37.50	King Fish 25.00
Daval Penny Pack 8.00	Whirlpool (Exhibit), 10-Ball Payout . . . 37.50	Triple Bank 27.50
	Football (Exhibit), 10-Ball Payout . . . 42.50	Baffle Ball 47.50
	(All with Check Separators Limited supply left. (Just like new) Used two weeks. Traffic (6-Ball Payout) (Like New) . . . \$25.00	Prospector 37.50
	Sportsman (10-Ball Payout) (Visible, Like New) 25.00	NOVELTY GAMES.
	Plus & Minus 17.50	Frisky \$14.00
	Rocket 10.00	Rock-Ola 21 Game . . . 11.00
	Champion 14.00	Kings 12.50
	Carloca 20.00	Flying Colors 15.00
		Scream 17.50
		High Hand 17.50
		Roto-Lite 12.50
		Squadron 24.00
		Rock-A-Lite 7.50
		Balance Line 19.00
		Score-A-Lite 7.50
		Golden Gate 4.00

TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month. MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (our New Home), CHICAGO, ILL.

BLUE BONNET PERFUME

Texas Centennial Flower



An exact reproduction of the odor of the beautiful Texas Blue Bonnet. Modern one-half-ounce bottle, bakelite cap, blue and silver label, packed in beautiful gift box. Illustrated coupons showing retail price of 49c.

PERFUME \$14.40 per Gross
COUPONS 75 per M
Postpaid Sample, 25c.

TERMS—One-half Deposit all Orders, Balance C. O. D. Prices F. O. B. Dallas.

UNIVERSAL LABORATORIES
DALLAS, TEXAS

IMMEDIATE DELIVERY

EXCLUSIVE NORTHERN TEXAS DISTRIBUTORS

DAILY RACES - \$125.00

SUNSHINE DERBY \$89.50

NATIONAL SALES & DIST. CO., 3136 San Jacinto St., DALLAS, TEX.

WOW!!! WHAT A PARTY!

That's What the Hundreds of Operators Said Last Saturday and Sunday During Our Grand Opening. THANKS TO EVERYONE FOR PARTICIPATING AND FOR THE MANY ORDERS TAKEN DURING THE FESTIVITIES. CARL F. TRIPPE.

Jobbers for Wurlitzer Phonographs. Send for 1936 Catalog of Superior Salesboards.

HARMONY BELL, With Power Pack, \$72.50 | ELECTROPAK \$4.95
ADAPTOPAK (Fits All Phonographs for Direct Current) 8.00

DISTRIBUTORS AND JOBBERS OF THE LARGEST AND FINEST SELECTION OF COIN-OPERATED MACHINES IN AMERICA.

IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.

CANADIAN OPERATORS

We are now located in our new and modern show room at 147 Church St., Toronto. We pay highest prices for slots and pay tables. Get on our mailing list for bargains.

K & S COIN MACHINE EXCHANGE

THE TALK OF THE INDUSTRY

PUNCHETTE \$19.75

ORDER YOURS TODAY

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
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3000 BIG BARGAINS

1936 **SPORS** wholesale catalog. No. 47

AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Spors Catalog, 100 pages, check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS CO., 3-36 Erie St., Le Center, Minn.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Proven! WHAT LOCATIONS WANT

You couldn't operate a—slot in the open—BUT you can put Exhibit's "ELECTRIC EYE" on every location in most any territory.

It is the greatest—Q. T.—ever developed—NEW thrilling skill amusement features combined with CHANGING ODDS has proven "ELECTRIC EYE" a refreshing attraction—restoring NEW LIFE to every location wherever installed.

Players talk about it. Locations without "ELECTRIC EYE" hear about it. That's why locations demand it. It's the first PISTOL TARGET PRACTICE Machine that ever proved a SUCCESSFUL SENSATION.

Shooting "LIGHT BEAMS"—traveling a million times faster than a bullet at a mysterious electric eye is truly a great thrill everybody is eager to experience and the QUICK FINGER—with the QUICK EYE is a skill test—players become feverish to tackle.

You can operate "ELECTRIC EYE" as a Ticket or Token Vending Machine whichever is best suited for your location.

EVENTUALLY,—you will see "ELECTRIC EYE" on every location—SO WHY NOT cover your own spots now.

We will gladly help you. Buy on a special extended payment plan if you wish—ask your jobber for all facts TODAY without delay, or write us direct.



REQUIRES NO MORE SPACE THAN A PIN TABLE

VENDS TICKETS OR TOKENS
Takes only 60 seconds to change vending device.

CHANGING ODDS
Gives all the appeal of a Slot Machine. Has 2-4-6-10 and 20 for top award.

EXHIBIT SUPPLY CO.
4222 West Lake Street
CHICAGO

SOUTHWEST DISTRIBUTORS
ELECTRO BALL CO., Inc.
1200 CAMP ST. DALLAS, TEXAS
BRANCHES: NEW ORLEANS, LA. - WACO, TEX. - FT. WORTH, TEX. - SAN ANTONIO, TEX. - OKLAHOMA CITY, OKLA. - WICHITA FALLS, TEX.

Penny Smokes \$ 6.00	5c Q. T. Slots, D. J. Bells \$39.00	Horseshoes, I. O. U., Select-Ems \$ 5.50
Mysterious Eyes 30.00	Baseball Dice, Boosters 5.00	Fieldie Baby Jacks 4.00
Darby's 12.00	Chicago Clubhouses 5.00	Mills Bell Boys 4.00
Turf Flash 15.00	Jennings 1c & 5c Rock-away, 5 Jacks 6.00	Fields 1c & 5c, 4 & 5 Jacks 5.00
Spark Plugs 9.00	Diceomatic Vender 5.00	5c Pony Jackpot Bell 20.00
Draw Poker 8.00	Callie 5c, 5-Jack 5.00	Showdown, Getapack, 4 Star Review, Goal Line, like new 8.00
5 Jacks 8.00	Zig Zag Cigarette Vender 5.00	5c Caille Ball Gum Vender \$5.00
Bosco 2.50	Junior Flying Colors 9.00	
Sweet Sallies 4.00		
50 Columbia Peanut Machines 3.00		

CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main Street, WATERBURY, CONN.

Hercules Firm Sells Its Route

NEWARK, N. J., March 21.—Hercules Sales Organization reports that it has recently sold its large route of machines and that from now on it will devote itself exclusively to the jobbing and distributing business.

Irving Orenstein and Sam Gisser state that they have for some time been planning this move and believe that it meets with the approval of operators thruout the State.

Irv states: "We believe that operators have greater faith in a distributor and jobber who does not operate machines himself. This was our problem for some time and this is the chance we have been waiting for to sell our route. I feel that because of the fact that we will be jobbing exclusively from now on we will enjoy more business from operators in the State."

DANGER
DON'T PASS THIS UP.
You Lose Money If You Do.
Send for Our New Bargain **CIRCULAR**. Full of Many New
1c and 5c Salesboards
6 Jewel Men's Wrist Watch.
High-Grade Movement, and a 500-Hole 5c Salesboard. Complete. No. B110.
\$3.45
Send 25% Deposit with Order.
LEE-MOORE & CO.
180-182 West Adams St., CHICAGO.

Beamlites, Jr., Contact, Baby Lite A Line \$8.00
BEAT ACES, THREE-IN-LINE, TICKALITE, \$10.00. BIG BERTHA, ORACKSHOT, FLEET, JACK RABBIT, MAGIC KEYS, \$4.00.
BRAND-NEW TIT-TAT-TOES AND PUNCHETTES.
Phone, Wabash 5464
SOUTHERN AUTOMATIC SALES CO. Est. 1923
540-542 S. 2nd Street LOUISVILLE, KY.

USED	CLOSE-OUT PRICES USED	NEW
PUT 'N TAKE \$ 9.00	MAMMOTH \$49.50	MAMMOTH \$69.50
PUT 'N TAKE (latest model) 12.00	RAPID FIRE 17.50	PROSPECTOR 57.50
DO OR DON'T 15.00	EQUITY 22.50	PUT 'N TAKE 37.50
GOLD RUSH 12.50	RODEO 22.50	DO OR DON'T 38.50
CHAMPION 9.50	JUMBO 40.00	CARROCA 38.50
ACE 20.00	DERBY 90.00	ROCKET 29.50
	TROJAN 60.00	CHAMPION 31.50

Immediate Shipments Upon Receipt of One-Third Deposit.
AUTOMATIC AMUSEMENT COMPANY
1304 THROCKMORTON, FT. WORTH, TEX.

Jersey Trading Offers Univex

NEWARK, N. J., March 21.—Sam Broudy, of Jersey Trading Company, leading premium distributors and manufacturers, reports that his firm will represent the Univex Camera for this territory.

This small, vest-pocket camera has created a sensation thruout the country because of its very low price and the fact that the film is so reasonable.

Mr. Broudy stated that a special deal was being arranged for operators whereby the camera would be contained in a neat gift box, with extra rolls of film and a new style camera, even better than any the firm has ever previously displayed, at a price of less than \$2.

The Univex has also proved a fine digger item and the belief is that for the summer season it will be one of the leading premium specialties for the coin-machine industry.

SELLING-OUT all used Games

Dealers \$ 5.75	Equity, 1 Ball Payout \$29.75
Beacons 4.75	Cavalcade 4.75
Tri-A-Lites 8.75	Five and Ten 12.75
Jockey Clubs 8.75	Batter-Up 9.75
T. N. T. 8.75	Rodeo, 1 Ball Payout 29.75
Turf Flash 11.75	Red Arrow 19.75
King Fish, 1 Ball Payout 39.75	

All machines guaranteed good condition and look like new. Terms: 1/3 deposit with order, bal. C. O. D.
OHIO SPECIALTY CO.
129 W. Central Pky., CINCINNATI, O.

ARE YOU INTERESTED IN QUALITY AND PRICE?
Send for our latest Complete Price List on all the Best Pin Games, Counter Games and Vending Machines! We ALWAYS SHIP what we advertise—AND—at LOWEST MARKET PRICES!
Our greatest recommendation—HUNDREDS OF SATISFIED CUSTOMERS ALL OVER THE WORLD! Get what you want at the price YOU WANT to pay! WRITE IMMEDIATELY for our Sensational PRICE LIST!

HERCULES SALES ORG. 1175 BROAD ST. NEWARK N. J.

IMMEDIATE DELIVERY
Southern Texas Distributors
DAILY RACES \$125
The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
SUNSHINE DERBY \$89.50
COIN MACHINE SALES CO. 310 M. & M. Building, Houston, Tex.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

RAY'S TRACK



The Sensational 9-Horse, Automatic Payout Race Horse Game.

The greatest sensation in All Coin Machine History. Write for Complete Details and Prices!

Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

RELIANCE

First Real True-Dice Automatic Payout. We're SWAMPED with Orders for RELIANCE! WIRE US TODAY—let us reserve some for you! RUSH! RUSH!

WRITE NOW—Get Full Details and Prices of all BALLY Hits! Teaser—Harvest Moon—Golden Harvest—Bally Baby, ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

Bally's Peerless, \$115.00	Electric Eye . . . Write
Bally's Derby, 115.00	Pamco Palooka, 169.50
Bally's Rambler, 115.00	Tilt-Tat-Toe, 17.50
Bally's Reliance, 119.50	Punchette, 19.75
Pamco Parlay, Sr., 115.00	Mills Tycoon, 149.50
Pamco Speedway, 115.00	Mills Futurity, Write
Magic Eye, Write	Bally's Multiple, Write
Gottlieb's Sunshine, 89.50	Bally's Bonus, Payout, 115.00
JOBBER'S Write for Quantity Prices.	Ticket, 125.00

PROMPT DELIVERY. 1/3 Cash With Order, Balance C. O. D. See Our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.
 60 Broad Street, RICHMOND, VA.
 Day Phone, 34511. Night Phone, 55328.

NOW ON DISPLAY

Exclusive Iowa Distributors

DAILY RACES \$125
 The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
SUNSHINE DERBY \$89.50

IOWA VENDING CO.
 509 1/2 Third Ave., CEDAR RAPIDS, IA.

BARGAINS

MAMMOTHS, 4, @	\$45.00
ACE, 3, @	20.00
SPORTSMAN, Black Cabinet, 1	10.00
SKYWAY, Visible, Like New, 1	15.00
PROSPECTORS, 7, @	30.00
JUMBO, 3, @	42.50
DE LUXE 46, 2, @	40.00
GOLD RUSH, \$1.50 Pay, 4, @	10.00
PUT 'N' TAKE, \$1.50 Pay, 9, @	10.00

E. Z. CONVERSION From Put 'n Take, Different Colored Field & Cab., 10, @ 10.00
 All prices F. O. B. Wichita Falls. One-third deposit.

LONE STAR COIN MACHINE CO.
 Wichita Falls, Tex.

OPERATORS HEADQUARTERS
 FOR INFORMATION ON GAMES AND SYSTEMS
 WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
 1010 GEORGE ST., CHICAGO
 ESTABLISHED 1911

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Winters in Wide Swing

Mutoscope sales promotion expert covers half of country on long trip

NEW YORK, March 21.—For a hustling sales promotion man Earl Winters is making an unusual record for the International Mutoscope Reel Company, Inc. Mr. Winters left New York early in December and is due back in the home office this week. The report of his trip, as issued by the publicity department of the firm, shows a period of intense activity. Back of Mr. Winters' activity also is the appeal of some of the best known coin machines in the world and also the international reputation of the Mutoscope firm.

"Mr. Winters' route," the report says, "included a swing along the Atlantic Seaboard States thru to Louisiana, where he made an arrangement for distribution in the State of Louisiana with Pace-Gentlich Distributing Company, of 517 North Scott street, New Orleans.

"This firm has indicated great enthusiasm for all three of our important products, the Photomatic, Magic Finger and De Luxe Electric Traveling Crane. It not only has placed a number of Photomatics in that State, but has had good success with the Magic Finger.

"Mr. Winters then swung west to Dallas, where he spent quite a few days with Mr. Lynch, of Electro-Ball. The States of Texas and Oklahoma have been assigned to the Electro-Ball Company, which will operate as Mutoscope's exclusive representative in this vast territory. Sizable orders have already been placed for all three items, the Photomatic, Magic Finger and the Electric Traveling Crane.

"Mutoscope feels that in Electro-Ball is has the finest representation possible for that territory and plans to cooperate with it very closely, with the view of stirring up a larger volume of business on its popular products.

"The arrangement with Electro-Ball is a fortunate, timely one, considering that the 1936 Texas Centennial is being held this year. The Photomatic in all probability will prove a mighty big attraction there this year, thanks to the enthusiasm and aggressiveness of Mr. Lynch and his organization.

"Mr. Winters next swung up to Indianapolis and then Cleveland, where he spent a profitable, pleasant week with our distributor friends, Sicking, Gerber & Glass. He saw there, too, H. E. Everschor, an enthusiastic booster of Mutoscope products, particularly the Photomatic and the Electric Traveling Crane.

"Sicking, Gerber & Glass seem to be on their way doing the same fine business on the Photomatic that Gerber & Glass have already started in Chicago.

"This trip by Earl Winters, all in all, has proved a very profitable and encouraging one for International Mutoscope. And upon his return to the



GOING . . . LIKE WILDFIRE!
 It's New! It's Flashy!
PUT AND TAKE JACKPOT

No. 632—600 Holes. Takes in \$23.00. Average Payout, \$10.50. Average Gross Profit, \$12.50.

Price \$2.21 Plus 10% Tax

A Harlich Jumbo Board, the best in Sales-boards. Extra thick, with extra large, easy-to-read Tickets for extra fast play. Send for complete catalog of profit makers.

Write, stating your line OR business to

HARLICH MFG. CO.

1404-17 W. Jackson Blvd. Chicago, Ill.

FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT.

Will Double the Sales.

A NEW SCHEDULE FREE TO OUR CUSTOMERS.

Special Weekly Tickets, All Kinds, All Sizes.

Folded and Sewed With Your Label. Write Your Requirements.

WERTS NOVELTY CO., INC., Muncie, Ind.

office Earl will leave in a few days for another three-month trip, this time to other States of the Union."

Stock Exchange Called Perfect

NEW YORK, March 21.—Modern Vending Company reports that Stock Exchange, the new pin-ball game of Daval Manufacturing Company, Chicago, has been acclaimed a "fool-proof, mechanically perfect game" by operators and jobbers here.

Nat Cohn states that the game has won a tremendous number of friends because of this feature and that he believes there is sure to be a great revival of pin game sales due to this machine. He also reports: "Stock Exchange is one of the best games that operators can buy at this time, due to its mechanical perfection and also due to the fact that it is a straight, high-score pin game, something which has been needed for some time.

"Operators find that they can earn just as much money with a straight amusement game of this character as they can with any other type of equipment. The public appreciates amusement in pin games and I feel that Stock Exchange is going to be one of the best games on the market due to this fact alone."

Modern Vending Company is going to open many territories to better pin-game play. The game has won the acclaim of the operating fraternity here because it is one game that gives no mechanical trouble.

SPECIAL PRICES

GOLD RUSH \$15.50
 TROJAN55.00
 SPORTSMAN, 10 Ball 20.00
 Terms: 1/3 cash, balance C. O. D.

BEXAR NOVELTY CO.

131 North St., San Antonio, Tex.

Important!

Operators "in the know" are hauling in real money with America's 3 New Tables: the one-shot Hollywood at \$89.50 . . . the 10 ball Ditto at \$44.50 . . . and the thrilling Trans-Atlantic at \$44.50! That's worth knowing—and worth acting upon.

ROCK-OLA* CHICAGO

BASEBALL SALES TALLY CARDS

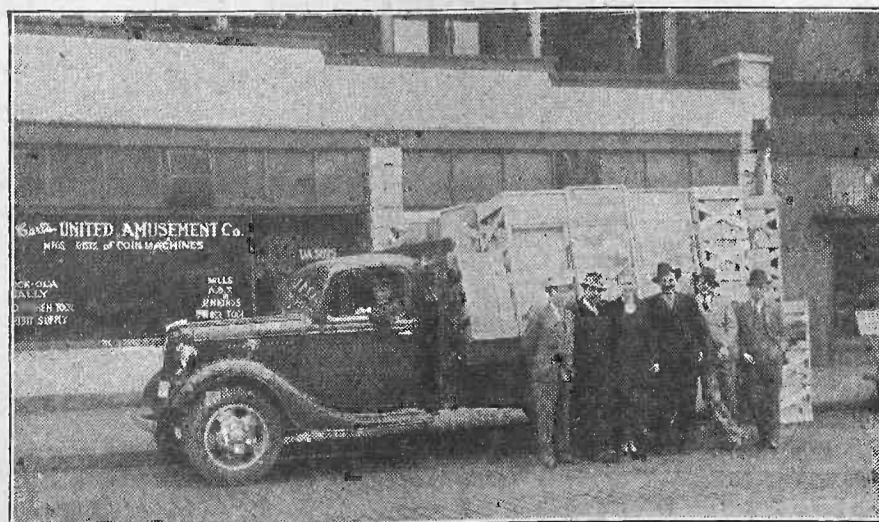
and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write **FERGUSON MFG. CO., Dept. 10** 322 N. Senate Avenue, Indianapolis, Ind.

TRADE YOUR OLD PIN TABLES FOR NEW

Save Money—Buy Direct From Distributor. **WESTERN SHELLS, HARMONY BELLS, KEENEY DOUBLE SCORE** We Are Distributors for all Leading Manufacturers. **BADGER BAY COMPANY** GREEN BAY, WIS.

PACES RACES WANTED

Wire Serials, condition, price. **BORDER SALES COMPANY** PHARR, TEX.



BALLY GAMES IN KANSAS CITY—Lineup to receive new games at United Amusement Company. Left to right: C. C. Kettering, Novelty Sales Company, Oklahoma City; Sam May, representative Bally Manufacturing Company; Helen Farlow, Carl Hoelzel, owner of United Amusement Company; Dave Cooper, Variety Sales Company, Kansas City; C. G. Johnson, Clarinda, Ia. "Every one a Bally Booster," Hoelzel says.

IF YOU'VE HAD TO

Wait for **PAMCO PALOOKA**

**6 COIN CHUTE—BOWL TYPE
AUTOMATIC CHANGING ODDS
SUPER DELUXE PAYOUT TABLE—**

you'll CATCH UP with and PASS EVERYTHING ELSE your FIRST FEW DAYS OUT when "PAMCO PALOOKA" begins! In HEAVY PRODUCTION NIGHT and DAY—yet behind in deliveries! Orders now being shipped in rotation. YOU may be NEXT! Same-Day Shipments possible SOON! Get YOUR order in NOW. Get set for RICHEST \$169.50 CASH MONEY of ALL time with "PAMCO PALOOKA". Price.....

"RED SAILS"

New "Pamco" AUTOMATIC CHANGING ODDS Payout furnished in 1 or 5-Ball Play. DIFFERENT ANIMATION—a Riot of Color and Beauty. It'll PAY to discard the old and TAKE on the LATEST and BEST. It's "RED SAILS"—
Priced at \$119

Order TODAY!



1 OR 5 BALL PLAY
\$119
CHECK SEPARATOR AND CHECKS EXTRA
U. S. Pat. 2029177

ELECTROPAK \$5 EXTRA.



U. S. Patent 2029177 50" x 24"

ELECTROPAK STANDARD EQUIPMENT. CHECK SEPARATOR AND CHECKS EXTRA.

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

<p>395 EACH</p> <p>Action Criss-Cross Drop Kick Electro Golden Gate Super "3" Big Bertha Chicago Express Mail Keys Kicker T. N. T. \$ 7.95 Wing Lites 12.95 Angle Lite 4.95 Full Cash Orders \$10 or Less. Over 1/3 Cash, Balance C. O. D.</p>	<p>Three-in-Line \$ 4.95 Beam Lite 4.95 Criss-Cross-A-Lite 6.95 Tit-for-Tat 5.95 Kings of the Turf 5.95 Scream 8.00 Lucky Stars 14.90 Tri-A-Lite 6.95 Hunter 27.50 Cheer Leader 7.95 All-American 6.95</p>	<p>Star Lite \$ 4.95 Spot Lite 4.95 Rock-Ola's "21" 6.95 Signal, Sr. 6.95 Balance 6.95 Dealer 4.95 Hop Scotch 12.95 50/50 9.95 Big Game 9.95 Genco Electric Baseball 6.95 A. B. T. Autobank 9.95</p>
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SUPREME VENDING COMPANY INC.
557 Rogers Ave., Brooklyn, N. Y. 1416 Webster Ave., Bronx, New York. 922-8th Avenue, New York, N. Y.

<p>IT'S A CLEAN-UP CLOSE-OUT!</p> <p>Super "8" \$ 3.00 Beat Aces 5.00 Live Power 3.00 Seven Eleven 12.50 Frisky 6.00 1-2-3 12.00 Flying Trapeze, Jr. 3.00 3-in-Line 7.00 Rummy (card game) 10.00 1/3 Cash With Order, Balance C. O. D., F. O. B. New York.</p>	<p>BRAND-NEW COUNTER GAMES</p> <p>Exhibit Ticket Games \$32.00 Cheer Leader 8.00 Olympics 7.00 Holiday Hits 10.00 Tango (brand new) 25.00 Hop Scotch 12.50 Autodart 10.00 Wall Street 42.00 Action, Sr. 3.00</p>	<p>3682 Broadway (near 152d St.) NEW YORK CITY Tel.: EDgcomb 4-3545.</p>
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PHONOGRAPH SELL OR BUY EXCHANGE

We Carry a Complete Stock of All the New Games and a Large Stock of Used Games at the Lowest Possible Prices. Write for Babe's Bargain Buys.

Reconditioned Machines
Introductory Offer **WURLITZER'S SIMPLEX — P12 — \$199.50** months old, like new. Ea.

WRITE OR WIRE YOUR NEEDS.

BABE KRAUTMAN I.O.E. 455 West 42nd St NEW YORK CITY Tel. Medallion 3-0468

IMMEDIATE DELIVERY
EXCLUSIVE DISTRIBUTOR FOR LOUISIANA, MISSISSIPPI AND ALABAMA
DAILY RACES - \$125.00
SUNSHINE DERBY \$89.50
BUD LIEBERMAN, 320 Chartres Street, NEW ORLEANS, LOUISIANA

The Last "Word" in Your Letter to Advertisers, "Billboard".

**LEAVE 'EM AT THE POST!
BE IN THE MONEY with**



"Half-Mile"

- One to seven can play at one time.
- Winner shows up every play
- Galloping Horses.
- Actual Figures speed around the track.
- Coins played always visible.
- Changing Odds add Zest and Speed to Play.

Smart looking Cabinet in five colors, 7x12x18" Shipping weight approximately 25 lbs.
A. B. T. MANUFACTURING CO., 3311 Carroll Ave., Chicago, Ill.

THIS COUPON mailed with your order for "Half-Mile" entitles you to one Coin Counter FREE—1 or 5c play. State which with order.

NAME.....
Address.....
City..... State.....

Taking the country by storm

NO LARGER PAYOUT TABLE MADE-50" X 26"

SILVER CUP

**COMBINATION
TICKET PAYOUT**

**A NEW IDEA IN
PAYOUT GAMES!**

Brother, 'You Ain't Seen Nuthin Yet'

Until You've Seen 'N Played SILVER CUP!

It just stands to reason—a super colossal sized payout that looks easy to beat just can't help but go over big! No obstructing pins or springs on the board—just great big saucer type holes and metal guides. The game just screams "Come up, big boy, and play me." There are only 10 holes on the board—the player shoots the two 1½-inch balls—any two holes of the same color is a winner. SILVER CUP IS MADE WITH GENCO'S OWN TICKET-PAYOUT UNIT. IT MUST BE GOOD!

Ready for Delivery—Rush Your Order!



F. O. B.
Chicago

\$99.50

WITH
GENCO'S
OWN
TICKET PAYOUT
UNIT

ROLY POLY

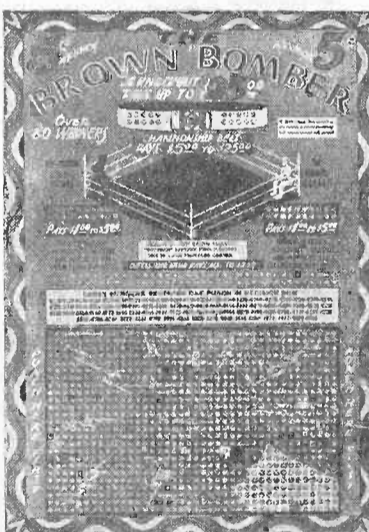
READY FOR DELIVERY!

A Straight Novelty 10 Ball Game That's 100%!

It's the tops in a clever action game. Plenty of pep—fast kicker action—everything you'd want.

\$42.50 F. O. B. Chicago

GENCO, Inc.
2625 N. ASHLAND AVE. CHICAGO



A PROVEN FAST SELLER
After 30 Days This Salesboard Has Topped Them All. Averaging Three Days on a Location.

BROWN BOMBER

A Knockout Advance Step-up Type, Offering Quick Plays With a \$25.00 Top to Shoot At. 1,000 Holes.

Takes in \$50.00
Average Payout 22.60

Your Average Profit \$27.40

Price \$4.20
Thick Board—Jumbo Tickets. Also Made In Thin Board.
PRICE, \$2.22. Plus 10% Federal Tax.

GLOBE PRINTING CO.

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418 South Wells Street, Chicago, Ill.
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477 Third Street, San Francisco, Calif.

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272-274 Marietta Street, N. W., Atlanta, Ga.
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"One Shot Pin Ball Bargains"

Used Automatic and Amusement Games at Give-Away-Prices. Each and Every One Guaranteed to Give Satisfaction. Don't Hesitate!
RUSH YOUR ORDER TODAY!!

- (If games wanted are not listed here, write for our complete list)
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|---|--|
| 27—"A" Model Traffics \$14.50 | 4—Exhibit Rodeo Ticket Games... \$32.50 |
| 21—"B" Model Traffics 13.50 | 24—A. B. T. Autodart Ticket Games. 15.50 |
| 19—Rockets, new style 11.50 | 11—A. B. T. Autoflash Ticket Games 17.50 |
| 9—Bally Champions 11.00 | 7—Exhibit Whirlpool Ticket Games. 27.50 |
| 7—Red Arrows 10.00 | 9—Mills Cannon Fire 6.00 |
| 16—Jennings Visible Sportsman 18.50 | 8—Drop Kicks 3.95 |
| 7—Plus and Minus, one ball 12.00 | 6—Majik-Keys Kickers 3.95 |
| 4—Liberty Bells, 10 balls 11.00 | 14—"C" Model Traffics 7.00 |
| 18—Bally Jumbos 49.50 | 42—Tickettes, \$5.50 each, or 5 for 25.00 |
| 9—Bally Prospectors 37.50 | 27—Penny Pack Cigarette Machines 8.75 |
| 7—Golden Harvest 57.50 | 5—Chester-Pollard "Play Golf" Machines 17.50 |
| 11—Mills Pearl Harbors 32.50 | |

TERMS: Fifty Per Cent Certified Deposit with Order. We Ship C. O. D. for Balance. Shipment Same Day Order Received.
THE VENDING MACHINE CO. » » FAYETTEVILLE, N. C.

WE OFFER SUBJECT TO PRIOR SALE the Following USED MACHINES
THEY CAN'T LAST LONG AT THESE PRICES!!!
All of our Used Machines are put in good condition. New Balls where necessary. Batteries tested and machines put in condition, ready to be placed on locations.

A. B. T. Autobank \$12.50	Hold and Draw Counter, new model \$12.50	1c Crack Shot \$ 4.00
Flying Colors Counter 5.00	Crisis Cross-O-Lite 8.00	Lucky Star 22.50
Tit-for-Tat 12.50	Tri-O-Lite 10.00	Large Signal 8.00
Sink or Swim 6.00	Large Contact 4.00	Dealer 12.50
Five and Ten 17.50	Major League Senior 8.00	Small Signal 5.00
Star Lite 6.00	Treasure Hunt 10.00	Small Action 8.00
Beacon 6.00	Beam Lite 6.00	Large Action 8.00
Rebound Jr. 8.00	Zooms 17.50	1c Drop Kick 4.00
Spot Lite 8.00	Cavalcade 8.00	1c Crisis Cross, plain mdl. 5.00
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Traffic Lite, plain model 8.00	Genco Baseball 12.50	Screamo 16.00
Cheer Leader 17.50	Sub-Way, 1c-5c 4.00	Cyclone 12.50
Splitfire 12.50	SCORE-A-LITES \$10.00	Kings 12.50

FOLLOWING ARE BEST PRICES ON USED SLOTS AND AUTOMATIC TABLES:

Ivory Golf, 2 ball \$35.00	5c Mills Escalator Front \$40.00	48-In. De Luxe \$40.00
Jumbo 47.50	Double Jack Pot \$40.00	Kingfish (Mystery Hole) Pays \$1.00-\$5.00 27.50
Exhibit Rodeo, 1 ball 35.00	O. T. Slot, 5c 30.00	

We are also jobbers for Bally Derby, Peerless, Mad Cap, Sunshine Derby, Fair Play, Tricks Jr. and Sr., Pamco Parlay, Punchette, Top Hat and distributors for Gottlieb's New Daily Races and Roly Poly. In ordering used machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.

MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo.

Immediate Delivery!

DIRECT FROM Mills' EASTERN DISTRIBUTORS

★ **TYCOON \$149.50** ★

1/3 Certified Deposit With Order, Balance C. O. D.
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UNITED AUTOMATIC SALES COMPANY
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BIG SHOT Sensational 1-Ball Payout or 5-Ball Straight Play Pin Game. IT'S A HIT!	Genco's SILVER CUP. 2-Ball Payout Ticket Combination Game.	Keeney's TORPEDO. A Sensational New Game. Order this one today on our recommendation. Stoner's MAD CAP. It's the Biggest Money-Maker Ever Built! RUSH YOUR ORDER.
GEORGE PONSER CO. 11-15 East Runyon St., NEWARK, N. J. Tel.: Bigelow 3-2335.	Genco's ROLY-POLY. Going Bigger Than Ever!	

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DAILY RACES The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds. **\$125.**

SUNSHINE DERBY **\$89.50**

ADVANCE AUTOMATIC SALES CO., 1021 Golden Gate Ave., SAN FRANCISCO, CALIF.

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FITZGIBBONS' SILVER ANNIVERSARY CELEBRATION



John A. Fitzgibbons

President of Fitzgibbons Distributors, Inc; who celebrates his 25th year in the coin machine industry at the formal opening of his new Bally Building — APRIL 15th, 1936. Everyone is cordially invited to attend. See the new Bally Building. Enjoy refreshments, dancing and entertainment and meet leading celebrities ALL DAY LONG. ENTER THE \$2000.00 CONTEST TODAY!!!

FREE! OVER \$2000.00 WORTH OF BALLY GAMES

HERE'S ALL YOU DO ...

Simply fill in the missing words in the following 5 Bally Slogans and in the world famous Bally theme song, sung to the tune of "Hinky-Dinky Parlee Voo". These slogans have been advertised many times. You're surely heard or sung the Bally theme song. YOU DON'T HAVE TO BUY ANYTHING!

1. Bally _____ is your profit _____!
2. You'll _____ it rich with _____!
3. Bally is your best _____!
4. Bally _____ the key to _____!
5. Bigger _____ are Bally _____!
6. Now fill in the missing words in the Bally Theme Song:
"What d'ya think of Bally games _____ since _____? The greatest line of coin machines you ever knew! _____ knocked 'em dead; _____ miles Ahead! Bally leads the whole way thru."

THE PRIZES

- 1ST PRIZE - BALLY PARI-MUTUEL (Operator's Price ... \$177.50)
- 2ND PRIZE - BALLY MULTIPLE (Operator's Price ... \$167.50)
- 3RD PRIZE - BALLY BONUS (Operator's Price ... \$115.00)
- 4TH PRIZE - BALLY PEERLESS (Operator's Price ... \$115.00)
- 5TH PRIZE - BALLY DERBY (Operator's Price ... \$115.00)

AND 50 CONSOLATION AWARDS OF \$10.00 EACH

in trade on any Bally payout game. These consolation awards will be accepted through us or your jobber.



Ray and Jim

will be present at the new Bally Building on April 15th. C'mon over—be sure to meet them.



JOBBER-OPERATORS Contest closes on April 15th, 1936, at Midnight. Prominent members of the coin-machine industry will be present at the Bally Building at that time to choose the winners. All Jobbers and Operators are eligible to enter this contest. Over \$2,000.00 worth of Bally Games given away absolutely FREE—no hitches, no strings—you don't have to buy a thing. You are not obligated in any fashion to enter the contest. This contest has been arranged to celebrate our Silver Anniversary and the new Bally Building. RUSH YOUR ENTRIES IN TODAY! DON'T WAIT FOR THE LAST MINUTE! Be sure your name and address appear clearly written on your entry.

FITZGIBBONS DISTRIBUTORS, INC. 453 WEST 47TH STREET (BALLY BUILDING) NEW YORK CITY

EVANS' WINNERS

- ★ **POKER-ENO** Try your skill at getting a real poker hand on the light-up rack. 5 balls. 42"x21". (Illustrated) ... \$39.50
- ★ **LITE-A-BASKET** A snappy basketball game with new Fieldlight Score-board, 10 balls. 42"x21" ... \$43.50
- ★ **CLIPPER** Follow the big Clipper Ship on its flight. A ten-ball pin table. 42"x21" ... \$41.50
- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. Triple earning capacity. 45"x20" ... \$262.50

H. C. EVANS & CO.
1522-28 W. Adams St. CHICAGO

LITTLE JUMBO KNIFE DEAL

5¢ LAST SALE 5¢

QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

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MANUFACTURERS-DISTRIBUTORS OF VENDING AND AMUSEMENT MACHINES

SPRING CLEARANCE USED MACHINES

BEANOS	\$17.95 Each	KINGS	\$6.95 Each
SHOOT THE CHUTES	13.95	CHEER LEADERS	5.95
LUCKY STARS	12.95	MAN-IN-THE-MOONS	5.95
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OVER & UNDERS	12.95	TRI-A-LITES	5.95
WING LITES	9.95	TREASURE HUNTS	5.95
FIFTY-FIFTYS	9.95	PAR GOLFS	5.95
SPIT FIRES	9.95	CHICAGO LS	5.95
TNTS	6.95	GET-A-PACKS	3.95

These Machines are Guaranteed and Ready To Be Placed on Locations. Terms: All Cash Orders Under \$10.00. 1/3 Cash Orders Above \$10.00.

414 H. ST. NORTHEAST, WASHINGTON D.C.

CLOSE-OUT IN COUNTER GAMES

CENT-A-PAOK	\$6.00	PURITAN (No J. P.)	\$6.00	TICKETTE, Latest Imp.	
GET A PACK	6.00	SELECT'EM	6.00	Mod., with 500 Tickets	\$6.00
PENNY SMOKE	6.00	TAVERN	6.00	TWINS	6.00

These Games are in first-class condition, some used only a few days. Write for Price List on Pin Tables, both new and used. TERMS: 1/3 Cash with Order, balance C. O. D., F. O. B. Knoxville. Satisfaction Guaranteed.

H. & D. SALES CO., 1715 E. FIFTH AVE. KNOXVILLE, TENN.

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NOW ON DISPLAY

DAILY RACES \$125.00
The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.

SUNSHINE DERBY \$89.50

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The GEM

It's a Jewel for Profit Making

A REAL BUY AT \$12.95
F. O. B. Chicago

The GEM of all Penny Play Cigarette Machines and a Jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—
Make Steady Year 'Round Profits

GARDEN CITY NOVELTY MFG. CO.
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RIDE THE CREST WITH **BALLY BONUS**
 GREATEST REPEAT-PLAY 1-SHOT GAME IN HISTORY!

SWEEPING across the country like a tidal-wave, BALLY BONUS captures the choice locations everywhere—and piles up record-smashing profits! And what's the reason? Simply this: **Instead of discouraging the player, out-balls actually serve as an inducement to further play!** Because every out-ball increases player's payout possibility on the "NEXT" game—and it's that "NEXT" game and the "NEXT" one after that—and "so on far, far into the night"—that means **CONSTANT REPEAT PLAY.**

DOUBLE PAYOUT! GOLD AWARD!

Also plenty of Free Plays—Progressive Payouts—and the famous "Jumbo-style" **BIG WINNERS** right on the board! You can't help cleaning up big profits with this mighty combination of features. **So get going now with BALLY BONUS!**

"PAYOUT OR TICKET"

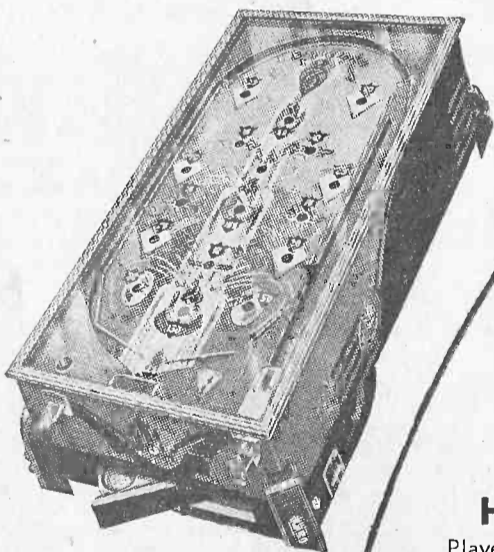
WRITE OR WIRE FOR PRICES



BALL in right or left out-hole automatically operates BONUS DIAL. Ball in center out-hole pays amount shown on dial.

44 in. by 22 in.

LET **PEERLESS BOOSTER LIGHTS** boost your 1-SHOT profits!



Odds. Booster Lights! Double Payout! \$7.00 Gold Award! Electric Bally-Hole! Possibility of 4 Free Plays and 4 Separate Progressive Payouts per game! Available in PAYOUT or TICKET models. Size 50 in. by 26 in. Write, wire or SEE YOUR JOBBER FOR PRICES.

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for RECORD-SMASHING PROFITS
RELIANCE
 PAYOUT DICE GAME

Pushing old-time counter equipment out of the picture! And no wonder! IT REALLY PLAYS DICE—the regulation "seven-eleven" game—and plays it with GENUINE TRUE DICE that spin and whirl as if thrown by hand!

HERE'S HOW IT WORKS!

Player wins on 7 or 11—loses on 2, 3 or 12. If any other number (4, 5, 6, 8, 9, 10) is thrown, **HANDLE TRIPS FOR FREE PLAYS**—and player "throws" till he makes his point or sevens! And four "naturals" in a row releases the **BIG \$25.00 GOLD AWARD!** Can you blame the boys for going wild over this great "automatic ivories" machine? **Get your share—order today!**

NICKEL OR QUARTER PLAY
 Write or Wire for prices

Bally Payout Pin Games licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. Pat. No. 2,010, 966.)



BALLY MFG. CO.
 2640 BELMONT AVE., CHICAGO, ILL.

PRICE TALKS! WHY PAY MORE? DAILY RACES

THE LOWEST PRICED MULTIPLE COIN SLOT
ONE BALL PAYOUT WITH CHANGING ODDS

*The First Game With Mechanical Arrangements for
Regulating Payouts—Adjustable for Tight
or Liberal Rewards*

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

SUNSHINE DERBY GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the **\$89⁵⁰** LOWEST PRICED payout in its class. Get yours today! 50"x24".

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50" x 24"

\$125

Electro-Pak
Equipped (bat-
teries optional).

Ticket Game,
\$135.00.

Check Separator,
\$5.00 extra.

Mint Vender,
\$10.00 extra.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . \$1.14
PLUS 10% FEDERAL TAX.

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THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS,
Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY
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ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
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2,406 1c sales takes in \$24.00, nets \$19.50 after
Cigarette payout. You can sell outright to dealer
for \$7.75. On 50% commission you collect \$9.65.
We carry a large line of Penny and Nickel Boards,
complete with Merchandise. We manufacture
Blank Boards, a complete line of Cut-Out Boards
—in fact, any kind of Board you want, at the
right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
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Takes in
\$24.00

Costs You
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One-Third Cash
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ance C. O. D.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's
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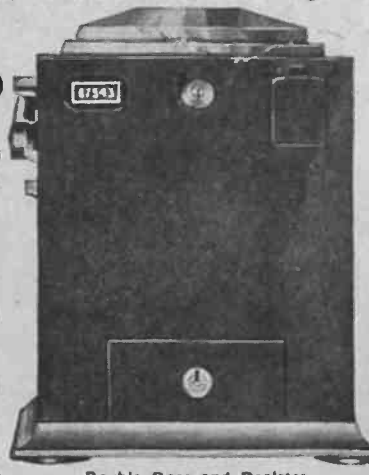
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts.,
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"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK
location tested and guaranteed for 2 years against mechanical defects. Average payout 50%.
Double Door and Register are made for the purpose of allowing the operator to leave key
with location for lower door. Register keeps track of all plays. Register shows through
special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, Single Door



Double Door and Register

Plain
Model,
\$12.00

With
Register and
Double Door,
**\$1.50
Extra**

BALL GUM
15c a box
(100 pieces)
CASE LOTS,
100 Boxes,
\$12.00.
1/3 Deposit
With Order.

DAVAL'S

TIT-TAT-TOE

WITH GUM VENDOR.

Three Games in One
Use for Cigarettes, Beer or Cash Prizes.
Just Change Card on Face of Machine.

THE SENSATIONAL COUNTER GAME OF '36.
The Most Beautiful, Most Fascinating Counter
Game Ever Made. Positively the Greatest Penny
Collector You've Ever Seen.

\$17.50 Register and
Double Door
\$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100
Boxes for \$12.
1/3 Deposit, Balance C. O. D.

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AMERICA'S OLDEST DISTRIBUTORS—SET. 1895

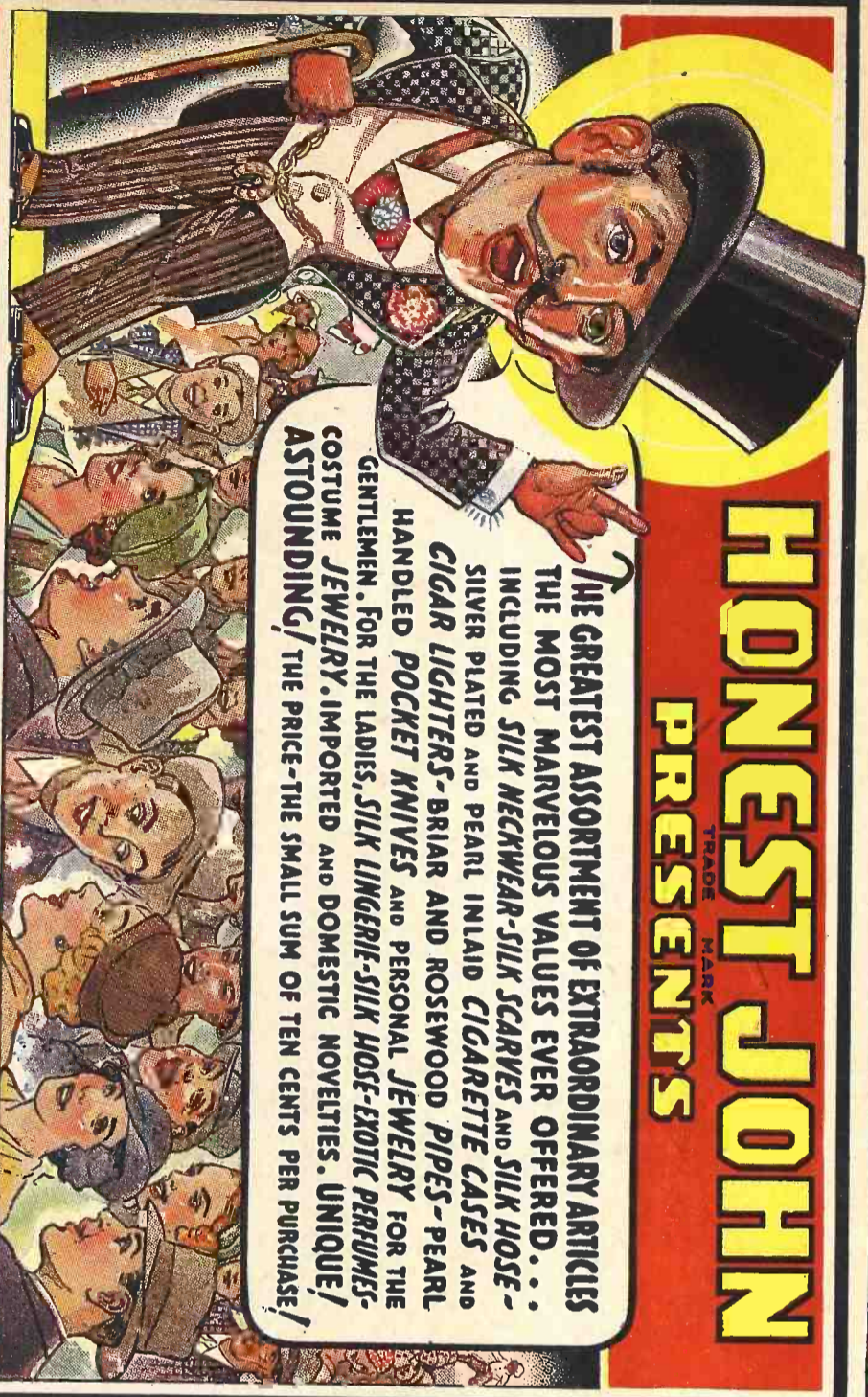


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THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERFUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!



AN AMAZING ARTICLE FOR A TRIFLING SUM

ASTOUNDING MERCHANDISE Each and every PURCHASE

10¢ PER PURCHASE

OPERATORS... SALES PROMOTORS \$50.00 TO \$100.00 PER DAY FOR YOU! YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED. YOU CAN EASILY PLACE 30 TO 50 ORIGINAL CASES PER DAY. AS "HONEST JOHN" REPEATS OVER AND OVER CONTINUOUSLY, YOUR PROFITS PYRAMID... THERE IS NO LIMIT!

SOME OF THE ARTICLES IN EACH CASE "HONEST JOHN"

- Silk Hosiery
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- Bassieres
- Panties
- Step-Ins
- Ladies' Silk Garters
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Sox
- Silk Scarfs
- Silk Suspenders
- Pearl and Bone Handled Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Fountain Pen Sets
- Propel and Repel Pencils
- Gold and Silver The Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Boxes
- Manicure Rolls
- Toilet Articles
- Babies' Silk Shoes
- Gold Plated Signet Rings
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Brocets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Vanida Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
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- Baby Dolls
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RECORD SALE!
12 MINUTES PER CASE!
Average complete sale in retail store less than 12 hours per case!

100% SALES GUARANTEE
WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... 100%
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"HONEST JOHN"
HAS 60-10¢ PURCHASES
RETAILER RECEIVES \$6.00 PER CASE
HE PAYS YOU \$4.50 PER CASE
YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES
25% DEPOSIT REQUIRED ON ALL ORDERS... BALANCE C. O. D.