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The Billboard

The World's Foremost Amusement Weekly



MARIO and FLORIA
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—Photo by [unreadable]



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orchestra

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New York, N. Y.

1619 Broadway,

The Billboard

Vol. XLIX
No. 13

The World's Foremost Amusement Weekly

March 27,
1937

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WPA BOYS IN THE DOUGH

WPA'ers May Take Leaves

Project workers allowed to take two to six-week leaves to hunt private jobs

NEW YORK, March 20.—William Farnsworth, assistant to Mrs. Halle Mangan, chief of the WPA Federal Theater Project, yesterday announced automatic reinstatement of all FTP employees who take leaves of absence without pay for periods ranging from two to six weeks in order to seek private employment. Ruling, which aims at encouraging project workers to find private employment, replaces a previous ruling which gave a preferential status to persons taking leaves of absence.

BOSTON, March 20.—Frankie Ward, old maestro of the Penthouse, Boston, has been named music project consultant by George Gibbs, president of Local American Federation of Musicians, and William Haddon, state director of federal music. Ward travels throughout the State for the WPA and gets into Boston in time to don his talk for a night at the Penthouse.

For the first time in 21 years, the Majestic Theater presented grand opera, the Federal music project giving Cur-

(See WPA'ers MAY on page 10)

FTC Writes Music Pub Code; Ready for Publishers' Okeh

Rephrases voluntary pact on "push money"—FTC will probe complaints of violations—other squawks to be handled by music industry itself

NEW YORK, March 20.—Wording of the Federal Trade Commission's code for the music publishing industry is already decided upon and will soon be submitted to the same committee of pubs who contacted FTC in preliminary negotiations March 2, according to John O. Patne, chairman of Music Publishers' Protective Committee. When approved, general trade conference will be held at the Hotel Astor here, with entire industry invited. New code contains a rephrasing of the rules of the publishers' voluntary agreement as to "push money," which is FTC nomenclature for paying orchestra leaders to plug one song as against another. Specifically, (1) Orchestra leaders must not be paid for performances, if payment is made without the knowledge of the employer. (2) No payment, if such tends to monopoly or restriction of competition. (3) No payment, if such is in the nature of "push money," either with or without knowledge of employer, if the payment tends to exclude somebody's music. Term "payment" includes gifts, bonuses, refunds or special arrangements. Infractions of the above will be handled by the FTC, but latter will investigate only on basis of complaints received. Grievances may be filed by anyone, including dealers, pubs or government.

Other violations of the code will be handled by music industry itself.

FTC will issue compliance cards to the pubs. Refusal to sign will not exempt pubs from the code, but will merely indicate their state of mind to the FTC.

Fadeout Bruts Sitdowners

DETROIT, March 20.—Thomas Donohoe's Orchestra is credited with originating the fadeout strike to battle the sitdown. At an engagement at Marygrove College last week, Donohoe was faced by a crowd of dancers insisting upon the band's playing overtime—and starting a sitdown on the dance floor to force their demands. Somebody pulled out the lights, and Donohoe and the band left their fadeout before the lights reappeared, effectively ending any season for the sitdown.

Prohibitive Outdoor Show License Bill Is Killed in Senate in W. Va.

CHARLESTON, W. Va., March 20.—House Bill No. 47, also known as the Sydenstricker Bill, calculated to put a prohibitive license on outdoor shows in West Virginia, has been killed in the Senate.

Several circus and carnival representatives have been busy against this bill among members of the Legislature. The defeated bill proposed to amend the State code so as to protect agricultural fairs, but provided that a license fee for circuses, carnivals and other traveling tented shows be made so exorbitant that it would be practically prohibitive. Specific terms of the rejected measure were that any such show desiring to

\$23.86 a Week Gives Them More Than Average in Stem Theaters

2,617 contracts for commercial theater jobs issued by Equity during year—1,693 of them for salaries between \$40 and \$99—six out of seven in bat one play

NEW YORK, March 20.—Average yearly incomes of the great majority of legitimate actors in Broadway productions during 1936 were less than yearly incomes earned by actors on the WPA Federal Theater Project, according to a survey made of salary contracts and average runs of plays. Contracts cleared thru Actors' Equity between January 1 and December 31 numbered 1,693 for salaries between \$40 and \$99, \$22 for salaries between \$100 and \$199, and 402 for salaries of \$200 and up, including legit productions extending into 1935 from the previous year or years,

such as *Dead End* and *Tobacco Road*, 115 casts gave a total of 4,714 performances in 1936. Counting on eight performances per week, this means a total playing of 589.2 weeks or an average of 5.12 weeks per play.

Assuming that six out of seven actors engaged in one play per year, a conclusion reached by a similar survey made in 1934, then actors who contract for between \$40 and \$99 earn between \$208 and \$504 annually; those in the \$100-to-

(See HIGHER PAY on page 20)

Music Publishers Want More Dough From Record Companies

NEW YORK, March 20.—Music publishers at their meeting in the Hotel Astor Wednesday complained they were losing money thru failure of record companies, notably Decca, to submit accurate royalty payments. Discussion brought out that publishers had already made attempts to examine the books of record companies, but were unable to secure satisfaction. John G. Falco, chairman of Music Publishers' Protective Association, advocated that each publisher make his own arrangement with recording firms, and advised a discount, to be set by the publisher, for prompt payment. By virtue of the flexible discount, pubs would then be empowered to establish rates themselves. Louis Bernstein added that the contract form should also reserve a right for the publisher to examine books of record companies.

A number of publishers were of the opinion that this system of collections would be too severe and would raise strong protests from the record people. They advocated instead, an agency or trusteeship method whereby collections

would come thru a central office, similar to the way collections are made from electrical transcriptions.

Discussion of case against Decca brought out the latter was allegedly paying insufficient royalties in England, too. Problem in the United States is further complicated because RCA Victor has been protesting to MPPA on ground that latter is collecting fully from them and not Decca. This, according to Victor, constitutes discrimination under the Robinson-Patman act.

Stated at the meeting that there were 400,000 coin-operated machines in the United States, each of these machines using 12 records per month, all pop records. Income accruing to MPPA from electrical transcriptions was said to be \$200,000 per year from 10,000 licenses.

Great Opening for New Barnes Circus

SAN DIEGO, Calif., March 20.—Al O. Barnes-Bells-Photo Circus Combined had a most auspicious season's opening here today. Ideal weather and two capacity houses greeted the big new show. With many new feature acts, it is unquestionably the best program the show has ever offered. Innovative ideas are noticeable.

The program runs largely to outstanding feature acts, excellent music and interpolated dance numbers in the special high spots are Bert Nelson's superb showmanship in presenting his thrilling mixed group of 26 cats; the Christians, ace riding act; Hal Silver, wire act, doing forward and backward somersault; Flying Anthony; Karley's European novelty act, Airplane Perch; the Orsons, featherboard act; America's Overn, sensational trapeze artist; a new big 70-home number, Three Dirlins, Lilliputians, two new magnificent specs, *Glenn's Old Mexico* as the opener and *Dorby Dan* as the closer. It all reflects great credit on Manager S. J. Cronin and Pat Vada.

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MUSIC PUBS WANT CHANGES

Nominating Committee Chosen; Equity Ballot Petition Seen

Administration slate elected—opposition falls short of two-thirds vote on secret ballot amendment—will petition for referendum—election tactics scored

NEW YORK, March 26.—Administration of Actors' Equity, after an electioneering campaign, succeeded in electing its candidates to the nominating committee yesterday at the Hotel Astor, while the insurgents scored a large majority on the proposed secret ballot amendment, failing, however, to obtain the necessary two-thirds vote. Nominating committee elected comprises Ernest Truok, Josephine Hull, Lucille Watson, Ruth Hammond, Mathias Briggs and Jimmy Durante. These will work with three council members, Clyde Fillmore, Lee Baker and Jay Yascett.

Frank Gillmore, Equity president, queried today, said he thought a petition for a referendum on the secret ballot would be submitted to the membership. Probability of this, is erieht from the tabulation of votes, 228 members being in favor and 171 opposed. Gillmore's point of view is that a change in voting procedure is only a minor matter, the only important element attaching to it being the inference of chiseling or cheating on the part of the administration.

Administration's action in handing out slips of paper bearing names of its candidates for the nominating committee was attacked by the opposition group, altho the latter is accused of having inaugurated such tactics three years ago. The opposition did not do so yesterday, thus leaving the questionable practice in the lap of administration.

Meeting was attended by some 720 members, not all of whom were seniors or in good standing, thus considerably cutting down the votes cast.

Petition fee, the national referendum on the secret ballot will have to be submitted to Paul Dullhall, Equity executive secretary, with 100 signatures within 30 days.

SAG-British Equity Pact Is Readied

HOLLYWOOD, March 26.—International working contract between the Screen Actors' Guild and British Actors' Equity, whereby a member of either organization in good standing must join the group under whose jurisdiction he is working, is being noted on this week by members of the SAG, who have been requested by Guild executives to ratify the pact. A 60 per cent membership vote is necessary in put the exchange of members thru.

Under the agreement British actors here will be under the SAG jurisdiction and American players in English films will be under British Equity rule. If ratified the deal becomes effective next January and permits players exemption from paying dues to home organization while visiting.

Paris Critics Elect Officers

PARIS, March 25.—At the annual meeting of the Presse Theatrale Française, dramatic critics' association of Paris, the following officers were elected: President, Pierre Mortier; vice-president, Paul Lary; and Robert Trebois, treasurer. Fernand Rouvray, general secretary, Georges Huet, secretary, Jules Delini.

Theater Authority's National Coverage?

NEW YORK, March 26.—Theater Authority is planning to extend its activities so as to obtain national coverage, both as to geographical area and addition of new theaters.

See THEATER AUTHORITY'S page 23.

Autograph Stamps

HOLLYWOOD, March 26.—Plan currently under consideration by the Screen Actors' Guild to raise funds for the erection of a home for retired actors and for theatrical relief work would put the autographs of famous film folk on sale via the mails at 25 cents per signature. Stunt, already endorsed by number of top screen players, would require requests for autographs to be accompanied by special two-bit fund stamp which is canceled by the signing filmiter.

If idea is okched down the line, Guild will put stamp books on sale within next few months. Newsstands, drug stores, etc., will peddle to the public.

Petrillo Hits At CIO Setup

CHICAGO, March 26.—Any effort on the part of the Committee for Industrial Organization to move in on musical union activities here will be met with violent opposition, according to James C. Petrillo, president of the Chicago Federation of Musicians.

At a banquet given in honor of his 46th birthday by the musicians he led his attack on the CIO program with several well-pointed remarks. "We will not let John L. Lewis organize the unorganized musicians," he said. "As president of the Chicago Federation of Musicians I call on you to fight this ambitious labor leader who wants to become the savior of this land of ours and of the entire world with his 'one union' plan."

Vallee To Stage AFA Show

NEW YORK, March 26.—Rudy Vallee, president of the American Federation of Actors, is staging the benefit for his organization Sunday evening, April 26, at the Metropolitan Opera House here.

American Academy Students Present Two Productions

NEW YORK, March 26.—The senior students of the American Academy of Dramatic Arts offered the 11th and 12th presentations of their current season this week at the Empire; on Tuesday Berkeley Square was presented, and yesterday the youngsters gave Walter Hackett's *Captain Applejack*. Berkeley Square, by long odds the more difficult of the two, was by long odds the more successful.

Altho all the kids in John L. Balderston's splendid fantasy did good work, Tuesday's chief point of interest was young William Bock, who played Peter Blandish, the Leslie Howard role. Bock, an intelligent and sensitive young actor, (See AMERICAN ACADEMY on page 10)

New Film Daily Year Book Out

NEW YORK, March 26.—Film Daily's 1937 year book, edited by Jack Allicote, has recently been released. Volume is bigger than ever and reflects the progress of the picture industry over the year. Information contained in the book is gleaned from every branch of the business, and is a compilation resulting from the year-round activity of staff of Film Daily.

Allicote thanks Motion Picture Producers and Distributors of America, Academy of Arts and Sciences, the studios, distributing companies, exchange, federal departments and agencies, the daily newspaper critics and others who co-operated in furnishing information.

Marcus Explains Theater Episode

CHICAGO, March 26.—In a communication received by The Billboard here, written before he and his company sailed from Vancouver March 17 for a tour of New Zealand and Australia, A. B. Marcus, manager of the Marcus Show, charges the Intermountain Theaters, operating the Paramount Theater, Salt Lake City, with failure to live up to its original agreement, which resulted in rigging down the curtain on a performance of *Rome Continental* at that theater two weeks ago.

In his letter Marcus denies that he "lost his head," as reported in the press, and that house manager Earl McClurg and not he (Marcus) ordered the curtain dropped. Marcus alleges that the dispute arose over a switch in bookings. He claims that after he had agreed with Harry David, general manager of Intermountain Theaters, to play the Capitol Theater, Salt Lake City, under certain terms and conditions, Ray Hendry, (See MARCUS EXPLAINS on page 10)

Security Tax on Band Leaders Stayed; AFM, 802 Push Inquiry

NEW YORK, March 26.—As a result of visits to the Department of Internal Revenue by Thomas Gamble and William Peinberg, assistant president of American Federation of Musicians and secretary of Local 802, respectively, for the purpose of clarifying several social security board rulings, the ruling classifying band leaders as independent contractors has been held in abeyance. Termed employers until now, leaders and not "real" employers of orchestras were held responsible for the social security salary levy. Under present status, question of who pays, until the responsibility is finally fixed, is indefinite.

Both the AFM and 802, meanwhile, will prepare briefs containing arguments for shifting responsibility away from leaders, and government will make a study of the situation. Washington officials have also asked the AFM to investigate all musicians' contract forms in order to ascertain the status of the band leader in each instance. According to AFM, some contracts make the leader an independent contractor; in others, leader is an agent of the union, or agent for the members or an agent for the sponsor.

This investigation may ultimately lead to the issuing of a standard contract form to cover all localities. Further, inasmuch as the independent contractor ruling is the only rule in the social security laws affecting show business, according to Mrs. Anna Rosenberg, local regional director, a clarification of this problem may disentangle all show business from the mass of uncertainty now afflicting it.

For Amended Copyright Law

MPPA to raise lobby fund—wants greater power over use of recordings

NEW YORK, March 26.—With the Duffy and Daly copyright bills already before Congress, Music Publishers' Protective Association at the Astor, Wednesday, decided that, instead of opposing these measures directly, it would favor retaining the current copyright law of 1909 with the addition of a few amendments. John G. Paine, MPPA chairman, outlining the copyright situation in Washington, asked fullest co-operation from the pubs in order to raise a fund to secure adequate legislation.

Wisdom of backing an amended version of present copyright law, as explained by Paine, lies in the fact that the measure is well understood, having been adjudicated over a period of years in the courts, whereas new bills would require years of tedious litigation for complete clarification. According to Paine, the motion picture industry is in agreement on this point, altho Motion Picture Theater Owners of America, exhib org, favors the Duffy bill as a possible means of securing success from alleged heavy fees accruing to American Society of Composers, Authors and Publishers.

Among amendments to current copyright law submitted by Paine were proposals to bring the law in line with the present technological advance in music uses. Items to be included are (1) Publishers in granting licenses should have the right to determine the field in which a recording shall be used, either radio, (See MUSIC PUBS on page 8)

French Greeters' Committee

PARIS, March 26.—For the purpose of extending proper welcome to visiting theatrical artists, directors and producers, a welcoming committee has been constituted under the presidency of Edouard Bourdet, director of the French national theaters. Committee is made up of prominent French theatrical stars, authors and theater managers. Move is particularly timely in view of the many foreign artists slated to participate in galas at the Paris International Exposition of 1937.

MARIO and FLORIA (This Week's Cover Subjects)

MARIO AND FLORIA met in 1933 at a rehearsal in New York. Mario Arsenau, son of a Greek Orthodox priest, had been in this country seven years. He came to America when he was 15 and specialized in tenor. Florio Newcomb had done top and ballet. Together they rehearsed ballroom steps for many weeks until they felt that they were ready for public appearances.

Their first backing as a team was at the Montclair Hotel, New York. The next step was in a revue playing the New York Capital Theater. After that came a booking at the St. Regis Roof, New York, where they have played several return engagements. Later a 17-week run at the Chez Paree, Chicago, earned them general acclaim. Next they were featured with the Guy Lombardo, Jack Benny, Eddy Duchin, Xavier Cugat and Freddy Martin bands. After that came bookings at the Billmore Hotel, New York; the Roney-Plaza, Miami, and the Ambassador and Plaza hotels, New York.

Floria's gowns, most of which are red and white, plus combinations of these colors, are created by Madras Van Winkle, Hollywood stylist, who also designs Claudette Colbert's and Nancy Carroll's wardrobe.

When Mario and Florio were playing at the Sherry, Mrs. Eleanor Roosevelt and Mrs. Sarah Delano Roosevelt complimented them. When playing in Washington some time later, Mario and Florio were honored with an invitation to the White House.

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Mills Lines Up Waxing Talent

Signs bands and acts for Master, Variety labels — eyes music machine trade

NEW YORK, March 26.—With an apprehensive eye on the limitless field of supplying automatic phonograph operators with up-to-date and unusual band and talent recordings, Irving Mills, head of the Master Records Company, has lost no time in signing up to exclusive contracts both bands and individual talent. George Hall was signed last Wednesday to wax for Variety (35-cent) plates and Baby Rose Marie will record next week.

Other late recordings include Hudson-Delango Band making eight sides for Master (75-cent) records; Eileen Ormet. (See **MILLS LINES UP** on page 18)

Musical Guild Favors 4A Tie

NEW YORK, March 26.—Results of American Guild of Musical Artists' membership referendum on the question of A.G.M.A.'s contemplated A.P. affiliation thru the Four A's shows 93.5 per cent in favor and 1.5 per cent opposed.

Fall of the membership on the question of A.G.M.A.'s regulation of the admission of non-paying audiences at radio broadcast performances by A.G.M.A. members has been completed, showing 96 per cent in favor of such regulation and 4 per cent opposed.

Short for Dallas Expo

DALLAS, March 22.—Harold Short, legit producer, has been signed as general producer for the Greater Texas and Pan-American Exposition to be staged here from June 12 until October 31. Feature of the exposition will be a theater cabaret for which Short will produce the shows. Jo Masterson will draw up the plans for the cabaret and will also do the scenery. Opening show in the cabaret will include the Ted Fio-Rito Ork. Veloz and Yolanda, Stan Cavanaugh and Freddie Dogs. Booking is for four weeks and options of two more.

Memphis Has Outdoor Theater

MEMPHIS, March 22.—Year of planning by members of the Memphis Park Commission has just culminated in the erection of the most modern outdoor theater in the South and one of the finest in America. New theater has a large seating capacity and arrangements are now being made to book attractions. Park affords unlimited space for parking.

NEW YORK, March 26. — Coast to Coast Music Corporation, operated by the Landi Trio, is publishing its first tune, Dream Dust. Intend to follow this with several novelty songs written by themselves.

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RADIO ACTORS TALK UNION

Secret Meetings Being Held; May Work With Actors' Equity

First radio actor organization drive since passing of NRA—recent pay cuts one principal cause—hope to get affiliation with other unions—Equity's position

NEW YORK, March 26.—Radio actors are planning their own union. For the first time since Actors' Equity dropped the idea a year or so back, when the NRA passed out of existence, the other players have become strongly union-conscious. For the past few weeks leaders in the organization move have been conferring secretly, at homes and in restaurants, and have started making quiet bids to other actors to join in. Before any actual steps are taken to organize, leaders plan to get the sentiment of as many of their fellow workers as possible, one important move in avoiding possible missteps. It is said that if possible the radio performers will associate with Equity and under Equity. Actors claim that they might avoid their cause thru such operation and avoid the difficulties of associating their own organization with other American Federation of Labor theatrical unions, such as musicians, electrical workers and so forth. This affiliation is held necessary if any radio actor group is to maintain strength. At the same time, one reason causing the organizational try is offered as the actors' belief that Equity has fallen down on the job in radio. Plan is said to be to offer the organization, when set, to Equity and if the action then doesn't follow thru from Equity, for the radio players to continue on their own. Not since the flop of the Remote Control Club, some years ago, has there been a move from radio actors themselves to organize. In the present move, Lambda Club members are said to figure actively.

Pay Cuts

One reason given as leading to this new organization drive are losses in pay suffered by the actors. Commercialists in many cases have set \$35 as the maximum, against the former \$50 and better average. World Broadcasting System is paying \$12.50 for many recording jobs. Never a good payer, actors say, WBS at least used to pay \$15, small money, especially in view of the many performances given the records. Benton & Bowles are said to be paying \$25 top now, including repeat broadcasts and a mandate to dress formally. Some J. Walter Thompson shows, including the Ripley series, are also named as cutting.

Equity has jurisdiction in its charter over radio, this the franchise radio actors will demand if Equity refuses co-operation. Equity, however, has maintained this radio players themselves are at fault. Equity was quite active during the NRA periods in this connection and shortly before the NRA was killed had presented a code covering radio performers. Surveys showed then that about 55 per cent of the radio actors were Equity members. After the NRA failure, Equity's position was weakened and a move was made to strengthen Equity in radio by offering actors a chance to be brought up to date in Equity standing by paying \$10, regardless of how much back dues were involved. In 18 months only 23 radio Equityites availed themselves of this concession, from which Equity drew the conclusion that radio players had no desire for unification.

Amos 'n' Andy Organizer Suffers Hunger Collapse

CAMBRIDGE, O., March 26.—J. Lesley Hall, 32, organizer on the Amos 'n' Andy program for three years, is seriously ill in a hospital here. He collapsed on U.S. Route 40, while trying to thumb a ride. Physicians said he was suffering from acute hunger.

Hall was found unconscious on the side of the road three miles east of town by motorists who took him to the hospital. He was identified by papers in his pocket. He admitted his identity reluctantly.

He said he was hitch-hiking from Newark, O., to New York City and had been without steady employment for seven months, since leaving the Amos 'n' Andy program. He was given 1,500 units of insulin. Hall's residence is in California. His parents are dead.

Cotton Festival Plugs Air Plugs

MEMPHIS, March 26.—Cotton Carnival Association has announced an intensive campaign via the air waves stressing showmanship. Scripts will employ all possible color of the carnival itself. Carnival theme, *King Cotton Song Book*, lends itself to radio exploitation with frequent presentation of scores by such composers as Bach, Beethoven—and perhaps a bit of W. C. Handy blues. One feature of the radio campaign will be the "Magic Cotton Ball."

In addition there will be a series of broadcasts entitled *World's Greatest Parties*. In humorous style such events as the Boston Tea Party, Antony's party for Cleopatra and other burlesques on historical facts will be dramatized and lead into a comparison with *The South's Greatest Party*—the Cotton Carnival.

Special local and out-of-town programs, as well as regular commercial interests, will be dedicated from time to time to the carnival. All local radio stations are co-operating and will broadcast the full series planned. Milton Simon is chairman of the carnival radio committee, and he is being assisted by Hoy Wooten, of WREC; Emmett McMurray, of WNRB; H. W. Slavick and F. W. Roth, of WMC; and Malloy Chamberlain and Grover Godfrey, of WNRB. Edson Anderson is script chairman and Bunny Hugo and Julia Marie Schwan head the dramatic reading and production departments of the Cotton Carnival Radio Players.

Seek "Real Life" Curb

SACRAMENTO, Calif., March 26.—Resolution calling on Congress to put thru federal legislation curbing the so-called modus operandi radio crime dramas in which underworld tricks are divulged or in which crooks are romanticized was adopted by the State Senate. Resolution states that many impressionable youngsters and adults are awayed to follow in the footsteps of the air gangsters.

Total of 150 Stations Is NBC Aim for End of Year; 117 Now

NEW YORK, March 26.—Having two networks totaling 150 stations is the aim of the National Broadcasting Company, this figure to be achieved, it is hoped, by the fall or end of this year. Report is that by June, 1937, NBC hopes to have added to its string now totaling 117 on the Red and Blue another 33 for 150.

In line with a decision made last year NBC is concentrating on the Blue, which was for a time, a sort of problem child in that, with a large number of high-powered outlets, it couldn't seem to get going. NBC execs are tired, it is offered, of looking at the monthly network gross figures and seeing the Blue come in third and no fourth in the running.

Info is that NBC hopes to offer, by way of actual coverage, two Red net-

Off Beat Obligation

PHILADELPHIA, March 26.—WDAS listeners never quite know what to believe. Harry B. Reinhardt, electric appliance, sponsors a half hour of recorded music with the announcer pleading that you don't really need cash; best bet is to buy on credit. Following recorded songs is in interests of Reimagine Furniture Company and speaker warns that the only way to save money is to pay cash. Station doesn't care who's right or who wins, as long as it gets the dough on the line.

Bill Gives Pix Air Censorship

ALBANY, N. Y., March 26.—A proposed new section to the Education Law would make it unlawful for broadcasting stations to permit broadcasts of advertising matter without approval of the State Motion Picture Division as to wording. Bill provides that the Motion Picture Division shall receive a copy of the proposed matter and may delete false or misleading statements.

Law was introduced by Senator William J. Murray, Democrat of New York City, and is now under consideration by the Senate education committee.

WAIR Names Executive Staff

WINSTON-SALEM, N. C., March 26.—Station WAIR, which had its opening here this week, has C. G. Hill as commercial manager, George Walker as station manager and Donald Gardner and Roge Von Roth as its executive staff.

Station operates on a frequency of 1,250 kilocycles and 250 watts. Spot program advance sale has been brisk, according to Station Manager Walker.

For the present station will feature NBC Thesaurus Transcription service.

New station is a competitor of the 100-watt 1,310-kilocycle WJIS station operated by *The Winston-Salem Journal* and *Twin City Sentinel*, morning and evening newspapers.

Set WNOX Baseball

KNOXVILLE, March 26.—WNOX, local Scripps-Howard station, will broadcast all out-of-town games and seven pre-season seasons by the Knoxville baseball. Wheatons will sponsor.

This will be the first time that local games will be radioed.

Dick Bray Gets Sponsor

CINCINNATI, March 26.—Dick Bray, well-known Midwestern sports official and commentator, has secured Chrysler-Plymouth sponsorship for his 15-minute broadcasts which are heard nightly, excepting Sunday, over Station WKRC. Program features local and nationally known figures in the world of sport.

works—that is, having the Blue offer to advertisers duplicate market coverage, dittoing the Red. This was talked about at a recent sales meeting, according to information.

Since January 1, 1936, the NBC Blue was bolstered by 29 stations, six on the basic. NBC Red picked up 16, one basic.

NEW YORK, March 26.—National Broadcasting Company will add KIDO, Boise, Ida., to its North Mountain group about July 1. Station, which will make NBC's total 118, is the only one in Boise and will be the only Idaho station with national web affiliation. KIDO will be supplementary to both Red and Blue NBC networks.

Station is 2,500 watts daytime and 1,000 watts nights, and its frequency is 1,350 kilocycles.

MPPA Renews "Parade" Plaint

Publishers call Lucky show "menace" — "For God's sake, stop it," says one

NEW YORK, March 26.—Music Publishers' Protective Association at a meeting Wednesday renewed its fight on the Lucky Strike *Hit Parade* program, general tenor of the confab being set by Ben Dorrstein with the remark that the series constituted publishers' "biggest menace." Agreement on this point was practically unanimous and vehement, only one pub, Louis Bernstein, chiming in with a kind word for the George W. Hill program. Alleged harmful effects on the music industry attributed to *Parade* were (1) Difficulty of selling songs not included in the seven leaders; (2) Disturbance of publishers' sales campaigns. In addition, beefs were registered that the program was inaccurate, illegitimate, a lottery and that tunes worthy of inclusion in the seven were held out, and that leading vocalists, including Bing Crosby, were averse to singing tunes not in *Parade*.

Shortly after one pub exclaimed, "For God's sake, stop it!" a vote was carried labeling *Parade* a "detriment to the industry." Advantages of seeking redress thru litigation was nayed. John G. Palmer, MPPA chairman, pointing out that George W. Hill would be more likely to listen to reason if presented with logical arguments prepared by the pub and submitted by Joseph V. McKee, MPPA counsel. Aim would be to point out the commercial effect of the program on the industry and so try to eliminate its injurious angles.

Attitude of Lord & Thomas, agency handling the program, is that *Parade* furnishes pub's free advertising. Agency when contacted previously with a view to cutting the listing to three stated that to do so would kill the contest idea in which it is primarily interested.

Failure of MPPA to get action thru presentation of arguments by McKee will undoubtedly precipitate another meeting to determine a different procedure.

Local Station's 17 Salesmen; Restricted

ATLANTIC CITY, March 26.—William Appleby, WFO sales manager, bettered in bigger and better time sellers, the more the merrier. He's been planting ads in all near-by metropolitan centers for radio salesmen and staff now numbers the grand total of 17. How most of the salesmen can cash in on their posts remains a dark secret. Or maybe they are only after the experience.

Being a municipally-owned station, Appleby cannot accept any outside retail accounts for fear of offending local merchants whose taxes help support the station. Being a resort town, population hits a peak only during the summer months, when few care to listen. Also, in sharing the wave-length, station remains silent during the salable evening hours.

JEAN F. GROMBACH

Writes on

Unit Production for Radio

In the Spring Number of The Billboard Dated

April 10, 1937

ACCOUNT PLANS

ONIDA, Inc., thru B. B. D. & O., 43 quarter-hour e. t. programs, Peggy Tudor, started March 11 on WCKY, Cincinnati.

CHRYSLER MOTORS, 12 spot announcements, started March 17, thru Leo Anderson, Detroit, on WCKY, Cincinnati.

CALCO CHEMICAL CO., 52 one-minute e. t. announcements, starting May 3, thru Perry-Hanly Company, New York, on WCKY, Cincinnati.

ICE PUBLICITY ASSOCIATION, of Philadelphia and vicinity, is again planning an extensive advertising campaign for this year's summer season. H. W. Steele, Inc. ad agency, is handling the account. Program will include newspapers and radio.

BULLOCKS department store, Los Angeles, is auditioning a show at KNX for first crack at serious radio advertising. Piece is titled *New Horizons* and features Felix Mills Ork, Jud Sloan and Elizabeth Matheson, vocalist. No starting date set.

MURPHY PRODUCTS of Burlington, Wis., have bought a half-hour period of the *WHO Iowa Farm Dances Frolic*, three-hour show broadcast every Saturday night from the stage of the Shrine auditorium, Des Moines.

WOMEN'S CHRISTIAN Temperance Union has started 15-minute e. t. sketches on 30 stations. Programs dramatize effects of mixing gasoline and alcohol and are part of the WCTU's \$1,000,000 campaign to fight the demon. Placed out of Chicago.

PEASLEE-GAUBERT Paint put its P. G. Varieties on about 35 stations March 22. J. Stirling Oetcheil placed the series of 15-minute programs.

KELVINATOR CORPORATION will use announcements on 143 stations, but date has not been announced as yet. Underwood that local dealers will place the accounts.

BAY STATE PAINT will begin a five-minute program, *Bay Bright Spots*, April 5, on seven stations. Placed by J. Stirling Oetcheil.

SCHLITZ BREWING Company has set two 15-minute programs weekly on *WHO*, Des Moines. McJunkin Advertising Company, Chicago, placed.

INDEPENDENT GROCERS' ALLIANCE has renewed its series of three 15-minute programs weekly on 13 stations. Charles Daniel Hays, Chicago, placed.

LEATH & COMPANY, Midwestern chain furniture stores, renewed a yearly contract with *WROK*, Rockford, Ill. *Man-on-the-Street* broadcasts have been increased from 10 to 15 minutes. Sponsor also aired *The Musical Clock* for an hour daily.

Ruffner's Wow Money In Reported R. & R. Deal

NEW YORK, March 20.—If Edward (Tiny) Ruffner shifts to Ruthrauff & Ryan in the radio department, as reported and denied, he's supposed to be drawing \$50,000 per annum in his new job. Ruffner, now with Benton & Bowles, is to that agency's radio department and does all B. & B. announcing.

Benton & Bowles are reported trying to get Clarence Menger, NBC Chicago production man, to join them in New York, with Menger supposedly refusing to leave Chi.

Howards for Dr. Lyons

NEW YORK, March 20.—White and Eugene Howard are slated to start in the steady comedy assignment on NBC in *Manhattan Merry-Go-Round* (Dr. Lyons' Toothpowder) within a fortnight. Team is now in Florida on a night club date and go on the show when this is completed. Material writer not set.

WMCA's 225 G Renewal

NEW YORK, March 20.—Renewal meaning close to \$225,000 over the year was set this week by WMCA with Remington-Hand. Sponsor went on the line for another year of its backing *Fire-Star* show.

The Pep Boys

NEW YORK, March 20.—General Mills will hold a convention of its baseball announcers in Chicago April 11 and 12. Some 500 ball-chatterers will hear the firm's baseball policy outlined and general plans for treatment of news will be powwowed, with spicers to get a "pepping up." WNEW hoping to broadcast the meet.

Frisco Fair Nixes Exclusive Airings

SAN FRANCISCO, March 20.—A meeting of Coast radio heads and publicity executives from the Golden Gate International Exposition was held yesterday at the Commercial Club to draw a bead on the 1937 fair's broadcasting.

Attending were Don E. Gilman, of NBC; Wilbur Eikelburg, manager of KPRC, for the Mutual and Don Lee nets; Donald W. Thornburgh, CBS vice-president; Bob Roberts, of KYA for CBS; Ralph Brunton, general manager of the Northern California Broadcasting System and spokesman for two independents, KXK, Oakland, and KROW. Expo execs actively concerned were Clyde Vandenburg, head of the publicity department, and Arthur O. Lanketter, in charge of the fair's radio activities, which, up to now, have been practically dormant.

First policy adopted was that of the non-exclusive approach. All stations and networks will be given equal opportunity to air any and all of the fair's attractions. However, ideas or shows submitted by the nets or stations which prove usable will be reserved for them exclusively. There will be a preferential rating for the major studios and facilities in the matter of airing commercial shows. Nation-wide sponsored shows, expected to be aired from the fair, will take precedence.

Exposition radio department will be established soon. There will be four or five major studios and from 15 to 18 remotes around the grounds. Much will be spent on equipment, studios and facilities, including a public-address system. All talent contracted for by any branch or department of the fair will be potential radio talent and contracts will so specify.

DeForest Memorial

OMAHA, March 20.—Lee DeForest, inventor, is to have a memorial dedicated in his honor by the Council Bluffs Chamber of Commerce. John M. Henry, general manager of Central States Broadcasting System, has been appointed chairman of the committee arranging the dedication ceremony, which is planned for early summer.

DeForest, now in California, has been invited to the celebrations honoring the native son.

N. Y. Station Publicity Chart

NEW YORK, March 20.—Following table is an accurate check on newspaper publicity breaks scored by New York stations and is presented regularly by *The Billboard*. In the compilation, 12 dailies figure, nine in New York (Manhattan) and three in Brooklyn.

In the index, WMCA is ahead of WOR by a close margin, a position that WMCA also held last year at this same time of the year. Relative position of WHN as regards WMCA has not changed materially since last year. WINS, the Hearst-owned station, is off by a fairly large number of mentions as compared to 1936. This outlier relies mainly on

Stations Keep 'Coronet' Show But Lose in NBC-MBS Switch

Difference in networks' station contracts cost some stations as much as 30 per cent—KWVK, WFIL, WBAL, WGAR and others affected—NBC's recapture clause

NEW YORK, March 20.—Shift of *Coronet* magazine's recently started program, *Coronet on the Air*, from WOR-Mutual to the NBC Blue network will mean a financial loss for a number of stations, even though these same stations are getting the program from NBC. There is also talk, unconfirmed, that NBC recaptured some stations' time, so that Mutual could not clear time desired by *Coronet*. However, Mutual couldn't get time in Chicago on WGN, which market was necessary to the advertiser. Program with Deems Taylor, Robert Armbruster's Orchestra and dramatic sketches, shifts to NBC intact, with the time on WOR to be taken over by *Esquire*, published by David Smart, *Coronet* publisher. This is *Esquire's* first crack at radio.

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.

WCOC, Meridian, Joins CBS; First Miss. Spot

MERIDIAN, Miss., March 20.—WCOC, Meridian, and owned by D. W. Gavin at Meridian, will join the CBS network with about 10-hour daily schedule May 1, Gavin says. He also reports that he intends to file application for increase in power, complete equipment renovation and change in location of studios and transmitter. If station does join CBS it will be the first Columbia link in the Magnolia State. Setup has been sponsored by the Meridian Junior Chamber of Commerce in belief that city will benefit from affiliation and expansion.

Bachem's New NBC Job

NEW YORK, March 20.—John H. Bachem, Eastern division sales manager of the National Broadcasting Company, becomes assistant to Roy C. Witmer, vice-president in charge of sales, April 1. Bachem will supervise sales operations in the Detroit, Cleveland and Pittsburgh divisions. Before coming to NBC in 1932, Bachem had been connected with various publications.

A number of NBC Blue stations are also affiliated with Mutual, including WFIL, Philadelphia; KWVK, St. Louis; WGAR, Cleveland; WBAL, Baltimore; WMT, Waterloo, and KSO, Des Moines. These stations get the program from NBC as they would have from MBS. However, Mutual's station deals differ from NBC's, later paying an average of 35 per cent of card rate to its affiliates on commercial. Mutual deal provides for full rate less agency commission, line charges and in some cases a Mutual sales commission. These three nickels figure up less deducted from card rate than the difference between card rates and NBC reimbursement.

NBC's time recapture clause, covering network station time sold locally, whereby the chain, if a station sells time allotted under contract locally, can recapture it on 28 days' notice. Mutual, in addition to the *Coronet* deal is said to have lost out when the Jack Pearl program was shifted on a recapture more and when Lamont Corlies' program was shifted. Mutual had to juggle its repeat on the co-operative coffee distributors' program after NBC had sent out a recapture order.

Esquire talent hasn't been chosen. Batten, Barton, Durstine & Osborn placed the *Coronet* business and will, it is expected, handle the *Esquire* program. Original WOR contract for Smart will remain at B. B. D. & O., this agency having set this deal. *Coronet* shift takes place April 2 (Friday), 9:30-10 p.m. *Esquire's* first WOR show is April 5.

Station "Gets Even" With Daily; Gives Classifieds

GREEN BAY, Wis., March 20.—A free service to listeners, comparable to newspaper classified ad columns, is being featured by WTAQ daily. Spot is called the *Bureau of Public Service* and enables fans to advertise articles for sale, rooms and homes for rent, employment services and club announcements, on the cuff.

Station and local daily are not on speaking terms, because newspaper refuses to list program schedules. Station gets out a weekly paper service called *The Radio Beacon*.

Feldman's New Job

BOSTON, March 20.—Arthur S. Feldman, NBC-WBZ announcer, has been appointed manager of special events for WBZ and WBZA Boston and Springfield, Mass. John A. Holman, general manager of the NBC Blue network outlets, says.

Magnesia Series

NEW YORK, March 20.—Lorenzo Jones, new production for Phillips' Milk of Magnesia, begins April 26 on National Broadcasting Company's Red network. Sponsor will probably also use one Canadian station with local talent. Agency is Blackett-Sample-Hummert.

Denial, and How!

NEW YORK, March 20.—Vinciferous denial came from WLW, Cincinnati, yesterday regarding the report that station had just signed a new six-year contract with NBC. NBC also denied the report the same day. Louis Crowley, of WLW, said the report was "absolutely untrue."

Period covered in chart below is from January 24 to February 20, 1937. Compilation is maintained on a basis of 13 months of four weeks, to provide close dates for checking weekly periods of each year. Only radio column and "best bet" boxes—not city desk boxes—are counted.

Station	Column		1937	1936
	Mentions	Highlights		
WAIB	270	1,058	1,363	1,170
WJZ	275	911	1,185	938
WRAP	235	871	1,106	1,082
WMCA	157	399	596	477
WOR	173	389	561	418
WHN	83	179	262	264
WNEW	48	174	217	222
WINS	40	110	159	230
WNYC	18	101	117	96
WQXR	7	63	89	—
WEVD	3	51	54	78
WBNN	12	16	28	19

Admen's Shorts

IT WAS a Republican governor (Maine's Lewis O. Barrows) who finally signed the bill creating one of the first marketing co-operatives ever inaugurated in the U. S. A. The Adman Sturges Dorrance, Brooke, Smith, French & Dorrance presy, who first brought the matter up, sold the bill of goods first of all to Governor Louis J. Bran, New Dealing Democrat. Without ever mentioning the word "co-operative" to the down-casters, rugged individualists to a man, Sturges Dorrance took two years to the job and sold them on co-operation. Local lights decided to bury petty pride and grievances not because they had been won to love for each other but because they feared the steady advance of the Idaho potato in the markets of the East. The bill levies a penny-a-barrel tax, most of which will go for advertising and is expected to net some \$200,000 in good years.

Phillip Lennen, of Manhattan's Lennen & Mitchell, is keeping a tight flat on the biggest current spot news in advertising—the number of entries in Old Gold's \$200,000 who's-this? cartoon contest. Only checks available are records of retail mics but the publication of these given in the tobacco trade press is ignored upon by the agency. A poll of Manhattan retailers has revealed a 50-100 per cent upping in sales. Odd datum: enthusiastic Manhattan Jobber Morris Kaplan stood up proudly in a recent P. Lorillard Company stockholders' meeting and boasted his traffic in the double-mellow cigarettes had upped 300 per cent.

Some time ago Stanley Brown, chief liquor man at Brown & Tarcher, met his good friend Lewis Rosenstiel, who is of the same persuasion. The result of this meeting, plus some careful figuring, was the recent game of musical chairs with the great liquor accounts—for Friend Rosenstiel is chairman of the executive committee of Schenley Distillers' Corporation. The figuring was as follows: Brown & Tarcher had Calvert, with a billing of approximately \$3,000,000, as well as Julius Wile & Sons (Benedictine), approximately \$400,000, or a total of \$3,400,000. B. & T. resigned these accounts three weeks ago, and their share of Schenley came promptly in the house. Their share was a three-fifths of the \$7,900,000 total of about \$4,700,000, \$3,400,000. B. & T. re-signed these accounts, \$400,000. Out of the deal Benton & Bowles got Calvert, and Lord & Thomas was left holding the bag—and the Wilkin Family, etc.

SPIES have revealed a \$18,000,000 lesson in "How To Handle Ford." If you have or want the Ford account you eventually wind up at the final proving ground of the executive dining table for a luncheon at the Ford Motor Company plant in Dearborn. There is no suggestion of liquor or tobacco on your breath, so you sit down to eat with Mr. Ford Sr. You do not order until Mr. Ford has ordered. He orders nuts and raisins and a glass of milk. So you order nuts and raisins and a glass of milk. You eat your raisins one by one and you sip your milk "drop by drop only as Mr. Ford eats and sips. When Mr. Ford asks a question, even if it's about the weather, you do not answer until you have figured out what Mr. Ford expects to hear, which is what he had thought all along.

ROY Dramatic Baritone
New Appearing
CLARA WAHNEY
47th St. and Broadway, N. Y.
GOBEY
WEAF RADIO WJZ
City Erie Blue
Coast to Coast:
DR. SAM L. ROSS,
N. B. G. Artists' Service.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Air Briefs
New York

ALTHO supposed to have been set some time ago, the Nelson Eddy-Chase & Sanborn deal wasn't closed up to the middle of last week, when Eddy turned down a \$5,000 per broadcast offer from Woodbury. Fly in the ointment was his refusal to do a repeat. Expected that he'll sign for the coffee firm.

P. D. R. when heard at the Victory Dinner on NBC Blue, CBS and MBS scored 104 in the Crossley rating. He upped his own score when on all four weds with a first side chat, rating being 30.1. Phil Ducey going off the Phillip Morris show to be replaced by Buddy Clark and Patu Chapin. Shander now managed by Leonard F. Winston. Still doubt about the Helen Hayes plans for fall radio. A road tour may prevent radio appearances. Do You Want To Be an Actor?, big-time flop, will be replaced with another show, with Edgar Bergen, ventriloquist. Joe Cook show is now stressing the inspirational in its

weekly seasons, but keeping away from the obvious Horatio Alger stuff. Carlton Kaldell signed to make a string of minute c. t.s for California Hour sponsor.

Grace Moore linking for the Nash show almost ended in a grand mixup. Confusion between sponsor and agency caused crosswires and it's understood that Miss Moore was offered a release, but she chose to stay, and with Nash and no other J. Walter Thompson client. And she is doing just that. Jo Ransom, editor of The Brooklyn Daily Eagle, has written Crime on the Air, to be published in a month of two by the Eagle Press. Deals mainly with police radio work, but includes several scripts by Phil Lord, Tom Curtin et al. Warden Lawes is writing the intro. Florence Fick, formerly with MBS, who shifted to Net-Rogow, has now gone over to Blackett-Semple-Hummert as production manager.

Chicago

PAUL WHITEMAN, who has been missing from the air lanes since the close of his NBC Musical Vortices in January, will return April 9 over WGN and the Mutual network when he opens at the Drake Hotel, Chicago. Story of Mary Martin will be presented under the sponsorship of Procter & Gamble beginning March 29. It is said that Anne Seymour will take over the leading role formerly played by Joan Blaine.

New series will be presented twice daily over both Red and Blue NBC networks. Lee Francis, CBS organizer, is taking vocal lessons. Nelson Shawn, radio exec of the Neiser-Meyerhof agency, has written a song with Harold Stokes, WGN ork leader. Lam and Abner, who moved to California two months ago, are back here for a week or two on a business trip. Gina Vanna, MBS soprano, has hurried to Los Angeles for rehearsals with the Los Angeles Philharmonic Orchestra, with which she is to sing on March 26 and 27. Welcome Valley, NBC show, is being dropped by its sponsor for a new one called If Can Be Done, which will feature success stories, with the successes, both male and female, appearing as guests. Starting April 6, the new series will continue to feature the readings of Edgar A. Guest, Frankie Masters' music and a choral group. Frances (Kitty Keane) Carlson will be off the air for about 10 days due to the death of her mother. Jack Benny will be fet by the populace of his old home town, Waukegan, Ill. (40 miles from here), March 23, when he will stop off while en route from New York

to Hollywood. The WGN yachting department is becoming active again. Broadcast manager Quin Ryan has started work on his big motor cruiser. Blair Walliser, production chief, and Ken Griffen, actor and announcer, have purchased a new sloop, and Jack Pearce, pound chief, and Wally Phillips, designer, are both considering new power boats for the summer.

G. W. ORIGNON, station manager of WISN, Milwaukee, has returned to his desk after two weeks in the hospital due to an operation. The former June Scheffle (Mrs. Christopher Mattison), once of the WBBM-CBS publicity department, is coming out of retirement to handle Gertrude Nelsen's publicity during her stay at the Chez Paree here.

Hank Winston and Jesse Sutton comprise a new piano duo soon to be heard over WBBM. National Barn Dance started its sixth year at the Eighth Street Theater March 20. Opening in 1932, the show has played to 348,000 paid admissions. The WLS gang made a 15-minute recording of greetings and best wishes for the inaugural broadcast of KOY, Phoenix, under the ownership of Burrigge D. Butler, president of WLS. Joan Blaine will leave Chicago April 1 for a visit with her sister at Palm Springs, Calif. WLS has made what is believed to be the first talking motion picture as a presentation for a prospective sponsor. Film has Pat Buttram and Henry (Macie Housh) Hornsbuckle in a script called Pat Buttram's Detective Agency.

Hollywood

LARRY WHITE, CBS Artists' Bureau top, planned east after a week look-over in Hollywood, Lawrence Lowman, Top, returns with him next week. Carleton Coventry joins KPAC April 1 in newly created job of commercial manager. He is now at KJBS, San Francisco. KMTR setting plans to handle sports specialties. Patricia Kay, KEHE actress, and her hubby, Max Henry, of Hal Roach studio, are expecting an heir. Gertrude Nelsen planned into Hollywood for Louella Parson's Top of Town airing. Just Pain Hank, KPBC, Sacramento, visiting movie studios. KPWN has disbanded its press agency staff in favor of Earle Ferris' Radio Features representation. Transamerican is wanting the Eddie Peabody-KPWN show for possible sponsor interest. Lorin Whitney, KFI organizer, and Almee Hill are pulling a microphone wedding—the world will know.

has been tabbed for another 13 weeks on Singtime via Mutual-Don Lee. Gene Austin has been held for another 13 weeks on the Fenner show. Hal Horton is newcomer to KRRD announcing staff. Bill Beaton resigned from L. A. Examiner to sell time at KMPC. Joe Fenner has re-accepted Ken Englund for gags. E. J. Harrison skips from KEHE to KMPC sales. Fox-West Coast Singtime, mass warble, now going national via Mutual. Mel Williamson, announcer, becomes a producer at KMPC. Owen Grump has rejoined KPWN as producer after a long absence. Ed Platt is the latest addition to the Burns and Allen gagsters.

MUSIC PUBS

(Continued from page 4)
HOME or PIX. (2) Modification of renewal clauses to do away with confusion.
Pubs feel present returns for their copyrights are inadequate, and with new technological music uses developing, particularly television, they are determined to watch Washington carefully. Situation there is further complicated by a movement in the State Department to have the United States enter the International Copyright Union. Foreign

Promotion Shorts

DON LEE network's serial dramatization of Mary Twinn's Tom Sawyer came back on the nightly schedule last week concurrent with a blast of direct mail advertising announcing the fact to the Coast's children of school age. Program, adapted by Carroll O'Meara, was just gaining momentum when it was suddenly yanked off the air to settle a copyright matter. Names of children to whom the plug sheets were mailed came from department stores, clubs, organizations, etc.

George Fisher's Hollywood Whispers period, movie chatter going twice weekly over KFI, Los Angeles, is dishing out "gurus who?" biographies of movie celebs on the Thursday night installment. First 10 listeners who correctly identify the stars get autographed photos of the players.

Taking advantage of baseball broadcasts, Philco will institute an expansive promotion campaign. There will be no tie-in with those advertisers sponsoring the play-by-plays, rather an individual effort in interests of Philco home sets and auto radios. First step in the campaign will be the publication of Official Baseball Facts, a new book by Carl Hubbell, for free distribution among the listening fans. Included with each book, a give-away by Philco distributors, is a prospect card which the recipient fills out, providing the dealer with a constantly growing prospect list upon which to work.

In addition Philco is mailing to all its distributors a portfolio outlining various ways in which promotion may be conducted and containing promotion material that has been prepared for use of Philco dealers. In addition to the promotional material in advertising the free offer of the book are sample spot radio announcements for use over local radio stations, a prepared publicity story to run in their local papers, proofs of special newspaper advertisements designed to build store traffic thru the free offer, a special window streamer and proofs of mats that are available for use with the plan.

Campaign was mapped out by Ernest B. Loveman, manager of advertising for Philco.

Iowa Broadcasting System's salesman may use a two-real film history of Orville Foster's Day Dreamer program when trying to sell it to prospective sponsors. Film pictures, personal gifts sent in by admirers, stacks of fan mail, magazine and newspaper clippings and other data. It's a 16-millimeter film and a portable projector is used in showing it.

WNOX, Knoxville, recently sent a direct wire broadcast to Williams Park, St. Petersburg, Fla. Program, which was not broadcast, was heard by 8,000 listeners by means of a public-address system. This feat was arranged by the Knoxville Chamber of Commerce in a campaign for tourists.

A combination advertising and merchandising program is being used by WTAQ, Green Bay, for a cheese sponsor. Housewives are offered an opportunity to send in their favorite recipes and sales slips. Winner and her grocer both are awarded.

WINS' baseball team enters its second year as a member of the New York Inter-City Baseball Association. New York Hearst station's ball team is composed of semi-pros from local schools and includes one WINS staff man. Players receive expenses and publicity on Hearst sport pages. "1150," bicyclic name of the station, is lammed on the shirts of the players.

relations committee is considering the advisability of such a step, with pix and music publishing industries opposed to it on one hand and radio in favor.

So far as music industry is concerned, Duffy bill this year is the same as last. Angle on Daly bill, sponsored by National Association of Performing Artists, is that a radio station using recordings could not broadcast with only publishers' rights granted, but would also have to obtain performance rights, thus gumming up the situation. Apropos of this, about 200 stations use only recorded music, 300 use recordings mostly, balance use recordings 10 to 50 per cent of the time.

PHILLY RADIO BENEFIT GAG

Star Material Causes Worries

End of variety shows and use of name writers seen as one way out

HOLLYWOOD, March 20.—Growing scarcity of picture names yet to be tapped for radio guest appearances may prove a headache to the big-time agencies and sponsors who remain reluctant to bring film folks back for repeats. Even shows using talent on return engagements are getting flittery, mainly because of their fear of the availability of good star material in the near future. Another angle of the possible material scarcity is the fight to picture scribbling by most of the top-rank scribes. Remaining few air writers still devoting their talents exclusively to radio are either tied securely to big comedy shows or bidding time in an effort to crack into higher paid scenario field and consequently are reluctant to release their better material for the air.

One alternative now seen by sponsors to whom film names are selling points, is the quick development of undercover plans being formulated by the E. N. Swanson Agency, which handles a great deal of the Coast writing talent, both for pictures and radio. Idea of the Swanson office is to acquire radio rights to outstanding magazine stories, novels and possibly biographies and sell them as serial shows for the more radio-minded film names.

Nat Wolff, radio contact for the agency, has already sealed options on a number of literary works. Included are Alice Duerr Miller's *Cherry School*, the Frank Buck adventure series, *Tugboat Annie* stories, all Mark Hellinger yarns, Frederick Harlett Brennan's *Dunsteron and Lynn* stories and the Cliff McBride cartoon strip, *Napoleon and Uncle Toby*. While each series is tabbed with some Hollywood name specifically in mind, no effort will be made by Wolff to sell the yarns for air consumption until about 100 top-notch literary properties are controlled by the organization.

One of the probable developments in radio when, and if, the Swanson idea gets into successful operation will be the replacement of expensive variety shows in favor of dramatic spottimes, which, according to some radio production authorities, are more successful in selling the sponsor's wares. Among the policy aims of such a specialized script service will undoubtedly be the recognition of adapters and other dramatists in their proper light, elevation of the financial aspect of air scripting and the establishment of the writers in a position similar to that occupied by Hollywood scenarists.

Sollie Quits Platter Biz; MacGregor Buys In

LOS ANGELES, March 20.—Sole ownership of MacGregor & Sollie transcription firm was taken over this week by C. P. MacGregor who bought out the C. B. Sollie who the latter may retire to experimental radio engineering. With the change of ownership, Jean Carmen becomes production manager of the organization.

First production activity by MacGregor after securing full control was to begin setting on platters three new shows, to run four times each weekly. Platters will be distributed to 100 stations.

WNOX Sells Out Bungle Call Shift

KNOXVILLE, March 20.—WNOX has sold all time from 6:45 to 9:45 a.m. Station has made an extensive drive to sell all early-bird time. One local sponsor, coffee and food manufacturer, has bought two 15-minute programs in a row. First consists of "homespun" music, while the second is the *Eb and Zeb* c. t.

50c Announcements

NEW YORK, March 20.—Those lads around some of the small local radio stations will probably wind up as marathon record busters. Understood that one arranges a program, hustles out to sell it or spot announcements on it, dashes back to put the show on and spends the rest of his time figuring his commissions. Announcements reputedly sell as low as 50 cents each on one station.

Wheeler O. O. Bill Gets Sen. Support

WASHINGTON, March 20.—Vigorous support for efforts of Senator Burton K. Wheeler, of Montana, to secure investigation of alleged monopolistic practices in broadcasting came this week from Senator Wallace H. White Jr. of Maine, in a speech made on the floor of the Senate. White, highly regarded as a friend of radio, called for a complete airing.

After reviewing course of regulatory legislation, White pointed out legal outlaws of vested rights in frequencies and lashed forth at trafficking in licenses, illustrating with individual cases. Alleged, strange hold by nets came in for censure, as did Federal Communications Commission.

"In November, 1935," declared White, "one of the commissioners—and I do not get the information from him—presented a motion in a meeting of the commission directing the Broadcast Division to report . . . whether, in its opinion, the commission should adopt special regulations for the regulation of chain broadcasting. . . . There has been no report. Nothing appears to indicate that the problem has been considered, notwithstanding its overwhelming importance."

Alleged "political pressure" exerted over decision in cases before FCC were mentioned by White, saying, "I know of no more certain means of re-establishing the commission in public respect than to turn on the light of publicity and thereby to stop these attempts to improperly influence a quasi-judicial and regulatory body of the government."

WNOX Really in Show Business; Dime and 25c Admish to Shows

KNOXVILLE, March 20.—WNOX and the local theater operators have kissed and made up since their squabble some months ago. Station has several auditorium broadcasts for which it charges admission. These got in the local theater managers' hair some time ago and efforts were made to have the city fathers clamp down. But as station's auditorium is fully licensed no action could be taken. Matters are now more or less patched up, with co-operation shown by both theaters and station in various tieups.

Radio auditorium uses more flesh entertainment than most houses in this film-dominated territory, and in addition to showing acts in Knoxville two units are also booked for surrounding country.

WNOX was taken over by the Scripps-Howard newspapers' Continental Radio Company a little more than a year ago and has been using its theater, which seats 800, since last spring. Stage, special lighting effects and rehearsal rooms are included. Paid-admission idea had been experimented with before the station moved into its Gay street home and found it a paying policy. When the new auditorium was completed WNOX seriously went into the show business.

Several shows are held weekly. The 75-minute *Noonday Merry-Go-Round* runs six days a week. This noon-time-starting show charges 10 cents admission and after running for a year still turns them away on the Saturday performance. Show changes about once a month, but program director Lowell

Acts Get Newspaper Space as Pay for Women's Shows Dates

Newest version of benefit thing has acts paid off in glory, but not stations—theaters nix deals, but night clubs not so smart—WFIL and WIP

PHILADELPHIA, March 20.—There seems to be no end to the abuses, shrouded as "benefits," that entertainers working in Philadelphia are forced to undergo. Musicians' union enforcing an edict that musicians must get paid pro rata on benefits except those approved by the union heads curbed niter nabobs in sending out floor shows for every good-time Charley who wanted some cuffo talent. It was too good to last. Radio locally is now making demands upon entertainers by commercial exploitation on featured radio programs. Acts going on the air on sustaining gamble on chances of grabbing a sponsor. This new alignment finds acts who depend upon talent for a livelihood having that talent exploited, and in many instances depreciated, for the benefit of the radio station alone.

Musicians Nix Plan For Pro Tem Network

LOS ANGELES, March 20.—Inglewood Park Cemetery ran into trouble with the Musicians' Union when it bought time last week on KPAC for rebroadcasting its KPWB Tuesday night contract. Musicians' executives ruled that linking the two stations for one broadcast constituted the formation of a network and ruled that its union music men be paid the network broadcast scale rather than the "B" stations fee.

Outcome was that cemetery corporation killed the rebroadcast idea, thus continuing in the "B" pay classification and will switch its KPAC time to another night, using on that airing another orchestra.

Pix Co.'s Radio Dept.

NEW YORK, March 20.—Columbia Pictures has created a new department in its exploitation division, new bureau to concentrate on radio exploitation, with Ralph Martin handling. Company will not only work on films with a definite radio hookup, as in the case of some of the Columbia shorts, but on all its releases. Columbia now mails cuffo to stations, a five-minute Hollywood gab concoction.

Blanchard, who acts as emcee and "Grandpappy," local radio character, is a fixture on the show.

Carroll is held each Saturday night. Two-hour show, charges a 25-cent gate and uses 50 people and two orks. Amateurs are on new Monday evenings at a dime a seat.

Station uses other shows occasionally and tries to book name acts and orchestras in the territory. Most bands playing Knoxville play the auditorium as well as their regular dance bookings.

Altho the auditorium's facilities are not included on the rate card, WNOX's advertisers may use it at an additional fee. Several sponsors are using the theater now.

Two separate units are booked out of WNOX. One is headed by "Grandpappy" and the other by Monk and Sam, sponsored morning comedy team. As two units average 10 engagements weekly, station gets a nice quota of additional cuffo publicity.

Station's two main studios are on the street level, traffic often blocked as strollers peep in to see the broadcasts. Station also has a large loud-speaker at it 10 1/2 hours daily, as well as a 40-foot neon tower, which flashes out the station's location.

Auditorium is run as a strictly business proposition. Local charities and emergencies are aided at various times, such as Christmas and during the recent flood disaster.

R. B. Westergaard is manager of the station.

To show appreciation to the listening audience and to advertisers for bank-rolling the programs, local stations are splurging with free variety shows to all comers. Come one, come all, it's on the house. But for entertainers, who make it worth while for listeners to come down and give a see, pay envelope is padded with "glory."

Practice is confined to two local stations, WFIL and WIP. A merry and mad race between both stations for listening patronage to their women's clubs of the air brought on this newest version of the "benefit" thing. Instead of acts being told they would have to work outside benefit dates the station enters as a substitute.

At WIP, with a large auditorium available in the department store housing the station, the Tuesday meeting of the air club becomes a personalized program with a gala visual show arranged. A full hour is aired, station paid by participating sponsors. Musicians have no cause for complaint, since the studio band does the musical backup, house footers, being on the pay roll, crediting the work to contracted playing time. However, while the accepted practice calls for cash when making a guest appearance for an advertiser, this instance comes under the general classification of "benefit." It's a worthwhile commercial effort for everybody else concerned. But the entertainer leaves empty handed.

At WFIL, without an available auditorium for visual broadcasts, station hires a hall. It even pays to carry the line charges in picking up the show by remote control, considering that the talent act is all in imaginary figures. WFIL women's club visual is a monthly shindig. A full hour of entertainment is broadcast. Sponsors do not enter into the broadcast time, getting plugs during an extra-added show.

Setup locally that makes the practice possible is a curious one and finds everyone but the main attraction, the entertainer, cashing in. Space for time swaps between WIP and WFIL with daily newspapers make it possible to pay off talent in newspaper space. Deal with the papers makes mention of advertiser verboten, but talent is okay. Hard to figure the newspapers on this one, since ad not only gives the names of talent, but also mentions name and address of night spots where the acts may be working. Where a theater name is enticed to take the cuffo date, attraction at the house is in for the free plug. Yet the newspapers don't consider that an advertisement for a business establishment.

Practically all of the raude-house managers are turning the stations flat, figuring that acts giving a cuffo show mid-day only cut in on theater attendance, so the onus has been placed on the night spots. Again most niter owners fear of hitting a snag with the musicians' union and all the contacts are left to the advertising agency handling the spot's newspaper ad budgets. Ad agencies have contacts with night club editors on the various newspapers, and acts refusing to work free dates indicates a freeze on publicity in the weekly night club spreads donated by the various sheets.

Proportions which these radio benefits have reached was capped last Wednesday (See PHILLY RADIO on page 10)

Program Reviews

EST Unless Otherwise Indicated

"Midnight in Manhattan"

Reviewed Monday, 12:30-1 a.m. Style—*Remotely pickups with top pop interest. Sustaining on WOR (MBS network).*

Despite shortcomings that couldn't really be appreciated until a broadcast had been done, this was a top-notch program, with plenty of color, a good deal of human interest and a pace that hasn't been matched or is likely to for a long time. Pickups, by telephone lines and short wave, from various places around Manhattan, were offered to show residents of the city that worked while the majority slept. Several of the spots used could have been improved from the standpoint that, as the name of the show tended to indicate, they weren't exclusive to New York. One such was the all-night diner, another a night club.

Announcers included Ed Fitzgerald, who did a wobbly job in front of the Amor Hotel, especially weak in his questioning of hack men, doormen, etc.; Jerry Lawrence from the Sixth avenue subway excavation, Joe Tobin from a police boat (short wave), Dave Driscoll from the diner and produce market, Roger Bauer from a firehouse and Howard Barnes from the Hollywood cabaret. Barnes flopped on his interrogations, with Tobin, running over time, good. Driscoll, on a short-wave truck, was a strong performer; while Lawrence, equipped with an excellent script, punched his lines for a sock. Jeff Sparks handled the phone company's long-distance room. Scripting, by Driscoll and Jerry Danzig, of the WOR special features department, which handled the entire show, was a good piece of craftsmanship.

In its present setup, program is an expensive affair but, either sustaining or commercial warrants repetition from other spots in greater New York. J. P.

"Let's Get Together"

Reviewed Sunday, 3:15-3:30 p.m. Style—*Variety show (electrical transcription). Sponsor—Rolls Razor, Inc. Station—WOR.*

On its first platter, program, Rolls Razor or the producers of the show must have forgotten what coherency meant. Show seemed to end several times, start all over again and at the final ending something else gummed the works. There's an unconscious laugh, too, in the theme song—with ladies chanting the value of the razor.

Talent is okay, with the ubiquitous Al and Lee Reiser piano duetting in their accustomed worthy style; Jean Pilkington, Glen Darwin and the Three Marchalls. Latter are an ace harmony outfit and worked well. Miss Ellington has a pleasantly effective song style, with Darwin a newcomer, showing to fair advantage. Ernest Chappell is waxed in as announcer.

No price mentioned in the commercial, with a booklet offered on the air. J. P.

"Coronet on the Air"

Reviewed Tuesday, 8-9:30. Style—*Variety. Sponsor—David A. Smart Publishing Company. Station—WOR (MBS network).*

Stemming from Coronet magazine, this new weekly series sets out to be "radio's most unpretentious show." Material is derived from the mag and dramatized. Deems Taylor, music authority and raconteur, emceeing in his usual bright style. Program will naturally depend upon the worth of Coronet's contents, bearing in mind that the radio scripts will necessarily be made up of adaptations. Show therefore will probably not only be unpredictable but also spotty.

First performance over the air was a quiet affair, presenting no extremes in either excellence or dullness. Dramatizations included a story about the Austrian secret service, compounded of spies, elms, lieutenants and suicide—a piece on the career of Igor Stravinsky, composer, and an interview with Dr. Arnold Genthe, noted photographer. Latter discussed pictures, including those in Coronet. Apropos of the secret-service hook, Coronet will tell a true story of some magnificent soundrel every month.

Incidental music is provided by Robert Armstrong's Ork, the band never getting much of a play on its own ac-

count. From standpoint of music interest, however, program provided an interesting novelty, that of placing the mike before various instruments in order to ascertain what the solo parts on second viola, flute, triangle, etc., sounded like in *The Soldier's Chorus*.

Series, of uncertain merit at debut, will bear watching. Commercial angle handled in usual style, show closing with a plug for subscriptions, prime purpose of the program. P. A.

Paul Curley

Reviewed Saturday, 6:30-6:45 p.m. Style—*Horse-racing results. Sustaining on WNEK (Boston).*

This lad, son of former Gov. James M. Curley, who surprised everyone in town when he became a WNEK mikesman last August, has developed from a raw recruit to a hard-hitting and biting commentator, dishing out the pony stuff the way fans want to hear it. Is an avid turf follower, thus accounting for the zeal he hypes into his spels. His daily chores in announcing include several radio editions of the pony results.

Apprenticeship of Curley under the tutelage of John M. Reilly, WNEK program director, has steeled the lad in good stead. While he isn't a top man yet, Curley has fitted himself into an impromptu field of endeavor quite well in a short space of time. S. J. P.

Chas. Wright's Variety Show

Reviewed Sunday, 1-1:30 p.m. Style—*Review. Sustaining over WELI, New Haven, Conn.*

This is a swell half hour of variety, is offered in co-operation with the Salvation Army of New Haven, listeners being asked to call up for any selection to be sung or played as they desire, with the proviso that they donate either money or articles. The Swingers, male trio, are a peppy combination, and Joe, the accordion virtuoso, makes his instrumental talk. The Four Bon Bons offer several selections in nice subdued voices, their offerings well chosen. Frank Gargiulo and his romantic voice help round out a well-balanced program. Charlie Wright, who is responsible for the program, does the announcing. S. A. L.

"Radio Clinic"

Reviewed Sunday, 5:30-5:45 p.m. Style—*Sketch. Sustaining on WBBX (New York).*

This local station, which caters to foreign language listeners, received much adverse criticism some weeks ago when it announced plans of a radio medical clinic. Idea, as understood by the trade and lay press, was to have patients diagnosed by a "medical technician" over the air. Station then withdrew its plan with the explanation that the whole thing was misunderstood. Interest had been whetted in the show.

MALCOLM CLAIRNE, who tells stories over NBC Red, mornings, possesses an admirable sense of restraint as well as a voice of distinction. He is another one of that small and select group whose stories are intended for children but who can hold the interest of adults as well. Clairne's weak moment on the St. Patrick program heard was his song at the end. He should have known better; he is a speaker, not a singer.

IRWIN COBB emcees a thoroughly enjoyable Saturday evening show for Oldsmobile on NBC. Fictionally located on Cobb's Paducah Plantation, the program has color and pace, a pleasantly light note throughout and good talent. Cobb's barbs fall all around, including on himself. CLARENCE MUSE, Negro baritone, as a plantation worker, aids in the laughs and delivers strongly on his baritone contributions. Hall Johnson

however. What was offered was a rather tame and inadequately played sketch on the care and keeping of blood donors. Donor's wife objected to hubby's peddling blood, but finally gave in at the critical moment when a youngster's life depended on a transfusion. Slight educational note was sounded in the finale explanation about facts on blood donors. A letdown after the buildup which hallyhoo and hullabaloo had created must be reported. Idea is still valid in spite of the sensationalism attached to this production. Smoother dialog and more even production are in order. B. H.

"Causes of Crime"

Reviewed Monday, 10:30-11 p.m. Style—*Dramatic. Sponsor—Delinquency Prevention Commission of Michigan. Station—WWJ (Detroit).*

This program had its first airing in a broadcast of an actual crime career: in about half a dozen brief episodes. Short introduction, with Wynn Wright announcing throat, set the atmosphere, followed by scenes in the life of Henry Willard, starting out as the youngster who traces the girls and tells absurd lies in school. Later he pulls bell cords on street cars and has impulses to do other odd things, winding up by killing three people in a downtown crowd with a knife while in a trance. In prison he is interviewed by Dr. Lowell S. Selling, director of the Psychiatric Clinic of Detroit; Recorder's Court.

Program then switched to questions by Henry's teacher and family as to how to treat such problem youngsters and answers by Dr. Selling. A final five minutes is devoted to a paternal human-interest talk by the doctor. Program goes over smoothly, with capable playing by veteran dramatic actors, including Bertha Norman, Glenn Forhee, Jack Hill, Lita Aleock and Bill Morrison.

Something new in realistic crime prevention, done with snap and interest, and should draw good listener interest for a late program. H. F. R.

"Presenting Virginia Dare"

Reviewed Monday, 10:10-10:15 p.m. Style—*Musical. Sponsor—Virginia Dare Extract Company. Station—WHO, Des Moines (NBC Red).*

This program will have to hop along to uphold the precedent established by the first performance, which features Three Gals and a Lad, an excellent mixed quartet, and the Four Dons, novelty instrumental ensemble. Using good arrangements of pop songs, introducing "Virginia Dare, the perfect hostess," in solo or in harmony combinations, the versatility of both groups is apparent throughout.

Only change that might prove effective would be to lighten the guitar of the ensemble, which sounds a little too twangy at times. Also a dialect version in one number was amateurish.

Bobby Griffin is announcer for the soft beverage company sponsoring the program, and "Virginia Dare" brings the program to a nice close with an invitation to the next "house party." Series runs on Mondays, Wednesdays and Fridays. R. W. M.

PHILLY RADIO

(Continued from page 2)
at the monthly meeting of the WFIL women's club. Half-page three-column layouts heralded a 16-act show, most of them recruited from the night spots. Only one turn failed to show up. Local bookers don't look any too kindly on act and are beginning to realize why no radio station is interested in buying guest talent.

WPA's ers MAY

(Continued from page 3)
men and *The Blind Girl of Jerusalem* for five days, beginning Tuesday.

LOS ANGELES, March 26.—Loren S. Greene, county director of federal music project, has been promoted to assistant State director in charge of projects in California. Oastone Uaigh succeeds Greene.

MARCUS EXPLAINS

(Continued from page 4)
David's assistant, when it was too late to make other bookings, notified him that the show would have to play the smaller Paramount Theater at terms less advantageous to the troupe.
Being on a spot, Marcus states, he agreed to the new arrangement, but the night before closing, he claims, McCChurg demanded that he pay an extra \$500 for newspaper advertising, which was too much for Marcus, with the result that the difficulties were again brought into the open. Both parties to the controversy claim that they will seek redress in the courts.

AMERICAN ACADEMY

(Continued from page 4)
did an amazing job. Possessing insight, clarity, urbanity and great effect, his Peter was an outstanding piece of work, never getting out of hand, always maintaining the right note and, even in the difficult denunciation speech, keeping firm hold upon belief and effect by the simplicity of its playing.

Also coming thru with flying colors was the rest of the cast, with Carol Moore offering a tender, sincere and lovely Helen, Beatrice Wolfe making a flamingly effective Kate, Richard Manning doing a solid and altogether excellent job as Tom, and Delano Finch contributing a properly mingling Throttle. Jane Anderson was successful most of the time in giving dignity and authority to Lady Anne. Arthur Sutherland did a nice character bit as the ambassador, Carman Jones was an acceptable Clifton, and Alice Nevin made a lovely Duchess of Devonshire. Alice Clements gave a nice reading of *Marguerite*. Bette Butterworth did character work as Mrs. Barwick, and bits were contributed by Sandra Stanton, James Hollowell and Wade Wybrants, the latter scoring with his makeup as the Duke of Cumberland.

The curtain raiser was the first act of *Three-Cornered Moon*, with Maxine Stuart scoring as the mildly balmy mother, and Clyde Robinson contributing an amusing burlesque as the portly looney Donald. Others in the cast were Charles Cable, Gilbert Haggerty, Janet Gilgen, William Tracy, Mildred Cox and Joseph Hunt.

Far less successful than the really excellent student presentation of *Berkeley Square* was yesterday's rather sloppy performance of Hackett's sloppy farce-melodrama. Best work of the afternoon was done by Henry Lacoe, as the omniscient Borolsky, a character bit that was solid and amusing. Edward Kreiling and Doris Leighton also did nicely as the predatory Prensarda. Lyle Helwig offered an amusing cockney character bit (who he overdid it somewhat) and Helen Leitch made a sincere Poppy.

The title role, in the hands of Richard Brennan, came thru properly only in the dream sequence, where expansive overacting was in order, the rest of the performance seeming rather tentative. James Hollowell made a handsome and breezy Jason. Sylvia Innton was a visually successful Valeria, tho her accent threw her on occasion, and Jean Barro did a vocally nice character bit as Lulu. Katharine Sewall made an acceptable Aunt Agatha, and Helen Stone played a bit as the maid.

The curtain raiser, the first act of *Fortis Bound*, was really more successful than the afternoon's chief item. Mary Rolfe and Barbara Townsend did outstanding work, tho all of the others—including Hugh Parley, Polly Adams, Helen Pratt, Elizabeth Eustis, Hollowell, Jones and Gloria Hartley—came thru commendably. EUGENE BURL

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Negro choir background very good, and DOROTHY PAGE helps out okay with her singing. HARRY JACKSON Orchestra is also good. Commercials are intelligent and kept under control.

ARTHUR ALLEN and PARKER PENNELLY are still doing *Snow Village Sketches*, veteran radio sketch series for Loose-Wicks crackers. Nasal hoke is moderately compelling for those who can't enthuse over this type program, but for them as like it, it is probably the best of the candidates in the field.

There's definite improvement in Showboat since HERSCHEL WILLIAMS took the show over. He's wisely eschewed the phony good-timey stuff and has gotten the show down to an even course. Plenty of sentiment and all that, but less of the more annoying hoke.

Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City

BAND MANAGERS FADING

Hub Agents Seek Action

Boston License Bureau to get list of unlicensed agents for hearing

BOSTON, March 20.—List of unlicensed bookers and agents operating in this territory presented by the Massachusetts Agents' Protective Association to Police Commissioner Joseph F. Timilty recently will be turned over to the Boston Licensing Board for hearing and action.

List includes Tom Casey, Bert Brenna, Sam Cohen, A. H. Handley, Lotzo Producing Company, Grace Reddin, John J. Quigley, Tremont Booking Bureau, John Mack, Redpath Lyceum Bureau, Wesley Snyder, Grover C. Burkhardt, Tom Greer, James Davin and the Malden Entertainment Service, of Malden, Mass.

According to Mrs. Buddy Shepard, secretary of the M.T.A.P.A., there are 32 licensed bookers in Boston. They are Artists' Amusement Agency, Alber Wick, Jack Werby; Cleon B. White, of Artists Service, Inc., N.R.C. subsidiary; Eleanor Leonard, Bowman Agency, Broadcasting Entertainment Bureau, Kay Brown, Saranoff, Duke Davis Orchestra, Ben Ford Theatrical Enterprises, Lew Prof. Ross Frisco, Golden Amusement Agency, Roberta Green, H. & H. Amusement Bureau, Geo. A. Hamid Office; Intercollegiate Music League, Inc.; Frank Lane, Linda's, John Liber, Lynelle Amusement Agency, Lew Leonard, The Players, EKO Vaudeville Exchange, Everett L. Rich Entertainment Service, Arnon Richmond, Joe Rubin, Royal Attractions, Art Rubin, Buddy Shepard Amusement Agency, Charles Shribman Orchestra, Lou Walters, Bertha Wells; White Entertainments, Inc.; Stanley Willis, Yankee Network Artists' Bureau, Demeter Zachareff, Charles F. Barrett and Kasper-Gordon Studios, Inc.

Chicago Wants Acts; So N. Y. Supplies 'Em

NEW YORK, March 20.—Local bookers report an increasing call upon their talent supply from Chicago spots, which outnumber this city's.

Among the agencies profiting from this movement are the Weber and Luntz offices, which this week set Florio Vestoff into the Drake Hotel, Peppy and Peanut into the Royal Pines, Tony Parko and George Owens at the 233 Club, Nya Naab at the Hi-Hat Club, Don Ricardo at the State-Lake Theater and Toni Lane and Carl Rosini at the Famous Door.

Other bookings from this office include: Suni Shaw, Johnny and George and Virginia McNaughton into the Yacht Club here; Johnny Tucker and Johnny Buss, and Gail Lee into the Cafe Venezia here; Jimmy Richards to London for the Coronation; Jean Travers now booked thru this office.

N. Y. Cafe Bankrupt

NEW YORK, March 20.—Cafe Pro Cat, 112 W. 48th Street, filed a bankruptcy petition this week. Liabilities listed, \$11,861; no assets except real estate and insurance. Members of firm are Sam Benrubi and Joseph Garcia.

Performers Operate Club

NEW YORK, March 20.—Marie Almonte and Virginia Fair, night spot entertainers, have taken over the second floor of Maria's Club, West 52d street, and will preside as hostess-entertainers.

New Club in Hollywood

HOLLYWOOD, March 20.—Century Club, dark almost a year, has been re-opened by Al Quodbach. Initial bill has Gus Van, Beth Wilcox and the Skiles Bros.' band.

Those Lovely Ladies

WHEELING, W. Va., March 20.—Night clubs are more cloudy these nights with smoke from pipes, and the female customers are doing the smoking.

It is a sad, and as one girl said: "It's just to show we girls are not so — weak after all."

Biltmore Books Magician; Activity on West Coast

HOLLYWOOD, March 20.—Jimmo and company have been booked into the Biltmore Bowl for eight weeks with optimum. First time the spot has used a magician.

Irene Taylor returns to the Casanova Club after several months of vaude. Will be followed in several weeks by Loretta Lee. Also at the spot are Earle Fortune and Pope, dancers, in support of Billy Gray and Jerry Bergen, who are currently in their 86th week there.

Philly Bookers Hold Dance

PHILADELPHIA, March 20.—Annual dinner-dance of the Philadelphia Entertainment Contractors' Association will be held April 8 at the Penn A. C. Shindig is tagged a Night in Bohemia. Madeline Wood, ECA secretary, is in charge of arrangements.

Orchestra Notes

PAUL WHITEMAN and orchestra open in the Gold Coast Room of the Drake Hotel, Chicago, April 9, set by the Consolidated Radio Artists, Inc., Chicago office.

MAURIE SHERMAN succeeds Charley Agnew as relief orchestra at the Casino Parkienne, Chicago, March 23. Agnew will tour for the CRA office.

JAY WHIDDEN Orchestra, featuring the Downey Sisters, is rounding out its last week at the Rice Hotel, Houston, going directly to New York's Waldorf-Astoria. First orchestra to go directly to New York from a Houston engagement.

JOE BELLE and VIC INSIRILLO have combined to form a new orchestra in Houston. Vic recently returned from California, where he was engaged with Johnny Greene's Orchestra.

JACK SHARP, composer and band leader, is back in harness after an absence of several years, with a reorganized band of five pieces in Houston. Among his compositions is *Barriehouse Blues*, which, although it was never published, is known from Coast to Coast. Sharp introduced the first bass horn into a band in Houston.

JACK DIMMAR, at the La Casa Ballroom, Philadelphia, gets a KYW wire.

FIRST PHILADELPHIA theater showing for Benny Goodman is set early next month at the Earle. House has lined a parade of band names, including Calloway, Nelson, Garber and Lewis. Local gates get their first see and listen to Lucky Millinder's new band week of April 2 at the Nixon-Grand Theater, following a week of Louis Armstrong.

BAND CHANGES in the Philadelphia nitery belt have Joe Pollman coming in to the Chez Michaud, Harry Holly at the Savoy Tavern, Jack Cooper at the Arcade Tavern, Bobby Kay at the Kit Kat and Eddie DeLuca at Palumbo's.

JOE VENUTI and orchestra moved into the Blue Room, New Orleans, Thursday to replace Carl Ravell. Ravell returns to Hotel Adolphus, Dallas, and then moves into the Lexington, New York.

BOB GRAYSON and band go into their third two-week engagement at the Dixson Health, New Orleans, with "Wingy" Manone and band to follow. Manone's York now at Club La Place, New Orleans suburb spot.

CARL RAVELL replaces Ozile Nelson at the Lexington Hotel, New York, April 29.

Big Agencies Ease Them Out; Some Hold On, But Not Many

Better type reps lured into big agency jobs—rest being eased out as name bands flock to big offices—personal managers bewail "shortsightedness" of bands

NEW YORK, March 20.—The tug of war between the bigger band management and booking organizations and the personal band manager seems to be definitely a losing battle for the smaller fry. With the continual absorption into the larger corporations of the crewlike capable "lone wolf" personal manager by persuasive offers of titles and tempting salaries, the field for the independent has been dwindling steadily. Altho, according to CRA, at least 25 per cent of its bands still have personal managers, which is probably true also of the other agencies, these personal managers include a large number who in reality are little more than salaried employees acting as buffers, secretaries, caretakers of fan mail and home office contact men, and who in no way share in actual booking transactions.

Two Bits a Throw

PHILADELPHIA, March 20.—Local niteries, trying to outlive the stiff competition, are taking to the early days and instituting the two-bit policy. Harry Slatko throws out covers, minimums, etc., to make it a quarter for each set or snack at his Theatrical Club. Aims to keep 'em hanging around all night with three sepsia floor shows. Louis Tomasoo, at the College Inn, makes it Scotch Night on Tuesdays and Thursdays at two bits a throw.

CRA Books Rye Playland

NEW YORK, March 20.—Milt Roemer, of CRA, has set Les Brown and his Duke University Blue Devils to open at Playland, Rye, N. Y., May 15 after he closes at the Trianon Ballroom, Cleveland. Hudson-DeLange outfit replaces Brown May 26 for an indefinite stay.

Bandleader Manages Club

LINCOLN, Neb., March 22.—Eddie Jungbluth, in the orchestra business in the Middle West for years, has signed a year's contract as manager of the new Broadview Country Club here. Jungbluth will keep up his music business, in which he is partnered with Leo J. Beck.

Walter West Celebrates

CHICAGO, March 20.—Walter West, business manager of *This Week in Chicago* and one of the most widely known men in Chicago's night life, and his wife, Rena, staged a party in the bungalow of the Morrison March 12 in celebration of their 25th wedding anniversary. Some 60 friends, many of them well-known newspaper men and women, were guests.

Ballroom Business Is Up

DOVER, O., March 20.—Vince Weber, manager of the Spanish Ballroom here, reports decided increase in ballroom business over last season, with a higher grade of bands making regular stops. Bus Widmer, Jan Campbell and Jimmy Raschel bands played dates in the past fortnight. Weber will hold his seventh annual beauty contest April 9.

New Palm Springs Club

PALM SPRINGS, Calif., March 20.—New night spot here is the Lariat Club, owned by Roy Randolph, dance director and agent. Jack Keeble and orchestra supply music, with floor talent being contributed by visiting picture names.

GLENN IRETON

Writes on

Handling a Hotel Dining Spot

In the Spring Number of The Billboard Dated

April 10, 1937

HENRY KING'S Band moves from San Francisco's Fairmont Hotel to the Palmer House, Chicago, April 9.
CALLY HOLDEN and ork have replaced Del Courtney's combo at the College Inn, San Diego. Set by Consolidated Radio.
SALVATORE SANTAELLA's string band has merged with Jack Clauson's Band and begins a month engagement at Luce's Restaurant, Los Angeles, March 22.
BERNIE CUSHMAN and ork wind up a six-week stay in the Florentine Room (See ORCHESTRA NOTES on page 28)

Night Club Reviews

DAWN and DARROW
 DANCERS OF DISTINCTION.
 Dr. LEDDY & SMITH, 1270 6th Ave.,
 New York.
 Currently MAYFAIR CASINO, Cleveland.

Amazing Songs and Dialogues By
JANE FARRAR
 1523 LOCUST CLUB,
 Philadelphia, Pa.

TANIA and KIRSOFF
 European Dance Artists
 Presenting
DANCE OF THE FORBIDDEN NECKLACE
 Return Engagement,
 COCONUT GROVE, Wash., D. C.

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

MIACO
 PRINCE OF MAGIC
 Director
 FANCHON A. MARCO.

CARL ROSINI
 master magician
 Just Completed Successful
 Engagements at the
 RAINBOW ROOM, NEW REN.
 MORE HOTEL, Albany, N. Y.;
 ARCADIA, Philadelphia, Pa.
 ONE MUSIC CORP. OF AMERICA

YVETTE
 AND HER
ORIGINAL MUFF DANCE
 Director ELIOT A. TYRRELL.
 140 N. Dearborn Street, Chicago.

JANIS ANDRE
 Sensational Interpretive
 DANCER
 and Entertainer Season
PARADISE
 RESTAURANT,
 New York
 "Janis Andre and her
 assistants from the Co-
 lumbia Club Parade
 singing Parade at
 the Grand Ball Room
 N. Y. Herald-Tribune.
 Dr. WILL WEBER
 Blvd. Utopia, New York

Cotton Club, New York
 The second edition of the Cotton Club Parade, which began here September 25, opened Wednesday and appears set for a profitable spring and summer run. Altho the new show lacks the box-office value of Cab Calloway and Bill Robinson, it is strong enough in production and talent to make the customers sit up and applaud lustily.

Following the sensational first show, which grossed as high as \$45,000 the second week, the new production is built around Ethel Waters, with the Duke Ellington Band providing a brilliant musical background. Miss Waters sings the featured number, *Where is the Sun?* (by John Redmond and Les David), which is given a big production background. However, the tune, interesting as it is, just isn't the type customers would hum or remember. The music, incidentally, is by Ellington, Reinald Fonyne and Andy Razaf, with additional tunes by John Redmond, Lee David, Lee Walner and Lupin Pein. Will H. Vodery did the swell orchestral arrangements. The music is being published by Mills Music, Inc.

Miss Waters doesn't really hit the bell until she does a session of old favorites, including a surprise spy number, *Give It to Him*. At her best then, she had the customers under perfect control. The Wen Talbot Choir of four men and four women haven't much to do. George Dewey Washington comes thru in fine shape. His fine baritone and radiant personality always compel attention. Vocalizing is also done by Miss Diggs and by Ivy Anderson, who has an ingratiating way.

As is usual with Cotton Club shows, the dancing is always fast and furious. The Nicholas Brothers (Harold and Jnyard) uncork their sprightly and spectacular tapping, with the younger one leading a big production number like a veteran and later unleashing some nifty wordless sing-houling. The boys stole the show hands down.

Bessie Dudley, an eye-ful, comes thru with wiggly tapping and Bill Bailey holds attention with his clear and vigorous tapping. Kaloah is a holdover and is still amazing the customers with her undulating body, especially those choice torso rippings.

Anise and Aland, a mixed ballroom team, make a solid impression with their graceful routines, the girl's lovely appearance selling the act almost before it starts. Then there's the much-publicized team of Renee and Estelle. Altho their dancing is hot stuff, it's not quite as hot as it was at the Club Yumuri. Nevertheless, they are still an attention-getting pair. They led the South American number, which is one of the most colorful dance numbers Clarence Robinson has ever staged—and he has done plenty of spectacular work.

Mardo Brown is billed, but not recognizable. Three Olanis of Rhythm, tall youths doing some singing and even better strutting and dancing, provide a strong specialty.

As we said before, the production numbers dominate. Presenting eight gorgeous showgirls and 16 equally pretty chorus girls, the big dance scenes are something to talk about. The costumes, music and pace are meticulously blended, building into the big final scene which introduces what is hoped to be the new dance craze—Peckin'. Peckin' is an engaging strut featuring the head pecking forth like a chicken. It looks like a good successor to the Sun-Q, the dance hit of the last show here. Van Pollack and Harry James wrote Peckin'.

Irving Mills wrote the book, giving the show verve and color. Robinson staged the show, which owes much to the fine musical accompaniment of Ellington's 12-piece band. Miss Anderson is the band's vocalist. Eddie Malroy and Californians, 11 pieces, handle the reed assignment and augment Ellington's men during Miss Waters' turn.

Show runs an hour and a half and is a thoroughly entertaining treat. It looks as the Herman Stark won't have to worry about filling up the place.
 Paul Denis.

Hotel New Yorker, N. Y. Terrace Room

Are representative of the 100 chain of hotels in New York. Terrace Room is and has been one of the city's most enjoyable rendezvous. Room overcomes handicaps thrown in its way, such as not so forte drawing bands and not so forte bands, by its reputation and excellent provender. Food is strictly palate delighting, with service and napery in keeping. Dinners remain about \$2 and \$2.50; couvert after 10 p.m. at 75 cents and double that Saturdays and holidays.

Floor show has Leon Belasco's Orchestra, Serge Wash and Peppino and Beatrice. Belasco's Orchestra, working show and dance, is so-so, undistinguished as to style and not overly strong as to dance rhythms. In a few swing numbers the Benny Goodman heritage is pretty clearly seen. Individual musicianship is okay. Flashy juggling in the interludes from vaude, is hand tailored to his new surroundings. His usual close, throwing the ball into the house and catching on the stick in his mouth, is a strong applause getter. Peppino and Beatrice worked a number of dance numbers to a strong reception and are okay for hotel and vaude work. Andy Iona and his Hawaiians are swingers on guitars and ukes and keep customers dancing during their relief seasons.

Manhattan Room and Bar
 Radio Frank Besinger, an emcee; Dorothy Wilkes, vocal and accordion, and Will Hollander's Orchestra work in the Manhattan Room, New York's drinkery. It's okay entertainment for cocktailing and highballing, with Miss Wilkes, a good-looking gal, an effective singer. She accompanies herself on the squeeze box, strolling from table to table. Manhattan Melodiers sing spirituals and Negro harmony tunes.
 Jerry Franken.

Savarin Cafe, Buffalo

Jay Howard, the mask artist from Hollywood, and his Hollywood Juniors head the new Savarin Cafe bill. This master of the show has two entirely different acts which he stages in separate shows nightly. A burly night club monolog, executed with his masks which represent distinct types inhabiting such a spot, is a wow, both in artistic make-up and dramatic gesticulations. Serious as it is, in spots, the crowd loved it. His Hollywood masks are remarkable movie celeb take-offs.

Jay's Hollywood Juniors are equally sensational in their own way. They're all youngsters, but they rate with the best in the business. Art (Snooky) Humphries, ventriloquist, is excellent. Alit and Marge, the Hollywood hillbillies, dance rhythmically, but laque comically and confidently and seem to understand what the audience likes. Kay (Peppy) Dalton, the "It Girl of Rhythm," is every bit of her title. She has a voice that would fill and thrill an auditorium, and her exotic, eccentric makeup is a good asset.

Additional acts, not part of Jay Howard's troupe, but plausible enough to be blended with them, are Paul Green, talented contortionist, and Les Phומר, capable juggler.

Arnie Kenny, emcee and Irish tenor, is just finishing his tenth week, and is as refreshing and as well liked as the night he opened. A good, well-balanced line the Parlatenne Divorcees are a graceful, picturesque group of girls. Unusually attractive are their costumes, especially in the Old English Hunt scene, where they go to town in a very vigorous and peppy fashion.

Ted Green, featured violinist, and his Allen Brooks Band, are still packing them in with their expertly arranged music.
 Harold J. Warner.

Fountain Room, Murray Hill Hotel, New York
 This landmark of old New York has been experimenting with music and talent in its Large Mountain Room. Starting off with dance music for dinner only five months ago, it has just brought in a new orchestra and built up its patronage so that orchestra now plays until midnight.
 Willard Keeler (sax and clarinet) is

leader of the six-piece orchestra, succeeding Mischel Gornak's larger band, which inaugurated the music policy here. Keeler heads a pleasing outfit, comprising Chris Conti, piano; Bernie Mliner, violin; Jack LeMaire, guitar; Jack Gambino, string bass; Charles McLaughlin, accordion. McLaughlin entertains at the piano between band excursions, and pretty and youthful Elaine Walters provides the vocals in an ingratiating way.

Attracting a conservative patronage which does not dance much, at least not during dinner time, the band concentrates on tunes that are easy on the ear. That means a lot of sweet stuff, altho the band can swing out a bit later in the evening.

Will Oakland, here the past 25 weeks, is the only other act. An old pre-Prohibition favorite, Oakland still entertains effectively with his familiar high tenor. Knows all the old favorites and oblates readily, giving his songs an individual quality. Oakland and the orchestra are on the air over WJLN two nights a week.

The room itself is large, airy and spacious. No crowding. The food is excellent and the dinner prices are amazingly low—dinner being as low as \$1.25; and there is no cover charge. The large running fountains, bedecked in palms, give the room its name, and a couple of real fireplaces give it a pleasant suggestion of "the good old days."

Acts are added for Wednesday and Saturday nights. The general host is Mr. Slaten.
 Paul Denis.

Additional Night Club Reviews
 Appear on Pages 19 and 28

COLLETTE and BARRY
 Musical Comedy Dancers
 8th Week
 Mayfair
 Room,
 BLACKSTONE
 HOTEL,
 Chicago.

ARTHUR KAY
 RADIO MIMIC
 Currently 6th Week,
RAINBOW ROOM
 Radio City, New York.
 "Puppet Palles of 1937."

Garron and Bennett
 FAY'S THEATER, Philadelphia,
 Week of March 10.

Theodore and Doresha
 Now Appearing
 BOOK-CADILLAC
 HOTEL,
 Detroit, Mich.

SANDINO and FAIRCHILD
 "SATIRIC MASKS"
 and
 SMART BALLROOM DANCES.
 Address Communications in care Billboard,
 New York.

ZEB CARVER
 and his Country Cousins
 Pooling, Meads, Kingston, Jamaica
 Next TOM KENNEDY, 1270 6th Ave. N.Y.C.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Club Chatter

New York:

CHARLES BLAKE'S magic has been held over for the seventh week at the Hotel Ambassador, arranged by Alan Brock. **SYLVIA FROOS** sails on the Paris March 27 to fulfill engagements in Dublin and London. **MRS. DAVID OLIVER SHOOKMAKER** recruit from Park Avenue, made her night club debut March 25, singing at Club Ball supper hour at Janda Mara.

LONG ISLAND: Grassy Point, Broad Channel, one of the largest island parties, is said to be changing hands. **DUTCH BAKER**, island night club impresario, making his headquarters around Jamaica. **PAR ROCKAWAY** will have in operation the following spots this summer: Cornaga Grill, Ye Old Tavern, Trouville, Teddy's and Towers Club. **NICK LAFARUTA**, former operator of the Black Cat Club, Edgemere, now in the contracting biz.

JACK MOORHEAD'S, Edgemere, attractively groomed for an early spring event. Place was damaged a bit by fire some time ago. **BUSIEST** of the Nassau County locations is The Place, Hempstead, catering to the younger element. **THERE'LL BE** at least a dozen new spots located in the vicinity of the World Fair site at Flushing within a year before the exposition opens.

LONG ISLAND hotel keepers, in session two weeks ago, assailed the practice of night club proprietors acquiring places simply for build-up purposes. Hostelry folks complained that many of the places are started, exploited and then sold, but that the ethics attendant to the whole procedure are not entirely according to Hoyle, and hurt the night club business rather than help it.

Chicago: **GERTRUDE NIESEN**, at the Chez Paree, flew to California last week for a single broadcast on the *Hollywood Hotel* program Friday night. Her new film, *Top of the Town*, is booked to open here at the Palace Theater in April. **CLARENCE AND CLAUDE STROUD**, who just closed at the Royal-Frondes, depart soon for the Coast to make tests for the twin parts in *Gone With the Wind*. Phil Tyrrell, of the Sligh & Tyrrell office, will accompany them to set the picture deal. **HALL BURTON**, formerly with the ABC network, is now doing publicity for the Oriental Garden.

HANNAH KICHAVEN, formerly with the Sligh & Tyrrell office, is now with CBS in the Wrigley Building. **MANFRED GOTTHELFF**, pianist, will present a daily forty musicals at the Hotel Morrison starting April 1 and will double in the historic Boston Oyster House.

WILL WEBER booked Florio Vostoff for the Drake Hotel March 12.

Here and There: **ALICE GLOVER** and Walter La Mae are being held over at the Brown Hotel, Louisville, until March 31. **TERRY CIRCLE** is now appearing at McVan's Club Radio, Buffalo. **BELL AND GREY**, novelty dancers, have moved to a Battle Creek, Mich., club after winding up at Fisher's Old Heidelberg, Detroit. **SALVO AND GLORIA**, dance team, in their fifth week at the Bon-Air Hotel, Augusta, Ga., are being held there until April 10, when the Bon-Air season closes. **WAYNE BABB**, new emcee at the Olenk Rendezvous, Newport, Ky., is being held over indefinitely. Present Rendezvous show includes Fanchon and Fanchon, Ruth Forstel, Bobby Campbell, Martin and Maevel and Peggy Ronk. **IRENE CORNELL**, swim and fan dancer, is being held an extra fortnight at the Nine-Mile House, Cincinnati.

NOLL AND NOLAN and the Three Emperors continue to entertain nightly with the Don Bestor Ork in both the Restaurant Continental and Pavilion Caprice of the Hotel Netherland Plaza, Cincinnati. **ROCHELLE AND RITA**, dancers, now working thru the Southwest, expect to head back east in another month or so. **FRANK PAYNE**, mimic, and Sandra and Wynters, dancers, have been added to the floor show at Jimmy Brink's Lookout House, Covington, Ky. Others in the show are Sammy Walsh, emcee; Byrnes and Swanson, Don Arden; the Four King's Horsemen, novelty ork, and the Eight Admirables. Larry Funk's Band, with June Kemp and Vaughn Monroe, singers, have been held over. **STONE AND VICTOR** are playing a return engagement at the Bartlett Club, Rochester, N. Y.

EDDIE RIO and his brothers have a three-week engagement at the Bol Tabarin, San Francisco, and then go into RKO's *New Faces*. **THE BOWERY**, Milwaukee, is now being operated by Charles Nelson, with Joe Feinstein's Ork and Suzanne Danna, ssel Taylor, Dorothy Dean and Virgil Bette among the entertainers. **HELEN HOLMES**, reptile dancer at the Miami Club, Milwaukee, is switching to a strip team.

PIERRE AND TEMPLE have completed 10 consecutive weeks at Hotel Sir Francis Drake, San Francisco, and opened at the Biltmore Bowl, Los Angeles, March 25. **ARTHUR ARGYRIES**, of Mutual Entertainment, booked the show at Chez Ami, Buffalo. **DUKE (RUBBER LEGS) MARTIN** closed at the Club 549, Gary, Ind.

PANCHON & MARCO booked Jerry Withee and Nat Nazario Jr., and head the current show at the Keumore Hotel, Albany, N. Y. **COLLETTE AND GALLE** are at Haney's Club, Buffalo, until April 1, when the duo will head for Mexico City. **RANDOLPH AVERY TRIO** opened March 22 for two weeks at the Walton Roof, Philly, via Artists' Syndicate. **FELICIA AND DELREY** are in their second week at the Club Embassy, Canton, O. **HENRY LEWIS** is emceeing at the Star Rendezvous, Marysville, Calif. **DOROTHY SALTERS** and Maurice Rocco are doing a sequence in Walter Wanger's *Voyages of 1938* in Hollywood.

BELLE REGAS is at the Ponce De Leon Hotel, Miami. **JACK BALLARD** and Billie Rae are touring night spots in a 22-foot trailer. **VALLEY AND DEE** are headed for Baltimore. **HARRY BIBEN** adds night clubs and cabarets to his booking range in Philly. **MISS SHARON** is enjoying a holdover at the Eighth Avenue Klub, Fort Worth.

Montreal Club News **MONTREAL**, March 26.—The Ploodyilly Cabaret's hardliquor club will be named Club Richelieu.

Art Pike, for a long time manager of Krausman's Lorraine Grill, has resigned. He will probably be replaced by John Timof, formerly of Club Lido and Chez Maurice.

Booker "Jo-Jo" Henry is now conducting a newspaper advertising campaign to place his acts.

Mac Macdonald, one-time manager of the defunct Press Club, is now working for Eddie Descoiteau at the Ploodyilly Cabaret.

Linder Joins CRA Chi Office. **CHICAGO**, March 26.—Hank Linder was added to the one-night department of the Consolidated Radio Artists, Inc., office here last week to work with Ike Kayser. Linder has been managing the Prox Hop, Ballroom, St. Joseph, Mo., since last summer for Tom Archer, and previously had been connected with Kennaway and the disbanded Columbia Artists' Bureau.

Erie Agency Books Cafes. **ERIE**, Pa., March 26.—Hym Kollick, manager of the Paramount Attractions here, has set deals for bands and entertainment for the East Erie Turners' Club; Option House, Bradford; Cogan's Grill and Mike's Cafe. Addition of a field man is contemplated and by summer office expects to offer six to 12 weeks' work.

Heavy Mutual Bookings

ROCHESTER, N. Y., March 26.—The Mutual Entertainment Exchange here is now booking Times Squares Club, Bartlett Club, Brightview Club, Golden Grill Inn and Triangle Grill here; Melody Gardens in Kimira, N. Y.; Chez Ami, Savarin Cafe, Haney's and Havana Casino in Buffalo, N. Y.; Rex Grill in Syracuse, N. Y.; Hotel Wagner in Bath, N. Y.; El Chico Cafe in Binghamton, N. Y.

New Newport, Ky., Spot

CHICAGO, March 26.—Sligh & Tyrrell office will book the new Beverly Hills Club, Newport, Ky., which is to open April 6. Built by Glenn Schmidt at a cost reputed to be close to \$250,000, the cafe is said to be one of the smartest theater restaurants in the Middle West. Phil Tyrrell will personally book the spot.

Bill Curbs Night Spots

ALBANY, N. Y., March 26.—A proposed new State law is designed to regulate the hours of labor for males between 18 and 18 years and for females in hotels and restaurants. It will limit such hours to six days, or 48 hours, a week and prohibit the employment of females under 21 years between 10 p. m. and 6 in the morning, excepting females employed solely as singers and performers, also females employed in resorts or seasonal hotels and restaurants in rural communities and cities under 15,000 population.

BERT LYNN
Comedy Singer, Dancer and N. C. Now playing in Chicago. New! Featuring his new invention, the only Electric Vibelynn in the world.
GUY PERKINS, Chicago Rep.
Direction: SIMON AGENCY, RKO Bldg., N. Y. C.

Oliver White PRINCESS OF RHYTHM
Address Communications care The Billboard, 1564 Broadway, New York, N. Y.

MARIO and FLORIA
Opening at 18-week ENGAGEMENT March 26 at the WALDORF-ASTORIA, New York. Open PALMER HOUSE, Chicago, April 9. Indefinite Eng. MUSIC CORP. OF AMERICA.

ANNETTE BROWN "buddy"
Song and Dance Stylist
Now Appearing PARK CENTRAL HOTEL New York

After 39 Weeks at Coconut Grove, L. A.
EDDIE LeBARON
With His Orchestra NOW 20TH WEEK
WALDORF-ASTORIA HOTEL, N. Y.
(See and Empire Rooms and Cocktail Lounge)
Opening March 31st, At RAINBOW ROOM, Radb City, New York. Indefinite Engagement.
Management Music Corporation of America

THE DANCE TEAM that is different
DOLORES and ROSSINI
currently appearing at
CINE ROMA New York
The Epitome of GRACE, DRAMA and BEAUTY

MACK MILLER
Writes on Exploiting Night Clubs
In the Spring Number of The Billboard Dated April 10, 1937

RADIO-STAGE
AARONSON
 IRVING
 AND HIS COMMANDERS
 Eec. Mgr. CONSOLIDATED RADIO ARTISTS, INC.

15th Wick GLOHIA PALAST, N. Y.
DICK DIXON
 The Romantic Tenor,
 And His Arrangements
 Eec. Mgr. Consolidated Radio Artists, Inc.

BARNEY RAPP
 and his New Incliners
 with RUBY WRIGHT
 NOW PLAYING CHASE HOTEL,
 St. Louis, Mo.
 CONSOLIDATED RADIO ARTISTS, Inc.

JACK POWELL
 Dependable Drum, Dancer &...
 1270 Sixth Ave., New York

DON MARIO
 and his ORCHESTRA
 SWING CLUB, N. Y. O.
 Per. by PAUL WIMMISH,
 R. K. O. Bldg., New York City

DON REDMAN
 AND HIS ORCHESTRA
 ON TOUR.
 CENTURY ORCHESTRA CORPORATION,
 1010 Broadway, New York

ORLANDO ROBERSON
 and his orchestra
 NOW TOURING SOUTH
 Exclusive Management:
 CROSBY ORCHESTRA CORP.,
 1618 Broadway, New York

THE ONE AND ONLY
JIMMIE LUNCEFORD
 AND HIS ORCHESTRA

the new king of Syncopation
 NOW
 TOURING EUROPE
 Directed by
 HAROLD OXLEY, 17 E. 4th St., New York, N. Y.

11 No. Ford St., ALBANY, N. Y.
 204 E. Genesee St., SYRACUSE, N. Y.
JIMMY DALEY
 ATTRACTIONS

STONIE SMITH
 ONYX CLUB ORCHESTRA
 2nd Year ONYX CLUB,
 "Circle of Stars"
 201 Broadway, N. Y. O.

Latest Victor and Bluebird Records Feature Swing Bands

CAMDEN, N. J., March 20.—All Victor record releases for the week date on swingtime. Tommy Dorsey designs a dandy double with *Thanks for Everything* and *I'll Dream My Way to Heaven*. Lionel Hampton has his swingers together again for *Jazz*, the *Vibres* and *Stomp*, Hampton replacing Gene Krupa for the suit-case stomping on the latter side. Typical Fats Waller outgivings couple *The Nearest Thing You Ever Did Was Kiss Me* with *Back Up to Me*. The original Dixieland Five revive *Tiger Rag* and *Skeleton Jangle*.

Bluebird list tops with Bennie Moten swinging out *Prince of Wales* and *Sweet-*

heart of Yesterday. Moten disk introduces a new piano peddler, Basic, and has James Hushing doing the words. Johnny Hamp turns in *Was It Rain with Love Is Good for Anything That Ails You*. A newcomer, Jimmie Livingston, turns in two pair, *The Kid in the Three-Cornered Pants* with *You Oughta Learn To Dance* and *Good Night My Lucky Day* with *First, Last and Always*.

For the long hair and conservatory guys, Victor red seals for April release will include the Beethoven 8th by the Boston Symphony, Serge Koussevitzky fronting; eight sides of Bach's *Preludes and Fugues*, pressed on the pedals by Ed-

with Teicher; and four sides of chamber music composed by Fritz Kreisler and played by his own string quartet, with himself as first fiddler.

After many years of experimenting Bob Miller, of the Bob Miller Music Company, has perfected an invention whereby anybody, even without any musical knowledge, can play the piano. He describes his creation as Play-a-Song.

THE BILTMORE BOYS
 Now 6th Wick Wm Penn Hotel, Pittsburgh, Pa.
 TRUSS to Joe Miller.
 Per. Address: The Billboard, 1454 Broadway, New York City.

MARIO BRAGGIOTTI
 AND HIS ORCHESTRA
 SOLOIST with PROVIDENCE PHILHARMONIC ORCHESTRA
 March 18th,
 Playing One Concert—
 "Spanish Rhapsody."
 "Spanish Rhapsody" by Braggiotti as performed by the pianist and the orchestra. It is full of fervor, rhythm and vitality.
 Love/Sp. Pres. Journal.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks. WJZ and WJAF (NBC) and WABC (CBS) from Friday, March 12, thru Thursday, March 18, and also, for comparative purposes, from Friday, March 5, thru Thursday, March 11. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			Mar. 12-18* Net. Ind.	Mar. 5-11 Net. Ind.
1.	This Year's Kisses (F)	Berlin	20	25
2.	I've Got My Love to Keep Me Warm (F)	Berlin	20	22
3.	Boo Hoo	Shapiro, Bernstein	27	23
4.	When My Dreamboat Comes Home	Witmark	25	13
5.	Too Marvelous for Words (F)	Harms	26	21
6.	Goodnight, My Love (F)	Robbins	22	10
7.	May I Have the Next Romance With You? (F)	Petit	31	17
8.	What Will I Tell My Heart?	Crawford	20	20
9.	On a Little Bamboo Bridge	Morris	20	4
10.	Serenade in the Night	Mills	19	14
11.	Little Old Lady (M)	Chappell	18	27
12.	Stumbling on Park Avenue (F)	Berlin	18	19
13.	Swing High, Swing Low (F)	Famous	17	12
14.	My Last Affair (F)	Chappell	16	30
15.	Moonlight and Shadows (F)	Popular	16	13
16.	The Mood That I'm In	Broadway	16	9
17.	With Plenty of Money and You (F)	Harms	16	3
18.	Smoke Dreams (F)	Robbins	16	7
19.	When the Popples Bloom Again	Shapiro, Bernstein	15	8
20.	Ge, But You're Swell (F)	Remick	15	16
21.	You're Laughing at Me (F)	Berlin	14	17
22.	Trust in Me	Ager, Yellen	13	20
23.	Where Are You? (F)	Metz	13	0
24.	Did Your Mother Come From Ireland?	Crawford	12	21
25.	How Could You?	Witmark	12	14
26.	There's Something in the Air (F)	Robbins	17	5
27.	When Love Is Young (F)	Miller	12	5
28.	Our Song (F)	Chappell	11	3
29.	Big Boy Blue	Schuster	10	15
30.	Was It Rain? (F)	Santly-Joy	10	14
31.	You're Here, I'm There, You're Every-where	Mario	10	11
32.	Love and Learn (F)	Chappell	9	14
33.	Just a Quiet Evening (F)	Harms	9	14
34.	Love Is Good for Anything That Ails You (F)	Santly-Joy	9	13
35.	He Ain't Got Rhythm (F)	Berlin	9	11
36.	Summer Night (F)	Remick	9	11
37.	Head Over Heels in Love (F)	Petit	9	4
38.	One in a Million (F)	Hollywood	8	16
39.	Oh, Bay, Can You Swing?	Marka	8	13
40.	Sweet Is the Word for You (F)	Famous	8	12
41.	Night Is Young and You're So Beautiful (M)	Words & Music	8	11
42.	Wanted	Sherman Clay	8	3
43.	Twinkle, Twinkle, Little Star (F)	Popular	7	10
44.	Rockin' Chair Swing	Red Star	7	10
45.	September in the Rain (F)	Remick	7	7
46.	Now (M)	Chappell	7	7
47.	Who's Afraid of Love? (F)	Hollywood	7	7
48.	That Foolish Feeling (F)	Petit	7	3
49.	Ore a Little Thought to Me	Superior	7	0
50.	Dedicated to You	Crawford	6	12
51.	Supposing	Mills	6	10
52.	I Can't Break the Habit of You	Davis	6	9
53.	Long as You've Got Your Health	Mario	6	9
54.	My Little Buckaroo	Witmark	6	7
55.	If My Heart Could Only Talk	Sherman Clay	6	8
56.	You Do the Darndest Things, Baby (F)	Movietone	6	9
57.	Vienna Dreams (F)	Harms	6	5
58.	Sentimental and Melancholy (F)	Harms	6	5
59.	Whoa, Babe	Lincoln	6	4
60.	I'm Riding High (M)	Chappell	6	4
61.	Cafe Continentale (F)	Harms	6	3
62.	Moon Is in the Sky	Fox	6	3
63.	Under Your Spell (F)	Movietone	6	3
64.	You're a Part of Me	Gilbert	6	0

Turn to Our Amusement Machines, Music Section, for listing of 10 best records (Bluebird, Brunswick, Victor and Vocalion) for the week ending March 22.

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FRANK BURKE

Writes on
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*In the Spring Number of
 The Billboard Dated
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 York City, were issued charters of in-
 corporation today. Promoters and share-
 holders of Sterling are Leonore Schreier,
 Gail Buchwalter and Sally Jacobs.
 The backers of Bryant are Milton
 Hrachfeld, Harry Brown and Frances
 Agrest.

Joe Davis has acquired Cryin' Mood,
 by Andy Razaf and Chick Webb. It is
 on the blues order with a fox-trot tempo.
 Recordings already have been made by
 Webb and Pats Waller.



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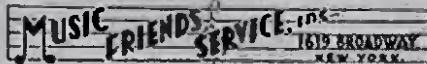
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- Boo-Hoo
- ★ CHRISTOPHER COLUMBUS (Henderson Arr.)
- ★ CHRISTOPHER COLUMBUS (Clinton Arr.)
- ★ CONGO RHYTHM
- ★ CAPRICORN (Vincent Lopez)
- Choir Boy (Great Song)
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- ★ DEEP FOREST
- ★ FLOATIN' DOWN TO COTTON TOWN (Eryn' Off the Handle Cds. Ev' You're Swed)
- ★ HAVIN' A BALL (Walter Record Hit) How Could You?
- ★ I've Got My Love To Keep Me Warm
- ★ I've Got Beginner's Luck (Cashwin)
- I Can't Lose That Longing for You in a Little Hula Heaven
- I Dream of San Marino
- I Adore You
- I've Got Rain in My Eyes
- I'd Be a Fool Again
- ★ I CAN'T BREAK THE HABIT OF YOU
- ★ JUNGLE JITTERS
- Just a Quiet Evening
- Just To Remind You
- ★ Love and Learn
- ★ Little Old Lady
- ★ Love Is Good for Anything That Ails You

- ★ MAKE BELIEVE BALL ROOM
- ★ MAHOAGANY HALL STOMP
- Moonlight and Shadows
- My Last Affair
- ★ NERD (Novelty Hit)
- Our Song (Waltz)
- On a Little Bamboo Bridge
- Sweet Is the Word for You
- Swing High, Swing Low
- ★ SHADES OF HADES
- ★ Serenade in the Night
- September in the Rain
- Smoke Dreams
- ★ Sweet Lullaby
- SWEET HAWAIIAN MOONLIGHT, Waltz
- ★ THE CUBAN GABBY (Novelty Rumba)
- The Kid in the Three-Cornered Pants
- Thirty Days Hath September
- The Night Is Young and You're So Beautiful
- The Coronation Waltz
- Too Marvelous for Words
- ★ The Love Bug Will Bite You
- Trust in Me
- The Meanest Thing You Ever Did
- ★ This Year's Kisses
- The Mood That I'm In
- ★ They All Laughed (Cashwin)
- ★ You're Laughing At Me
- When My Dream Boat Comes Home
- ★ Was It Rain?
- When the Popples Bloom Again
- When Love Is Young
- Who's Afraid of Love
- What Will I Tell My Heart?

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- JUNGLE JITTERS
- KEEPIN' OUT OF MISCHIEF NOW (New Swing Arr.)
- MAHOAGANY HALL STOMP
- MONKEY BUSINESS
- Night Ride
- RIFFIN'
- CHADES OF HADES
- SWEETHEARTS ON PARADE (New Swing Arr.)
- Waddin' At the Waldorf
- WASHINGTON SQUABBLE
- WE WANT FIVE
- Whoa! Erbe
- WILLIAM TELL

- AFTER YOU'VE GONE
- BASIN STREET BLUES
- Georgia Jubilee
- House Top
- Hopie Gabriel Likes My Musky
- I WOULD DO ANYTHING FOR YOU (New Dale Arr.)
- Jam Session
- Jolic Beth
- MAD HOUSE
- RIFIN' At The Scotch
- Rifin' At The Ritz
- ROSETTA
- Swingtime In The Rockies
- Stompin' At The Savoy
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Booking Offices Double As Film Talent Scouts

RKO, Warner and Paramount scouts work in cahoots with vaude bookers—Willi rumored as asking RKO to return flesh to 2 N. Y. houses—Fox biggest talent grabber

NEW YORK, March 20.—Vaude booking offices of the major circuits are doubling as talent scouts for the film departments of the companies. This exists in RKO, Warner and Paramount, where the Eastern film talent scouts operate in close connection with the vaude booking offices. The keen competition among the talent scouts in digging into vaude for people, with their work being made difficult due to the scarcity of vaude houses here, may result in some circuit houses returning to vaude. It is understood that Arthur Willi, RKO-Radio pix scout, has approached his firm's theater operating department with a plan for vaude in two ex-vaude theaters here.

Willi's assistant, Dan Friendly, makes his office part-time in the Radio pix department and in the vaude booking office. Both Willi and Friendly are ex-bookers of RKO, and Friendly keeps a close watch on the bookings made by Bill Howard. At Warner, Steve Trilling, former head of vaude booking there, makes his office on the same floor as Harry Mayer, who is now the vaude booker. Both work co-operatively on film scouting and vaude booking. Boris Kaplan, Paramount talent scout, solicits the co-operation of Harry Kalcheim, Paramount booker, who makes frequent suggestions on talent for films.

Kaplan is a regular visitor to the circuit's audition room, where Kalcheim averages about eight auditions a week for theater bookings. Paramount is the only one to have the advantage of an audition room. The talent scouts prefer covering vaude theaters in their scouting roles, but the lack of theaters in towns causes them to make regular jumps to other cities or spend most of their nights in clubs. Paramount recently staged an audition of acts at the Bayes Theater here for visiting film execs from the Coast. Willi's reported plan to use vaude in two local RKO houses is understood to be a definite tie-up with films, exploiting the shows to the public as talent outlets for films. Figures to make money for the house as well as produce film talent.

The 20th Century-Fox talent scouts here are the biggest grabbers of vaude talent, this explainable by the fact that they are given more leeway in signing up acts. The other scouts have to offer their talent to the Coast, with the result that there is usually a lot of juggling before contracts are actually signed. However, the competitive angle among the scouts has resulted in the Coast offices easing up on the Eastern reps and giving them more authority.

All the activity among the film interests in digging into vaude and clubs for talent is the result of recent clicks in pictures of such acts as the Ritz Brothers and Martha Raye.

Hylton Earns \$0Gs in Month

LONDON, March 13.—Jack Hylton, English ork leader, chalked up a European salary record during his month of February run at the Scala, Berlin. Booked in on straight salary and percentage for two weeks, Hylton stayed a month to come off with \$30,000 as his earnings for that period.

Lincoln, Philly, Two Days

PHILADELPHIA, March 20.—Sam Steffel, operator of the Nixon-Grand, sepiu combo house, adds a two-day showing of colored shows at his Lincoln on Friday and Saturdays. No "names," mostly local talent doubling from night spots.

HARRY KALCHEIM

Writes on

The Trend in Stage Shows

In the Spring Number of The Billboard Dated

April 10, 1937

Profit of \$843,840 For British Chain

LONDON, March 13.—Moss Empires, British theater chain, reports a gross profit of \$843,840 for the year ending December 31, 1936, an increase of \$10,690 over the previous year's figures. The sum of \$92,860 brought forward from the previous year swells the profits to \$936,700.

Against the gross profits are the following items: Debenture interest, \$110,193; directors' fees and expenses, \$29,627; income tax, \$34,250; depreciation, \$122,463; and other items in the amount of \$34,570. Dividends of 5 per cent each have been paid on preferred and common shares. The directors recommended a final dividend of 5 per cent, less tax, on common shares, making 10 per cent for the year. Also that \$75,000 be placed in reserve and that \$38,876 be carried forward.

A breakdown of the programs played during the year on the circuit shows 63 per cent was vaude, 23 per cent was legit and the balance pictures and circuses.

Another Clark Unit

CHICAGO, March 20.—Harry Clark's latest unit, *The Penthouse Follies*, opens its tour at the Orpheum Theater, Lincoln, Neb., Friday. Cast comprises the Gaby Brothers, Murdock and Mayo, Elmer Brown, Sherman and Wallace, Ryburn and Barry, the Five Rhythmettes and a six-piece band under the direction of Bernie Fitz, Company will be managed by Elmer Brown.

AILEEN STANLEY will sail from New York May 16 on the Champlain to open at the Berkeley, London. . . . Four Rhythm Boys, formerly with Paul White-man, will open May 31 at the Cafe de Paris, London, for four weeks, doubling two of the weeks into the Victoria Palace. . . . Eton Boys, GUS quartet, go into the Keith, Boston, this Thursday, and into the Earle, Washington, the following week. . . . Walter Dore Wahl returned to New York from Europe last week on the Normandie after playing 15 weeks abroad. He had other weeks to play, but homesickness brought him back. . . . Harry Krivit will put out a big unit soon under the title of *Folie Continentale*, the cast to include Fritchard and Lord and Carlton Emmy. . . . Paris Creations unit, current at Payk, Philly, comprises June Carr, Joe Rollow, the Roberts, Ross and Bennett; Mills, Irving and Raye; Leona Lamonte and Gerron and Bedolett.

THE ED SULLIVAN show at Loew's State, New York, April 8, will include Pops and Louie, Hudson Wonders, Frances Faye, Sheila Harratt, Dave Vine and Marjorie Gainsworth. . . . Milton Hill's Eight Dancing Debutantes are current at the Orpheum, Okmulgee, Okla., and will follow with a tour of the Southwest with Hill's *Aces of Adorables*. . . . Louise Beavers had to cancel her theater dates on a call from her pix studio. . . . Al Allen, of the Morris Agency, returned to his office last week after two weeks in bed due to a severe foot burn.

LKW LAMAR, former booker with the Etienne Booking Agency, Detroit, is now

Agent Magic

NEW YORK, March 20.—The activity in vaude by film talent scouts, with the latter overboard in their attention to the field, is best seen in the recent experience of an insurance agent. Latter was trying to see one of the film talent scouts and had no luck until a theatrical agent friend told him to advise the scout's girl Friday that he was an agent. He was ushered right in, but when Pinous found out he was another kind of an agent he was ushered right out.

Branford, Newark, To Play Ted Lewis

NEW YORK, March 22.—Warner Brothers will put a stage show into its Branford Theater, Newark, this Friday for six days, the booking being the Ted Lewis unit. If the engagement is successful, there is a possibility that the house will use other flesh attractions. It may also reawaken flesh interest on the part of Loew, RKO and Adams Brothers.

The Ted Lewis booking is the Branford's first stage show in five years, except for two years ago when Guy Lombardo appeared there in connection with his *Esso* road tour. Town has been without vaude for some time now, exiting completely when the Paramount dropped out.

Charlot's Non-Stop Policy

LONDON, March 13.—Andre Charlot, musical producer, will stage a non-stop revue of four shows a day at the Vaudeville Theater here starting March 23. Each show will run four weeks, with Douglas Byng to be featured in the first. About four years ago the non-stop revue was the rage here, with seven theaters at one time using the policy.

N. Y. Musicians To Meet With RKO Soon

NEW YORK, March 20.—William Peinberg, secretary of musicians' local 802, will contact Major Leslie Thompson of RKO Monday relative to negotiating for the re-employment of musicians in the circuit's local theaters. Thompson at present is out of town.

The letter sent by the local last week to Major Thompson was answered, the latter giving the impression that his circuit was not quite aware of what the situation is all about.

Vaudeville Notes

working as emcee in the Detroit-territory thru Affiliated Theatrical Offices of America.

WEST COAST ITEMS: Charles Withers, after playing both houses in Los Angeles, Paramount and Orpheum, takes his opry house act to Seattle, San Francisco and Portland, Ore. . . . Mile, Marie, mentalist, en route to Bermuda via New York for a six-month engagement. . . . Rice and Cady filming for 20th Century-Fox in *This Is My Affair*. . . . Lebi and Sady, comics, signed for Paramount's *Exclusive*.

Weaver Brothers and Esiry, finishing a Pacific Coast tour with their unit, started back East by way of El Paso on a series of two-night and week stands. Back in Missouri, the unit will disband when the Weavers going back to their automobile agency business. . . . Gene Austin has been signed by RKO for a series of shorts. He will work again with Candy and Coco, who are night clubbing around Hollywood. . . . The script for the new Olsen and Johnson show for Republic went into work this week, with the comics collaborating on it with Al Perkins. . . . Popularity of the *Sunday Night at the Trocadero* stage show at the Paramount, Los Angeles, caused it to be held over for a third week. Only holdover in talent, however, is Art Tatum, blind pianist, while Will and Gladys Abrahm, Britt Wood, Shirley Van and Caprini Sisters are newcomers.

DON D'CARLO, Pittsburgh booker, is moving his headquarters from the Aaronson Building to the State Building in that city April 1.

Bands Corner Theater Mart

All circuits buying 'name' bands—prices soaring to prohibitive heights

NEW YORK, March 20.—"Name" bands have taken the play away from everything else as theater attractions, major circuit bookers practically concentrating on these bookings. The demand has resulted in salaries being titted sky-high, with the result that they are nearing the prohibitive stage and bookers are already squawking and planning to limit their buys of bands to guarantee and percentage deals. Until recently, out-of-town theaters were steering clear of "name" orks because of several flops, but now the fear is gone and the buying is widespread.

The Paramount and RKO Circuits have been using a lot of bands in out-of-town theaters, the Paramount most active in view of the success of its local Paramount Theater. Now Warner and Loew have entered the scene as markets for the bands. Warner has bought a flock of these attractions for Washington, Pittsburgh and Philadelphia, while Loew is limited to its one out-of-town house, which is Washington.

In Washington, Warner has Jan Garber going in this Friday. From April 23 thru May 31 at the house the bands will include Horace Heidt, Roger Pryor, Shep Fields, Hal Kemp and Guy Lombardo. In Pittsburgh, the future band bookings include Pryor, Don Redmond, Garber, Ted Lewis, Ina Ray Hutton, Lombardo and Fields. In Philadelphia, at the Bufile, the bands include Lewis, Garber and Lombardo.

Among the bands booked by Loew for Washington are Cab Calloway and Glen Gray and Sam Loma. Circuit's State Theater here is also playing "name" bands, with the house to get Lewis, Horace, Heidt and Calloway.

In booking the band with Music Corporation of America and Consolidated Radio Artists practically having a monopoly, the sellers also furnish the rest of the show, comprising specialties. The deals with the booking offices are made in that manner, with the booking office passing judgment on the specialty acts to work with the bands.

Helen Morgan To Appear in Europe

NEW YORK, March 20.—Helen Morgan will sail from here next month to open at the Victoria Palace, London, April 19, doubling into Ciro's. Her booking is for two weeks of doubling, but she may remain longer.

Following her London engagement, Miss Morgan will travel to Ireland to appear at the Theater Royal, Dublin. Booking was arranged by the William Morris office.

Kaye Nixes NBC Job

NEW YORK, March 20.—NBC is having difficulty filling the vacancy in its artists' bureau caused by Ruby Cowan's withdrawal to go with Paramount films on the Coast. Jesse Kaye, of Pantheon & Marco, was offered the job this week but turned it down. He has been with F. & M. for eight years and preferred to remain with the firm.

Philly Bookers' Dinner-Dance

PHILADELPHIA, March 20.—Local bookers will take a night off April 8 for the annual dinner-dance of the Philadelphia Entertainment Contractors' Association. Affair will be held in the Penn A. O. ballroom and is tagged a *Night in Bohemia*. Madeleine Wood is in charge of arrangements and Eddie Sherman will bring on the show.

Acts to Australia

LOS ANGELES, March 20.—Acts for the Tivoli Circuit, Australia, booked by Sam Kramer, sailed from Vancouver, B. C., on the Aorangi, Wednesday. Ruth Darrell and Simon and Neal sailed then, while Bob Parrish and Moran and Wiser sail on the Mariposa from Los Angeles April 23.

Loew's State, New York
(Reviewed Thursday Afternoon, Mar. 12)
 State's now running breakfast shows, the first of the five shows today going on at 10:57. The Joe Cook of Russia, Dave Apollon, whose versatility and endurance knows no bounds, is back here again with one of his units, and, as

usual, it's a show complete on entertainment, speed and sock. Extra added attraction is Bea Saxon (Saxon Sisters), while the pix is *The Last of Mrs. Cheney*. At this second show opening day business was very good.
 No chance at the State to play around much with production, so the Apollon show just goes in for one full-stage piece, which is nice, but the interest anyway is what happens in front of the set. Apollon's carried better people than his present crew, but that's not inferring that what he has isn't all right. They are, but without Apollon to make the audience applause-minded they'd just get over and no more. Show looks less expensive than his previous shows.

Apollon is a brilliant showman. He's on stage practically all of the time, banging away at the audience to build up his talent, leads the bands, gabs amusingly, plays the mandolin, sings and even winds up with a bit of fast stepping. His 13 Filipinos are on stage to provide the music, the aggregation now using a lot of brass. It's a good outfit, playing swell for the acts and doing plenty okeh on their own. Guitarist of the troupe stooges for Apollon on comedy and is good. Harold Aloana, Hawaiian, sitting with the band, steps out to do a grand specialty, crooning beautifully and doing a masterful job of playing an electric guitar.

Production is also aided by a line of eight girls, swell lookers, who are billed as the Savoy Dancing Beauties, but are really a Dave Sines line. The gals do nice work of good routines and they make several changes of tasteful costumes.

Parade of specialties is led off by the Hale Sisters, mild rhythm hoofers. Bobby Brent is a treat with his cute Punch and Judy turn, the folks taking to it handily. Provides a lot of laughs and the Brent lad wields the dolls cleverly. Encores with a puppet bit that gets him off swell. Lyda Sue is one of the better acrobatic dancers, a cute-looking miss who does excellent gymnastics and all the time observes synchronization. John Barnes is okeh, too, with his flat-footed tapping, beating out a nice array of taps.

Charlotte and Charles Lambertson, deaf-mute couple, are among the bigger hits in their ballrooming. They're lovely looking and their work is graceful and charming. Yvonne Moray is a novelty, a cute midge who song-dances effectively. Socks when she works with Apollon at a burlesqued version of a Buster Shaver-Olivo Branow routine. Johnny Woods is again the big sock of the show, his impersonations actually wowing the audience. He gives out with a load of items, all of them being true studies. Last of the specialties is Ruth Del Rio, who does a rumba bit with Apollon in the finale.

Bea Saxon, as added attraction, is really outstanding. On her own now, this platinum blonde rates a lot of work for her excellent singing turn. She's got a voice of unusual merit, it can be sweet and hot equally so well, and her numbers feature clever arrangements. Offers *I Gotta Get Hot* and *Who*. Ruby Zwierling and the pit boys have the week off. **SIDNEY HARRIS.**

Chicago, Chicago

(Reviewed Friday Afternoon, March 19)
 Apropos of the religious season, the current bill is closed with a stirring presentation of pictorial-magnificence based on *The Rosary*. The Balaban & Katz production department has done itself proud with this colorful number, which opens showing a church interior on scrim, behind which Ruthie Farley is seated at the stage console of the organ playing Rubenstein's *Kamennoi-Ostrov*. This is followed by Jack Baker singing *The Rosary* as the lights come up showing the interior of the church, with a large stained-glass-window effect and the Evans Girls grouped about attired as nuns.

The Evans Girls opened with a lively routine and were followed by Rosemary Dering, petite ballerina, who was delightful in a well-done musical comedy routine with one-leg ballet turns.

T. Bradley Martin, back from his European triumphs, has acquired a great deal of poise and polish since his last appearance here and is doing a better set than he has ever done before. Working in talls, the youthful magician baffles his audiences completely with a fine line of sleight-of-hand card and coin tricks. Among his new material is a colored scarf routine. He continues to use his crackerjack eye and fan trick and the cigars out of the air, at which he is an expert. Very good hand. Gilbert Brothers held the next spot

with feats of strength on the horizontal bar. Their routine is one of symmetry of grace and rhythm. Closed with a turnover hand-balancing trick that sent them off to heavy applause.

The Evans Girls were seen in a dance symphony here. Attired in typical ballet costumes with white wigs, their number was beautifully done before a blue background and made more effective by the use of an incline. Rosemary Dering took the spotlight for the second time with a lovely toe routine done to the *Veise Bleuetie* and drew a nice hand.

Paul Gerrits held the next-to-closing position. Possessing a deft comedy style, he made an instant hit with his stories, a bit of acrobatic stuff and his roller-skate work and Indian club juggling. His closing stunt, where he almost skates on his ear, is a dorb. Good hand. **P. LANGDON MOROAN.**

Roxy, New York

(Reviewed Friday Evening, March 19)
 Current P. & M. production occupying stage features dance act of Harris, Claire and Shannon and includes Carlton Emmy and his Mad Wags, a dog act: Al (Whitey) Roberts, comedy juggler, and Motter and Davis, acrobats.

Following opening flash by the Gee Foster Girls, Carlton Emmy brought on his dog act and delighted for 10 minutes with an offering that did not so much emphasize the stunt ability of his charges as bring out the careful training in cute and cunning tricks that made them such excellent comedy stooges.

The team of Motter and Davis stuffed with their strong-arm and control stuff and scored handily. Besides the display of muscle, their work takes in gracefulness, smoothness and precision. Both lads are superbly built and apparently



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Week Nov. 6—Milwaukee.	Chattanooga, Tenn.
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From Montreal Gazette, February 13, 1937. "Ben Marden's Riviera—a popular New York summer night club brings its show to Loew's stage this week. A bearded old coddler who meets a modern dancing girl on Riverside drive steals the show from America's loveliest girls, assisted comedians, and competent soft-shoes and tap dancers. The old boys comiques, his skook, young partner that rhythm isn't something that popped out of nowhere when last time caught popular fancy. This rhythm king of the planet whose name is Art Frank justifies the price of admission beyond any manner of doubt in his scornful impersonation of the modern "hot" singer, coat talk and beard notwithstanding."



From Montreal Star, February 15, 1937. "ACT FRANK'S ART. Bearing the hall-mark of Ben Marden's Riviera Club the stage this week at Loew's stacks up as pretty a fair eye-full of pukhtitude and personality, with the veteran Art Frank looping everything the balance of the cast can concoct in the way of diversion. Mr. Frank, who has always been a favorite on the local variety boards, has altered his well-known routine to conform to the demands of a unit show, but he remains unexcelled in his particular sphere. Mr. Frank sells his dialogue with a little sound philosophy, reasonably belittling the notion that we moderns are responsible for all the best in dance rhythms, not to mention everything else he very ably demonstrates how the tunes and steps of yesterday can knock those of our age into the proverbial cocked hat. His turn is by far the outstanding item in the Riviera Revue."

thanks to PHIL BLOOM

the same size and weight, which adds to the effect of their tricks.

Al Roberts fared so-so with an offering that begins by sandwiching gags and patter between repeated falling attempts to perform a waltz along while skipping rope, develops into a plate-juggling comedy sequence, assisted by a girl, and finally winds up by actually making good his threat of dancing while rope skipping. A few novel steps at the close warrant a return to give his several versions of trucking. A novel turn, but hardly overstrong in any department.

Geo Foster places parades in the hands of her girls this week and after much waving and many effect formations, in which they achieve a commendable effect of a writhing dragon, they introduce Harris, Claire and Shannon and their ballrooming. Three numbers, including a Bolero-Oriental combination and a tango, are executed gracefully and neatly without hitches or loss of rhythm when alternating partners. In addition to faultlessly done difficult steps the two-girl setup, one being blond and the other brunette and contrastingly costumed in every number, makes for an unusual novelty effect.

Eddy Paul and his pit men turned in the usual competent job. Flicker fare is Breeding Home. GEORGE COLSON.

Capitol, Washington, D. C.

(Reviewed Friday Evening, March 12) Returning to normal pattern as "Red" Skelton moves out after two-week dance stay, house offers quartet of acceptable acts, with show running at snappy pace. "Extra added" designation goes to local city editor-radio newscaster spotted in to do copy of air stint. Phil Lampkin and house melody combo have plenty to do for various turns, handling assignment faultlessly. Pix is Espionage (Metro), with house fair at supper show opening day. Billed as "Washington's Nelson Eddy," Talbert Halett takes spot for songs apart from flesh program proper. Led has excellent pipes, okeh choice of numbers, does well with audience in special featured position.

Wini Shaw gets big type, appears before mike for group of ditties. St. Louis Blues best of three at showing caught, with It's Delovely another okeh effort. Too Marvellous for Words passable, but the Handy piece gives her fullest opportunity. Oul has that "something" for so-called personality zinging, could sell practically any stage.

Helen Reynolds and World Champion Skaters lead off in whirlwind roller turn, executing several unusual bits. Eight fems, with fluent manner of working, never a pause. Control and co-ordination excellent. Arthur Reilly, newspaper man, taking nightly air period with news as Washington Herald Globe Trotter, appears next, framed in huge mike upstage. Celebrating five years on air, he reads over public address chronological recapitulation of big news events which have happened during that time, closes on characteristic "good night" in assorted languages. Nothing of particular interest, but name worth something here, and following gives fine hand.

Fourth. Al Stone and Ann Lee. Man does fair with assortment of gags, gal falls on for interview, straight-faced delivery of funny queries netting her laughs. Some tromboning from Stone and exit on hot song and dance by Lee woman. Act is no stranger here, but customers take it easily and team does say few different words.

Billy Wells and Four Pats in closing spot, alleged English and Continental waltz item. First is boy and girl in military terp bit with tumbling, followed by single lass doing neat acro number. Wells possessing easily manipulated stomach, contributes grotesque act shoe in costume of cigar-smoking dwarf with enormous head. Controllable middle is at throat of figure, comes in handy when it swallows weed. Original duo buck best in stupid boxing-dance routine, after which Wells imitates monkey, offers fast and funny hooding in Latin manner. All on for loud and fast assorted-terp finish, principally acro. Adds up to acceptable hodge-podge, but lot of it could be cut or altered. CHRIS MATHESEN.

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, March 18) Four acts running 40 minutes, plus Jungle Princess and Stolen Harmony on the screen, entertained a slim house at the dinner hour. Might be almost

termed an off night, as there's not so much as a dish thrown in with the admission ticket on Thursdays.

Sterling and Silver, mixed dance and comedy team, opened. Did several simple duet and solo numbers and also attempted a bit of comedy. Their gags fell flat, but their stepping drew a polite round of applause.

Ross and Baker, two youngsters, did impressions of Jessel, Artus, Lionel Barrymore, Penner, Johnson and Cantor, and very badly indeed. Youths possess typical high-school style and delivery and probably won't get further south than the Bronx spot unless they improve. House granted them a mild hand.

More impressions were offered by Leon Fields, who also combed. In addition to impersonations, Fields revived some of the old WPA gags plus several depression jokes. Stuff was not only stale, but was an exhibit of poor showmanship. House caters to those in the lower-income brackets who do not consider the late depression funny. Fields' chief asset is self-assurance; he needs material to back it up.

Ted and Katherine Andrews and Guy Martin closed with several dance numbers. Brother and sister act offered some ballroom stepping, impressions (again) and then attempted some Harlem routines. Team only fair. Martin is far more suave and polished than similar acts seen here and won himself a nice hand. More variation of material would have put him over with greater sock. BENN HALL.

Cine Roma, New York

(Reviewed Wednesday Afternoon, March 17)

This combo house plays to the Italian populace and is doing quite well with its policy. Current shows hits a 30-minute operatic overture under the baton of Maestro Alberti and a musical one-acter labeled A Night in Seville. Overture is played by a symphonic orchestra of 14 men, featuring Signor Mell, baritone. Selections from Rigoletto were played and warmly received by a good matinee house.

The stage bill is a concoction of comedy, song and dancing. High spot in the show is the dramatic and interesting dance work of Dolores and Rossini. The team is really different from most competitors with its dramatic interpretations and out-of-the-ordinary routines. Were spotted in two numbers in which they impressed with dance moods of temptation and jealousy. Latter number also reveals Rossini's fine romantic voice.

Vocalists are Alba Cammelucci and Mlle. Nucchi, both featured in frequent and beautifully sung Italian and English love tunes. Gigi Mattioli is the comedian in the piece, which centers around a wedding scene and the ensuing celebration. It is all very gay, and hits the spot as Italian entertainment. A cast of 14 on the stage.

The screen had a newswear and a comedy in Italian, which carries the English title of Love and Money. SAM HONIGBERG.

London Bills

(Week of March 15)

Current bill at Victoria Palace is voted best to date, with Lucienne Boyer creating a sensation. Other sterling hits are Gordon Palmer, juggling humorist; Byrd Gonda Trio, slow-motion equilibrist; Russell Swann, conjuring humorist and most efficient escapee; De Long Sisters, graceful acrobats; Four Ortons, dandy comedy wire act; Ben Dova, comedy acrobat, and the Mulo Ball Boys, with their funny vocal travesty. Only weak items are Claude Dampier, radio comedian, and Lily Morris, whose two numbers are old-fashioned. Business is excellent.

Babe Daniels and Ben Lyon again headline for the G. T. C. Theaters and chalk up show-stops at Hippodrome, Birmingham.

Edinburgh Empire has three American acts, copying applause honors of the show. They are Turner Layton, colored singer; De Wolfe, Metcalf and Ford, comedy dance act, and the sure-fire Gaudsmith Brothers.

Nina Mae McKinney, colored songstress, and Dave Seed, half-pint comedian, with Jack Janis and Eilian White, assisting, are the mainstay of a new road unit that opens this week at Swansea Empire. Both acts are American and Seed works like a Trojan and wins most of the laughs in the show. Babe Lawal, eccentric dancing come-

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dienna, and Johnny Howard, monologist. are featured with the Mrs. Jack Hyllon show at the Metropolitan here.

Three Americans on view at Gaumont, Hammerstein, with Jack and George Hammond getting huge laughs with their comedy antics on unicycles, the Harmony Kings scoring with their vocals, and the beautiful Gracie Schenk and her partners hitting with acrobatics, dancing and musical items.

The Whirlwinds, roller skaters, thrill at the Gaumont, Lewisham, where the act comes in for plenty of bows.

Four Franks continue their show-stopping career at the Ritz, Huddersfield.

Carroll and Howe, American comedy team and dancers, are a great hit at the Troxy, Stepney, where Maximo, darling wire walker, hits heavily also.

Three good American acts, Nellie Arnaut and Brothers, Bob Fisher, and Carter and Holmes share honors at the Theater Royal, Edinburgh.

BERT ROSS.

Additional Vaudeville Reviews on Page 23

MILLS LINES UP—

(Continued from page 5)

three sides, all Cuban, for Master; Red McKenzie and Adrian Rollini, four sides for Variety; Paul Ash, four sides for Variety; Harry Reeser, four sides for Variety, and the Tramp Band, recently at the Cotton Club, two sides for Variety.

Bands that have already recorded for either Master or Variety plates include Jerry Blaine, Rudolf Primi Jr., Cab Calloway, Jim Mundy, Willard Robertson, Jay Freeman, Zigm Arthur, Frank Newton, Duke Ellington, Jan Savitt, Tommy Tompkins, Jack Donny, Mario Braggott, Barney Bapp, Jesse Stone, Red McKenzie, Alceco Grenet, McKenzie and Rollini, Ray Block, Billy Kyle, Zeke Manners, Red Nichols, Paul Ash, David Tarris, Barre Wood, Cooke Williams, Edgar Hayes, Hudson-DeLange and Harry Reeser. Also Lew White, organist, and the Three Peppers, novelty instrumentalists.

Allegheny, Philly, Cutting

PHILADELPHIA, March 22.—Allegheny Theater here, one of the Warner houses which put in vaude on the settlement of the musicians' strike here, will reduce its vaude policy April 12. House goes to three-day at that time. Monday opening, instead of the present split-week, three days each half.

Reviews of Acts and Bands

Vivian Ray

Reviewed at the Club Ball, New York. Setting—Floor show. Style—Singer. Time—Six minutes.

Pretty and beautifully gowned, Vivian Ray possesses a sweet and thoroughly pleasing voice, abetted by a lot of personality in voice and expression and by good phrasing of specially arranged material.

She did equally effectively the pert personality number *He Ain't Got Rhythm* and the mellow path *Good-night, My Love*. G. C.

Two Stanley Brothers

Reviewed at the 125th Street Apollo, New York. Setting—In one. Style—Acrocentric dancers. Time—Five minutes.

White team offering better than average routines of acro-centric work that are fast, contain some unusual tricks and steps and are generally entertaining.

A drunk dance solo by one of the boys is a standout specialty and helped considerably the composite impression of the act. Went over very well when caught. G. C.

The Lincolns

Reviewed at the Club Ball, New York. Setting—Floor show. Style—Voodoo dancers. Time—Ten minutes.

Mixed duo in weird makeup and appropriate native costumes, or lack of them, performing voodoo dancing and rituals. Their opening number is a colorful but wild mixture of aboriginal dancing, savage yells, whirling and tossing about of the girl, that works up to a frenzied end, with the girl beating a tom-tom as she is spun around while held aloft by the male.

Longer and more impressive is their Witch Doctor bacchanale depicting the strange ceremony of *Haba Haba*. To the beat of pulse-quickenning tom-tom music, he performs his ritual on the prostrate form of the girl, accompanied by much incanting and the rough laying on of hands on choice spots of her anatomy. Having worked some kind of charm on her, she relinquishes from her possession a bag of small bones, among which is a darker one, and another bag full of writhing toy insects.

Scrambling the bones in the fashion of dice, the dark bone points out the patrons to whom the insects are distributed.

A bit drawn out in spots, but a sock novelty offering as a whole. O. C.

Three Rhythm Debs

Reviewed at the 125th Street Apollo, New York. Setting—In full. Style—Harmony singing and dancing. Time—Six minutes.

Featured vocalists with the Jesse Stone Orchestra, this colored female trio offer a variety of personality and novelty harmonizings. Young, fresh and nice looking, but with nothing unusual in the matter of individual voices or blending, they win applause with good personality injection and sparkling delivery. Work of plumpish member rates special mention.

They do three numbers and close with a short turn of *Sust-Q*. Also come on for a chorus rendition of *Pennies From Heaven* as it is played by the band. G. C.

Bernie Cummins and Band

Reviewed at Florentine Room, Hotel Gibson, Cincinnati. Style—Dance band.

Always a prime favorite in this city, this organization is enhancing its popularity no little by presenting a personable appearance and refined rhythms to ever-increasing Florentine Room business.

Style classes it as distinctly favoring the more melodic trend, combining ear-

pleasing melodies and good dance rhythms. It does, however, offer a session of hot music, but in a sweet mood and without blasting. Vocals are dominated by the brothers Cummins, Bernie and Walter, in a creditable manner. Also pleasing in their vocal traditions are the female trio, Jerry Lang and Ebby and Ruby Verner; and Dippy Johnson, one of the oak lads. R. D.

The Baltimore Boys

Reviewed at William Penn Hotel, Pittsburgh. Style—Strolling musicians and singer.

The Baltimore Boys (Don Taylor, Danny Lane and Pat Aiden) prove one of the better strolling musician acts. They are young, personable and talented. Taylor strums on a guitar, Lane is the violinist and Aiden accompanies on a basso.

The boys boast of a large repertoire of new and former hit tunes which they deliver both musically and vocally. Work in tuxes early evenings and in full dress for late night clubbers. Non.

Dolores and Rossini

Reviewed at Cine Roma Theater, New York. Style—Dancing. Setting—Full stage. Time—Ten minutes.

A Latin dance team and a standout with their different dramatic interpretations of dance moods. When caught, they scored heavily with two numbers, one a modernistic turn, the other an unusual version of the apache dance. The latter in particular displays grace and training. Rossini comes on stage finding his partner in the arms of another man. To the tunes of a Latin song concoction he manhandles her thru a series of daring gyrations and other athletic maneuvers. Dolores, shapely and talented blonde, commands attention thruout the act. Non.

Additional Night Club Reviews

Coconut Grove, Bridgeport, Conn.

This is one of Bridgeport's largest and most beautiful night spots and is located in the northern part of town, on the outskirts. It is tastefully decorated to represent a coconut grove, lighting being perfect.

Tony Dea, formerly director of shows at the Westchester Country Club, Rye, N. Y., and director of the Casa Ritz Orchestra here, has a fine swing band of 10 men. He knows how to sell his wares. Band, which plays on a stage at one end of the room, boasts of two fine vocalists, Jerry Factor and Wayne Murray. Murray doubles as emcee of the floor show.

Show, which used to be most pretentious in town, has been curtailed for the Lenten season and this week consists only of one ballroom tap team, Michael and Marion Ford, who present their whirlwind act in Continental style, making five appearances during the evening. Make a neat appearance, opening in an Astaire-Rogers routine, which is a sensation. Michael then gives a good imitation of Bill Robinson. Joe Frisco and Hal LeRoy. They also offer a soft shoe, rumba and a challenge dance. Also a good line of chatter.

There is no cover. Minimum is \$1 week days and \$1.50 Saturdays, Sundays and holidays. No steps are permitted.

Paul Harold, owner, personally assists general Manager Jim McNamara in receiving patrons. McNamara, who formerly conducted the White House Inn here, came in last week after Martin (Martie) Cohen resigned. Shows are booked by Bernard, of New York. Samuel A. Lefkowitz.

Greenwich Village Casino, New York

Typical of the majority of spots in this sector which enjoy the reputation of an alleged glamour but prove pretty tame haunts of fun-seeking club members newlyweds and sight-seers, the Casino offers a show that is average and spiced solely by the semi-nude terping of Yvonne Nova. In its favor can be counted a spaciousness and a pretentiousness that is not the usual thing in the Village.

Following the breezy and hale-fellow welcomes of the visiting celebrants by

Emcee Peter Randall and a rather tedious parade opening by the six showgirls, Lane and Carroll satirized an old-fashioned waltz with peppy outbreaks of sizzling hot steps by the girl and returned later for a fast eccentric tap that went over mainly on the cuteness of the girl and a tricky finish. Team cannot boast of unusual footwork but certainly can count on youthful appeal.

Similarly Latin-looking Alberta Pryme depends upon her dynamic style rather than on quality of voice to get her across on her two hot numbers, *My Last Affair* and *More and More*. Rather blue lyrics in the latter piece did her no harm.

Nudie Yvonne Nova, pretty and with an eye-filling figure, cated with a pair of dances; the first a slow, somewhat nautch, and the second a graceful, rhythmic shawl (if you can call it that) number.

Randall is a young fellow who evidenced presence of mind and showmanship during the course of his emceeing tasks and is fortified by a pleasant-enough singing voice, plus story-telling ability and a bit of dialect-slinging thrown in. The nice impression he made was marred only by hoary wisecracks.

Featured songstress, Aiken Cook, was absent when caught.

Jack Albin's hot swingers entice patrons to the dance floor and also provide the show accompaniment. The trumpet, sax and drums really send in the dance tunes.

Baltimore Strollers, trio of guitar, bass and electric guitar, make the rounds of the tables between shows. George Colson.

Rainbow Grill, Radio City, New York

The informal half of the 65th floor of J. D.'s plaything in Radio Center was as barren on the night caught as Edinburg street on Tag Day. This not so much to reveal the dearth of customers, but in some measure to make allowances for the listless performances.

When that archkypay, Emery Deutch, who can make violins cry, lays down his fiddle and urges his boys to go to town so as they can keep awake, you can imagine what a rousing evening it was. This outfit, which ranks foremost in rendering the softer romantics and lovely laments, was forced to be as lively

and as swingy as it knew how. And the product was surprisingly good dance rhythms. Out of keeping with the dignified tenor of the room, but obviously necessary to liven matters up somewhat, was the novelty and bobe singing by the bond men. The few numbers that were played in the real dreary Deutchian manner were a treat.

Jerry Goff and Jack Kerr entertain with lovelier path vocalizings and pianologs. Kerr did their entire offering practically single-handed. Accompanying himself on the piano, he sang a half dozen selections in a mellow, soft voice that carries off very suitably the sweeter type of song. *Serenade in the Night* and *Stardust* scored best. Goff walked on to do a single number, *The Night Is Young*, to Kerr's accompaniment, in a well-modulated, silvery tenor. Ariel Perry, harpist and chanteuse, gets the tempered singing and playing of Goff and Kerr one better, combining a voice that's extraordinary in its plainness but as soft and caressing as summer breezes and the tinkling plucking of the harp. Here is the kind of music that can hush the noisest of audiences.

Not present this night was featured vocalist Aurelia Colonna, making her professional debut here.

George Colson.

Worcester Nitery Expands

WORCESTER, Mass., March 20.—Stepping into the spot left vacant when the Casino Vendome folded, the Eden Gardens, in the heart of the city, has taken over Johnny Hines' ballroom next door, combined the dance floor and restaurant and is now offering floor shows and dancing nightly. Mickey Sullivan's Orchestra offers the melodies. With the Eden stepping into the picture, Worcester again has three night spots offering floor shows. The Lido and Putnam & Thurston's are the others.

Albany Musicians Dine

ALBANY, March 20.—American Federation of Musicians, Local 14, held its fourth annual dinner and dance at the Hotel Ten Eyck Tuesday. Over 300 musicians and their friends attended, including Jack Rosenberg, president of the New York local, and Edward Canavan, representing the national organization.

THEATRICAL SUPPLY HOUSES

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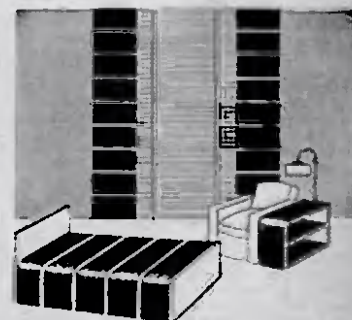
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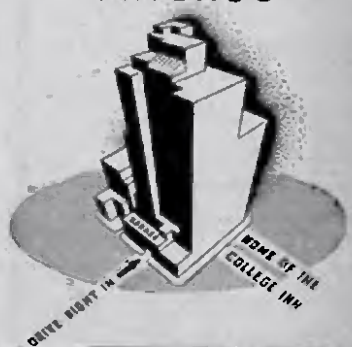
APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy must reach us by Wednesday, March 31.



THESE NEW ROOMS IN THE FASHION OF TOMORROW HOTEL SHERMAN 1700 ROOMS 1700 SARKS CHICAGO



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Talk of Pix-Legit Cirk With Pitt in Hub Spot

Four majors announced as tying up to produce shows as training ground for actors and playwrights—Nixon manager "can't talk yet"—Gable as star of first?

PITTSBURGH, March 26.—Flesh fans, movie exhibs and scribes are gaga over a plan announced here for summer stock sponsored by an amalgam of four movie companies that might revolutionize talent sources for both stage and screen. Yet the supposedly authentic when popped to daily papers by Myron Fagan, author and one-time producer of old-time Ann Harding stock at Pitt here and reputed executive director of new enterprise, project still seems indefinite because Manager Harry Brown, of Nixon, indicated scene of planned shows, stated yesterday: "I can say nothing specific yet," and MGM publicity department knew nothing of scheme to bring Clark Gable to town as star of opening production May 17.

As revealed by Fagan before he flew to Hollywood Wednesday, supposedly to complete arrangements, scheme is to make Pittsburgh center of three-city circuit to be backed by movie magnates' money in experimental plan for unveiling new talent.

This unprecedented test-show program, set after a year in the planning, according to Fagan, would bring top-flight film actors and actresses to Pittsburgh, Detroit and Cleveland as stars of new plays written by playwrights now on pay rolls of movie producers. Supporting casts would include young players on Hollywood contracts who need experience, and would be expected to profit by acting across footlights from impersonal critics and audiences. New York presentation of the better of the eight planned shows would follow premieres in the midland cities.

The Nixon would serve as headquarters for the project, as well as rehearsal base after the initial play, according to Fagan's outline, with Metro-Goldwyn-Mayer, Warner Bros., Paramount and 20th Century-Fox as moneybags and sources of acting and writing talent.

Initial show tentatively a Bayard Veiller original, *Love Never Dies*, starring Clark Gable, claims Fagan, with Ruth Chatterton, William Powell and Freddie Bartholomew following him as leads in other new operas.

Motivation for experiment is alarm of movie moguls over scarcity of acting talent and playable pieces, says the former author-director-producer. Pittsburgh has been chosen center of plan because of city's rep as good legit town, and because it would serve as focus for natural circuit.

First season would extend from May 17 to middle of July.

"Rhythm" Road Version Cited

LONDON, March 26.—Lee Ephraim's road version of the ill-fated London-American revue, *Transatlantic Rhythm* (produced in London with Lou Holtz, Ruth Etting, Lupe Velez and Buck and Bubbles in the leads), opened successfully at the Theater Royal, Nottingham, last night. Holtz, Etting and Velez roles are all taken by Americans with Fred Duprez in the first-mentioned part, clicking heavily, and Lolla Cordoba doing well in a Velez part. Undoubted success of the show is scored by Barbara Vernon, young American girl, formerly of the vaude act of Russell, Marconi and Vernon, who won overnight fame in the title role of *No! No! Nancie!* at the London Hippodrome six months ago. Miss Vernon carries all before her and is truly a find. George Gee, English principal comedian, is none too "fanny." Show, excellently produced, is booked solid for 22 weeks.

Tiden Play Clicks in N. O.

NEW ORLEANS, March 26.—A play of bright possibilities, capably presented and one that could be made better if needless dialog were cut and more incidents introduced, a play on Lafayette, *Captain What-the-Deed!*, proved the best presentation yet put on by the Federal Theater Project here Friday night at Jerusalem Temple. For a change, nearly all seats of the small house were filled, as the Orleans Foundation, a civic committee, backed the show. Jack Connell and Charlie Neilson gave good interpretations of the Zelma Tiden play, written especially for this area where Jean Lafitte was a pirate hero of the Battle of New Orleans in 1812. Pauline Mallis and Benjamin Waldo offered a fair love interest effect. Jack Kingsberry directed.

"O, Say Can You Sing?" Federal Revue to Tour

CHICAGO, March 26.—"O, Say Can You Sing?" the lavish Federal Theater musical revue now in its 16th week at the Great Northern Theater, is soon to go on tour, according to present plans. Tour is said to have been suggested by Harry Hopkins, WPA administrator, when he visited here several weeks ago and attended a performance, being so impressed with the show that he recommended a road trip that will eventually culminate in an indefinite run in New York City.

The revue is the largest to be put on by any of the Federal Theater units throughout the country and contains a cast of almost 250 performers, a 25-piece pit orchestra and a carload of scenery and lighting effects.

From Out Front

By EUGENE BURR

The column this week is being turned over to Mr. Bert Spears, of West Warwick, R. I., who is one of the many George Spelvin who have walked upon the stage. It is his idea that all the George Spelvins get together and form a sort of sheet-actors' organization, the idea being prompted by a review that appeared recently in his local paper. It seems that the town stock company offered *Tara's My Baby*, and it was covered by a young reporter. The reporter, who signed himself E. P. L., said in the course of his review: "Altho he was not given a major part, George Spelvin made a hit as the likable Irish police officer when he appeared in the concluding act."

It was this comment—one of the few press notices that Mr. Spelvin has received in his long and honorable career—that prompted Mr. Spears to make his suggestion. He makes it in a long and interesting letter that is so consistently amusing that it rates being quoted in full. Mr. Spears, then:

"I enclose, with real enthusiasm, a press clipping which you will undoubtedly wish to add to your voluminous file of that sterling supertheatman, George Spelvin.

"Unheralded, and not even announced in the advance listing of the cast, Spelvin modestly performed his duty—and not even the Town Council was present to welcome his arrival into our midst. Imagine it: the world-famous George Spelvin, continuing to make history and extend the Spelvin legend, and no one to do him honor except an interested youthful news reporter, who, with real foresight and eagle eye, sensed that in Spelvin he was witnessing the performance of a real trouper. Modestly phrased, the young man's comment, 'Altho he was not given a major share, Spelvin made a hit'—and so onward.

"Poor Spelvin. As always, he was dutifully playing some part which was not a major share. But you can't spill a Spelvin!

"I am sure that had our State realized the glory that was being thrust upon it, even the governor would have been on hand to greet this theatrical phenomenon as he so richly deserves. Ageless and undying, how many years has this unassuming Spelvin made a hit? The woods may have Paul Bunyan, but the stage has George Spelvin—and long may he rear!

"Eternal youth is his heritage, evidently. Once upon a time, in 1900, I participated in a group examination of theater programs (ah, those good old days when dramas had programs!) and out of one season's grist we found that Spelvin had toured the operty houses with 30-odd different troupes, simultaneously, day and date. And if that isn't talent in its most versatile form, then you can name it. Imagine this superman appearing at the same hour in over 30 different towns, in 10 different States, at the dropping of his cues. That even beats radio!

"However, with all his activity, I fear he never reaped financial accumulations of any amount. I recall a mass meeting of Equity, when some wag from the floor inquired if George Spelvin had filled out his application, and the chairman facetiously replied that Spelvin was one of the prime movers. At which arose a general protest; it appearing that Spelvin had usually ruined contract salaries by working so cheaply. Another declared the man to be unfit to associate with the remainder of theaterdom, pointing out that George Spelvin had secured credit in several towns by showing his name on the theater programs, and then left bewildered sheriffs waiting at the train to intercept the aforesaid Spelvin, who never showed up.

"Not many know that Spelvin was nearly the undoing of a smart, newly appointed railroad detective. It was shortly after the Government cracked down on the railroads and made it illegal to issue passes or allow free transportation of persons other than those definitely allowed by the act, and a practical joker whispered to the new railroad detective that the show troupe was cheating the Government out of one fare by having the actor ride in a luggage hamper. He even gave the name of this actor. (You guessed it: it was George.) The young detective did a thoro job and secured a program and counted the names. Then he went to the ticket window, asking the station agent how many tickets the company had purchased—and sure enough it was one less than the number of actors listed on the program. So the detective ordered the stage manager to climb into the baggage car and open every last trunk. Of course Spelvin was not found, altho he rode for nothing, just as he ate for nothing and worked for nothing.

"Had this young reporter known that he was witnessing the performance of the character from which we got the ageless slang advice of 'Let George do it!' he might have packed the house with autograph collectors. But no: the show's own press agent left us all entirely in the dark concerning the honor which had been thrust upon us in Spelvin's visit.

"And how old is Spelvin, anyhow? And will he ever die? I hope not. "Seriously, why not start a George Spelvin Society among the many old-timers who have had to carry that famous name to hide their part doubling. I recall my own surprise, in my first stage programing, to find that my dutch comedy was under my own name, but when it came to the part in which I was doubling as a Rubie sheriff, there was that fateful name of George Spelvin tabbed in the player line.

"How many of us have helped to keep George alive! And couldn't we have a lot of fun, and maybe rediscover a lot of old associates who have somehow drifted out of our lives, if we put out a search for every actor who has doubled parts and helped to keep George Spelvin on theater programs!

"It should be a good idea for somebody, and if there are any other Georges in the Spelvin family who think likewise, I'd be willing to start something, just for the sentiment of the thing."

Any other Georges are urged to communicate either with Mr. Spears or with me.

Higher Pay In the WPA

Yearly income of project actors above that of average in commercial theater

(Continued from page 3)

\$199 bracket earn between \$510 and \$1,014 annually, and those in the \$200 class get \$1,020.

Compared with these sharecropper wages, WPA legitims earn \$1,247.72 annually, which is six times as much as the \$40 per week commercial actors get, and a couple of hundred higher than the \$200 per week boys if the latter appear in only one show.

And this is not the end of the story. Income of commercial legit actors are further sliced by agents' fees and salary cuts, an example of the latter being the recent 25 per cent wage reduction taken by the cast of *Eternal Road*.

Of the salary of 2,617 salary contracts considered, by far the greatest number, 1,693, are in the \$40 to \$99 class. Contracts are for Broadway productions and the few road shows operating with New York as their base, and the figures exclude chorus girls and extras. No mention is made in the survey of contracts for under \$40 per week, but it is to be borne in mind that the minimum wage of junior Equity members is \$25. A junior who is in demand, however, may get more than this sum. Number of working juniors in Equity at no time comprises more than 20 per cent owing to Equity's 80-20 per cent ruling.

Survey also takes no account of the thousands of actors in the commercial theater who failed to get any jobs at all during the year.

EXIT ACTORS IN 1936*

No. of Contracts	At Salary Per Week	Annual Income Per Contract
1,693	\$ 40 to \$ 99	\$ 204 to \$ 504
322	100 to 199	510 to 1,014
402	200 and over	1,020 and over

*WPA actors receiving \$23.85 per week had an annual income of \$1,240.72.

Theater Party Org; Clamp on Passes

NEW YORK, March 26.—A new organization aiming to regulate the giving out of free passes is in the process of formation. Group, headed by Mrs. Joseph Leblang, met this week and mulled ways and means of clamping down on persons asking for Annie Oakleys on the phony ground that they are members of theater party committees on women's clubs, etc.

Some six theater party agents attended the meeting and were unanimous in agreeing that an organization of theater party agents would be a wise step from the standpoint of both the producers and clubs who attend theaters en masse.

Organization, if formed, will make an effort to establish standard prices and discounts for theater parties.

Hepburn Drops Secrecy And Is Called "Genius"

PITTSBURGH, March 26.—Katharine Hepburn, appearing at the Nixon this week in *Jane Eyre*, doffed her cloak of secrecy for a conference of daily paper scribes, permitted herself to be photographed—and next day read about herself called "genius" by reviewer-columnist Florence Fisher Parry, former actress and long-time friend of Alla Nazimova, to whom she compared the red-haired movie star. Bronte piece capitalizing for Harry Brown's turntable, incidentally, by showing at same time as *Quality Street*. Hepburn's film currently at Loew's Penn. brought in by Manager Mike Cullen for pre-release world's premiere.

New to the cast since play began tour is Doris Dalton, succeeding Barbara O'Neill, who left company last week.

Lawrence Langner, one of sponsoring Theater Guild's directors, caught optics here.

OUT-OF-TOWN OPENINGS

"His Excellency" (Washington)

By Leslie Reade. Staged by Edward Clarke Lilley with setting by Watson Barratt. Presented by George Bushart and John Tusk at the Belasco Theater for one week, beginning March 15. Cast: John Williams, Lowden Adams, George Graham, Frank McCormack, Robert Shayne, Jean Delval, Stuart Casey, Joseph Kallini, Bob Lewis, Tenen Holtz, Lill Valenty and Donald Randolph.

Author Reade, advance publicity gave one to understand, has been on the inside of the diplomatic game and, therefore, knows whereof he speaks in this effort. With the corollary assertion, no issue is raised. There has existed for some time now a belief among the general public that international parleys consist principally of talk out of which tangible results are born but rarely, and when they are, take the form of dirty business. Both impressions are substantiated quite adequately here—it is gratifying to hear the authoritative voice of Mr. Reade on the subject.

In the foreign office in London gather representatives of Great Britain, the United States, Italy, Germany, France, Japan and Soviet Russia to discuss disposition of a Chinese province rich in oil. After everyone has made his try at "doing a job," as the saying goes, on everyone else, the boy and girl from Moscow come up with the prize. That's the plot, and all concerned sit in the stiff atmosphere of a room in the foreign office talking their way thru it. A romance is always a good thing to toss in, the author brings together woman assistant diplomat of U. S. S. R. and man assistant diplomat of U. S. A. It doesn't amount to much, tho.

The playwright did not intend his opus as a didactic device for a foreign service school, but rather with a view to the humorous possibilities which he felt existed in presentation of a momentous confab. Unfortunately, the former idea is more nearly fulfilled. The laughs are there—and sufficient in number—but Reade has insisted in burying them beneath a lifeless mass of verbiage, thru which the actors struggle valiantly. Each chuckle, however, presents an arduous fight. Sarcic barbs are present, inherently trenchant, confronted with cordons of verbal impedimenta.

Cast is excellent. Tenen Holtz, as Soviet commissar, and George Graham, in the role of the British presiding officer, delivering particularly effective characterizations, while Lill Valenty, Polish-German actress, cast admirably as Soviet's No. 2 delegate, performs ably. Best of others is Robert Shayne, playing young State Department career man. Acceptable for what it is, His Excellency has very limited appeal. Opening in the nation's capital its first week is almost certain to have been its best.

Mathison.

Hub Legit Perks Up

BOSTON, March 26.—New Rodgers and Hart show, Babes in Arms, comes to the Shubert Theater Thursday, March 25, for a premiere, sponsored by Dwight Deere Wiman. Hub has perked up its leg act after a lull spell. Babes play. An Enemy of the People, with Walter Hampden, closed last Saturday at the Shubert after one week. George Abbott production, Brother Rat, ends its fifth week at the Plymouth tonight. Maurice Schwartz and the Yiddish Art Theater wound up one week at the Majestic last Saturday eve. Federal Theater presented the Boston premiere of Bloodstreak, with a cast mostly of septans, at the Copley last Wednesday eve. Poets' Theater of Harvard offered T. S. Eliot's drama in verse, Murder in the Cathedral, at the Fogg Art Museum Friday and tonight. The Great Waltz, big operetta, comes back to town at the Boston Opera House, beginning April 12.

D'Oyly Carte Opera Company set with its Gilbert and Sullivan repertoire for the Colonial Theater beginning April 12.

June Knight for London Show

LONDON, March 8.—June Knight, blond American actress, singer and dancer, has been signed as femme lead for Paul Murray and Robert Newbitt's new musical production, And On We Go, which will be tried out at the Palace, Manchester, March 16, prior to a West End season. Supporting cast includes Marie Lohr, Charles Heston and David Hutcheson.

New Plays on Broadway

Reviewed by Eugene Burr

48TH STREET

Beginning Wednesday Evening, March 17, 1937

CROSS-TOWN

A play by Joseph O. Kesselring. Directed by William B. Friedlander. Settings by Marie O. Amend. Presented by John A. Dietz.

- Bumps Malone Joseph Downing
Mary Malone Mary McCormack
Barry Cordeen Edgar Nelson
Jack Forco Clarence Cain
Pops Malone Jack Irwin
Clara Duffness Ruth Holden
Helen Barton Fraye Gilbert
Caterer Roland Bottomley
Claire Baxter Carmin Lewis
Granville Marmont Austin Falman
Lemy Jensen Barry Mahool
Jim Sherman Walter Arzoo
Sid Stein Gloria Pierre
Gwendolyn Stein Fraye Gilbert
Beulah Crowley Lois Landon
Montgomery Barton Herbert Warren
Winchell Matthews Vaughn Glaser
First Reporter Leon E. Steff
Second Reporter Clarence Chase
Delvey Boy Junior Bealin
Bill Collector Barry Mahool
ACT I—Living Room in the Apartment of "Bumps" Malone. The West Forties. ACT II—Scene 1: Living Room in the Apartment of Ronald Blackwell X. Malone in the East Fifties. Three Months Later. Scene 2: The Next Day. The Same. ACT III—Scene 1: The Next Forenoon. Same as Act II. Scene 2: Afternoon One Week Later. The Same. TIME—The Present.

Joseph O. Kesselring had a good idea in Cross-Town, which John A. Dietz opened Wednesday at the 48th Street Theater, but he lost it penning three long and winding acts. He places his brainstorm into the hands of some impossible characters and makes one wonder if one of the lines in the play: "How can you write about people that couldn't be?" does not directly concern himself.

The tale revolves around a petty racketeer who turns to plagiarism to free his loyal but stern wife from her rooming house toils and enables his blinded father, a former pugilist, to undergo an expensive operation. His plan of making the new racket pay is quite a simple one, according to the author. He merely digs up some old magazines, changes the wording of their fiction stories and recells them to the innocent present-day pulp and slick paper magazine moguls.

"Bumps" Malone (that's his name) moves to the East 50s, once the checks for "his" stories keep coming in, leaves his wife behind in the West 40s and changes his moniker to nothing less than Ronald Blackwell X. Malone. His publisher's wife soon befriends him and loses no time in becoming "the other woman."

Things run pretty smoothly for "Bumps" until an old writer whose stories have been re-used by our inventive penman shows up and bees up the trouble you expected five minutes after the opening scene. Helen Barton, the vamp in the case, comes to the rescue by paying off all the cash "Bumps" secured thru the scheme and adding an extra \$500 provided he will spend a week-end with her alone on a yacht.

Our confused writer submits to this easy way out, but leave it to Mrs. Malone to show up in time and tell her rival where to get off. To close with a typical movie fadeout, our hero discovers, of all things, that he can really write only he was ignorant of the fact all the time.

Why Mr. Kesselring selected a roughneck to turn writer remains a mystery. Joseph Downing, the gangster in Dead End, tries awfully hard to lend credibility to his portrayal, but can hardly be blamed for his failure. He looks and acts the part of a small-time racketeer, but to have him turn literary in all sincerity is more than a mortal actor can do.

The play is sprinkled with some good lines, most of them going to Jack Irwin, who makes "Pops" Malone a sentimental and likable character. He is the very picture of a battered leather pusher and his portrayal is one of the few that lend reality. Mary McCormack, a new face on Broadway, makes Mrs. Malone a pretty if not a very digestive

character. Able assistance is contributed by Roland Bottomley, Edgar Nelson, Vaughn Glaser and Fraye Gilbert. Cross-Town will not be with us very long, but may serve as a stimulating reminder that the subject of plagiarism can be developed into a good play.

SAM HONIGBERO.

EMPIRE

Beginning Wednesday Evening, March 10, 1937

CANDIDA

(Repertory Revivals)

A play by Bernard Shaw. Staged by Cuthrie Woodruff. Setting and costumes designed by Woodruff. Thompson. Setting built by T. B. MacDonald Construction Company and painted by Robert Bergman Studios. Costumes executed by Helena Pore Studio. Johanna Kline and Laves Costume Company. Presented by Katherine Cornell.

- Miss Prosperine Garnett Mildred Natwick
James Mavor Morell Kent Smith
Alexander Mill Morgan Farley
Mr. Burgess A. P. Kaye
Candida Katharine Cornell
Eugene Marchbanks Robert Harris
THE SCENE: The Sitting Room in St. Dominic's Parsonage in the Northeast Suburb of London. ACT I—A Morning in October. ACT II—Late Afternoon, the Same Day. ACT III—Late Evening, the Same Day.

The attraction started thru the years by George Bernard Shaw's ancient boob-starter, Candida, upon the minds of leading actresses seems inexplicable in this corner. Candida, like all of Shaw's early preachments, seems hopelessly dated, as dated as transcendentalism or phrenology or mustache cups—so completely dated and starchy and stuffy that, resurrected now, it appears almost a burlesque of itself. Its ideas (or, rather, its popularization of earlier ideas, its strained smart-alecky and its self-conscious delight in cheap starters) have been worn thin by constant use; and they were never very important in the first place. Its structure and mechanics creak pitifully beneath the starchy tread of modern players. Its characters are all cartoons. Yet leading actresses insist upon playing its little role.

If that role were, by any stretch of the imagination, a good role, there might be some sense to the revivals. But it isn't. It simply allows the lady who plays it to prove how charming and intelligent and understanding she is. That, of course, appeals to female vanity, but it can hardly increase professional prestige.

Latest victim of the Candida urge is Miss Katharine Cornell, who has revived the play and intends alternating it at the Empire with The Wingless Victory. In Miss Cornell's case the urge is a bit more understandable than in most, since Miss Cornell won acclaim in the role years ago, and the current revival can be regarded as a sort of rethanking of old souvenirs. But one could wish that Miss Cornell preferred to be alone with her memories.

Not that the revival at the Empire isn't a workmanlike affair in its setting. It is, with Kent Smith giving a good, solid performance, properly pompous yet ingratiating and understanding, in the stuffed-shirt part of Morell, and with Miss Cornell being determinedly and overwhelmingly charming in the title role.

As for the Marchbanks of Robert Harris, one presumes that Mr. Harris did his best. Certainly no actor in the world is to be blamed for failing to make Marchbanks anything but a ridiculous and amusing caricature; the role is, without doubt, the silliest characterization this side of Mowgli (or, since the play is English, this side of Bedlam). Its writing proves conclusively (if proof was ever needed) that Shaw has no faint knowledge of either the poet or the ordinarily sensitive and emotional man. Trying to explain Marchbanks, trying to make him the point and pivot of the

BROADWAY RUNS

Performances to March 20, inclusive

Table with columns: Dramatic, Operated, Part. Lists plays like 'The (Madison)', 'Arms for Victory', 'The (Madison)', etc.

play, he makes him instead a wildly fluttering burlesque, fit to take place beside Grosvenor in Patience. Only Marchbanks has no music to help him out.

The best performances are offered in minor parts: the Miss Garrett of Mildred Natwick is a splendid piece of work, on a par with Miss Natwick's usual standard, combining humor, pathos, great effect and a shrewd insight into character; while A. P. Kaye's Mr. Burgess is a detailed and altogether excellent character study. Morgan Farley's Bill is the sort of performance that seems as tho it belongs in a museum rather than a theater.

For that matter, the play itself belongs in a museum, too—in the paleontology section, preferably.

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Thru Sugar's Domino

NO BRANCH of amusements uses as much script material as radio. Paradoxical as it might seem, radio has done less to provide for the future as regards script sources than any other field. The films realize full well the value of good writing talent and ideas. They indicate their concern over material in films by distributing credits rather generously. In radio writing or script credit is as yet an unheard of thing. It cannot very well continue to be this way for long without radio suffering irreparably.

Radio has high-priced writers, employed for the most part by outstanding comedians and their sponsors. But a steady check on comedy shows over a period of several weeks should convince any skeptic that many of these alleged geniuses are overpaid many times more than they are worth; that there is room in radio for real writing talent and that one of the reasons talented writers are not attracted to radio is the lack of credits. Another reason that is more pertinent to the writing fraternity is the inequitable distribution of the big money. In the radio script and gag-writing field you are either a big shot owning a stable of hacks or one of the hacks. There is nothing in between—except perhaps distrust of the man trying to climb up on the one hand and understandable envy of the stable owners on the other.

For the benefit of radio's good health as a field that must continue to grow and sustain public interest and response, there should be more dramatic shows on the air. Dramatic shows if well done and deriving from scripts of real substance cannot fail to click. One of the largest advertisers in the world—Procter & Gamble—uses mostly daytime dramatic shows. It is conceivable that Procter & Gamble's radio men know what they are doing. This firm has in some way managed to get the kind of material it wants. Maybe the solution has been easier than you might think. Maybe it's because Procter & Gamble pays decent fees. Generally, however, there isn't enough of an incentive for the writer in radio. Regardless of how well a writer's stuff sells at a given time there is no assurance of a buildup for a future. The absence of credits in air announcements and the playing down to a negligible minimum of credits in fan publicity makes the writer's life in radio a snatch-today-gone-tomorrow proposition. It's tough on the writers and far worse for radio. But radio doesn't as an industry seem to realize it yet or something would have been done about it ere now.

There has been considerable improvement in several of the big shows. A peculiar phenomenon, indeed, when we find that several shows are paving new roads for radio's progress as an entertainment medium while others are a disgrace to their sponsors who would be better off without the type of air programs they are using. This condition indicates, to some extent, that the writing sector of radio is without organization, unity of purpose and resourcefulness as far as providing for the future is concerned.

Surely the networks have as much at stake as the sponsors. Considerably more, because sponsors regard radio as only one of several possible media for the dissemination of their merchandising messages. The networks and leading independents could eventually evolve some plan whereby encouragement will be given writing talent. A system of credits would help and there are other ways that can be worked out once those who have it in their power to do something about it get together.

The Broadway Beat

By GEORGE SPELVIN

A GROUP of Equity actors in the Living Newspaper unit of the WPA petitioned Heywood Brown to run for the presidency of Equity against Frank Ollimore. . . . He refused. . . . The dailies that insisted that Katherine Locke, who is scoring a personal triumph in *Having Wonderful Time*, is from an ultra-ultra Boston family had it all wrong: she's a Brooklyn girl and her father is a rabbi. . . . On the first day of the current show at the State, the "n" in Dave Apollon's name blinked off: Dave's a grand performer, but he's hardly Apollo. . . . Sheila O'Gara has just published a book called *Tap II*, and one of the secretaries in the office has gone nuts about tapping; any minute now she's going to demand a New Act review. . . . Indus Hollingsworth, of the troupe that went to Paris last summer for Jim Wittered, is sailing back there this week to marry Henri Astric, director of the Palais Mediterranee at Nice. . . . Nice goings on, huh? . . . The widows of the Siamese twins are on their way back to the Philippines. . . . Tommy Martin and his bride, the former Rosemary Dering, have returned from Europe. . . . Doug Leavitt has gone into *Frederika*, a comedy part being written in for him. . . . It's tough enough for established acts to get bookings anywhere, let alone crashing the Rainbow Grill—but that's precisely what Aurelia Colloms did on her very first professional date. . . . Lionel Schmetzer, auditor in the Rockwell-O'Keefe office, is bound for a short vacation on the Coast, where he'll combine pleasure with an active interest in the film production game. . . . If the Yanks are having any trouble reaching holdout Red Ruffing, let them try getting in touch with Bandleader Bob Crosby at the Congress, Chicago; they're inseparable. . . . Marshall Grant, former legit actor and one of the telephone company's best customers, is now assistant to Ed Small, RKO Radio pix director. . . . Cookie Bowers, sailing on the Normandie last week, shipped under his real name, Morris Blau. . . . From the looks of this column it seems that everybody is either going somewhere or else just getting back—except Mr. Spelvin, who has a column to write each week. . . . Mr. Spelvin did get a very nice notice, however, from an obviously young reviewer out in West Warwick, R. I., the other day, when a local stock company put on *That's My Baby*.

Some of the English film shorts currently exhibited at the art flicker houses appear as though they were cemented together by a group of backward youngsters; by comparison, the weakest of the home-made product seems tops. . . . Matineesgoers and others attempting to cross town on St. Patrick's Day were held up at Madison avenue by coppers who seemed to have no general orders as to what to do, and merely had the taxpayers hopping from one crossroads to the next, hoping for an open road. . . . Mrs. Oil Lamb is visiting her home in Memphis and hubby played the Ophium there last week in the King's Scandal unit. . . . The publicized girl who put herself into a state of coma thru sheer will power has nothing on a lot of guys around 47th street who do it habitually—and without even the will power. . . . A New York radio station recently got a letter that read, in part: "I am a soft-voiced contralto and add loveliness to my singing. There is a theatrical manager in my home town who is trying to help me get ahead." . . . Mr. Spelvin, a nasty fellow, would like to know what the last sentence means. . . . Doubletalk: dictaphone records are getting to be the rage since the crack here last week—but the prize still dates back a couple of years to the first machine that hit the office: the day after it came a stenog put on the earphone to listen to a letter—and heard a quartet crooning a hillbilly.

Chicago Chat

By NAT GREEN

RADIO dramatic recording artists appear to be up against an unjust situation with some of the advertising agencies that make a specialty of producing radio shows. . . . While their recordings may be heard on numerous stations, the artists receive pay only for their initial performance, and their average salary is \$25 a week. . . . An instance has just come to our notice in which the cast of a well-known recorded show signed an agreement with the agency (one of the largest in the country) agreeing, for \$1 and other considerations, to release the agency from any further payments after first performance of the show. . . . When members of the cast demurred they were told: "Well, after all, you do have another program with this organization." . . . In other words it was an intimation that if they did not sign the agreement, means would be found to drop them from any other programs controlled by the agency. . . . They signed, but under protest. . . . Conditions, as regards talent, are fairly good with most agencies, but some of them are imposing conditions that are extremely unfair to the performers. . . . In some instances it is due to unfamiliarity with the value of performers; in others it's just plain chiseling. . . . In either event it would be well for artists to take steps to protect their interests.

The great (?) *Stars and Strips* revue at the Oriental has come and gone without raising any temperatures or causing any commotion. . . . It was just another strip-tease session, slightly modified to fit the picture house clientele and pepped up a bit by the presence of little Ann Pennington, who still packs a world of charm. . . . Thoda Crofoot, American Theater Society head, back from a road trip with Katharine Hepburn. . . . Clyde Gordiner, who used to operate stock and rep shows thru the Midwest, writes from Grand Rapids, Mich: "I'm in the weeds now!" . . . Clyde is operating a tavern in Grand Rapids. . . . Gail Borden, dramatic critic and columnist of *The Daily Times*, is leaving this spring on a round-the-world trip for his sheet. . . . *Red Hot and Blue* gets the Grand Opera House after all, time having been cleared for it next month. . . . *Bet Your Life*, comedy by Fritz Blockl and Willis Howard, will make its Broadway debut shortly after Easter, with James Spotaewood in the central role. . . . *Shirley Ross* in from L. A. on her way to Florida for a vacation. . . . Which doesn't sound so hot for California!

Mack Gordon and Harry Revell, songwriting team stopped off here to visit Annon Weeks at Edgewater Beach Hotel while en route from New York to the West Coast. . . . Lady Ashburton, the former Frances Belmont of *Florodora's* sextet fame, pausing here between trains with her husband, Lord Ashburton, recalled the old group days when she played the scrubsman in *My Lady*, and she smiled reminiscently as her interviewers hummed the refrain of the old favorite *Meppie Doolan*. . . . One of the dramatic moments in *Reflected Glory* was ruined on opening night when in the midst of the passionate embrace of Tallulah Bankhead and Mr. Wall a man in the audience let go a smothered cough that sounded more like a deep sigh and caused the audience to break into laughter. . . . Bess Ehrhardt, mentioned in last week's picture possibilities, is to appear in Warner Brothers' ice-skating epic titled *Ice Carnival*.

"Ready, Willing and Able"

(WARNERS)

TIME—93 minutes. RELEASE DATE—March 15. PLOT—Stage-struck Ruby Keeler, having a name similar to that of a well-known British star, makes a Broadway actor-producer believe that she is the celebrity he is looking for in order to get a chance before the footlights. Her real identity is learned during the rehearsal stage and the backer not only steps out of the picture but also tries to sign up the koster English name to prevent the struggling producer from getting her. Upon arrival, however, Ruby's agent recognizes her as his former caude act partner. He promises not to tell if she will play ball with him. Usual happy ending.

CAST—Ruby Keeler, Ross Alexander, Lee Dixon, Allen Jenkins, Wini Shaw, Louise Fazenda, Carol Hughes, Teddy Hart, Hugh O'Connell, Addison Richards, E. E. Clive and others. Keeler, as the heroine, is as poor an actress as ever. Good work is contributed by the late Ross Alexander, but the hackneyed plot and absurd situations are too much in the way. Comedy by Hart, O'Connell, Fazenda and Clive is okay. Dixon looks like a poor bet as an actor.

DIRECTOR—Ray Enright. Loose and unimaginative, altho it's doubtful whether any director could have shown improvement with material on hand.

AUTHORS—From Saturday Evening Post story by Richard Macaulay. Screen play by Jerry Wald, Sig Herzig and Warren Duff. See above.

COMMENT—One of the poorer Warner musicals. Will disappoint fans who expect to see novel dance routines and hear hit tunes.

APPEAL—General, before entering the house.

EXPLOITATION—Play up fact that

Keeler and Dixon form a new dance team and usual musical ballyhoosangles.

"When's Your Birthday?"

(RKO-RADIO)

TIME—77 minutes. RELEASE DATE—February 19. PLOT—Joe E. Brown, a third-rate fighter and an astrology nut, loses his girl when her parents learn he lost his job. He lands in a night spot as a waiter and thru one of his consultations with the planets tips off the winning dog to an influential gambling figure. This earns him a regular position as a fortune teller with the big shot. Before the final fadeout Joe not only predicts that his boss's fighter will win the middleweight championship of the world but also finds himself in the ring on the night of the event to win the big fight.

CAST—Joe E. Brown, Marian Marsh, Fred Keating, Edgar Kennedy, Maude Eburne, Suzanne Kaaren, Margaret Hamilton, Minor Watson and others. Stock performances.

DIRECTOR—Harry Beaumont. What could the poor man do with such silly material?

AUTHOR—From a play by Fred Ballard. Screen play by Harry Clark. Adaptation by Harvey Gates. Malcolm Stuart Boylan and Samuel M. Pike. Too many cooks spoil the broth.

COMMENT—Brown's first for RKO-Radio and one of his poorest. Gags are cut and dried and story material is unusually silly.

APPEAL—Brown's dyed-in-the-wool fans and kids in the neighborhoods and streets.

EXPLOITATION—Play up fact that subject of astrology is tackled on screen for first time. Names, of course, and the comedy antics of Kennedy, Keating and Eburne, in addition to Brown.

some, Peggy Dean, Delma Ward and Doris Stauffer. Gals blend nicely on a pop and lend their pipes for the Pennies ditty. Should be pressed into more service to hide the terrific tooting. Only instrumental showing individual talents is Clara Wellman, who scratches classical on the fiddle box. Revue portion of the bill is padded with seven gal turns, most of which show nothing beyond the tyro mill run. Pearl Robbins tops with a toe tap and the Three Dancing Dolls are only so-so in a comedy acro-terp turn.

Of those who escaped the wrath of the song, Jean Clark tops with authentic birdland whistling and hits the mark. As for the others, Julie Phelps Hall falls to impress as a "torch singer"; Rita Frucht dittos with imperiousness of fem flicker stars, and Kay Krivokutchka, yodeling to her own git-box struma, should never have left the hillbilly band. One other, Mildred Mae, is billed as "Kate Smith's only rival." But the only thing those two names have in common comes under the classification of swordpops.

Screen shows A Doctor's Diary (Para.). Biz fair on opening show, and word to mouth plays won't help the others. But no matter what happens they can always blame it on to Lent. Hard to figure how the unit ever got by the gone. ORO.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, March 19)

Around the World Revue is longer on feature and novelty acts than any of the small-timers traveling this country. It's owned and produced by Jimmy Stanton, burlesque old grand, who seems to possess the unusual quality for a showman in being able to adapt himself. Around the World is good general fare.

The list of oldtimers in the show is an indication. Pay roll lists George Hendry and his Royal Scots; the Ishikawa Troupe, Japanese balancing act; Ned Norworth and Company, comedy, and the Dakotas, Indian singing and dancing trio. Stanton gets by without an ensee of band turn.

Show has a six-girl line, two of the girls working in the prolog—Genevieve Thrane and Irene Buge. Miss Maria does an acrobatic number and Leo Harbarone an accordion squeeze in addition to the standard acts.

The Ishikawas, besides their agility stunts, feature Inez Ishikawa, a femme charmer in shape and face. She dances while the boys get a breath. In the Dakota turn the singer is okay on Indian Love Call but ought to leave out the Ingot tune. Norworth is a nut pianist and is given aid by Lyla Leeds. He tears his hair, plays piano straight and brutal and garners the best hand.

Stanton is with the Cushman time and heading Canada way. If novelty is what they want Around the World is the answer. Him with it here was Girl Overboard (Universal). Business very good. Time of show, 45 minutes.

B. OWE.

Paris Bills

(Week of March 5)

Alhambra offers a big-time program featuring the super comedian-xylophonist, Fred Sanborn, and the Keene Twins, Vic and Lamar. Sanborn, with nut comedy and superb xylophone playing, scores a smash show-stop, and the clever Keene Twins and their partners, new to Paris, have no trouble in selling their neat acro-tap routines and peppy tumbling. Also rating high are Gillette and Richards, whose two-dance numbers and fine banjo strumming click solidly. Monroe Brothers are excellent bouncers on the trampoline and amusing comedians, and the Volair Trio register nice with good flying; trapeze routines and comedy gags. Maurice, witty monologist, and Jacqueline Claude, talented singer, are both top-class numbers. Joe Ormes and partner present an extravagantly mounted juggling number, but reveal only two really noteworthy juggling tricks. Amateur contest bringing on a dozen singers—some really good—occupies most of second half. Show closed by the 12 Lianced Arabs in pyramid formations and whirlwind tumbling.

New bill at the ABC features Marie Dubaa, who does her usual song marathons, holding the stage about 40 minutes with part of the audience apparently ready for more punishment. She also closes the show in weak sketch with Pierre Dac. Outstanding numbers on the program are Lela Moore in her

novel "Dance of Lovers" and the Ghezzi Brothers in their showy hand-to-hand balancing. Chag Chaso, with his rany hokum, also a bright spot, and Victor Gilles, talented concert pianist, clicks with the highbrow. Remainder of the bill is very weak. Lena and Dora, in piano and songs, are a sad flop. Jack Tati, in athletic parodies, runs them a close second, while Pierre Dac, popular cabaret monologist, lacks voice, and Max Martel, comedian, lacks suitable material. TED WOLFRAM.

Vaude House for Scranton; Town May Get Burly in Fall

SCRANTON, Pa., March 20—Comerford Amusement Company is tearing down the Rita Theater formerly the Poli. In its place will go a one-haloon showhouse with a seating capacity of 2,000. Vaudeville will be staged at the new theater, which will be called the Comerford.

Burlesque may return next fall to the Family Theater here, once known as the Gaiety and Majestic. The Family, also a Comerford house, has been showing movies since the passing of burlesque here four years ago.

BAND MANAGERS

(Continued from page 11)

manager," as well as an arranger, allegedly to add class and signs of independent prosperity. Personal managers are vehement in decrying the discrediting rumors allegedly emanating from the big agencies. Defending their value to a band, they bewail the "shortsightedness and stupidity" of the average band leader who, they claim, swallows roseate promises of the big agencies. The personal reps point out that just because an occasional band is pushed to the uppermost brackets every band leader is naive enough to believe himself capable of the same results and consequently falls in line and into the fold of the "wholesale agency."

According to the personal agents themselves, band leaders tend to shy away from personal managers, because so many of them have been taken in by "bluffers."

Personal managers also point out that every band that means something today has had a personal representative even when the band was practically unknown, and that no small measure of the band's success is traceable to their earnest, personal efforts. They believe that every band, large or small, should have a personal representative, on a commission basis, who can harass big agencies, if the band is so tied up, and see to it that the band is not overlooked in the mad scramble for jobs.

A sidelight that is helping to crowd the personal manager out of the picture is his demand to be accepted as a shareholder in co-operative bands. Knowing that he can be got rid of very easily, he has struck upon this method of safeguarding his retention. Very few bands, however, acquiesce to such proposals, and if you want to take the personal managers' word for it, the bands show very stupid shortsightedness.

Most big agencies say they don't mind their bands carrying a personal manager if the manager keeps out of booking affairs and concerns himself only with detail and exploitation. Personal reps are especially handy on one-night tours, the big agencies point out.

In other words, the band manager is okay—if he keeps his place.

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Additional Vaudeville Reviews

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Mar. 18) A digestive three-act revue this week, augmented with a brilliant overture, Von Suppe's Post and Pausani, under Erno Rapce's direction. The Leon Leonidoff stage diversionment opens with a highly impressive Trojan Horse affair, in which Robert Landrum, magnetic-voiced tenor, and the Rockettes participate. Against a backdrop of a huge wooden horse, the line parades out with its usual unexcelled precision. It is a marvelous routine and a credit to Russell Markert, who staged it.

The next scene, centering in hillbilly land, gives way to satire and comedy by the glee club, and especially Art Frank, who scored with the rhythmic taps of his peppery feet. Frank also offered his version of a modern songstress who gives out everything but her voice. Still good. The glee club boys harmonized in several mountain ditties, including When the Moon Comes Over the Mountain. Nice reception.

The Dance of the Hours, the final scene, features both the Corps de Ballet and the Rockettes in one of their best collective efforts. Backgrounded against a color-changing skyline, their graceful ballet routine is a thing of beauty to watch and behold. Nicholas Daks and Betty Bannister are spotted in several turns which add to the pictorial magnitudes of the dance fantasy.

Dick Leibert, at the organ console, makes good use of the several minutes allotted him. The screen has a news-reel, the latest March of Time edition and Joe E. Brown in something called When's Your Birthday (RKO-Radio), apparently used as a Holy Week filler.

House good downstairs first show opening day. SAM BRONBERG.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Mar. 20) Joyce Reimer, 15-year-old youngster, opened the show with a few minutes of prouetting, back-head kicks, splits and acrobatic contort work and then did a neat session of tricks on the rope, singing a song as she descended head downward. Two bows.

Floyd Christy and Hal Gould held the dance spot with a combination of chatter and acrobatics. Christy has an almost sympathetic dialog delivery, which he makes the most of. Their comedy

acrobatic work was very enjoyable and they left to nice applause.

Frank Conville, with Sunny Dale, was next. After a few dance bits by Conville a talking routine between the two followed, and then Conville did his imitations of a burly strip dancer and of Charlie Chaplin, which are the highlights of the act. He has some good punts with the Chaplin bit. Went over much better than when reviewed a few weeks ago at the Stratford Theater and took a good hand.

The Stage Band Revue, with maestro Verne Buck batoning, opened with the adorable State-Lake Sweethearts, in short costumes, doing a routine to Organ Grinder's Swing, a number made more enjoyable by Dave Bacal's playing of the electric organ with the band.

The Three Heat Waves, composed of Steve LaMar, Jack Winston and Duke Durbin, proved a peppy trio of rhythmists who combined the guitar and a hot trumpet with vocal harmonizing. Boys soaked over several numbers, and Steve LaMar did a great tap routine. Fast-moving act; was a hit.

Bankoff and Cannon scored with dance caricatures. Bankoff contributed a routine with Russian steps and she did a fast high-kick specialty, all summing up to a big hand for them. For the finale The Blue Danube dance number was repeated. As Verne Buck played the tune on his violin the State-Lake Sweethearts did a ballet. Toward the end of the number Buck walked with a couple of the girls as he played the last strains of The Blue Danube for a slow curtain. Great numbers. P. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 19)

Earle package this week is Major Bowes' all-fem revue and "swing" band, and a poor one for peddling. For this downtown de luser it's just a case of milking the Major's build-up among fans.

Gal looters number 13, with Joan Rose waving the wand, Miss Rose tries hard enough to please, but someone should take her aside and tell her. Whoever advised her to ring in a bewhiskered Joe Miller gag on every intro was certainly no friend. Only worthwhile effort was a glee-club orchestral arrangement on Pennies From Heaven, which would really be big time if there were a band who could really play it. Band is padded with a vocal three-

N. Y. Gotham Case Adjourned Again

NEW YORK, March 26.—The case against Minsky's Gotham here for alleged indecency in performance, with Sam Kraus, manager, being held, came up Monday in Special Sessions, but was adjourned again. Hearing has been tentatively set for next Monday afternoon, but it is unlikely that it will be heard at that time. There were three preferential cases to be heard in the court yesterday and today, and it is expected that they will carry thru Monday.

Gotham case dates back to August, the complaint having been made by John S. Sumner, of the New York Society for the Suppression of Vice. Justices Walling, Fellman and Flood were presiding Monday, and Frederick J. Sullivan, trial attorney for the theater, was ready at the time. The assistant district attorney, however, asked to be excused.

Tom Phillips, head of the Burlesque Artists Association, was present in court, and will be one of the theater's witnesses. He will also testify as a character witness for Kraus.

St. Louis Leaves Indie April 1

ST. LOUIS, March 22.—Garrick Theater here is scheduled to discontinue using the road shows of the Independent Circuit April 1. House originally intended to drop them April 15. Move is strictly a pre-summer policy.

Colored Circuit Rumored

PHILADELPHIA, March 26.—A circuit of theaters using colored shows is rumored as being planned by Ikey Hirst and Sam Stiefel. Both are reported to have conferred frequently, and the report of their plans carries weight in that Stiefel operates theaters here and in Washington and Baltimore with colored shows. Hirst is president of the Independent Burlesque Circuit, operating quite a few theaters on his own.

BAA Checking on Hartford

NEW YORK, March 26.—Burlesque Artists Association, thru its president, Tom Phillips, intends looking into the situation of the Cameo, Hartford, Conn., with a view to finding out why the theater should not be signed up with the burly actor group. House recently opened, with Jean Bedini producing and using some burly talent. However, theater does not refer to its shows as burlesque.

Minneapolis Cast Complete

CHICAGO, March 26.—Casting for the Gayety, Minneapolis, has been completed by Milton Schuster and the lineup, opening March 27, will comprise Sammy Weston, Scotty Friedell, George Corwin, Cousins and Hughes, Mike, Jeanne, Oreling, Darlene Lucky, Cynthia Michel, Mabel White and a line of 16 girls. A stock policy will prevail, with Bobbie Pegrin producing.

Mellers Between Acts At Shubert, Philly

PHILADELPHIA, March 26.—Steering to strike a new note in burly, Max Wilner is going back to the turn of the century. Between the acts at the Shubert here Wilner is toying with the idea of adding a quarter-hour condensation of mock mellers that had grandpop crying in his beer. Stunt will be tested during the week of March 26, when the opener will be *Ten Nights in a Bar-room*, subtitled *The Curse of Drink*. Following week will offer *East Lynne*.

A cast of seasoned players is being assembled, including Moe Desmond and Raymond Hackett. Spirit and intent of the original dramatization will be kept intact, the comedy factor being relayed by the serious effort. If the idea catches on revivals of *Why Girls Go Wrong*, *Queen of the White Slaves*, *Shadows of a Great City*, *Chinatown After Dark*, *Murder in the Old Red Barn* and *Dirty Work at the Crossroads* will be staged.

Pittsburgh Still Remains

PITTSBURGH, March 26.—Burlesque has clicked so well here this season that the Casino may remain open indefinitely instead of closing late in April as previously planned. Manager Ben Jaffer stated today. Playing Ikey Hirst's indie units four-a-day, the house draws standees almost daily, with a marked increase in femme attendance.

U-Notes

By UNO

BETTY LAVONNE, another new strip teaser, who opened recently at the Gaiety, New York. A Joe Williams discovery, and heretofore confined to night clubs.

CAROLYN FRIEZE, former assistant producer at the Bijou, Philly, who recently became Mrs. George Castle, wife of the night clerk of the Hartum Hotel, Detroit, left her chorus captain's job in the *Merry Melifens*, indie show, March 20 to return to Detroit for her honeymoon.

CATHERINE RADIN, of the Radin Sisters, showgirls, stepped out for the first time at the Gaiety, New York, recently to do a talk scene with comic Jack Rosen.

JOHANNE has joined the Mimi Lynnes-Rose LaRose horseback riding class every morning on the Central Park cinder path.

JACK DIAMOND and Al Pharr, comper, with Rae Parsons and Ethel DeWoe as straight, use two large live King snakes in a bit in Paris by Night, indie show. Other animals transported by the troupe are four dogs owned by Sally O'Day, Mimi Reed and Diamond, and three cats the property of Donna Wamby, Joan King and Gale Lawrence.

LEONE THUN-TON, singer, talker and strip teaser, protegee of Ida Rose, is due in New York soon from the South to debut in Greater New York burly houses.

ROY E. BUTLER, former burlesque straight, who lost his dad, Robert E. artist and engraver, March 7 in Atlanta, is playing nurse with Grace Wasson to (See U-NOTES on opposite page)

Burlesque Reviews

Gaiety, New York

(Reviewed Tuesday Afternoon, March 16)

Billy Koud's show packed the house at this matinee catching, the audience going heavy for the comics and strip-tease. Production is tasteful, much of the garish quality being eliminated, and is built around a line of 12 chorines and five showgirls. Gal contingent is average, managing routines in fair fashion. Phil Stone, tenor, deserves a cheer for singing the show in top-notch fashion, his voice coming over smooth and true.

Two comics, Jack Rosen and Stata Taylor, do the funny work, with Leon DeVoe and Joe Lyons straightening. Rosen's style is capital for burlesque, and Taylor, a newcomer here, seems as tho he might develop into a good thing. Lyons and DeVoe are good standard straight. Material in the sketches, tho, is sometimes taken from the archives, particularly the skit about three men married to the same girl.

Teasers are seen, comprising June Marshall, Betty LaVonne, Virginia Woods, Peggy Reynolds, Jean Carroll and Toots Brawner. Latter three score solidly, and as much might be said for the others, except that the time allotted them precluded encores. Most of the girls come on for talking parts, particularly Carroll.

LaVonne and Woods, the latter also displaying a pleasing voice in *One Nicer Knave*. PAUL ACKERMAN.

Gaiety, Cincinnati

(Reviewed Tuesday Afternoon, March 16)

The Gaiety, formerly the Empress, for the last several years on a strict diet of tripe, in its first week under the Arthur Clamage-Charles Rothstein banner dispenses stage fare that's oavir compared to the stuff that has been paraded here as burlesque for too many months. Business on the week was the best the house has enjoyed since Meyer (Blackie) Lantz was at the Empress helm back in pre-depression days. Interior of the house has been renovated from stem to stern, and the more wholesome atmosphere attracted numerous old-time burly patrons who had not witnessed one of their favorite shows in years. Maurie Zaidina, Gaiety manager, is bawling anti-cock orders to all shows coming in, with a view to encouraging the better classes.

First indie show in under the new deal was *Teases and Wheezes*, piloted by the congenial Nol Stein. Show is an average, well-balanced layout, and these burlesque-starved villagers literally "ate it" (See Burlesque Reviews opposite page)

THE JUVENILE ARISTOCRAT
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Now in My 30th Week With the Weinstock Stock Shows, Republic, New York, and Mikay's Brooklyn.
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Ray—LeRoy & Rappee—Artist
JUVENILE SPECIAL Talking Artist
QUEEN OF BURLESK
GLADYS FOX
Teaching on Down in Minsky's Oriental, N. Y. C.
WADE & WADE
SINGING—DANCING—COMEDY.
"Ted Hill Heats"—2nd Time Around 1000
Circuit The Grand.
DONNA WAMBY
SOPRANO AND TALK SCENES
Back by New City, Indie Circuit.

Burly Briefs

BOB SIMONS, who had been managing the Empress, Cincinnati, for Jack Kane, has transferred his activities to the Gaiety, Milwaukee, also under Kane's management. Charles Country is now in his fifth consecutive year as a comedian in Chicago burly stock. Three of the years he has been teamed up with Kenny Brenna, his present partner in the Rialto. . . Yvette and Mlle. Antoinette open at the Rialto, Chicago, March 26. . . June St. Clair gave the residents of Racine, Wis., a treat last Saturday and Sunday when she appeared at a local theater following her week at the Oriental, Chicago. She opens at Colostimo's Cafe, Chicago, March 20 and on April 2 will start doubling at the Rialto Theater.

Milt Schuster reports the following bookings: Helen Colby, Herb Leipzig and Patricia Morgan opened at the Gaiety, Milwaukee, March 19; Dolores Green opened March 19 on the Independent Circuit in Toledo; Joan Labrae opens March 23 at the Palace, Buffalo, and Johnny O'Hara opens the same day at the Roxy, Cleveland.

LEO SCHUSTER, brother of the well-known Milt, is in charge of the stage door at the Gaiety, Cincinnati. . . In the chorus of *Teases and Wheezes*, indie show current this week at the Gaiety, Detroit, are Dot Darling, June Darling, Frankie Fairbanks, Mary Lewis, Shirley Dahl, Jean Volk, Beanie Brunner, LaVerne Brunner, Blanche Van Day, Louise Shelton, Billie Holbert, Bee Brands, Margie Hunter and Marie Mason. . . The Gaiety, Cincy, is sporting a new house and marquee sign that's a pip. House will come in for extensive alterations, inside and out, when it closes its season in May. Improvements will include an air-conditioning system. . . Louise Shelton is dropping out of the *Teases and Wheezes* chorus in Detroit this week to take up night club work with her own dance turn. . . Maurie Zaidina, manager of the Gaiety, Cincinnati, will again have charge of gates (See BURLY BRIEFS on page 27)

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Thanks to Ikey Hirst
Rep.—Phil Rosenberg

GIRLS TO MODEL
Must have good figure, slim waist and perfect, twinkling eyes. Those already engaged report the EBH. Wire or write
RAYNELL
Royal American Show, Tampa, Fla.

Tab Tattles

Palace, Buffalo, Changes

BUFFALO, March 26.—Changes in the Palace Theater cast took place today, with Ramona Ray and Joe Naylor opening. Marie Latham, now featured, closes Wednesday to go to the Roxy, Toronto. Esté Alja also departs Wednesday. For Easter week Dewey Michaels has booked Dawn DeLee, Selma White, Joe LaBrie and Louise Keller.

BURLESQUE REVIEWS—

(Continued from opposite page)
up." New scenery and lighting effects, heretofore entirely lacking here, gave the show the aspect of a Ziegfeld Follies as far as the Gayety patrons were concerned.

Teases and Wheezers boasts a trio of capable comedians in Jimmy Coughlin, Mac DeMinton and Harry Reed, who pulled a goodly share of laughs, even with the damper down on the blue stuff. Reed, assisted by Elsie Ryan, also gave an excellent example of mimicry in his impersonations of Amos and Andy, Wynn, Penner and Aiken. Miss Ryan also proved a good talking asset in the various scenes. Straights are handled by Herbert Barris and Chic Hunter, with the latter handling the bulk of the work and doing a good job of it.

Zorita, brunt looker and featured peeler, undraped seductively to good results. Was forced back several times. June Rhoades proved a capable speller in the various scenes and proved a delight to the lads out front with her tantalizing strip efforts. Minutious Anne Smith grabbed the applause honors with her peppy and slightly different stripping. Also sings better than the average clothes discarder. Took numerous encores and stopped things cold. Inez Graham, graceful and attractive blonde, contributed two dances of a classical nature and scored decisively with each. Florence London, a blond lovely with a pretty pair of everything, in an added attraction, was the last of the strippers. Her easy work won her a plenty of palm-waacking. Eddie Yubel handles the bulk of the warbling thorough and satisfies with a pleasing set of pipes.

Show's chief scenes are *Washing Book, Off to Reno, Dance Contest and Egg-in-the-Hat, Teases and Wheezers* chorus, while nicely garbed and attractive enough, is lacking in precision. Dottie Darling and Billie Holbert step out of line to offer specialties and are well received.

The six Best Trust Girls, another added attraction this week, got over in good style with their various routines reminiscent of the days when meat was cheap. They lumbered off to a warm reception. BILL SACHS.

Rialto, Chicago

(Reviewed Friday Evening, March 19)
Ada Leonard, who has been topping the bills here for the past month, is making her last appearances in burlesque this week before going to Hollywood to fill a motion picture contract with RKO. According to reports, she will make her film debut in *She's Got That Swing*, with Victor Moore. She

departs for the Celluloid Capital next Friday.

Producer Fred Clark has done another workmanlike job with the current bill, his opening number, in which oversized typewriter, telephone and desk-set pieces were used, was an interesting novelty, and his other production ideas show thought and care in their execution, which is no easy job on the shallow Rialto stage. Some changes have been made in the chorus line, and Chuck Gregory is again getting good results with his dance numbers.

Bulk of the comedy again falls on the shoulders of resident players, Charles Country, Kenny Brenna and Jack Buckley, trio of expert funsters, never fail to draw the laughs and many a show is put over by their excellent teamwork. In the current show, they appear in *Beach in the Park*, in which they were assisted by Alma Maiben, Kay Johnson and Tody, and *The Sop*, with Nona Martin, Eddie Aiken and Alma Maiben. Latter scene was pretty much Kenny Brenna's by virtue of his hick characterization and his funny costume.

Other comedy scenes were *The Lady Bootlepper*, with Buster Lorenzo in one of his wop dialect parts, Harry Lander, Buckley and Nona Martin; *The Gave*, in which Marie Furman and Eddie Innes furnished much hilarity, and *The Telephone Booth*, with Furman, Innes, Aiken, Johnson and Maiben, which also got a full quota of laughs.

Kay Johnson was the first drober and did a neat job, and Nona Martin, a vivid redhead, displayed a peculiar jerky way of stripping that was new to the Rialto customers. Ada Leonard appeared after a Mexican-scene buildup, in which Buster Lorenzo sang *Serenade in the Night* and the chorus did Mexican dances amidst a background of fan, castnet and labouring set pieces. Ada Leonard sang *La Cacha* before her artistic peep, *Peaches Strangle*, as usual, had them whistling for more with her shimmy-shaking movements and left the stage to heavy applause.

A colorful production and nude posing number early in the show had the chorus doing a routine with large poppies, as Joey Shaw sang *When the Poppies Bloom Again* with a good pair of pipes. This number introduced Honey and Tody, blond sister team, who did a high-kick acrobatic specialty. Joie Carroll was spotted for a popular melody, which she delivered in a good voice over the microphone. *The Ladder of Love* finale brought back Honey and Tody for a soft-shoe routine.

F. LANGDON MORGAN.

Old Howard, Boston

(Reviewed Monday Afternoon, March 15)
Top Hat, two-hour show, is a type of burly presentation that delights the audience and reviewer and is devoid of snuck. Adequate layout cocks across thru good production handling, enhanced by wardrobe, scenery and a line (10) that's okeh.

Stripping parade is headed by Mae Brown, possessor of a body beautiful and a sweeping art of continuous dis-

robing that gives the orbs a downright treat. Joan DeLee, blond, strips and does nice piroettes as windup. Irma Vogelee completes the trio of strips and works in scenes and is featured as ballerina in productions. Miss Vogelee could improve her ballet and toe work.

Comedy, handled by Joe DeRita, sparkling, and comedy sequences, cast with Dorothy Sevier, Harry Meyers, Bobby Burns, Harry Jackson, Max DuVal and the Misses DeLee and Vogelee, are well-bodied and intelligent as burly fare. Production is the keynote. Miss Sevier, straight and songstress, could give Hollywood actresses a lesson in handling lines and pieces of business. DeRita's brand of comedy is prolific and capably handled. Harry Meyers is follow-up comedian and registers well. Jackson and Burns are the juve singers, the latter featured. DuVal is a good straight.

Wade and Wade, mixed sepia dance team, are show-stoppers with original tap routines that develop into terrific and whirlwind paces. This duo is one of the best. The Three Whippets (sepia) live up to the letter of their name with their difficult and novel acro work. Every one of the production numbers is sturdy, particularly the riotous hillbilly bit. A swell show that deserved the S. R. O. attendance.

SIDNEY J. PAINE.

U-NOTES—

(Continued from opposite page)
his wife, Alice Richte, recovering from a major operation performed a month ago.

CURLS MASON has decided to change her moniker to Ellenor Dale. Opened at the Oxford, Brooklyn, Friday thru Tommy Levene.

AMY FONG, Chinese strip teaser, resting from strenuous extra-attraction travel and recovering in Detroit from bronchitis and torn ligaments and strain in the left foot.

COQUETTE, dancer, left New York for extra attraction this week at the Roxy, Toronto.

ERMAINE PARKER, team mate of Slat Taylor, comic, did not open as (See U-NOTES on page 27)

ED GARDINER'S *Music Hall Varieties* will open on the Wilbur Cushman Circuit at Nashville April 2. This is Gardiner's fourth unit for Cushman this season. His *Winter Garden Follies* played the Orpheum Theater, Winnipeg, last week; his *Viennese Varieties* is now finishing the Western route, and his *Sirens in Silk* closed recently after playing the entire circuit. Ed reports business as good. . . . Joe Marion, veteran tab manager, producer and performer and now stage manager and director of the Federal Theater Project in Omaha, is a very happy man these days, having recently learned the whereabouts of his sister, from whom he became separated 28 years ago. Thanks to *The Billboard's* mail forwarding service, it all happened when Joe's sister, Mrs. Mary Daly, of Alliance, O., appealed to Chief of Police Harry L. Stark there to aid in the search for her brother. The chief wrote to Mrs. Daly's brother in care of *The Billboard*, Cincinnati, using Joe's right name of Angelo Marino. Marion spied his name in the Letter List and answered the letter. Later Angelo Marino and Mrs. Daly definitely established proof of their kinship. Mrs. Daly is planning on visiting her long-lost brother in the very near future. *The Canton (O.) Repository* carried an interesting yarn on the affair, together with photos of the two principals. . . . Marie Purl's new unit, *Gentlemen Meet the Ladies*, is set until April 3 in Ohio and West Virginia territory. . . . Orville (Shorty) Gardner, candy butcher, and Kitty Kimball, chorine, were married on the stage of the Hippodrome Theater, Louisville, March 11. Mrs. Brooks, Hipp manager, served a wedding breakfast at her home for all the showfolk and house employees in celebration of the event. Max Frock furnished the ring.

"SEABEE" HAYWORTH'S new circle got on to a good start at the New Rogers Theater, Shelby, N. C., recently, and will continue in that spot two nights a week indefinitely. Same unit opened at the New Cherokee Theater, Gaffney, S. C., Monday (22), and picks up the Imperial Theater, Kings Mountain, N. C., Wednesday (24), and the Colonial, Kannapolis, N. C., April 3. Hayworth's other circle is now in its 13th week, playing North Wilkesboro, Forest City, Belmont, Cherryville and Lenoir, all in North Carolina. He plans to continue in houses thru April, and may move under canvas for the summer. . . . Frankie Fairbanks, well-known tab and burly chorine, in Cincy last week with *Wheezers and Teases*, indie wheel show, spent considerable time during the week with her old pal, Elsie Frank, now hostess at Kelly's, Cincinnati West End night spot. . . . Carl Frank, formerly well-known tab and burly music leader, is now in his fourth year with his band at Benny Rafallo's *Club* and the *Fiddle on Cincy's Central* avenue. . . . Hipp Lawson breezed back into Cincy small early last week, and is now emceeing at one of the late night fun emporiums near the wailing wall at Ninth and Vine. . . . Mrs. Sid Fuller is still in a serious condition at St. Paul's Hospital, Dallas, and doctors say she'll be there for some time yet. Friends are urged to drop her a line. . . . Blair Camp, leading man with the "SeaBee" Hayworth Players, was forced out of the show last week, suffering from a severe case of laryngitis and flu of the throat. He is now confined at his home in Lincoln, N. C., under a doctor's care. . . . Recent additions to Hayworth's newest circle are Ervill Hart, leading woman; Priscilla Davis, ingenue, and Marion and Dot Orimes, musical specialists.

Rudnick's Boston House

BOSTON, March 26.—Columbia Theater here has been taken over by Max Rudnick, operator of the Eltinge Theater, New York burlesque house. It is reported that Rudnick's new house will not be burly and instead will run pictures and occasional Yiddish shows.

WANTED

Two Varieties Teams with Specialists, Men Straight and Comedy, Girls Chorus, Also Single Comedy Girls and Specialty People. Entering show. Must add up with Tab show week steady pay. Add on back March 22, Buffalo, N.Y. Red Hot Steppers, W. Va. EDDIE GOULD and BERNIE WAYLAND RED HOT STEPPERS

HOWARD EVANS, formerly associated with endurance shows, is now managing the Lyric Theater, Allentown, Pa., for Harry Biben and Jack Beck. Evans was active in 15 endurance affairs under Walter E. Tebbitts, Fred Mitchell and Fred Crockett. He is also a veteran burnt-cork artist and was for several years manager of the Dumont & Welch Minarets.

"THE BUSINESS is far from dead," postals Joe Lats from Hollywood, Fla., "Some good spots for an endurance show may be had in Brooklyn and on Long Island, with money plentiful there."

CLYDE WOOD is at present sojourning in Bay City, Mich.

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

Endurance Shows

FRIENDS OF Jack Murray, who recently finished in the Rochester Derby Show, are anxious to know of his welfare and whereabouts. Rumors are making the rounds to the effect that Murray was seriously injured in a recent auto accident.

LARRY HAYNES is currently making his headquarters in Minneapolis.

HIE HILL pencils from Plainfield, N. J., that he's out of the government hospital and feeling great. "I'm waiting for Pop's show here in Jersey." Hill scribbles.

ATTENTION DANCERS

RAY (Pop) DUNLAP Announces the OPENING of HIS FIRST 1937 WALKATHON ABOUT MAY 13, 1937 \$2000 PRIZE MONEY Write me until April 10 at 1251 S. W. 4th St., Miami, Fla. After April 15, care Alexander Hamilton Hotel, Paterson, N. J. Or DICK EDWARDS, 25 Cling Blvd., Canton, O.

WALKATHON CONTESTANTS
Last Call for the Big Spectacular Show Opening April 1
Staff Already Assembled
Phil Murphy, Earl Fagen, Eddie Bagley, Ernie Steele, Pete Wilson, Red Olshki.
Don't Miss This One.
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WANT WANT WANT SMALL BURLESQUE SHOW
For Circular, Have Beautiful Panel Front, all new, will furnish complete outfit to reliable party. Would like to hear from Harry Ray, Harrison Kimball, Owen Bennett and others. Address: BERT ROSENBERGER or HERMAN DARTLY, Reynolds, Pa.

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POSTERS-CARDS

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RICHARD VAN DIJK, recording secretary and former national president of the SAM, died at his home in Jersey City last week. He was SAM architect and a member of that magic body for 33 years. Further details of his passing in the Final Curtain this issue.

LESLIE P. AND NINA QUEST, popular members of the Cincinnati magic fraternity, were tendered a farewell party by members of the Queen City Mystics No. 11, SAM, at the Hotel Alma, Cincinnati, Friday night, March 12, on the occasion of their moving to Jersey City, N. J., where Les has landed a position with a large manufacturing company.

BURT BARR, magician and *Linking Ring* columnist of Niagara Falls, N. Y., info that he's been kept fairly busy playing local dates the last several weeks. Burt also had the gall recently to deliver a lecture on magic before one of the local service clubs. "Strange as it may seem," Burt puts "I got a column writeup, plus a nice fee, for my efforts. The writeup nearly floored me, particularly when I compare it with my usual publicity, which consists of having my name mentioned with the other pull-headers at some poor devil's funeral." Barr says he has had two chances to sign up for some night club bookings recently, but inasmuch as he enjoys taking regularly he passed up the golden (?) opportunities for the time being at least.

MAX TERHUNE, magician, mimic and vent artist, now scoring in fine fashion with Republic Pictures in Hollywood, was last week made a member of Los Angeles exclusive Coast magic society. The imitator Max has just finished work in Republic's *The Hit Parade*, slated for early release and in which he has a prominent part.

JOHNNY DE VANT opened at the Washington-Youree Hotel, Shreveport, La., March 11 for a fortnight's engagement. He followed two other magi at that spot—Bill Baird and John Booth.

SMOKO recently showed for the Northeastern Massachusetts A. & P. managers and the Junior Order at Haverhill, Mass. He reports that Val Evans played the same town a few weeks back for the Bradford PTA and that Evans uncorked a fine repertoire of tricks.

HENRY HAVILAND, paper-tearing magi who has been vacationing at his home in Washington the last three weeks, is doubling this week between the Peacock night club and the Knickerbocker Theater, Columbus, O.

THOMAS ELMORE LUCY, protean artist and magic enthusiast, suffered a fractured wrist when he fell while working school dates in the Leaville, Pa., territory recently. He lost several engagements as a result of the fall. With his faithful old right out of commission Lucy has his left in training for his chalktalks.

AL SAAL, Toledo triester, has been keeping busy lately, with the result that he has been turning some of the work over to his friend John Skinta. On March 13 Saal performed at the Edsel Ford residence in Grosse Point, Mich., on the 15th he worked for the Odd Fellows in Toledo, and on St. Patrick's Night played for the Chevrolet Motor Company at the Book-Cadillac Hotel, Detroit.

DABY YVONNE, six-year-old daughter of Doc Irving and Princess Yvonne, played to capacity audiences for three shows last week at the Baker-Blick department stores in Camden, N. J. In an exhibition of mentalism the tiny tot astonished shoppers with the ease and correctness with which she answered all questions. Doc Irving assisted in the demonstrations.

AL DELAGE and Company are current at the Main-Olow, Syracuse, N. Y., territory. Delage was laid up in Utica, N. Y., with a sprained back recently, and while there met Larry Hess and his charming wife. Al says the Heaton Sisters are back with him again as assistants and dance specialists.

PRINCESS YVONNE, well-known mentalist, who recently resumed work after

undergoing a major operation at a Philadelphia hospital, will return to the hospital soon for another operation as the result of an injury sustained early last week when she fell on the ice. She broke her coccyx in the fall. You'll understand better when we tell you she can't walk or sit down without a pillow. She is still able to work, however.

VANTINE THE MAGICIAN, after a profitable engagement for the P.T.A. Milk Fund in El Paso, is heading eastward this week. Writing from that Texas town under date of March 17, Vantine says: "There are a couple of magic students here who charge 5 cents and, believe me, it's been a hard fight to keep the price above that figure. Here is the situation. The amateurs here are jealous of each other and play dates just for the sake of putting over a show on the other fellow, regardless of the cost to the professional who has to play the spot. One fellow here called all the school principals on the phone and told them he wanted to make tentative bookings as far as six months in advance. This was instrumental in my losing a few dates, but when I put tickets on sale in all schools with a pony as the drawing prize the same fellow found that he could not get the date ahead of me. Well, business is good."

PUPPETEERS OF AMERICA will hold their second annual festival and conference in Cincinnati June 28 to July 1, inclusive. Headquarters will be at the Cincinnati Art Museum, where a puppet exhibit will be held for a month prior to the festival. Walter Wilkinson, No. 1 Punch man of the British Isles and author of several interesting books on puppetry, will be one of the principal speakers at the convention. Some of the best companies of puppeteers in the country are slated to perform at the 1937 gathering. An exhibit at the Art Museum will include every type of puppet. All puppeteers and those interested in the art are invited to attend.

PRINCESS ZULIEKA, mentalist, almost fully recovered from her recent illness, resumed work recently with an engagement at the Gem Theater, Silas City, N. C.

CLAUDE BAWDEN, formerly of Mansfield, O., and inventor of the Bawden Rice bowls, has moved to Youngstown, O., and has become a member of the Youngstown Magic Club.

FRANCIS A. NICKOLAS, who formerly did a mental and crystal gazing act under the name of Marjah, is now working magic under the name of Benda. He will be with the Chalkies Bros.' Odditorium on the Snapp Shows this season as inside man.

W. G. MAGNUSON, author of the 20th Century Mindreading Act and professionally known as Del-Ardo, the "living dead man," has given up the road to settle in Rockford, Ill., where he will again conduct a mental mail-order business.

DR. CHARLES HOFFMAN, the man who made the liquid tricks popular, was a visitor at the magic desk Monday of last week. Hoffman came to Cincinnati to present his Magic Bar at the opening of Jimmy Brink's new Town Club, but asked to be relieved from the engagement at the last moment when he found that the arrangement of the club would not permit proper presentation of his tricks. Hoffman, however, welcomed the week's layoff, after working steadily since leaving the Coast more than a year ago.

London Magic Briefs

LONDON, March 12.—Murray, much-traveled Australian magician and escapologist, is doing big in major English vaude with his illusions and escapes. He's a good showman with an okeh line of talk.

Cardini, the suave prestidigitateur, is due back in London after a three years' absence when he opens April 10 at the Savoy Hotel, where he is a great favorite.

After eight months as a feature in the principal London nighteries, Russell Swann, American magician and humorist, gets a first crack at a London vaude audience.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru the Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1569 BROADWAY.

For LEGIT MUSICAL

IVA KETCHELL—pert and saucy brunet, now satirizing toe dancing at the Village Barn, New York. An excellent mugger and pantomimist, the youngster is a thoroughly ingratiating and impish comedienne. Rates a once over from revue and picture people.

BARBARA CORRELL—another recent graduate of the American Academy, who scored tidily in the student plays. Has fine assurance, and a crisp, dry manner that makes her a natural for what have come to be known as Jean Dixon roles. An actress who doesn't have to be typed so well that she should score in it with ease against far more experienced competitors.

DRAMATIC

WILLIAM BOCK—recent graduate of the American Academy of Dramatic Arts, who did an outstanding piece of work in the leading role of the student presentation of *Berkeley Square*. A polished young actor with sincerity and insight and the ability to create great effect without overdoing it. A nice-looking lad, he also has a speaking voice which, when it gets more flexible, will be an excellent one.

For FILMS

ALBA CAMILLUCCI—soprano appearing in the stage presentation at the Cine Roma, Italian film house on Broadway. Voice is of magnificent quality and is handled with outstanding technique. Has a wide concert and opera repertory and has appeared in opera in New England. Can handle both lyric and dramatic roles. Young and lovely, she should screen beautifully. Definitely rates a test.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

WILLIAM J. BLACKBURN: From information that we have been able to garner, the John W. Vogel minstrel unit, which was to have gone into rehearsal in Columbus, O., several months ago, never did take to the road. In fact, we understand that it never even went into rehearsal. Write your friend in care of *The Billboard*, 25 Opera place, Cincinnati, O.

PROF. WALTER BROWN LEONARD shoots from Hendersonville, N. C.: "We are up here in the Blue Ridge Moun-

He's starring in Kurt Robitschek's *All for Laughs*, at the Victoria Palace.

Ching Wu, Chinese magician, at the Theater Royal, Bath, has a good line of tricks. Presents them well, too.

Dave Godfrey, English comedy conjurer, is at the Gaiety, Dublin.

Sirdani, South African magician, back again at Holborn Empire, London's premier vaude spot, accompanies his tricks with a broken-English spiel that is voted funny.

Jasper Maskelyne, suave English illusionist, is doing a corking show at the top of the bill at Birmingham Hippodrome.

Nick Cardello offers card and cigar tricks at Edinburgh Empire, while Fogel gives good impressions of various types of magical performers at the Palace, Hull.

The Magic Circle of Great Britain has drawn the attention of the Variety Artists' Federation to an English publication which sets out to expose magic and illusions. V. A. F. has taken the matter in hand and arbitration follows.

Dante, much traveled illusionist, with several new mystifying items in his repertoire, presents his two-hour magic show at Coventry Hippodrome.

Cecil Lyle, English magician, assisted by Lucille Lafarge, presents a new act which is highly successful at the Queen's, Poplar.

Horace Goldin still hits heavily in the attack with his unit. He's a current attraction at the Palace, Reading. Jasper Maskelyne continues to be a hit at the Empire, Shepherd's Bush, on the Stoll Tour.

Kuda Bux, the "Hindu with the X-ray eyes," mystifies as breadliner at Walthamstow Palace, London.

Great Carmo, Australian comedy conjurer, is playing the Fred Collins Circuit and winning favor this week at the Theater Royal, Edinburgh.

tain. Forty years ago I came up here, introducing and teaching the banjo, guitar and mandolin, and closing my stay by producing a local talent minstrel show, using my pupils in the olio. Returning to the scenes of my early life among the moonshiners and picturesque mountaineers is proving most interesting.

GUS HILL reports that he is organizing a mammoth minstrel attraction to play the fairs this season. Company, he says, will be known as Gus Hill's Honey Boy Evans Minstrel.

"HI-BROWN BOBBY BURNS pens from Louisville: "After making the flood okeh, I had to get down with the flu after it was all over. Feeling okeh now, however. Also happy to learn that all my costumes and scenery stored in a warehouse in the flood area are safe. They were on the third floor, and the water only hit the second."

CHARLES COLLIER, owner of the Silas Green Minstrel Show, which winters in Brunswick, Ga., has purchased a strip of property in the eastern section of that city on which permanent quarters will be established.

PART SIX of Walter Brown Leonard's *Minstrel Memoirs*.

I can visualize a Wilson, There's a Primrose and a West; From the many types of Negroes They've selected what is best. Bobby Newcomb, Barney Fagan, Clever sons of terpsychore, Entertained with wondrous dancing In those happy days of yore. Dick Jose and Chauncey Orcott, Golden vocalists supreme, Sat within the magic circle—I can see them as I dream. Now the numbers all are finished Of the first part of the show Closing with the grand finale—Happy days of long ago!

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Heffner-Vinson Opens March 29

VALDOSTA, Ga., March 20.—Jimmie Heffner and his staff of assistants are busy whipping into shape the Heffner-Vinson Players tent show, scheduled to usher in the new season here March 29. This will mark the troupe's 10th year on the road.

Entire outfit has been repainted and redecorated from front to back. Rolling stock has been augmented by several pieces with last year's motor equipment placed in first-class shape for the 1937 trek. Heffner-Vinson chorus will this season be outfitted in new array of flashy and attractive wardrobe. In addition there will be much new scenery, new ideas and a number of new faces in the lineup.

For the opening here Manager Heffner has elected a tieup with the local police department, which reports a heavy advance ticket sale. Show will carry a chorus of eight girls, an eight-piece band, a capable acting cast and several vaude acts.

On the Heffner-Vinson staff are Jimmie Heffner, manager; Mrs. Jimmie Heffner, secretary; Sarah L. Vinson, treasurer; Ben Heffner, contracting agent; Joe McDurham, Leslie Baker and James Thompson, advance car; Forie Tucker, boss canvasman; Elmer Green, mechanic; and Bill Rattay, electrician. There will be 10 men in the working crew.

Manhattan Players Set For Worcester

WORCESTER, Mass., March 20.—The home of WPA flesh shows for a brief time last fall and of road shows for exactly one week and denied the right to stage burlesque or musical comedies, the Worcester Theater has been booked for 10 weeks by Guy Palmerton's Manhattan Players beginning March 29.

First play to be given will be *Personal Appearance*. Among those already signed for the Palmerton troupe are Frank Lyon and Vera Tatum, former local favorites.

Liggett Vaude and Pix Show Begins Season in Georgia

SPIDSVILLE, Ga., March 20.—Bob Liggett's Tent Theater, featuring talking pictures and vaudeville, is slated to open March 22 at Collins, Ga. Liggett recently returned to his quarters here from Miami, where he had been vacationing.

Moving picture operator Hester has arrived with Fred Limas, boss canvas man, from Atlanta. Mrs. Hester will also be on the show again this season. Harry Holmer, who operated the Ace-III Show last year, will work with Liggett this season. His two dogs will put on an outside free attraction.

After playing a few spots in Georgia this show will go north into South Carolina.

Fierst's "Noose" Cast Taking Six-Day Layoff

PITTSBURGH, March 20.—Morris Fierst's *Snatched From the Noose* meller-drammer closed its Fort Pitt Hotel stand tonight for a six-day layoff, due to "difficulty in getting party bookings for Holy Week." Company will resume there March 27 and on the 30th will celebrate its 100th performance with special ceremonies planned by Fierst and Co-Manager Clyde McCall.

The beer-and-pretzels show has enjoyed profitable business since its opening last December, with the exception of the last two weeks, when a slump to an even break was attributed to Lent. Enough bookings at 75 cents week nights and \$1 Saturday are set to assure a run until May 1, after which Fierst will head for Hollywood.

Rep Ripples

S. SWANSON, owner of the Big Ole Show, writes from Grand Forks, N. D., to report that business continues good and that the company is still broadcasting daily over Station KPJM. Swanson says he was "hooked" recently by a piano player and general business man who failed to join his show after being advanced \$30. Not only did Swanson lose the 30 bucks but four other people were thrown out of a week's work due to the chiseling performer's failure to show up.

MAUDE PLATTER, formerly with the Hila Morgan tent show, is the new leading woman with the Monroe Hopkins Players in Houston. The Hopkins troupe, now in its fifth year in Houston under canvas, recently moved to a new location there following a fire which destroyed the show's top and other equipment. Business continues to hold up well. Show is now working under a top loaned by Hila Morgan, but a new canvas has been ordered from Baker-Lockwood and is expected any day.

CARL PARK is spending a few weeks at his home in Springfield, Mo., resting up after fighting snowstorms and blizzards in Kansas all winter.

JIMMIE DOSS closed with "Seabee" Hayworth's circle at Sherrylville, N. C., March 18 and will join up with a tent show for the outdoor season.

DICK ROYSTER and wife, Josephine, closed with the Hayworth Players at Lenoir, N. C., March 13. They are making preparations to launch their vaude and picture show under canvas in Virginia early in April.

J. DOUG MORRAN left the Coast recently for his headquarters in Jacksonville, Tex., to begin work on launching the Morgan-Helvey tent show.

Gingles Players End Tour

NORFOLK, Pa., March 22.—Keith Gingles Players, who have been touring the Central and Eastern States this season for the Northwest Lyceum Circuit, will wind up their run with an engagement at Payne, O., tomorrow night. Company opened at Shankton, Miss., October 1 and played steadily without a hitch with the exception of a brief layoff over the holidays and a recent sojourn in New York.

LAWRENCE LANGNER announces that he will not operate his summer playhouse at Westport, Conn., this season. He has leased it to the producing firm of Tuttle & Skinner.

Cannon Comedians Ending Long Trek

CLEVELAND, Ga., March 20.—Frank Cannon Comedians, who opened under canvas April 15, 1936, and who have been moving along steadily ever since, will wind up their extended tour near here April 3.

Show carried 20 people until November, at which time half of the outfit was stored in Greenville, Tenn. Company played all winter with 10 people and has been in Georgia since November 1. According to Manager Cannon, business was fair when the weather permitted.

Cannon Comedians will reopen April 19 under a new top being made by the Kerr Manufacturing Company. Outfit will be all new from front to back, Cannon says. Show will carry 20 people, including a five-piece orchestra and four girls in line. Four trucks, a semi-trailer, five housecars and six passenger cars will be used to transport the show and players. New top will accommodate 900 patrons.

Frink will be handled by Mrs. Mabel McIntyre; George Stone will be band leader; Patsey Reed, chorus producer, and Frank D. Cannon, manager and orchestra leader. Special paper has been ordered from Hatch Showprint. All equipment is being painted in aluminum, trimmed in red.

Louise Galloway Stock Begins Season June 21

MENDON, Mass., March 20.—Louise Galloway, of Brookfield, has signed for her sixth year of presenting stock at Lake Niponic here. She will open her season June 21, continuing for 11 weeks. Warren Ridd, of Mendon, will be her business manager.

Miss Galloway's casts will include, among others, Conway Washburn, William Ruhl, Leonard Lord, George Roberts, George R. Taylor, Marjorie Clarke and Alexander Campbell. New to her stock this year will be a student idea. Newcomers will stage plays on Sunday. Thru this medium Miss Galloway hopes to uncover potential topnotch material.

BURLY BRIEFS

(Continued from page 26)
at Great Lakes Exposition, Cleveland, this summer.

GAJETTY, Buffalo, former burly spot, has been leased to show imported films and will be renamed the Filmarts. . . . of pipes showing improvement via rest and medical treatment in New York. . . . Bobby Faye, represented by Nat Morton, got a big splash in *The Bridgeport Daily Times*, predicting a star in the making. . . . Annetta is being held over in-

definitely at the Oriental, New York, after originally going in for two weeks. Her agent, Morton, already has a 20-week offer for her from a New York house for next season. . . . Charlie Robinson and Dudley Douglas didn't go to the Cameo, Hartford, Conn., as scheduled. . . . Gaiety, Cincinnati, which opened as a part of the indie wheel March 12, enjoyed a heavy b.o. play. . . . Joe Cariton, the California lad brought east by the Welstocks and who is now on the night shift at Werba's, Brooklyn, has hopes of becoming a burly performer.

SWING YOUR BABY closed on the Indie Circuit Saturday at the Empire, Newark. Billy Hagen and Dolores Leland, of the cast, went into the Bijou, Philadelphia, the next day for a stock run. . . . Week of April 11 will find two indie shows in Philadelphia, at both the Troc and Bijou. Inasmuch as Billy Watson's *Hot Truss* already played the Troc, the show will play the Bijou on its way in and *Paris by Night* will be the Troc show. . . . Nat Morton's recent placements include Ailvena, Oriental, New York, now; Three Ochs, Eltinge, New York, this week, and Casino, Brooklyn, March 28; Ben Hamilton, Jimmy Carr, Paul Miller and Shirley O'Day, now at Casino, Brooklyn; Palmer and Peaches, Howard, Boston, March 29; Tess Noel, Casino, Toronto, April 11, and Howard, Boston, April 26; Williams and O'Neill, Boston, April 5 and Toronto April 19, and Jack Morrison, Toronto April 4 and Boston April 12.

LILLIAN DIXON, with *Ladies in Lingerie*, got an MGM screen test with aid from papa Henry P. Dixon, old-time showman, now in managerial capacity with *Behind Red Lights*, legit currently on Broadway.

U-NOTES

(Continued from page 25)
scheduled March 6 at the Gaiety, New York, because of illness. Instead joined Friday.

TONY MICCIO has installed new seats and curtains and otherwise improved the interior of his Irving Place Theater, New York.

SHIRLEY O'DAY, stripper, dancer, talker and general all-round principal, is a new Nat Morton find at the Casino, Brooklyn, where she opened last week. Was in musical comedy with *Good News* and also in vaude with Pinto and Della.

ESTA ALIA, held over two more weeks at Palace, Buffalo, in addition to an original four-week contract, closes March 24 to open a six-week engagement at the Roxy, Cleveland.

GLADYS FOX, of the Oriental, New York, gifted with a talking parrot which she has christened Bitch.

JUNE PAIGE, former principal, now a front liner in the *Paris by Night* show on the Indie wheel.

DOT DABNEY left the Eltinge, New York, March 11 to vacation in Toronto.

DIANE ROWLAND sporting some new imported Parisian costume creations at the Eltinge, New York, sent over by her sister via the house of Patou Modistes.

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CONTINENTAL, O.

Kansas City Jottings

KANSAS CITY, Mo., March 20.—Biehl Sisters' Orchestra, under the direction of Grace Biehl, will be the feature this season with the Biehl Sisters' Stock Company.

Tilton-Guthrie Players will begin rehearsals April 13 at Lake City, Ia. They will open about April 29. Carl and Helen Grand recently joined the Dewey Campbell circle in Minnesota. Buddy Ross recently joined Sid Kingdon's circle, playing a loop of towns in Northern Missouri.

Jimmie O'Hearn recently closed with the Murphy circle and will join the Davis-Brunk Show in Oklahoma. Clyde Jenkins recently joined the Darr-Gray Show in Texas. Madden-Stilman Players have purchased a new Baker-Lockwood tent for the forthcoming season in Iowa.

Henry Brunk's Comedians were slated to begin rehearsals this week at Anson, Tex.

Walter Pruitt, who has successfully conducted a circle in Kansas for many months, closed recently.

Jack Hart's Comedians will begin rehearsals this week at Forman, Ark., for their regular tour of Kansas, Oklahoma and Arkansas.

Jack and Emma Fleming, veteran Midwest character team, have just closed a long season with a Broadway show.

Billy and Mildred Baucum, of the Ted North Players, are vacationing here for a few days. They will return to the show at an early date.

Howard Johnson Jr. is signed with Tilton-Guthrie Players for the season under canvas.

Ferce and Nell Hill were spotted on the local radio this week after closing with Walter Pruitt's circle in Eastern Kansas.

Sally Ketchum is said to be joining the Hills-Moegan Stock Company for the new season.

Tommy Williams recently left here to join the Todd circle in Western Nebraska.

Jack and Maude Brooks, after a vacation trip to the West Coast, are making preparations to launch their tent show early in May.

Betty Zane has joined the Davis-Brunk Show now rehearsing in an Arkansas spot.

Mason Wilkes recently rejoined the Chick Boyce No. 1 unit.

Fred Brunk's Comedians, who have been playing Phoenix, Ariz., for the last 12 weeks, are slated to begin their road tour next week.

Sid Snider left here this week to join the Wallace Bruce Players in Western Kansas.

Glenn Morris is playing night spots in and around the city.

Vincent Dennis has purchased the George Sweet outfit and will play the Sweet territory in Iowa under his own title. Dennis for many years was director and comedian for the late George D. Sweet.

Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruthy Dennis, Liela Oads, Gladys Harris, Eda Gedin, Marge Hyland, Marion Hyland, Fred Holmes, Lorraine Jance, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Carolyn Russ and Virginia A. Smith.

In an effort to build up 100 per cent organization in presentations and in clubs the council has made a special dispensation to persons working in those fields. Upon the payment of a \$3 initiation fee and dues at the rate of \$1 a month these persons may become members of the Chorus Equity. It is the Chorus Equity's hope that with complete organization we may get an established contract such as that in the legitimate theater, which will carry a minimum salary, no layoffs, a bond covering salaries, etc. Chorus Equity members working in presentations and clubs should not only keep their dues up, but should aid their association in organizing. If we are to obtain better working conditions we must first get 100 per cent organization.

Delinquent Chorus Equity members, providing they pay their dues while working in presentations and clubs, may place themselves in good standing by paying current dues only.

Whether or not members are working, they should apply at the post office in their district for a blank to file in order to get their Social Security Act account number. A member who is not working but who obtains his account number at this time will be able to file a report immediately he obtains employment. Due to the constant changing of employers and employment in the theatrical business there is apt to be a great deal of confusion. For their own protection members are urged to keep a record of each week of employment and the amount of salary received each week.

CHORUS EQUITY ASSOCIATION.

Mich. Minnies Form Group

DETROIT, March 20.—Fourth annual convocation of 24 Michigan Little Theater groups was held at Kalamazoo this week. About 150 representatives were in attendance. A permanent State Non-Professional Theater Association was formed, and officers elected as follows:

President, Jack Towne, Lansing; secretary, Norman P. Carver, Kalamazoo; and treasurer, J. E. Bigelow, Dearborn.

Directors elected for each of the five State districts are: For the Detroit area, including Ann Arbor, Port Huron and Birmingham, George Dively, Birmingham; for the northeast district, including Flint, Bay City, Saginaw, Mt. Pleasant, Midland and Orono, Mrs. J. H. Kraft, Bay City; for the central district, including Jackson, Adrian and Lansing, Pauline Champ, Albion College; for the southwest district, including Kalamazoo, Battle Creek, St. Joseph, Benton Harbor and Allegan, James McQuistan; and for the northwest district, including Grand Rapids, Muskegon, Holland, Ludington and Traverse City, Harry Shukoy, Grand Rapids.

Arrangements were made by the proposed new organization for a play tournament. Elimination contests will be held in the various districts.

Bankhead Is Hit In Chicago Stage Debut

CHICAGO, March 20.—Tallulah Bankhead made her bow to Chicago audiences Monday night when she opened at the Grand Opera House in *Reflected Glory*. Her first local appearance was a personal triumph. Consensus of opinion by both press and public was that George Kelly's play was dull, but that the weak vehicle was surmounted by Miss Bankhead's forceful personality and glamour and the support of an excellent cast. Engagement is limited to three weeks and will be followed on April 13 by *Red, Hot and Blue*.

Charlotte Greenwood in *Leaning on Lefty*, now in its fifth month, continues to play to well-filled houses at the Selwyn Theater, and *You Can't Take It With You* has settled down for what looks like a long run at the Harris Theater.

The Good Old Summertime, the Federal Theater's production of Martin Flavin's play at the Blackstone Theater, will continue beyond its scheduled four weeks' run, due to many theater parties for future performances. Other two Federal Theater shows, *O Say Can You Sing?*, at the Great Northern, and *Mississippi Kalamazoo* at the Princess are both doing a nice business.

The Shubert office has announced a date, but no specified theater for Katharine Cornell's coming. She is scheduled to open May 3 for three weeks, divided among two plays, *The Wings of Victory* and *Candide*. Only other advanced booking is Helen Hayes in *Victoria Regina*, opening December 27 at the Erlanger Theater for eight weeks, and the possibility of *White Horse Inn* being a tenant of the Auditorium Theater about the same time.

Allied Elects Officers

CHICAGO, March 20.—Aaron A. Saperstein was re-elected president of the Allied Theaters of Illinois, Inc., for the seventh consecutive time at its annual meeting held this week. Louis L. Abramson was appointed recording secretary, also for the seventh term. Other officers and directors elected are Van Nomikos, vice-president; Joseph Stern, secretary; Harry H. Laaker, sergeant at arms; and Harry Nepe, Ludwig Sweman, Tippy Harrison, Samuel Roberts, Verne Langdon, Benjamin Laaker, Jack Rice.

Additional Night Club Reviews

Arcadia International House, Philadelphia

Not since this swank bottle housed Rudy Wallace has there been so much interest manifested in the going-on. Spot is the burg's only with name bands on tap. MGA doing most of the feeding. Current drag is Ted Lewis. And, like the old adage, there are plenty of good tunes left in the old fiddle. Only this instance, it's a battered hat and clary.

Band work like Trojans in a triple-threat lineup of footing up a show, for the shoe-glides and for the ether. And from the onset Lewis gets the upper on his side sockin' 'em with his neat nonchalant manner of conferencing.

Floor show is all Lewis, and the younger generation soon appreciate why the high-hat tragedian of jazz gained for himself the sobriquet in other days of a master showman. For a starter, sells 'em a "bottle of home-made sunshine." Then pitches the black stick for a pipe at the St. Louis Blues. And the only thing that needed was the vocalizing of Sophie Tucker for those sentimentalists who recall the Victor record classets that provided just that.

Keeping the pace intact, Lewis brings out the Radio Aces, male threesome (Marty Drake and the Stone Treces) whose close harmony has a swingy lift. For the touch of femininity, Ann Lee in flimsy pajamas, adds the conventional tune toning and tap.

Just as the hi-hat has become a part of him, so has "Snowball." And appropriately enough, septa Charlie Whittier is on hand for torrid taps, brute take-off on Crosby and Johnson, and for a couple licks on the *Me and My Shadow* turn. Winds it up, much too soon, with a sentimentalology to his old-battered

Richard Solkin, Benjamin Bartelstein, Charles Nelson, Aaron Courshon and Abe Gumbiner, directors.

ORCHESTRA NOTES

(Continued from page 11)

of the Hotel Gibson, Cincinnati, March 24 to move to Chicago. Walter Gumbiner and the Three Sophisticates, fems, handle the wrbbles.

CLYDE TRASK and his lads will open the season of moonlight dance excursions on the steamer Island Queen, plying out of the Cincinnati harbor, March 27 and 28.

BENNY G. BOSWELL, his clarinet and ensemble are swinging off-key tempo do valso at the Seminole Coffee Shop, Jacksonville, Fla.

LARRY SMITH and his Ambassadors (13) will play for the nightly moonlight on the steamer Island Queen out of Cincinnati from April 13 to 16. Annette Rivard and Jerry Jordan handle the vocals with the band.

WIT THOMAS and his 11 Princetonians are in their eight week at the Nat Supper Club, Amarillo, Tex. Ruth Ray, blues warbler, has succeeded Jackie Allen as the band's vocalist. Combo airs over KQNC four nights a week.

CARMEN TRUDEAU is the new addition to the Frankie Ward Ork at the Penthouse, Boston.

HENRY KING and orchestra will succeed George Hamilton's Band at the Palmer House, Chicago, April 9. Eddy Duchin's Orchestra will follow King May 21.

BOB MCGREW opens at Bill Green's Casino, Pittsburgh, April 1, following Sammy Kaye, who goes to Arcadia Restaurant, Philadelphia.

OLEN GRAY and Casa Loma Band to play University of Pittsburgh Interfraternity Ball April 9.

BOB CLAYMAN, Roosevelt Hotel, Pittsburgh, maestro, who begins series of one-night stands this week, dickerer for William Penn Hotel for summer.

FREDDY FUNK and his Rhythmeers have begun an indefinite engagement at the Leland Hotel, Aurora, Ill., after a season thru Central Illinois.

HAL MUNRO'S contract renewed for another three months at Ivanhoe Gardens, Chicago.

JIMMIE CAMPBELL and orchestra are playing their seventh consecutive month at Silver Cloud Cafe, Chicago.

LESTER COLE and his Midshipmen have moved into the Shoreham Hotel, Washington.

hoofing appeal, and it's all top row. Marty Drake purveys the lyrics on the current pop; while Lewis puts over the standard oldies. Engagement is limited and bit is terrific. Happy Felton is set to follow.

ORO.

Mayflower Casino, Chicago

Completely redecorated, this South Side spot, formerly known as the Winter Garden and Raphael's, blossoms out as one of the prettiest of the neighborhood niteries. Under the direction of Eddie McCormick, the affable proprietor, it has been transformed into a room of intimate character and beauty. A mammoth dome almost covers the circular room, the walls of which are lined with ivory leather settees. Decoration is in three shades of blue with maroon trimming and walls of yellow enhanced with varied color effects. A bar is installed on the second floor.

The show, booked by Moe Lucky, of the Slight & Tyrrell office, is rather pretentious for such a small club, having four featured acts supplemented by a quartet of comely dancers calling themselves the Four Rhythm Girls.

Cliff Conrad, of Conrad, Henry and Starr, seen later on the bill, acted as emcee and got the show rolling with the introduction of the Four Rhythm Girls, who did a Spanish dance, one of the damsels contributing a castanet bit. Lenny and Lita followed with three nicely done tap routines and were rewarded with a good hand.

The Three Short Waves held the next spot with a number of impressions that included those of Bing Crosby, Bob Burns, Kate Smith, Jack Oakie, George Arliss and several others. All did a Lionel Barrymore "thank you" for the close. A clever trio of youngsters, Dig Hand.

Edna Erico, song stylist, socked over three tunes in a personable and well-delivered manner, and Conrad, Henry and Starr clowned, danced and chattered to the audience's delight and were called back for several encores. The Four Rhythm Girls closed the show with a neat tap number done in tails. Music is furnished by a six-piece band under Lou Sales' direction.

F. Langdon Morgan.

Small Bands Busy In Jacksonville

JACKSONVILLE, Fla., March 20.—Musicians hereabouts are getting a good break with the opening of many cocktail lounges.

Paradise Lounge opened this week in midtown with Wally Jackson and ork. Bernie's Restaurant offers Henry Connelly's four-piece string outfit. Floridan Tavern, in the theater district, uses the Floridan orchestra of five pieces.

Hotel Mayflower Tavern has Don Gray and band, who double on Mayflower Roof in the evening. Karl Hoppe and boys are set in at George Washington Hotel lounge. Lew Davies and eight pieces are still at Club Embassy. Jacksonville Beach pier opens Easter Sunday with a 10-piece outfit.

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The Final Curtain

ALBER—Laura, 56, wife of Louis J. Alber, of Colt-Alber and Alber booking agencies, of complication of disease in Woman's Hospital, Cleveland, March 17. Survived by her husband and son, Narron K.; two sisters, Lillian Barron, Cleveland, and Mrs. Charles Cleveland, Knoxville. Services March 20 from Busch Funeral Home, with interment in Mapleshade Cemetery, Cleveland.

BAKER—John B., 77, February 27 at Washington from hardening of the arteries and high blood pressure. Baker as a boy entered show business and continued in one capacity or another for 60 years. He served as legal adjuster and concessioner with many old names in the show business, having been with Mugger and Bowers on their *Howe's* Great London Circus, also with Ben Wallace, Hagenbeck-Wallace, Adam Zorbaugh, Leon Washburn and Rubin & Cherry shows. He also booked concessions with Lou Engel promotions 20 years ago. Surviving are his widow, "Mother" Baker, well known in show business; two brothers, Tom and Steve Baker, showmen, and two sisters. Interment at Cedar Hill Cemetery, Washington.

BECHTOL—A. L., radio pioneer in the Middle West and one of the founders of KPAB, Lincoln, Neb., in that city, March 20, after several weeks' illness. He was president of KPAB from 1920 until his retirement in 1936. Survived by widow and daughter.

BRIEDIS—Victor, 31, pianist, at Pitts. Calif., March 15 of carbon monoxide gas. At the time of his death he was playing in the scoring orchestra for Warner Bros.—First National studio and formerly had been accompanist to Ruth Etting. Survived by his widow, Evelyn; a daughter, Judith, and his father, Vincent Briedis, residing in Chicago.

BURKE—Eddie, 24, wife of Reese F. Burke, formerly *foresha* and member of S.L.A. in Buffalo March 6 following childbirth. Survived by husband and infant son.

CASALI—Gene, feminine impersonator, suddenly at his home in Philadelphia March 14. He had worked in many shows, carnivals and fairs and formerly was with Johnny Kaye.

CASTLES—Mrs. Amy, 82, in Melbourne, Australia, recently. Mrs. Castles was the mother of the Australian singers Amy, Helen and George Castles.

DAIVINI—Charles, 67, well-known trapeze artist before his retirement 22 years ago, March 10 at his home in Grand Rapids, Mich. He was born in Spain.

ELLIS—Charles A., 81, first manager of the Boston Symphony Orchestra, March 14 at the Ritz-Carlton Hotel, Boston. In 1881 he formed the first Boston Symphony Orchestra with 75 musicians but resigned in 1918 to form an opera company with Walter Damrosch.

FALK—Henri, French playwright, in Paris March 5.

FAUMAN—Dr. Arthur S., husband of Clara Kimball Young, star of silent films, in Los Angeles March 12.

FORBES—John H., 87, father of Ernest Forbes, head of Oliver Theater Supply, Inc., Detroit, at his son's home March 13 following a stroke. Survived by widow and six children. Burial in Woodlawn Cemetery, Detroit.

GOODRICH—John Fah, 50, scenario and magazine writer, in Los Angeles March 11. He had recently written a serial for *The American Magazine*, *The Crookup*, which is currently being filmed at 20th Century-Fox. He was a lieutenant in the Royal Horse Artillery, British Army, during the World War. Survived by his widow, Frances, and a daughter by the same name.

HAMLIN—Mrs. Mary Eleanor, 100, at Pasadena, Calif., March 14. She was the widow of John A. Hamlin, who built Hamlin's Theater, Chicago, which later became the Grand Opera House. Hamlin was the founder of the Hamlin Wizard Oil Company, Cincinnati. When the company was moved to Chicago he built his theater after the fire of 1871. Deceased celebrated her 100th birthday anniversary February 22. Survived by a son and a daughter. Burial in Pasadena.

HANDY—Mrs. W. O., 63, wife of William Christopher Handy, composer of *St. Louis Blues*, in Knickerbocker Hospital, New York, March 11. She leaves two sons and three daughters.

HUDSON—Walter A., 85, in Bridgeport, Conn., recently after a short illness. He

was for many years a baritone singer on the concert stage and in light opera, afterward conducting studios in New York and Bridgeport.

HUETER—Godfrey D., brother of Paul S. Hueter, manager of the American Theater Supply Company, Toledo, O., of pneumonia recently following an automobile accident.

JOHNSON—Herbert Morris, 60, March 16 at the Alexian Brothers' Hospital, Chicago, from complications following an attack of pneumonia. In 1916 Johnson became general manager of the Chicago Civic Opera Company, a position he held until 1932 except for 18 months in 1920-21. He was credited in a large way with the planning and building of the new Civic Opera House, Chicago, and was responsible for introducing and importing new singing talent, which kept up that city's interest in the opera. Survived by his widow. Burial at Chicago.

LAVELLE—Mrs. Alice, in Adelaide, Australia, recently. Mrs. Lavelle was the wife of the late Harry Lavelle, former secretary and president of the South Australian Theatrical Employees' Association.

LEADING—Edward W., 63, projectionist at the Capitol Theater, Madison, Wis., and former owner and operator of the Palace Theater there, March 11 at his home in that city. He was a member of the local motion picture operators' union. Survived by his widow, Helen.

LYONS—Mrs. Bridgett, mother of Colette Lyons, film comedienne, suddenly March 11 at her home in Merrymount, Mass. Funeral services March 15 in St. John's Church, Quincy, Mass., with burial in Milton Cemetery there.

MCCORMICK—James Collier, 56, advance agent, recently in Washington of a heart attack. He was advance agent at one time for Lillian Russell, George M. Cohan and the Barrymores, and had been associated with the National Theater, Washington, for 15 years. McCormick leaves a sister in Brooklyn.

McKENNA—Rev. Joseph F., assistant rector at St. Malachy's Roman Catholic Church, New York, which has a chapel for actors, March 15, in that city.

MADILL—Robert (Bob), in Sydney, Australia, recently after a long illness. He was a member of a theatrical family.

MILLER—Minnie, booker for A. O. Ott's Alberton Theater, Kentwood, La., recently in that city.

MILLER—Mrs. Henry, 73, widow of the actor and producer, at the New Weston Hotel, New York, March 18, after a three months' illness. Gilbert H. Miller, her son, is a theatrical producer and is now in London. Mrs. Miller had lived with her daughter, Mrs. B. I. Loomis.

MILLER—William, 46, connected with the Ralph B. Miller carnival, suddenly from a heart attack in a drug store March 16 at Morgan City, La. She was a native of Eunice, La. Interment March 17 at Kenton, La. Surviving are a son and several brothers and sisters.

MORTON—Joseph, 38, brother of Thomas Morton, president of Century Orchestra Corporation, of pneumonia in New York March 13. He leaves also a wife and mother.

MURRAY—William J., 72, manager of the Harris Amusement Company, Youngstown, O., of pneumonia there, March 19.

MURTAGH—Mrs. Ruby, 42, wife of James Murtagh, financial secretary and charter member of Detroit Projectionists' Local 199, IATSE, March 8 at Miami following an attack of pneumonia. Body returned to Detroit for burial in Grandlawn Cemetery.

NAOLE—Allen Ward, 14, actor, of pneumonia at the Hospital for Ruptured and Crippled, New York, March 12. He made his first stage appearance with the Provincetown Players in 1923 and later played with Walter Huston in *Destre Under the Elm*. Naole was to have appeared in the forthcoming *Native Ground*. He leaves his mother, Mrs. Mary Naole, and a brother, Joseph Corbett Naole.

NETHAWAY—Claude Livingston, brother of Lulu Nethaway, character

actress, of a heart attack, March 17, in Omaha.

NEUMANN—August H., 81, musician, in Long Beach, Calif., March 15. He played a piccolo with the Long Beach Municipal Band. In former years he traveled with repertoire shows and was at one time with Al G. Barnes Circus band. Masonic services March 18.

NICHOLS—Grant, musician, recently at home of his daughter, Mrs. A. T. Nelson, Billings, Mont. He had been with Klingling Brothers and Al G. Barnes circuses and directed the West Liberty Band for 27 years. Funeral at West Liberty, Ia.

PARRETT—George C., for 25 years a gate attendant at the Ohio State Fair, Columbus, March 10 at his home in South Salem, O., after an extended illness. He was well known to concessioners and exhibitors of the State Fair. Burial at South Salem.

PICKERT—Mrs. Elizabeth W., 72, actress, March 17 in Miami. Her husband, the late Willis A. Pickert, managed her in a New York stock company in the early 1900s. The Pickerts had presented the first professional stage performances at Miami Beach.

RICHARDS—William, showman and circus owner, at his home, Ptolema, O., March 16. He formerly managed the Richards Bros.' Orchestra, headed by his two sons, James and William, in Wheeling, W. Va.

RUPP—Frank J., formerly a billposter with Ringling Bros.' Circus, at Hotel Wilson, Harrisburg, Pa., March 11. He began his career as a billposter with the Lyceum Theater, that city, in 1903. Later he became advertising agent of the Orpheum Theater there. He organized the billposters' union in Harrisburg, of which he was secretary at the time of death. Survived by a brother, Edward.

SCHMIDT—George, 66, retired German motion picture actor, suddenly March 14 at his home in Milwaukee. Survived by his widow.

SIGNORET—Gabriel, 58, French actor, at the American Hospital, Paris, March 16 of peritonitis. He had been a partner of Gaby Deslys and in 1899 won the premier prix de comedia.

STEVENS—Captain A. C., radio performer, in Sydney, Australia, recently after a long illness.

SWIFT—Omar, 56, former advance man and show advertiser, March 4 in Danville, Ill., of gangrene. For the last 16 years he had been engaged in gas and oil business. Survived by widow, Mabel, and a son, Jack, vocalist with Joe Sanders' Orchestra.

VAN DIEN—Richard, 61, recording secretary and architect of the American Society of Magicians and former national president of that organization, at his home in Jersey City March 14 after a 11-day illness. An active amateur magician for nearly half a century, Van Dien had been a member of the SAM for 33 years. He possessed one of the most extensive libraries on magic in the State. He had been active until recently. Van Dien made and lost a fortune as a broker in Wall Street. He later entered the insurance field and finally became an official of the Joseph Dixon Crucible Company, Jersey City. Deceased retired from the business world in 1936. Funeral services and interment March 17. Surviving are his widow, Mrs. Lucy Morgan Van Dien; a stepdaughter, Lucille Morgan, and a sister.

WHITE—Jasper, 67, American colored dancer, lately of the Mobile Quartet, at Epson, Surrey, Eng., March 4. He had been in England since 1912.

WEST—James, manager of the Regal Theater, Hartford, Conn., suddenly March 17. He leaves his wife and child.

WRIGHT—George A., Sr., in Norwalk, Conn., March 14 after a short illness. He was a familiar figure in Selwyn productions and starred in one of Charles B. Klein's first shows, *The Step Sister*. He was also leading man for Lillian Russell in *The Grand Duchess* at the old Academy of Music, New York. He retired from the stage 10 years ago.

ZOOK—John M., 64, veteran wheelman, March 10 at his home in Philadelphia after a short illness. Two sons survive.

Marriages

CASTLE-PRIZEE—George Castle, Detroit nonprofessional, and Carolyn Prizee, chorus captain of the *Merry Jackens* Company, March 2 in Bowling Green, O.

CHICONE-HALLER—Martin J. Chicone, of Omaha, assistant stage director of the WPA Theater, Cincinnati, to Grace Haller, of Cincinnati, prose representative of the same group, recently at Palmouth, Ky.

DECKER-ZAMBROSKI—Stan (Toby) Decker, actor and radio engineer, to Jennie Zambroski, nonprofessional, March 6 at Westfield, N. Y.

ENGLUND-ALBERTS—Ken Englund, radio gag writer, to Mabel Alberts, New York radio writer of *Dress Rehearsal*, in that city last November, it has just been learned.

FRIEND-KAY—Ted Friend, amusement editor of *The New York Mirror*, and Dorothy Kay, assistant publicity director of the French Casino, New York, at Armonk, Westchester County, N. Y., March 13.

GARDNER-KIMBALL—Orville (Shorty) Gardner, candy butcher at the Hippodrome Theater, Louisville, and Kitty Kimball, chorine at that house, on the Hippodrome stage March 11.

IRVING-BOEHM—S. L. Irving, showman, and Tressa Boehm, dancer, both with the Wortham Shows, at Pittsburg, Kan., March 16.

KARLSTEIN-MARTIN—Phil Karlstein, assistant film director, and Dixie Martin, film actress and adopted daughter of the late Alexander Pantages, at Yuma, Ariz., March 15.

KOENIG-ANDRE—Frank L. Koening, Milwaukee, to Lola Andre, staff member of Station WFRN, Racine, Wis., last October in Milwaukee, it has just been revealed.

MURRAY-SAENGER—Dan Murray, nonprofessional, and Mrs. Marjorie Kemp Saenger, widow of Julian Saenger, founder of the Saenger Theaters, March 15 in New Orleans.

SETON-DEBNI—Bruce Seton, actor, and Tamara Debnii, Russian film actress, in London recently.

WHITNEY-HILL—Lorin Whitney, Station KFI organist, and Allice Hill, nonprofessional, in Los Angeles March 17.

Coming Marriages

Frank Oimes, known professionally as Frankie Calvin, Philadelphia orchestra leader, and Dorothy Graff, nonprofessional, of Lansdowne, Pa., in Philadelphia soon.

George Dalin, Philadelphia representative for Robbin Music Corporation, and Marion Saproin, nonprofessional, in that city soon.

George E. Stone, film actor, and Ida Peet, nonprofessional, of Merion, Pa., in that city soon.

Joe Lassauer, booker for the Libean-Skirball Circuit, Cleveland, and Elaine Spungen, of Fremont, O., April 11.

Lou Koltz, stage and screen comedian, and Phyllis Gilman, actress, in the fall. Janice Jerratt, screen actress, to Kevin Purris, former O man, at San Antonio in April.

Lyle Talbot, screen actor, to Marjory Cramer, nonprofessional, March 23.

Births

An 8½-pound daughter, Joan Lorraine, to Mr. and Mrs. Jack Berry, of the Al C. Hansen Shows, February 23.

Nine-pound son, John Carlin Jr., to Mr. and Mrs. John Carlin March 7 in Philadelphia. Father is studio accompanist at Station WIP, that city.

A daughter to Mr. and Mrs. Jack Mason March 8 at Bryn Mawr Hospital, Bryn Mawr, Pa. Mother is the former stage actress Emily Lowery.

To Mr. and Mrs. Clarence Allen an 8½-pound daughter in Los Angeles recently. Father is MGM studio cashier. A son to Mr. and Mrs. Thomas Richards in Los Angeles March 13. Mother is the former Helene Breen, daughter of the Hays office executive, Joseph B. Breen.

A daughter to Mr. and Mrs. Charles Lamont at St. Vincent Hospital, Hollywood, March 14. Mother was the former Estelle Bradley, actress.

A son to Mr. and Mrs. George Cooper

(See BIRTHS on page 93)

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post Mrs. Lee, 100 Hamilton, W. 300 ...

Ladies' List

- Alcott, Mrs. Davison, Mrs. Adams, Mrs. ...

- Johnson, Mrs. Gen. Jordan, Dorothy ...

Gentlemen's List

- Wharton, Mrs. Wheeler, Mrs. ...

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.

- Hardison, George ... Davis, Chas ... Davis, Earl M ...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

LAMAR, Mable (Mabel Thorpe) St. Louis.
La Marr, Penny (Mrs. Earl) Baltimore, Md.
La Mont, Peggy (Ballet Club) Chicago, Ill.
La Monte, Jean (Frontline) Detroit, Mich.
Lane, Nancy (Webster Hall) Pittsburgh, Pa.
Lane, Loney (Harlem Uproar House) NYC, N. Y.
Lane, Tom (43rd St) NYC, N. Y.
Lape, Tree & Edwin (Loom & Edin's) NYC, N. Y.
Larson, Joe (McOce's) Philadelphia, Pa.
La Rocco, Cor (Black Cat) NYC, N. Y.
La Rochelle, Cecile (West Arthur) Providence, R. I.
La Rosa, Francis (Mabel Thorpe) St. Louis.
La Vira, M.C. (Paradise) Hartford, Conn.
Laurence, Adele (Brown Derby) Boston, Mass.
Laurence, Lucille (Mines) NYC, N. Y.
Laury, Fred (Club Diamond) Wheeling, W. Va.
La Centre, Peg (Meadowbrook) Cedar Grove, N. J.
LaRue, Eddie (Club Villa Di) Detroit, Mich.
Loddy & Life (Mayfair Casino) Cal. St. Co.
Loddy, G. (Club) NYC, N. Y.
Loeb, Gail (Vesta) NYC, N. Y.
Loeb, Joe & Betty (Hollywood) NYC, N. Y.
Loeb, Hazel (Colonial Inn) Susquehanna, N. J.
Loeb, (Michigan) Detroit, Mich.
Loeb, Rose (Yacht Club) Cal. St. Co.
Loeb, Sisters (Memorial) Mt. Vernon, O. I.
Loeb, Jerry (Yacht) NYC, N. Y.
Loew, Ann (Kil Kat) NYC, N. Y.
Loew, Betty (Park Central) NYC, N. Y.
Loew, Gretchen (Berkeley) NYC, N. Y.
Loew, Sisters (18) NYC, N. Y.
Loew, Jeanne (Mayfair) Cleveland, Ohio.
Loe, M. & Reynolds (Winter Garden) Los Angeles, Cal.
Loew, Norman (Club Parer) Hartford, Conn.
Loew, Tex. & Hilda (Village Barn) NYC, N. Y.
Loew, Fred (St. Louis) St. Louis, Mo.
Loew, Joe (One Fifth Ave) NYC, N. Y.
Loew, Lucia (Colonial Club) Jackson, Miss.
Loew, (Small) NYC, N. Y.
Loew, John (Olympic Inn) Detroit, Mich.
Loew, Ruth (Vesta) NYC, N. Y.
Loew, Lita (Hartford) NYC, N. Y.
Loew & Itaya (Ches. Marlette) Montreal, Mich.
Lopes & Anita (Hilma) Newark, N. J.
Loren, Victoria (Orphe) Memphis, Tenn.
Lorna & Carl (Capit) Lawrence, Mass.
Loren, Paul (Italian Garden) Pittsburgh, Pa.
Loren, Lynn (Drake Hotel) Cal. St. Co.
Lozelle (Metropole) NYC, N. Y.
Ludy, Lee (Lafayette) Cal. St. Co.
Lutz, Dec (Vanderbilt) NYC, N. Y.
Lynn, Geo. (Drake Hotel) Cal. St. Co.

Madine & Kirk (Commodore) NYC, N. Y.
Mary, Charlie (St. Regis) NYC, N. Y.
Mary, Nyla (Hi-Hat) Cal. St. Co.
Masaro, J. Nat. (Lido) Montreal, Mich.
Max Troop (Michigan) Detroit, Mich.
Maxwell, Gertrude (Ochs Parer) Cal. St. Co.
Melchior, George & Oppie (Blumfeld) Cal. St. Co.
Melchior, Beverly (Lido) Montreal, Mich.
New Yorkers (Two Trovador) London, Mich.
New Yorkers (Three Star Club) NYC, N. Y.
Niami Sisters (Harper's) NYC, N. Y.
Nicholas, Ron (Cotton Club) NYC, N. Y.
Nick, Norman (Barnes) NYC, N. Y.
Nils & Nadje (Silver Lake Inn) Cambridge, N. J.
Nirley, Doris (Barnes) NYC, N. Y.
Noble & Dorothy (Drake Hotel) Cal. St. Co.
Nolan, Marion (Netherland Plaza) Cincinnati, Ohio.
Nolan, Nancy (Queen Mary) NYC, N. Y.
Noel, Eddie (Netherland Plaza) Cincinnati, Ohio.

THE NONCHALANTS

"STILL WORKING IN EUROPE"
 Personal Edition
 MUSIC CORPORATION OF AMERICA

Norman, Fay (Paddock Club) Louisville, Mo.
Novis, Yvonne (Village Casino) NYC, N. Y.
Novis, Donald (Drake) Cal. St. Co.
N. T. O. Renu (Pal) Cal. St. Co.
Novis (Park Central) NYC, N. Y.

Oakland, Will (Barnes) Mt. Vernon, O. I.
Olsen & Johnson (Cohasset) Dayton, Ohio.
Olsen & Johnson (Cohasset) Dayton, Ohio.
Olympic Trio (Congress) Cal. St. Co.
Oscar & Zola (Congress) NYC, N. Y.
Osina, Todd (New Club) NYC, N. Y.
Oshtia & Lony (Cohasset) NYC, N. Y.
Os, Charles (Carmichael Club) Augusta, Ga.

Pace, Bob (Vesta) NYC, N. Y.
Pace, Elmer (Ben Lombard) Ocean, Utah.
Pace & Blanche (Hal Tabarin) NYC, N. Y.
Pack, Ann (Cohasset) NYC, N. Y.
Pack, Nedie (Rosedown) NYC, N. Y.
Packer & Peaches (Kil Kat) NYC, N. Y.
Palmer, Percy & Peggy (Harry's New York Cabaret) Cal. St. Co.
Palmer, Gordon (Kil Kat) Toronto, Ont.
Park & Clifford (St. Louis) St. Louis, Mo.
Park Ave. Police (Paramount) Springfield, Mass.
Parke, Corde (Metropolitan) Boston, Mass.
Parke, Erlene (Kansas City Club) Kansas City, Mo.
Parish, Deane (Ches. Marlette) Montreal, Mich.
Parish, June & Adele (Palmer House) Cal. St. Co.
Parcock, Mylin (Linger Bar) St. Louis, Mo.
Parsons, Dick (Monte Rosa) NYC, N. Y.
Parsons & Lila (Arcade) Salisbury, Md.
Parsons, Paul (Ochs Parer) NYC, N. Y.
Peppers, Tom (Yacht) NYC, N. Y.
Perrin, Lee (Leon & Edin's) NYC, N. Y.
Perry, Arden (Rosedown) NYC, N. Y.
Perry, Frank (Congress) Cal. St. Co.
Perry, Marge (Palmer House) Cal. St. Co.
Peterson, Ivor (Metropolitan) NYC, N. Y.
Pell & Lester (St. Charles) New Orleans, La.
Pfeard & Pali (Oriental) Cal. St. Co.
Pierce, Edmond (Ambassador) NYC, N. Y.
Pierce, Maria (11th Paris) NYC, N. Y.
Pierre & Temple (Billroze Down) Los Angeles, Cal.
Pink, Jerry (Dixie Club) NYC, N. Y.
Powell, Jack (Riverdale) Milwaukee, Wis.
Powell, Johnny (Cohasset) NYC, N. Y.
Proctor, Fernie (Romance Inn) Angola, N. Y.

Proctor, Ruddy (Variety) NYC, N. Y.
Proctor, Marie (Albana) Albany, O. I.
Proctor, W. Va. (23rd) (Columbia) Allentown, O. Apr. 1-3.

Queens of Rhythm (Four Schills Winter Garden) Cal. St. Co.

Racket-Cheers (Three Vesta) NYC, N. Y.
Radcliffe, E. Rodgers (Metropolitan) Kansas City, Mo.
Randall, Carmen (Yumuri) NYC, N. Y.
Ramon, Guy (Berkeley) NYC, N. Y.
Ramon & LaMayne (Daylight Club) Cleveland, Ohio.
Randolph, Lov (St. Charles) NYC, N. Y.
Randolph, Ed (Hi-Hat) Cal. St. Co.
Randolph, Mabel (Three St. Charles) New Orleans, La.
Randolph, Amanda (Black Cat) NYC, N. Y.
Randolph & Margo (American Grill) Montreal, Mich.
Ray, Joy (St. George) Brooklyn, N. Y.
Ray, Linda (Hi-Hat) Cal. St. Co.
Ray, Vivian (Hi-Hat) Cal. St. Co.
Ray, Buddy (Edison) NYC, N. Y.
Raymond, Three (Jimmy Kelly's) NYC, N. Y.
Raymond, Joe (Hartford) NYC, N. Y.
Ray, The Three (Cohasset) Cal. St. Co.
Reed, Marshall (Jimmy Kelly's) Cincinnati, Ohio.
Reed, Thrift & Ray (St. George) Brooklyn, N. Y.
Reeve, Buley, Three (Barrel of Fun) NYC, N. Y.
Reeve, Bill (Wander Bar) Post Haron, N. Y.
Regan, Paul (Pal) Cleveland, Ohio.
Regan, Charlotte (Daylight Club) Cleveland, Ohio.
Reid, Alice & Mily (Romance Inn) Angola, N. Y.
Reilly, Arthur (Capitol) Washington, D. C. I.
Reiner, Joyce (St. Lake) Cal. St. Co.
Reinhardt, Robert (Ambassador) NYC, N. Y.
Reinolds, The (French Casino) NYC, N. Y.
Reinolds, Mita (Metropole) NYC, N. Y.
Reinolds, May (Royal Long Island) N. Y.
Reine & Estelle (Cotton Club) NYC, N. Y.
Reine (Jimmy Kelly's) NYC, N. Y.
Reis, Miss (Daylight Club) Cleveland, Ohio.
Reis, Alvin (Billroze) NYC, N. Y.
Reis, H. E. (The Embassy) White Sulphur Springs, W. Va.
Reinolds, Helen (Metropolitan) Washington, D. C. I.
Reynolds, Maurice (Dreamland Gardens) Ocean, Utah.
Rhodes, Dan (Northwood Inn) Detroit, Mich.
Rhodes, Dorothy (Yacht) NYC, N. Y.
Rhodes, Troupe (French Casino) NYC, N. Y.

Rhyan, Gira (Four Mayfair Casino) Cal. St. Co.
Richard & Carson (Paradise) NYC, N. Y.
Richard, Ed (Riverdale) Milwaukee, Wis.
Rice, Rosita (Hi Chico) NYC, N. Y.
Richard, Vernon (Sapphire Room) NYC, N. Y.
Richardson, Harry (Royal Palm) Miami, Fla.
Richardson, Fred (Park Central) NYC, N. Y.
Rivero, Rudy (Piscina) Houston, Tex.
Roberts, Al (Whitely) (Rox) NYC, N. Y.
Roberts, Bob (Embassy) Philadelphia, Pa.
Roberts, Dave & Jane (Orphe) Memphis, Tenn.
Roberts, Joyce (French Casino) NYC, N. Y.
Robinson, Fred (Udwin) NYC, N. Y.
Rodriguez, Teddy (Valencia) NYC, N. Y.
Roe, Chuck (Wives) NYC, N. Y.
Rogers, Sally (Daylight Club) Cleveland, Ohio.
Rogers, Rose (Frontier) Detroit, Mich.
Rogers, Dana (Ambassador) Hollywood, Pa.
Rogers, Dorothy (Ambassador) NYC, N. Y.
Rosario & Verdita (Philadelphian) Philadelphia, Pa.
Rosch, Wynne (Wives) NYC, N. Y.
Rosch, Arturo (Birmingham) NYC, N. Y.
Rose, Estelle (Barnes) Cal. St. Co.
Rose, Joe (Piscina) Albany, N. Y.
Rose, Dorothy (Barnes) Brooklyn, N. Y.
Rose, E. C. (Columbo Tavern) Klamath Falls, Ore.
Rose, Virgo (Lois) NYC, N. Y.
Roskin & Norman (Tower) Kansas City, Mo.
Roskin, Al & Sally (Cafe Macrid) Buffalo, N. Y.
Russell, Johnny (Paradise) NYC, N. Y.
Russell, Paul (Ballroom) Columbus, Ohio.
Russell, Ruth (Cappy Tavern) NYC, N. Y.

Sable, Mickey (Man About Town) NYC, N. Y.
Sae, Betty (Locardis Toyland) Boston, Mass.
Saunders, Fred (Metropolitan) NYC, N. Y.
Saunders, Alex (St. Regis) NYC, N. Y.
Salmone-Salome (Leon & Edin's) NYC, N. Y.
Sampels, Three & Harriet Hayes (Stanley) Pittsburgh, Pa.
Sanders, G. W. (Club Market) Cal. St. Co.
Sanderson, Wynne (Lookout House) Cottingham, Ky.
Santana, Countess Lila (El Comodoro) NYC, N. Y.
Santana, Lorraine (Ches. Parer) Cal. St. Co.
Santos & Mirra (Jimmy Kelly's) NYC, N. Y.
Sartor, Joe (St. George) NYC, N. Y.
Saunder, Alex (Metropolitan) Augusta, Ga.
Saxton, Ben (Vesta) NYC, N. Y.
Savage, Jean (Southern) Baltimore, Md.
Schallinger, Jean (Barnes) Philadelphia, Pa.
Schell, George (Arcade) Toronto, Ont.
Schell, John (Ches. Parer) Cal. St. Co.
Schell, Ann (Sapphire Room) NYC, N. Y.
Schell, Al (Metropolitan) NYC, N. Y.
Shannon, Dick (Metropole) Houston, Tex.
Shaw, Buster (Casino Parer) Cal. St. Co.
Shaw & Mead (Oriental) Columbus, Ohio.
Shaw, Sandra (Olive Tree) NYC, N. Y.
Shaw, Sonny (Yacht) NYC, N. Y.
Shaw, Will (Capitol) Washington, D. C. I.
Shaw, Jack (Club Royal) Miami, Fla.
Shaw, Walker & Sher (Yacht Club) Cal. St. Co.
Sheridan, E. W. (Stork Club) NYC, N. Y.
Sher, Brod (Brown Derby) Boston, Mass.
Short, Bobby (St. Louis) St. Louis, Mo.
Short, Fred (Three Star Club) Cal. St. Co.
Shroyed, Fannie (Casino Parer) Cal. St. Co.
Shroyed, Quater (St. George) NYC, N. Y.
Shroyed, June (Ambassador) NYC, N. Y.
Shroyed, Lee (Udwin) NYC, N. Y.
Shroyed, Dan (St. Louis) Philadelphia, Pa.
Shroyed, of York (Metropolitan) NYC, N. Y.
Smith & Dell (Hi-Hat) NYC, N. Y.
Smith, Alma (Udwin) NYC, N. Y.
Smith, Chubby (Swane Club) NYC, N. Y.
Smith & Sally (Dixie Club) NYC, N. Y.
Snyder, Clyde (Cocoon) Grove) Minneapolis, Minn.

Sophisticated Ladies (The Three Riverside) Milwaukee, Wis.
Scotland (Rhythm Girls) (Jimmy Brink's) Cincinnati, Ohio.
Scott, Penn (Penn) Pittsburgh, Pa.
Spears, Harry (Metropolitan) Boston, Mass.
Spencer, Chet (Olympic) Wheeling, W. Va.
Spencer, Amy & Roger (Black Cat) NYC, N. Y.
Stanley, Gene (De Pierro) NYC, N. Y.
Stanley, Twina (Drake) Cal. St. Co.
Steele, Freddie (Freddie's) Cleveland, Ohio.
Stevens, Three (Udwin) NYC, N. Y.
Stevens, Frances (18) NYC, N. Y.
Steen, Ivy & Neede (Capitol) Washington, D. C.
Stone, Dick (Lux Room) NYC, N. Y.
Stone, Chas. & Helen (Edgewater) Beach Cal. St. Co.
Stork & Charles (Washington, D. C. I.)
Storkland, Charles (Rockingham) NYC, N. Y.
Stork, Benny (Mayfair) Cleveland, Ohio.
Stork, Claud & Clarence (Royal Pines) Cal. St. Co.

Stuart, Ann (Mon Paris) NYC, N. Y.
Stuart, Fred (Commodore) NYC, N. Y.
Stuart, Joe (Elyse) NYC, N. Y.
Stuart, Mickey (Eden Gardens) Worcester, Mass.
Styer, Ann (Half Moon) NYC, N. Y.
Styer & Evelyn (Royal) Long Island, N. Y.
Swift, Three (French Casino) NYC, N. Y.
Swingers (Michigan) Detroit, Mich.
Sybil, Paul (Ches. Parer) Cal. St. Co.
Sybil, Eve (Waldorf-Astoria) NYC, N. Y.

Tanager, Don (Villa Valencia) Springfield, Ill., Apr. 20.
Travers, Jean (Adelphi) Philadelphia, Pa.
Truce, Mildred (Abrams) NYC, N. Y.

V
Valdes & Peggy (Wives) NYC, N. Y.
Valley & Lee (La Parer) Washington, D. C.
Van Cello & Mary (St. Louis) St. Louis, Mo.
Van Dusen, Earl (Bijou) Knoxville, Tenn.
Van Gue (Hal Tabarin) San Francisco, Cal.
Van Pelt & Van Pelt (Barrish) Philadelphia, Pa.
Vanity Hope (Three Star Club) Chicago, Ill.
Vanity, West (Stork) NYC, N. Y.
Vernon, The (Ambassador) NYC, N. Y.
Vergil, Virginia (Vestside) NYC, N. Y.
Vesper, Four (Palmer House) Cal. St. Co.
Vessoff, Paul (Drake) Cal. St. Co.
Victor & Ruth (Stork) NYC, N. Y.
Vilho, Denise (Metropolitan) NYC, N. Y.
Vincent, James & Herbert (Empire State Tower) NYC, N. Y.

W
Walker, Bob (Lafayette) NYC, N. Y.
Walker, Frank (Italy) NYC, N. Y.
Walker, Doc (Metropolitan) Brooklyn, N. Y.
Walton, Jack (Hollywood) NYC, N. Y.
Walker, Buddy (Harry's New York Cabaret) Cal. St. Co.
Walsh, Paddy (Tonnes) Union City, N. J.
Walsh, Sammy (Lookout House) Cottingham, Ky.
Walton, Elaine (Metropolitan) NYC, N. Y.
Walters, Walter (St. Morris) NYC, N. Y.
Walton, Bert & Co. (Lido) Washington, D. C.
Walton & Jeanne (Astor) NYC, N. Y.
Walton, Vera (Palmer Garden Club) Columbus, Ohio.
Wanda, The Trio (St. Charles) New Orleans, La.
Ware, Mae (Lido) Tulsa, Okla.
Ware, Dick (Picks Madrid) Milwaukee, Wis.
Warren & Bode (Metropolitan) NYC, N. Y.
Washington, Geneva (Kil Kat) NYC, N. Y.
Washington, George (Dixie) Cotton Club) NYC, N. Y.
Waters, Ethel (Cotton Club) NYC, N. Y.
Watkins, Trina (Bijou) Knoxville, Tenn.
Watson Sisters (Lyric) Indianapolis, Ind.
Wayne, Iris (French Casino) NYC, N. Y.
Webber, Kay (Metropolitan) Cal. St. Co.
Weber, One (One Fifth Ave) NYC, N. Y.
Weiss, Billy & Your Pals (Capitol) Washington, D. C. I.
Weiss, Wally (Barnes) NYC, N. Y.
Wenzel, Dorothy (Italian Gardens) Pittsburgh, Pa.
Whalen, Jackie (Leon & Edin's) NYC, N. Y.
White, Jack (18) NYC, N. Y.
Whelan, Jackie (Streamline Strippers) (Show Boat) (Metropolitan) NYC, N. Y.
White, Ann (Metropolitan) NYC, N. Y.
White's Cocktail (Cotton Club) NYC, N. Y.
White, Paul (Kil Kat) NYC, N. Y.
Wilkins, Dorothy (New Yorker) NYC, N. Y.
Wilkins, Lady (Metropolitan) NYC, N. Y.
Williams & Walters (Congress) Cal. St. Co.
Williams, Carl (Capitol) NYC, N. Y.
Williams, Jeanne (Club Metrol) Cal. St. Co.
Williams, Rosette (Kil Kat) NYC, N. Y.
Wilson, Francis (Royal Pines) Cal. St. Co.
Wilson, Jackie & Honey (Metropolitan) Baltimore, Md.
Wingardner (Resue) (Oxford) Philadelphia, Pa.
Wolfe, Ted (Webster Hall) Pittsburgh, Pa.
Wolfman, Harold (Post Arthur) Providence, R. I.
Wood & Gray (Borough) Washington, D. C. I.
World's Fairest on Parade (Pal) Cleveland, Ohio.
World, Grace (Dorchester) London, England.
Wright, Cobina (Ambassador) NYC, N. Y.
Wright, Edith (Commodore) NYC, N. Y.
Wynn, Natalie (Club Paradise) NYC, N. Y.

Y
Yacht Club Boys (Hollywood Country Club) Miami, Fla.
Yost, Ben (Blackstone) Ft. Worth, Tex.
Young, Dorothy (Ches. Parer) Cal. St. Co.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
Adair, Dick (Netherland Plaza) Cincinnati, Ohio.
Adams, Johnnie (Dutch Gardens) Dayton, Ohio.
Adcock, Jack (Cognitional Room) Philadelphia, Pa.
Admon, Fred (Saint Marcel Palace) Philadelphia, Pa.
Agnew, Chas. (Casino Parer) Cal. St. Co.
Alberto, Don (Hi Chico) NYC, N. Y.
Albin, Jack (Village Casino) NYC, N. Y.
Albin, Jimmy (Clio's Cedar Garden) NYC, N. Y.
Albin, Al (Morocco) Philadelphia, Pa.
Almerto, Tony (Edin-Sham) New Orleans, La.
Anderson, Gordon (13) NYC, N. Y.
Anton, Doc (Barrill) Philadelphia, Pa.
Appelton, Al (Chateau Moderne) NYC, N. Y.
Arheim, Gus (Nicollet) Minneapolis, Minn.
Arthur, Zino (Rockland) Brooklyn, N. Y.
Atkinson, Connie (Metropolitan) Allentown, Pa.
Aurifer, Fred (Pamling Club) Orlando, Fla.
Arnold, Don (Radio City Rainbow Room) NYC, N. Y.
Arya, Mitchell (Hollywood) NYC, N. Y.

B
Babb, Julian (National) Richmond, Va.
Babb, (Grady) Norfolk 23-Apr. 1-3.
Baer, Bury (Dorchester) Columbus, Ohio.
Banco, Fred (Benny the Bum's) Philadelphia, Pa.
Bancro, Dick (Arcadia) NYC, N. Y.
Barris, Harry (Metropolitan) Cleveland, Ohio.
Barris, H. Ross (Metropolitan) NYC, N. Y.
Bartel, Jess (Lexington) NYC, N. Y.
Beal, Bob (Athens) Oakland, Calif.
Beal, Leola (New Yorker) NYC, N. Y.
Beckett, Dick (Orphe) Philadelphia, Pa.
Becker, Jack (Lido & Wives) NYC, N. Y.
Becker, Duke (Metropolitan) Standard, Conn.
Berens, Fred (Laurel-in-the-Pines) Lawrence, Mo.

Decker, Don: (Crestland Plaza) Cincinnati, O.
 Decker, Bob: (Pete Marquette) Proctor, Ill.
 Decker, John: (Pioneer) Leadville, Colo.
 Decker, Jerry: (Park Central) NYC, b.
 Decker, Ted: (Ritz) Pittsburgh, Pa.
 Decker, Michael: (Lido) Worcester, Mass.
 Decker, Masha: (Morocco) Montclair, N. J.
 Decker, Jimmy: (Columbus) Paris, France.
 Decker, Vincent: (Ambassador) NYC, b.
 Decker, Ned: (East House) NYC, b.
 Decker, Mory: (Grand Terrace) Detroit, b.
 Decker, Ace: (Gibson) Cincinnati, b.
 Decker, Buddy: (Playa Log Cabin) Ojocaster, N. J.
 Decker, Les: (Madame Tussaud) Cedar Grove, N. J.
 Decker, Conal: (Merry-Go-Round) Miami, Fla.
 Decker, Howard: (Vendome Gardens) Detroit, b.
 Decker, Johnny: (Case Madrid) Louisville, b.
 Decker, Henry: (Chez Paree) Chicago, Pa.

Decker, Cab: (Boston) Boston, Pa.
 Decker, Masha: (Cypress Arms) West Hartford, Conn.
 Decker, Joe: (Jimmy Kelly's) NYC, b.
 Decker, Frank: (Cotton Club) Natles, Miss.
 Decker, Jack: (Schlesinger's) Bronx, NYC, b.
 Decker, Chick: (Indiana Roof) Indianapolis, b.
 Decker, Jack: (Hollywood) NYC, b.
 Decker, Del: (Arl) Dayton, O.
 Decker, Charles: (Castle Terrace) Columbus, Ohio.
 Decker, Chas: (Club Casino) Greenfield, Mass.
 Decker, Les: (Oreocher) White Sulphur Springs, W. Va.
 Decker, Terry: (Golden Grill Inn) Rochester, N. Y.
 Decker, Bob: (Rooster) Pittsburgh, Pa.
 Decker, Cliff: (Times Square) Rochester, N. Y.
 Decker, Constance: (185 Regis) New York, b.
 Decker, Cecil: (El Regis) NYC, b.
 Decker, Harry: (Madison) Casper, Wyo.
 Decker, Joe: (Seven Gates Inn) Bedford, Conn.

Decker, Justin: (Barbetta's) Rochester, N. Y.
 Decker, Continental: (The Backstage) Cleveland, Ohio.
 Decker, Paul: (Cortez) Houston, Tex.
 Decker, Paul: (Royal Villa) Teany Park, Omaha, Neb.
 Decker, De: (College Inn) San Diego, b.
 Decker, Michael: (Two Eyes) Albany, N. Y.
 Decker, Fred: (Bordwick) Bronx, N. Y.
 Decker, Ernie: (Unique Grill) Delaware, N. J.
 Decker, Bob: (Congress) Chi, b.
 Decker, Roger: (Fox) Phila, b.
 Decker, Red: (Southern Club) Pampa, Tex.
 Decker, Bernice: (Albion) Cincinnati, b.
 Decker, Jimmy: (Chateau) Phila, Pa.

D'Angel, Jimmy: (Frocks) Albany, N. Y.
 Dale, Bill: (Italian Gardens) Pittsburgh, Pa.
 Danzig, Ed: (St. George) Brooklyn, b.
 Danks: (Russian Art) NYC, b.
 Danks, Pat: (Wonder Bar) Zanesville, O.
 Danks, Bob: (St. George) St. Louis, b.
 Danks, Eddie: (Elmer) NYC, b.
 Danks, Fred: (House of Jacque) Oklahoma City, Okla.
 De Barry, Joe: (Biltmore) NYC, b.
 De Lamo, Tom: (Dutch Mill) Natchez, Miss.
 DeLoach, Eddie: (American House) Lowell, Mass.
 DeSalvo, Emil: (L'Aiglon) Chi, b.
 DeSoto, Tony: (Cocoon) Orange Bridgeport, Conn.
 DeSoto, Don: (Pine Grove) Middletown, N. Y.
 DeSoto, Jack: (French Casino) NYC, b.
 DeSoto, Emery: (Rainbow Grill) NYC, b.
 DeSoto, Sam: (Webster Hall) Detroit, b.
 DeSoto, Richard: (Catalina) Memphis, b.
 DeSoto, Dick: (Albion) Albany, N. Y.
 DeSoto, Bill: (Theatrical Club) Phila, Pa.
 DeSoto, Al: (Bernadina) Bermuda, b.
 DeSoto, Tom: (Lawrence) Erie, Pa.
 DeSoto, Tom: (Commodore) NYC, b.
 DeSoto, Don: (El) Phila, Pa.
 DeSoto, Jack: (Blongton) Syracuse, N. Y.

DeSoto, Dolph: (Green Derby) Cleveland, b.
 DeSoto, George: (Daystar) Cleveland, O.
 DeSoto, Ray: (Buckley) Rochester, N. Y.
 DeSoto, Henry: (Switzer) Hot Springs, Ark.
 DeSoto, George: (Loyale) NYC, b.
 DeSoto, Freddy: (University Club) Albany, N. Y.
 DeSoto, Bert: (Morlon) Atlantic City, N. J.
 DeSoto, Gil: (Trianon) Seattle, Wash.
 DeSoto, William: (Loon & Eddie's) NYC, b.
 DeSoto, Art: (Chase) St. Louis, b.
 DeSoto, Joe: (Depietro) NYC, b.
 DeSoto, Don: (Pines) Brewton, Conn.
 DeSoto, Ray: (Bischoff) Union, N. Y.
 DeSoto, Don: (Bischoff) Bridgeport, Conn.
 DeSoto, Bob: (El) Phila, Pa.
 DeSoto, Bill: (Palomari) Los Angeles, b.
 DeSoto, Jack: (Stevens) Boston, b.
 DeSoto, Mark: (Ball Ball) Chi, b.
 DeSoto, Biote: (El Prater) San Francisco, b.
 DeSoto, Orme: (Men Paris) NYC, b.
 DeSoto, Ray: (Smart Spot Inn) Haddonfield, N. J.
 DeSoto, Frank: (El Taberna) San Francisco, b.
 DeSoto, Bid: (Cattone) NYC, b.
 DeSoto, Bill: (Palace Gardens) Lansing, Mich.
 DeSoto, Jerry: (Paradise) NYC, b.
 DeSoto, Kenny: (Evergreen Casino) Phila, Pa.
 DeSoto, Charles: (Forest Hills) Augusta, Ga.
 DeSoto, Larry: (Lookout House) Covington, Ky.

DeSoto, Irwin: (Cag) NYC, b.
 DeSoto, Jerry: (Admiral) Oulu, B.O.
 DeSoto, Masha: (Cocoon) NYC, b.
 DeSoto, Don: (Casa Valencia) NYC, b.
 DeSoto, Billy: (Cueca) Buffalo, b.
 DeSoto, Ned: (Hill) NYC, b.
 DeSoto, Benny: (Paradise) NYC, b.
 DeSoto, Gray: (Merrie Queen) Chi, b.

DeSoto, Manfred: (Via Lago) Chi, b.
 DeSoto, Johnny: (Abecher) Phila, Pa.
 DeSoto, Gray: (New Cedars) New Bedford, Mass.
 DeSoto, Bob: (Hobson Health) Shreveport, La.
 DeSoto, Elmer: (Yumurt) NYC, b.
 DeSoto, Joe: (Madison) NYC, b.
 DeSoto, Pop: (Wynning Valley) Pittston, Pa.
 DeSoto, Ed: (El North) NYC, b.

DeSoto, George: (Tait) New York, b.
 DeSoto, Artie: (Klown Club) NYC, b.
 DeSoto, George: (Palmer House) Chi, b.
 DeSoto, Johnny: (Blaxby) Pittsburgh, Pa.
 DeSoto, Jack: (Rogers) Battle Creek, Mich.
 DeSoto, Hank: (Sak's) Detroit, b.
 DeSoto, Dick: (Club Frisco) Albany, N. Y.
 DeSoto, Frank: (Rattle Inn) Corinth, Miss.
 DeSoto, Claude: (Joe's) Detroit, b.
 DeSoto, Ned: (Ben Lomond) Ogden, Utah, b.
 DeSoto, Frank: (Opera House) NYC, b.
 DeSoto, Bob: (Kodak) NYC, b.
 DeSoto, Joe: (Garden) NYC, b.
 DeSoto, Lenard: (Normandie) Boston, b.
 DeSoto, Pearl: (Masthead) Johnstown, Pa.
 DeSoto, Horace: (Biltmore) NYC, b.
 DeSoto, Ray: (Uran) Lake City, b.
 DeSoto, Le: (Man) Havana, Cuba.

DeSoto, Earl: (Oleto Club) Chi, b.
 DeSoto, Tom: (Park Casino) Chi, b.
 DeSoto, George: (Oleto) Denver, Colo.
 DeSoto, Ernie: (El Morocco) NYC, b.
 DeSoto, Bill: (El) Phila, Pa.
 DeSoto, Hal: (Montclair) NYC, b.
 DeSoto, Harry: (El) NYC, b.
 DeSoto, Ray: (El) Suffer City, N. M.
 DeSoto, Lloyd: (Mount Royal) Montreal, b.
 DeSoto, Glen: (Paradise) NYC, b.
 DeSoto, Fred: (Marble) Boston 23-1, b.
 DeSoto, Joe: (El) NYC, b.
 DeSoto, Joe: (Ubangi) Phila, Pa.

DeSoto, Imperial Trio: (Imperial) NYC, b.
 DeSoto, Tony: (New York) NYC, b.
 DeSoto, Tom: (Trocadero) Houston, Tex.
 DeSoto, Jackson: (Meady Mill) Chi, b.
 DeSoto, Paul: (Old Mill Tavern) Jackson, Miss.
 DeSoto, Al: (Chez Maurice) Montreal, b.
 DeSoto, Jimmy: (Lookout House) Covington, Ky.
 DeSoto, Eugene: (Venetia) NYC, b.
 DeSoto, Bud: (Carmichael Club) Augusta, N. C.
 DeSoto, John: (Harry's New York Cabaret) Chi, b.
 DeSoto, Jimmy: (Queen's Terrace) Woodside, L. I.
 DeSoto, Joy: (Clarice) Memphis, b.
 DeSoto, Frank: (Bellevue) Phila, Pa.

DeSoto, Albert: (Comopolis) Denver, Colo.
 DeSoto, Joe: (Browning Lane Inn) Phila, Pa.
 DeSoto, Willard: (Murray Hill) NYC, b.
 DeSoto, Lee: (Buckley) Jefferson City, Mo.
 DeSoto, Kemp: (Rock) Ocala, Fla.
 DeSoto, Ken: (Stork Club) NYC, b.
 DeSoto, Bob: (Paradise Gardens) Phila, Pa.
 DeSoto, Fred: (LaSalle) Chi, b.
 DeSoto, Ed: (Elmer) Denver, b.
 DeSoto, Hal: (George's) Camden, N. J.
 DeSoto, Joe: (Stater) Detroit, b.
 DeSoto, Hugh: (Adolph) Phila, Pa.
 DeSoto, Joe: (Dingo) Nashville, Tenn.
 DeSoto, Harry: (Chez) NYC, b.
 DeSoto, Charles: (Chez Maurice) Montreal, b.
 DeSoto, Andy: (Aron) Albany Park, N. Y.
 DeSoto, Guy: (Russian Bear) New York, b.
 DeSoto, Robert: (Martin's Rathskell) NYC, b.
 DeSoto, Rich: (Fleming) NYC, b.
 DeSoto, Ray: (Trianon) Chi, b.

DeSoto, La Salle: (Swire) New York, b.
 DeSoto, Bill: (Elmer) Mobile, Ala.
 DeSoto, Lamb: (Drexel) Elmer, Mich.
 DeSoto, Land: (Elmer) NYC, b.
 DeSoto, Lane: (Vanderbilt) NYC, b.
 DeSoto, Lab: (Bouquet) Brooklyn, N. Y.
 DeSoto, Lab: (Elmer) Chi, b.
 DeSoto, LeBrun: (Colonial) Chicago, Ind.
 DeSoto, Le: (Washington-Yorke) Shreveport, La.
 DeSoto, Lemlich: (Chateau) Phila, Pa.
 DeSoto, Leo: (Jeanne) NYC, b.
 DeSoto, Lewis: (Elmer) Chi, b.
 DeSoto, Lewis: (Elmer) Seattle, Wash.
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DeSoto, Winny: (Cob) New Orleans, b.
 DeSoto, Maren: (Greeney) Baltimore, b.
 DeSoto, Marian: (Blackstone) Chi, b.
 DeSoto, Maria: (Elmer) NYC, b.
 DeSoto, Maria: (Stork Club) NYC, b.
 DeSoto, Maria: (Halfway House) Stamford, Conn.
 DeSoto, Maud: (Club Plantation) New Orleans, b.
 DeSoto, Master: (Stevens Hill) Chi, b.
 DeSoto, May: (Elmer) Bridgeport, Conn.
 DeSoto, Mendocino: (Verallian) NYC, b.
 DeSoto, Mel: (Top Hat) Union City, N. J.
 DeSoto, Meyer: (Ubangi) NYC, b.
 DeSoto, Meyer: (Club New York) New York, b.

DeSoto, Midelean: (Nixon) Pittsburgh, Pa.
 DeSoto, Milla: (Dixie) Alexandria, La.
 DeSoto, Milla: (Dixie) Washington, D. C.
 DeSoto, Monroe: (Tip Top Tavern) Fishing, N. Y.
 DeSoto, L. N.: (New Blossom Health) Tonawanda, N. Y.
 DeSoto, Moore: (Elmer) N. Y.
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DeSoto, Mickey: (Eton Gardens) Worcester, Mass.
 DeSoto, Pedro: (Laguna) NYC, b.
 DeSoto, Lemo: (Wright's) Plainfield, Conn.
 DeSoto, Terry: (Tusculum) Birmingham, Ala.
 DeSoto, Co-Ede: (La Poetaine) Huntington, Ind.
 DeSoto, Thomas: (Elmer) Amarillo, Tex.
 DeSoto, Thomas: (Elmer) NYC, b.
 DeSoto, Thompson: (Elmer) Memphis, b.
 DeSoto, Terry: (Elmer) Chi, b.
 DeSoto, Toian: (Harry's New York Cabaret) Chi, b.
 DeSoto, Tompkins: (Raymont) Boston, b.
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DRAMATIC AND MUSICAL

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INDEPENDENT BURLESK

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MISCELLANEOUS

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(See ROUTES on page 22)

Cole - Beatty Circus Makes N. Y. Debut at Hippodrome

Programs patterned after European one-ringers—girl numbers intersperse regular features—Beatty cat act continues as center of interest, closing show

NEW YORK, March 20.—Marking the first time in nearly 30 years that a major circus other than a Ringling-owned show has played a spring indoor date in Manhattan, the Cole Bros.-Clyde Beatty contingent opened its third annual tour Thursday afternoon at the historical Hippodrome. The show, in for 25 days and framed along European circus lines, got off to its initial showing with Jess Adkins supervising the entire layout and playing host to a sizable delegation of New York circus lovers. Zack Terrell, co-owner of the show, is still in winter quarters in Rochester, Ind., and is due in New York early part of next week.

According to General Agent Floyd King and officials of the Hippodrome, the advance sale, with a \$2.50 top, is more than satisfactory considering the fact that the show title and location of the engagement are unfamiliar to New York circus audiences. The new visitor to New York, in town until April 11, is planning to capitalize heavily on Easter week without opposition from Ringling-Barnum Big Show, opening April 8 at Madison Square Garden, is missing the holidays for the first time in several years.

Under direction of Allan K. Foster, New York dance director, and Rex de Roswell, in charge of personnel, the program has been routine along lines of the single-ring winter circuses so popular on the other side of the Atlantic. Partly elaborately costumed show girls, trained by Foster, and unusual light effects add a welcome dash of color, removing this layout from the usual run of circus programs. The girl numbers intersperse the regular attractions. (See COLE-BEATTY on page 74)

J. C. Patterson Attacked by Lion

PONTIAC, Mich., March 20.—J. C. Patterson, manager of Patterson Bros. Circus, is slowly recovering from a bad wound inflicted by one of Madame Bezzoni's lions. Stood too close to cage at feeding time and animal attacked him. He was rushed to General Hospital for treatment.

Mrs. Mabel Patterson has arrived from Los Angeles to take over duties as secretary-treasurer, also big-show ticket wagon. Show is about ready for opening early in May.

Trucks, seating equipment and banner lines have been repaired. Ollie Pink has arrived with trained goats. Harry O'mstead has joined as press agent, replacing John Ellis, who has gone over to the Wixom show. Madame Darling, who has been playing indoor circuses around Grand Rapids, has arrived with her dog act and trained mule. Flying Barretts, Great Calvert and Tony Basco, producing clown, will be with show. Bill Bailey has charge of cook-house, which is now open. Has four assistants. A new Tanglely callope has been received.

Atterbury To Open May 1; Going East

DAKOTA CITY, Neb., March 20.—Atterbury Bros. Circus will open here May 1 and head east. The McCune Grand Trio, comedy acrobats and horizontal bar performers, have just signed. Others with show: Obert Miller, with dogs and ponies; Berry Bros. Duo, double traps, contortionists, acrobats, also dogs and ponies; Warren White, clown; Edgar Mayott, dogs and ponies; Marie

Bertram Mills Retains London Co. Council Seat

LONDON, March 6.—In the London County Council tri-annual election, the results of which were declared yesterday, Captain Bertram W. Mills, England's leading circus and fair showman, easily retained his seat as Municipal Reform member for the Borough of Wandsworth (London's biggest and most thickly populated borough). He had a majority of 1,640 over his nearest opponent.

Seils To Open Under Auspices

Will play two days for Shriners at Springfield, Mo.—arena enlarged

SPRINGFIELD, Mo., March 20.—The Seils-Sterling Circus will open here for a two-day engagement in April under auspices of the Shriners. A deal is pending for the purchase of two seals from the West Coast, and a new side-show top will arrive soon. The wild animal arena has been enlarged four sections, making a 36-foot arena; a new elephant truck has been completed; a chair truck, three cages for the menagerie and an office truck are being built. Another stenographer has been added to take care of the Social Security Act. Chairs have been ordered from a Kalamazoo (Mich.) plant for the grand stand.

Recent arrivals here were Mr. and Mrs. Pete Lindemann and daughter-in-law, Verna Lindemann; Mr. and Mrs. Art Heller, Ray Herman, "Sheriff" Lothar Fritz, and Glen Strong, electrician and mechanic.

Mr. and Mrs. Fred K. Leonard purchased a Palace coach trailer, and Mr. and Mrs. Irwin Klauder also have a new trailer. John Guthrie, of Muskogee, Okla., president of the Mounted Troops of America, was a recent visitor. William Lindemann will be at quarters soon. Al Beck, legal adjuster, left Miami March 13 and will stop off a few days at Hot Springs, Ark. The Lindemann brothers are working on some new ideas for sleeping accommodations for their workmen.

Atterbury, serialist; Atterbury Sisters, iron jaw and tight wire; Anzo Brothers, tight wire, triple horizontal bars and trampolines; Don Adams, legal adjuster; E. C. Martin, in charge of privileges; H. C. Akin, treasurer in No. 1 ticket wagon; Rose Atterbury, in charge of reserved-seat tickets and front door; Andy Widmer, mechanic and in charge of electric lights; Sherry Lerch, canvas; George Russell, elephant; C. Atkin, menagerie; Jack O'Brien and wife, commissary department; H. V. Winslow, general agent; Fred Loeber, in charge brigade billposters.

E. C. Baird, legal adjuster of the Wixom show, called at quarters.

Newton Assembles Fine Array Of Talent for the Main Show

MONTGOMERY, Ala., March 20.—For the April 2 Montgomery opening of the Walter L. Main Circus, "Honest Bill" Newton has assembled the finest array of talent of his long career as a successful manager.

A well-balanced program of top-notch name acts will grace the main offering this season: Lillian St. Leon, the Irish Watkins offerings, Wigand Troupe, the Ido-Yoshida Family, Rex Cole's Wild West and Indian Congress, the Alta Mae Aerialists, Tom and Betty Waters, Capt. Karl Sunderland offering, Harry LaPearl Clowns, Arthur Borella Troupe, Kirk Adams' Dogs and Ponies,



WILLIAM E. (HONEST BILL) NEWTON, co-owner and general manager of the Walter L. Main Circus, which will open at Montgomery, Ala., April 2.

Plans for Ford Show Postponed

DETROIT, March 20.—Plans for a circus-type show, to be sponsored by the Ford Motor Company, have been tentatively postponed for the season, and may be taken up again for a special winter show. The present uncertain situation in the automotive industry, with recent strikes in various plants, is understood to be largely responsible for the decision to drop the circus plans, although Ford executives have been enthusiastic over the idea, merely feeling that this is not the opportune time.

Allen King, well-known lion trainer and circus figure, who has been connected with plans for the show, will remain with the Ford Company's service department here.

Newport News Revises License

NEWPORT NEWS, Va., March 20.—The city council made a bid for what they called "middle-sized" circuses in revising the city license ordinance last week. Heretofore only two classes of license tax were provided, a \$75 daily license for circuses charging 50 cents or less, and \$250 a day for shows charging more.

The new license, at \$125, provides an intermediate bracket, including all circuses charging less than a dollar total admission, including reserved seat charge.

Sigsbee To Pilot Seal Bros.' Show

MILWAUKEE, March 20.—Albert Sigsbee has signed as general agent for Seal Bros. Circus. Jackie Wilcox will have charge of advance brigade and Mrs. Jackie Wilcox will be contracting press agent. Four trucks and two cars will be on advance with all special paper.

Sigsbee was general agent of Seils-Sterling from 1922 to 1933.

The Tasmanian Van Diemans, Deino-Marnillo Troupe; Joan Williams, prima donna; concert band under direction of Jack Erwin. The opening spectacle will be titled America, with special musical numbers written by Erwin.

Cole has added much Western stock, both broncs and steers, to his concert. Ernie Whwell's "Funny Ford" will again be with the show. The Sharp-Shooting Manfields will again head a notable list of side-show attractions. Under the guidance of Mr. Newton the work of reading the show has progressed in excellent manner at the fairgrounds here. All equipment presents a spick, span and colorful appearance.

Howe Opening Well Attended

Starts at Tucson, Ariz.—three trucks and elephant to be added at Phoenix

TUCSON, Ariz., March 20.—After wintering in Phoenix, Howe Bros.' Three-Ring Circus, owned by Tom Atkinson, opened and is now touring ARIZONA towns. Three new trucks and an elephant will be added at Phoenix March 22-23.

Show opened here and played before a large crowd, even though the weather was bad. The show has 10 working acts in the Side Show, directed by Billy Dek, assisted by Tommy Arenz. Under the big top are 25 acts. Ray Owsley is equestrian director, assisted by Frank Derowski.

Under the big top are: Esperanza Gutierrez, prima donna; Captain John Hoffman and his lions; Floyd Dickson's pony drill; swinging ladders, featuring Biddle O'Brien, Ellen Westlake and Little Toto; Westlake Duo, black-wire and juggling; the Derowski troupe, head and foot slides; Grace Orton troupe, wire act, juggling and rolling globe; Mona Contreras, high wire; Ellen Westlake and Biddle O'Brien, trapeze clowns; Lawrence Cross, producing, and Lew Walton, Little Mike, Henry Franks and Melvin Westlake. Buck Steele and his troupe are presenting the concert. Side-Show acts: Lucy and Tommy (See HOWE OPENING on page 59)

Big Biz for WPA Show at Brooklyn

NEW YORK, March 20.—WPA Federal Theater Project's circus unit opened night of March 11 at the 14th Infantry Regiment Armory, Brooklyn, to the biggest business since the inception of the circus. Officials have estimated that over 30,000 adults and children paid their way in for the five performances Saturday afternoon and night the house was jammed.

Date at the 369th Armory in Harlem has been canceled and show returns to the Bronx Coliseum for a nine-day stay.

Visitors last week included Eleanor Barrie, of the WPA Living Newspaper, and several folks from both the Ringling-Barnum and Cole Bros. shows.

During the Brooklyn engagement arrangements were made between Julius Isaac, of the Grand Army of the Republic, and Ed A. Rolande, assistant administrator of the WPA Federal Theater Project, for the free admission of Civil War veterans, reports Wendell J. Goodwin.

Cole Files New Action Against Jack Joyce

PERU, Ind., March 20.—Dismissed as local circuit court, the contract action of Jack Joyce and Cole Bros. Circus, in which the Rochester show is seeking to force Joyce to fulfill contract, signed close of 1936 season, had another turning in court Thursday when Judge Phelps denied the circus temporary restraining order to prohibit noted horse and pony trainer from appearing with any other circus than Cole.

Circus filed new action and asked for change of venue to Cass Circuit Court, Loganport, Ind., which will rule on permanent mandate to enforce contract.

GEORGE BRINTON BEAL

Writes on

Circus Under Canvas Vs. Under Cover

In the Spring Number of The Billboard Dated

April 10, 1937

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With the Circus Fans

By THE RINGMASTER

President FRANK HARTIG, W. M. HUCKINGHAM, 2930 W. Lake Street, Chicago, Ill. (Co-located by WALTER HOENADEL, Editor "The White Top" are International Frontier Company, Rockdale, Ill.)

ROCHELLE, Ill., March 20.—President Frank Hartig has recovered from a recent illness and left San Antonio to be in Boston at Hotel Statler from March 16 to 20 at the Eastern Linen Supply Convention. He expects to contact Harper Joy, of Spokane, who will be in the East at the same time, as well as other fans.

Harper Joy when in Memphis, Tenn., had dinner with Mr. and Mrs. Ira Watta. Walter M. Buckingham and Bugs Raymond, of Norwich, Conn., were guests of Frank Wirth at Jamaica, N. Y., at a show he produced for the hospital there. Show ran for a week and it was necessary to give three performances on Saturday, first one being at 11 a.m. with a runaway crowd at each show.

Raymond Wille, general manager of the Interstate Circuit, San Antonio, and a member of the Alfredo Codona Tent, CPA, in that city, was tendered a banquet on the 11th by about 100 friends, including Circus Fans. The affair was held at Hotel Gunter. Wille went to his new office in Dallas.

Terrell Jacobs and Roy Chomiser were at Madison, Wis., March 12 and had dinner with Sverre O. Braathen and later visited his circus room on Lake Waubesa. Jacobs and Chomiser delivered a tiger at the Madison Zoo and took away with them two lions, which they obtained in trade, the cats to be used in Jacobs' act on Hagenbeck-Wallace.

Big Top Rhythms, a circus book written by Irving K. Pond, charter member of the CPA, will be off the press and ready for distribution about middle of April. It is being published by Willett, Clark & Company, Chicago.

Col. C. G. Sturtevant was a recent visitor to the winter quarters of the Beckmann & Orrey Shows at San Antonio and reports that during the winter work has been going on to make it a most beautiful exposition when it opens in that city April 19. Many features have been engaged, including the Peeries Pottery, whose aerial casting act scored in London at the Bertram Mills Circus several weeks ago.

R-B Training Activities Filmed

SARASOTA, March 20.—Newsreel and news picture cameramen from the leading services of the country have been visitors at the quarters of Ringling-Barnum Circus here during the past week, shooting training activities as the show tapers off for the 1937 season.

They filmed Captain Larry Davis' new elephant routine: an exhibition by Dorothy Herbert, equestrienne; the Doll midgets in their new riding act; Lou Jakob in a clown routine and a number of training scenes.

Prominent among the "amateur" photographers at the quarters recently was Captain George W. Goddard, chief of the U. S. Army Air Corps experimental aerial photography bureau at Wright Field, Dayton, O., who took color pictures.

Pat Valdo, R-B personnel director, is an amateur movie fan, and recently entertained a group of circus officials by showing 5,000 feet of film which he personally "shot" on circus lots in America and Europe during the past year.

Herod Seriously Injured

SHERIDAN, Wyo., March 20.—Walter Herod, somersaulting tight-wire performer, with El Gardine's Viennese Veneties, suffered serious injuries to his neck while performing at Lotus Theater here. He is at Sheridan County Memorial Hospital and doctors state that he has an excellent chance for recovery. Will be there about two months and would like to hear from acquaintances.

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Graham Enterprises, Inc., Administration Bldg., Fair Park, Dallas, Texas.

Jacobs Breaking Animals at Peru

PERU, Ind., March 20.—Capt. Terrell Jacobs is breaking several new groups in cat barn of Hagenbeck-Wallace. On March 15 he returned with two male lions from the zoo at Madison, Wis., and several from St. Louis. Jacobs is working four-year-old male lions and Great Dane dog.

J. Frank Hale is back from stay in New York City. Stated that all new canvas, from marquee to padroom, has been purchased.

Edward Trees has been named menage superintendent. Charles Brown is training five new seals.

James Cole is in charge of commissary and is timekeeper, assisted by Ray Loub. Frank Seigert has been named trainmaster. He has rebuilt and painted the Ringling-Barnum baggage stock special and every piece of rolling stock of E-W.

George Lake in Hospital

MINOT, N. D., March 20.—George Lake, featured aerialist with G. G. Gray's Indoor Circus, is ill of pneumonia at St. Joseph's Hospital here. He expects to rejoin show either at Grand Forks, N. D., or Winnipeg, Can., but in the meantime would appreciate hearing from friends.

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Under the Marquee

By CIRCUS SOLLY

DON TAYLOR advises that he will be with the Jack Hoxie Circus.

BENNE WATERS will have big show band with Jack Hoxie Circus.

WHITNEY GIBSON will be with Wallace Bros.' Circus.

WILLIAM B. MEINHART JR. will be with Hagenbeck-Wallace as ticket seller.

MINE GOLDEN was visited at Elks Hospital at Tucson, Ariz., by the entire Howe Bros.' crew.

THE ELEPHANT is mated at 30 years. Average life is 50 years.

DENNIS STEVENS will present his acrobatic contortion act and also do clown numbers with the Rice show.

JACK HARRISON, who crowned at the Harley Sadler show, is located at Pratt, Kan.

ORTON-LEIDTKE Troupe will again be with Sells-Sterling, their second season with show.

RUBE STONE has signed with Dan Rice Circus to do clowning and rube come-in.

KOMIG & ROONEY Circus was at Mahopac Inn Tavern, near Lake Orion, Mich., last week.

AL (HAP) BAILEY will do trick roping and music concert openings with the Rice show.

E. VON SCHOEN left Little Rock, Ark., to join Walter L. Main Circus at Montgomery, Ala.

TOM AUMANN, last season with Barnett Bros.' Circus, will this year be with Lewis Bros.' Circus.

ARTHUR WRIGHT, who has the side-show band with Ringling-Barnum, is spending some time in Philadelphia.

BUD ANDERSON, owner of Seal Bros.' Circus, spent several days in Kansas City, Mo., last week and returned to Emporia, Kan.

J. ALLAN OAKHAM (Rex Allen), last

CIRCUS SUPPLY HOUSES



General Business Conditions and Amusement Trends Point to a Great Year
GET YOUR SHARE OF THE 1937 BUSINESS
ADVERTISE IN

The Billboard

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 31.

season with Ringling-Barnum, will be with Hagenbeck-Wallace. Spent the winter at Newport, R. I.

KENNETH (DOC) HAINES, of Syracuse, N. Y., visited Shrine Circus at Rochester and speaks highly of the performance.

DON BRUCE will quit his radio columning job in Pittsburgh April 1 and do publicly with Hagenbeck-Wallace in Chicago.

BRYANT DAINS and wife and Robert W. Smiley and wife, of La Fayette, Ind., recently motored to Peru to visit the circus quarters.

BING HARRIS writes that after 15 weeks as trombonist with Earl's Entertainers, he is planning to return to the big tops this season.

JAMES B. O'NEILL, of O'Neill Circus unit, states that he will again direct and produce the annual Boy Scout Circus at Caruthersville, Mo.

JOHN ROBINSON IV returned to his home in Cincinnati last week after spending two months with his mother in Miami. His mother will remain there until next month.

JOE RILEY, advertising agent, formerly with Ringling Bros.' No. 2 car, is manager of snipe plant and public-address system owned by Mrs. M. J. Riley, of Manchester, N. H.

WITH THE CIRCUS active preparations for the departure from town begin with the setting of the sun. Down come the flares!

JOHN D. WIXOM, of the Wixom Show, cards that he has leased steam callopo from E. E. Coleman and that Deacon Albright has been contracted to play it. He also will be on front door.

EARLE SHERMAN, of the Australian Earles, is again presenting the Boy Scout Circus at Utica, N. Y. Pete Ruth, producing clown, has several new numbers and walkarounds.

AL SMITH is playing a circuit of theaters in North and South Carolina with his trained dogs and razor-back pigs. Smith and Cooke & Cooke have formed the Hollywood Circus unit.

CIRCUSES of the better class look after the welfare of their women performers with surprising regard to detail.

TIM LEVINAS have signed with Dan Rice Circus. Levina will be lecturer and do magic, and Lola will do mental act and psychic reading. Were with Sells-Sterling last year.

MANN BROS., Kelly's trained animals, Yo Yo, Bill Alcott and Elsie Mae are some of the acts playing indoor dates for Lew Christensen. Steve O'Day is handling props.

HAROLD CHRISTY, brother of G. W., left Houston March 1 to join the unit when it arrives in San Francisco from the Hawaiian Islands, where it has been playing thruout the winter months.

JACK EARLE, Ringling-Barnum giant, in recent short stopover at Houston, en route to Sarasota, Fla., received a four-column feature story and large picture in local paper.

FOLLOWING will be in band of the Rice show: Raymond Chappell, trombone; H. L. Sawyer, bass; George Craven, trap drummer; Joe Winn; John W. Allen, trombone.

PINNY WISE and pound foolish. We once knew a circus owner who walked over the lot at midnight looking for strikes. Conserve your energy for important problems.

PAPE AND CONCHITA are with the Barnes show, presenting perch act in conjunction with other numbers. It is their first circus since being on Ringling show in 1931. Team has recently been playing West Coast vaude dates.

NATE LEON, bannerman with Walter L. Main Circus, and his brother, Maurice K. Karp, assistant bannerman, stopped off in Cincinnati last Wednesday, giving



ROBERT THORNTON, who is again equestrian director of the Barnes show.

The Billboard a call, en route to show's quarters at Montgomery, Ala.

WASHINGTON circus fans are arranging to meet the Ringling-Barnum train when it arrives at Potomac Yards on April 3. Arrangements have been made with The Washington Post for special photographs.

J. C. WOODARDS, piano-accompanist, last four seasons with Ringling-Barnum, has had two songs accepted for publication, "What Will Tomorrow Bring" and "When the Circus Came to Town." He is playing at New York's night clubs.

EULAN DICKENS, formerly with Hagenbeck-Wallace, is permanently located in Erie, Pa. Is manager of a chain of restaurants in that State and Ohio. He and his wife, Zenda, are planning to build a home. Dickens invites friends to visit him.

NOTE to novelty-hunting thrill acts: Read the "Mexican Indian Flying Polo Dance" in the National Geographic for March. Here is a thriller that could be easily duplicated and is said to be absolutely new to the United States.

HAPPY KELLEMS and Van Wells, clown, card from Evansville, Ind., that they have been busy since the flood, entertaining refugees for the Red Cross. Wells' home was seven feet under water and everything was ruined. The boys have all new wardrobe, props and trunks.

ATLANTIC CITY PRESS of March 14, in magazine section, published a picture of the old-time circus man, Frank B. Hublin. He was shown leading parade of Foosepaugh & Hublin's "Tom" troupe, then showing at Empire Theater in A. C. in the '20s, managed by Buck Taylor, of Wild West fame.

EARL CLARK, of Alexandria, La., son of the late Col. M. L. Clark, who is paralyzed in his lower limbs and is also deaf to a large extent, is now supporting himself thru earnings which he also plans to give proper design and perspective. He resides with his mother in an auto trailer, which he has constructed. His ambition is to construct a miniature circus, which will be displayed for the benefit of other crippled youths.

Wagner Receives Tarpaulls
From Gumpertz for Bandwagon

DES MOINES, Ia., March 20.—J. A. Wagner, past president of the Circus Fans' Association, recently received two tarpaulins from S. W. Gumpertz, of Ringling-Barnum Circus. Will be used to cover the Two Hemispheres band chariot at the Iowa State Fair grounds.

This historical wagon, once was the property of the Barnum & Bailey Circus, and later Ringling Bros.' Circus. It now belongs to the Iowa CPA.

Ellison P. A. for Wixom

JANESVILLE, Wis., March 20.—William W. Ellison, who recently resigned as a member of the editorial staff of The Birmingham (Ala.) Age-Herald, has accepted a position as press agent with Wixom 808 Ranch Wild West Show. Opening date has been set for today 15.

15 Years Ago

(From The Billboard Dated March 25, 1922)

Mississippi returned to the circus map when the House of Representatives cut by 50 per cent an extraordinarily high tax on circuses which had held sway for two years. Since was recommended after State officials noticed that all of the minor and most of the major shows had sought shy of the Delta State for that period. . . . Altho he was slowly recovering from a severe case of erysipelas, J. C. Parker, owner and manager of Parker's Motorized Shows, was managing to look after the interests of his show and keep things going. . . . Permission had just been granted the Sells-Floto Circus to exhibit in Trenton, N. J., on Saturday, May 13. It was the first time in three years that a license had been granted a circus to show there on a Saturday.

Atlanta was patiently awaiting the arrival of Sparks Shows to usher in the circus season at the Wheat street show-grounds there. . . . Work was progressing at the winter quarters of Haldon's Dog, Pony and Monkey show preparatory to the organization becoming a feature attraction with Segrist & Silbon (carnival) Shows. . . . After a 21-day voyage of stormy weather, the liner Suddury docked in New York from Hamburg with a consignment of 21 wild animals from Henry Hagenbeck for the Ringling-Barnum show. The animals included five tigers, six lions, a black panther and nine polar bears.

Johannes Josefsson and his "Original Icelandic Glimma Troupe" concluded a long tour of the Orpheum Circuit at the Orpheum Theater, St. Louis, prior to joining the Walter L. Main Circus at Havre de Grace, Md. . . . Shipp & Pettus Circus completed the second year of its tour of South America. While at the Hippodrome in Buenos Aires the organization broke all of its previous business records.

Haag Bros.' Show Opening April 3

LAFAYETTE, Tenn., March 20.—Haag Bros.' Circus will open here April 3. Management has nearly finished bodies on trucks, which are all 1937 Red speed wagons. The bodies are streamlined, two artists decorating them. Every truck can be used as a parade wagon.

Jerry Burrell and his company will present the Wild West. P. W. Floyd will be bandmaster. Others engaged are the Morris troupe of acrobats; Cass Brothers and Marie, tight wire; Valentine and Bell, special feature bicycle turns; "Fritz" and "Mitzi" elephants.

Hamiter Enlarging Unit

DALLAS, March 20.—James J. Hamiter Jr. is enlarging his unit. He bought more horses and ponies this season. Walter Rodel is training them for Liberty, message and drills. Harry Boyd, bear handler, has ring stock in fine shape and the trappings are new. Hamiter, assisted by Shorty Merrill and Van Thomas, are working on a new dog and monkey turn, comprised of 15 French poodles and eight giant rhesus monkeys.

Motorized equipment has been overhauled by Whitney Sweeney. A new Dodge semi-trailer has been added. It has sleeping accommodations for the employees. Show will open in May.

FitzGerald With Main

CINCINNATI, March 20.—Harry FitzGerald, who has been with various circuses and carnivals, will be press representative for the Walter L. Main Circus.

McCall To Open April 26

EMERY, Minn., March 20.—McCall Bros.' Dog and Pony Show will open its 18th annual tour here April 26. Management has 35 head of trained animals.

Fellows Leaves for N. Y.

NEW BRITAIN, Conn., March 20.—After resting here four months Dexter Fellows, on press staff of Ringling-Barnum, left for New York to resume his duties.



THE tax imposed under the Old Age Pension division of the Social Security Act is for the calendar years 1937, 1938 and 1939 1 per cent on all wages, going up in a scale to 3 per cent for the calendar year 1940. However, it is expected that Congress will make a change in the law and that the 1 per cent tax will prevail for some time to come.

The employer must pay to the government an excise tax of 1 per cent on all wages paid to his employees, and the employee must also pay an income tax of 1 per cent of such wages, which the show owner is to deduct from the money his employee has coming when he pays him. The employer or show owner cannot charge the entire 2 per cent the government gets to the employee. This would be a criminal offense. He MUST pay 1 per cent out of his own pocket, while the employee must pay the other 1 per cent.

If a circus employee has a monthly contract and lets his money stand in the office until the close of the season the tax must be paid to the government every month, when the amount due the employee is credited to him on the books, regardless of the fact that the money is paid out later. But the show owner can recover this 1 per cent when he makes his final settlement at the end of the season with the employee.

Meals and Quarters Wages

The law specifically states that the name by which the remuneration for services is designated is immaterial. Wages, bonuses, commissions and percentages of profit, if they are paid hourly, daily, weekly, monthly or annually, are wages within the meaning of the Act. The law also states that "board and lodging," in the case of shows meals and sleeping accommodations are considered wages and a "fair value" for same must be added to the wages in figuring the tax. So every circus will have to draw up a schedule to include a fair amount for meals, etc., in the final wage figure.

We have every reason to believe that the Internal Revenue Bureau will not be arbitrary in regard to the figure to be added for meals and sleeping quarters. If a show owner adds \$3 per week for these items to the cash wages paid to workmen and \$5 per week per person for performers and higher grades of employees, we are sure this will be satisfactory to the government. Therefore, if a workman receives \$7 per week cash wages and his meals his total wage will have to be figured on the basis of \$10 per week and the employer and employee will have to pay 10 cents tax each to the government every week. So the government receives a tax of 20 cents for such a wage earner weekly, the employee receives \$7 less 10 cents or \$6.90 for his work and the show owner has to pay every week 10 cents for each man with similar wages out of his own pocket.

Receipt Necessary

The show owner must give his employee at every money settlement a receipt showing the amount of wages due the man and how much money has been deducted for the tax. There is no specific form of receipt designed by law, but the following form on a little slip of paper is sufficient under the law:

NAME OF SHOW

Name of Employee

Week Ending

Total Wages Due

Deduction of Fed. O. A. P. Tax

Net Amount Paid

Neglect of the show owner to give such a receipt is a violation of the law, even if the employee does not ask or care for it. It must be given at every weekly or monthly settlement with the employee. However, if the employee draws \$1 or so against his salary the tax does not have to be deducted until

The Social Security Act

As It Affects Outdoor Amusement Fields

(SERIES No. 2)

The so-called Social Security Act, which has been partly in force during 1936 and is now completely in force, is in all probability one of the most important and far-reaching acts ever passed by Congress. The apathy and general low interest in regard to this Act among show owners and show employees is astonishing. BECAUSE ALL SHOWS IN THE COUNTRY, OWNERS AS WELL AS EMPLOYEES, COME UNDER THIS STATUTE AND ARE VITALLY AFFECTED BY IT.

There seems to have existed the absolutely erroneous impression that outdoor shows do not come under the scope of this law. Show owners who have lulled themselves into this attitude will be sorely disappointed because they do not only fall under this law but we are very reliably informed that the Internal Revenue Bureau, Washington, D. C., which is the enforcement agency of the national government for the law, is very much determined to make every show owner and show employee live up to the full letter of the law.

The authorities in Washington are now organizing a special division which will deal exclusively with outdoor shows and there will be men at the helm of this division who are familiar with every angle of outdoor showdom. It will be to the utmost interest of every show owner to live up to the letter of the law if he wants to avoid very heavy penalties, including jail sentences, and if he wants to stay in business.

The Billboard has therefore asked an authority on federal tax laws, a former showman, who knows also the show angles, to write this series of articles, including workings of the Social Security Act so far as the outdoor show world is concerned. The writer has been in constant touch with the business administration of the Act in Washington and it will be well worth while to read these articles very carefully and follow his suggestions to the letter.

the final weekly settlement is made. But in all cases the show owner is responsible for the payment of all taxes to the government.

How Law Affects Employees

CIRCUS AND CARNIVAL PERFORMERS: Every performer, regardless of what he or she is doing or what kind of act they present, is subject to this tax. We have been informed that no exception will be granted to circus or carnival performers as far as Old Age Pension taxes are concerned. However, certain exemptions will be granted to show owners in regard to the unemployment division of the Act

in regard to bona fide performers, which will be explained later.

There are quite a few technicalities to be observed in keeping show records in regard to the taxes for circus-performer troupes. For instance, a circus has the Ardello Trio on its pay roll with a cash salary of \$100 per week, meals and stateroom. Every member of the Ardello Trio must have his or her individual account number. While the total amount is paid to the owner or manager of the act, \$15 per week must be added to the amount for the meals for the three members and if they have berths or a stateroom the amount of the usual rental must be added; let us say \$10 per week for sleeping accommodations, giving a total of \$125 per week. This means the act will have to pay a tax of \$1.25 per week to the government and the show owner the same amount.

Furthermore, the show owner cannot simply show an account for the Ardello Trio in his report to the government. He must show the real name of each performer, his or her home address and individual account number. Their account would look about as follows:

Max Ardello, owner of act; salary, \$50 plus \$5 for meals and \$5 for berth, total \$60; tax deducted, 60 cents.

Frank Berger, understander; salary, \$30 plus \$5 for meals and \$3 for berth, total \$38; tax deducted, 38 cents.

Grace Berger, with act; salary, \$20 plus \$5 for meals and \$2 for berth, total \$27; tax deducted, 27 cents. This makes the total tax to be paid by performers and show \$1.25 each.

CIRCUS AND CARNIVAL BANDS:

Even if you hire a band leader and pay him a fixed sum weekly for so many men you MUST itemize the members of the band in your tax account with the individual salary paid each man. You are paying, for instance, the band leader for himself and eight musicians the weekly sum of \$250, which would figure at \$25 per man and \$50 for the leader. Your accounts must show each man's name, address, card number and individual salary. If you give bandmen meals and sleeping accommodations you must add \$5 per man per week for tax purposes, making their individual salary \$30 each, with 30 cents tax to be deducted from each man weekly and the same amount paid by the show each week for every man.

CONCESSIONS: If you employ only one man he falls under the provisions of the Act and you and he must pay 1 per cent of his salary. Only your wife or children are exempted, when they are working for you exclusively.

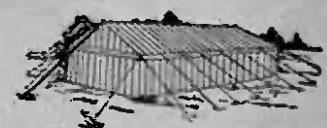
Owner Responsible for All INDIVIDUALLY OWNED SHOWS: The same general rules apply to any

show or independently booked ride which is traveling with your show or setting up on your lot for one engagement or permanently. EVERY SHOW AND CONCESSION, REGARDLESS OF INDIVIDUAL OWNERSHIP, WILL BE CONSIDERED BY THE GOVERNMENT AS A PART OF THE SHOW

THEY ARE TRAVELING WITH AND THE OWNER OF THE COLLECTIVE-AMUSEMENT AGGREGATION, BE IT AN INDIVIDUAL OR A CORPORATION, WILL BE HELD RESPONSIBLE FOR THE COLLECTION AND PAYMENT OF THESE TAXES FOR EVERYTHING THAT IS ON THE LOT AND EXHIBITING UNDER THE FIRM NAME OF THE CIRCUS OR CARNIVAL. The excuse that this show or that concession or the lunch stand over yonder has no connection with the show and "is just traveling along" will not be accepted by the Internal Revenue Bureau, which will do the collecting of the taxes. As long as the show owner receives a flat rental or a percentage of the receipts from the individual show or concession it will be considered an integral part of the show and the show owner will be held responsible for the obedience of the Act in every respect.

In next week's issue will be shown how other show employees are affected individually by the law, such as advance crews, promoters and talkers. The next article will also deal with rules for amusement parks.

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Campbell's One Ring Circus
Box 882, Kansas City, Mo.

The Billboard's Special Social Security Service

The Billboard has made arrangements to keep the outdoor show world posted in regard to all regulations and decisions in connection with the new Social Security Act which affects all show people and is of the highest importance to every show owner in the country. Any show owner is welcome to ask questions in regard to the act and the Billboard shall be glad to answer these questions in its columns. All questions will be submitted to an authority on the law, who is in a position to get special rulings from the administrative authorities within a short time. This service will be absolutely free. Address inquiries to the Social Security Act Department of The Billboard, Cincinnati, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

The Corral

By ROWDY WADDY

THIRD ANNUAL Oklahoma-Arkansas Rodeo at Andrews Park, Fort Smith, Ark., under Chamber of Commerce sponsorship, will be produced by Homer Todd. Every cent is to be a contest.

CHIP MORRIS and wife, now wintering in New York, will start west in April to contest at several Idaho shows. Chip has a trick-riding horse with him that his wife uses.

CHIP AND PERCYNA MORRIS, who are at present working vaudeville shows in New York, will be with the Wilson 808 Ranch and Wild West Show this season. Percyna will present her trick riding and roping act, while Chip appears with his famous high school pony, Black Fox.

FRIENDS of Walter Johnson, youthful gleer rider, who had a neck vertebrae dislocated three years ago at a rodeo at the Holmes Airport, Long Island, N. Y., will be glad to learn that the cast he has worn for three years has been removed. Johnson is now in Westport, Conn.

JERRY ARMSTRONG, rodeo roper and dude wrangler, who was always being warned by his parents against the dangers of competing at rodeos, has for the last two years been caring for both his parents, who sustained broken legs in the apparent safety of city life. Jerry himself in several years of contesting has never been injured.

JACK CASHIN letter from Bennington, Vt., that he is working in the dye house of the Holden & Leonard Mill there and not "schooling horses for a wealthy sportsman" as was previously reported in this column. He is, however, working some horses out on Sundays at Manchester, Vt., in an effort to get in shape for the coming rodeos.

COL. JIM ESKRIVE'S JE Ranch Rodeo will again be a feature attraction in front of the grand stand at the New York State Fair, Syracuse, this fall. Contracts were signed last week for the show by the George A. Hamid Agency, New York. The firm has also signed Col. Eskriv to produce a rodeo at the Elmhurst, (N. Y.) Fair.

DIXIE WILLIAMS cards from Enterprise, Ala., that he is now in the mule business in that city. Says that he is still riding a few old hard tails and bronks, however. He adds that while visiting the Collins Rodeo in South Alabama recently he met such old friends as Cherokee Hammond, Jack Elmhart, Bill Parks, Bill Olsson and Old Sol, the New York Jew cowboy.

HOWARD HARRIS JR., producer of

ROBERTS CIRCUS WANTS

A few more performers. All jobs, (Circus, All Acts, music, double, triple and quadruple, etc.)

Wanted

Give us people in all departments. Give us able men and women in all departments. Give us men and women in all departments. Give us men and women in all departments.

KING OF THE BEAST ANIMAL SHOW

Address: CAPT. Wm. K. SCHULZ, Washington, N. J.

BELL BROS. AIRBORNE CIRCUS

WANT variety Med. Performers, Trainers and Show Men. Play their own music. Circus Shows, who can play their own music. We play week stands, show, Ring and Stage. Open air. If books, lay out, stage, etc., etc. Opening March 27.

Wanted for Advance LEWIS BROS. CIRCUS

Address: O. S. PRINROBE, 302 N. Liberty Ave., OMAHA, ILL.

the annual Woodstown (N. J.) Rodeo, was severely injured recently in a run-away accident. He was breaking a pair of bucking horses to work in harness for duty on one of his three large farms when the animals ran away, plunged into a telephone pole and threw Harris high into the air. He was knocked unconscious and sustained severe leg cuts and a wrenched back. Harris is now hobbling around on crutches.

RECENTLY ORGANIZED Roundup Club, with Zack Miller, former 101 Ranch head, as president, is sponsoring a four-day rodeo being held in Oklahoma City, Okla., this week in connection with the State Junior Live-Stock Show. Event is being held at night in the Coliseum Building to permit stock judging during the day. It will, however, feature a Saturday matinee. Boutler Brothers and Red Lyons are furnishing the stock. Roundup plans call for making the rodeo an annual event.

PURSES HUNG UP for Pittsburgh's 10-day RAA purse rodeo in Duquesne Garden are as follows: Calf Roping, \$500; Bull-dogging, \$500; Saddle Bronk Riding, \$500; Cowgirl's Bronk Riding, \$300; Steer Riding, \$300. Entrance fees will be divided in final moneys plus trophies donated by Pittsburgh merchants. Following the initial performance, the West Penn Hospital Association will present an old-fashioned Western dance. The 10-day Rochester (N. Y.) Rodeo will offer \$3,000 in purses. Col. Jim Eskriv will furnish the stock and direct the arena at both events.

BUFFALO BILL Roundup Association of North Platte, Neb., announces that plans have been completed to select, thru an elimination contest, a queen to represent the event to be held there this summer and to present the official invitation of the eighth annual Round-up to Governor Cochran of Lincoln and Mayor Dan Butler of Omaha to attend the celebration. Invitations will be branded with hot irons into genuine cowhide and the cowgirl queen will be required to dress in the latest range regalia typical of that section. Jeffers Park, in the heart of the city, is being enlarged and equipped to handle the Roundup.

PERFORMERS from the Blue Book of the rodeo world will participate in the six night events of the Ogden (Utah) Pioneer Days to be held this summer in commemoration of the 90th anniversary of the great immigration into Utah, according to Harman W. Perry, mayor. The celebration will be broadened this year and the idea of staging two different and complete rodeos, with new talent at each show, will be introduced. Colborn & Sorenson will produce the first three shows, and Harry Rowel will furnish the stock for the last three performances. Hugo street parades, with all the atmosphere of the Old West, will herald the occasion, and the entire city will be opened to promote the true spirit of early Utah.

PREPARATIONS for the JE Ranch Rodeo to be held at the Wilkes-Barre (Pa.) Armory under 109th Field Artillery auspices got under way with the arrival there of Fox-Horn Clancy, press representative for the organization, from Smithfield, Tex., March 13. This is the JE show's opening stand this season and Herb Naddy, general agent, was also there looking over arrangements for the opening of the publicity campaign. Bands now wintering at organization's Delaware City (Del.) winter quarters will be greatly augmented by additional bands coming up from Fort Worth at the close of the Fat Stock Show rodeo. They will bring the personnel up to about 75 people.

FRED H. SPERSMAN, arena secretary for the Chicago Stadium Corporation, announces the following prize list and entry fees for the rodeo to be held there this fall: Calf Roping, \$3,000; entry, \$20. Saddle Bronk Riding, \$5,000; entry, \$50. Steer Bull-dogging, \$3,000; entry, \$20. Steer Riding, \$2,000; entry, \$15. Wild Cow Milking, \$1,500; entry, \$10. Back-back Bronk Riding, \$1,500; entry, \$10. Cowgirl Bronk Riding, \$900 (mount money). Entry fees will be added and RAA points awarded in all contested events. Stadium corporation, thru its executive vice-president, Arthur Wretz, will also pay \$100 as the award for the champion bareback rider to be awarded on the RAA trophy list. Contracts for stock had not been completed at this writing, but placements will be thru Barnes-Carruthers, Chicago, with Sam J. Levy handling the details.

CAPT. DANIEL E. FOX, Troop C, New York State Troopers, sends the following bit of poetry written by Frank I. Morse, of West Roxbury, Mass. This piece is dedicated "to Tad Lucas, the girl with the ripping laughter," by the author.

WHO'S TO BLAME
By Frank I. Morse
Into a ward of whitewashed walls,
Where the sick and suffering lay,
Crushed by a man-killing bronk,
A cowgirl was carried today.

Somebody's darling young and brave
Smiling in spite of her pain,
Oathering courage, she whispered,
"Worry not, soon I'll be riding again."
Somebody's tearfully waiting,
Yearning to clasp her to his heart,
While there she lies silently suffering
Renewing strength for a new start.
"Blame not the bronko," this cowgirl
was heard to say,
"It is all a part of the game,
When fortune smiles we are heroines,
When she frowns, fickle lady, who is to
blame?"

Rodeo Is Good Draw At Fort Worth Show

FORT WORTH, March 26.—Rodeo being held in connection with the Southwestern Exposition and Fat Stock Show, which began March 12, continues to be the biggest draw here. Sellouts are the custom at night shows, with near-capacity crowds the rule for matinees. Rainy and freezing weather during first half of engagement failed to halt rodeo crowds. Number of contestants (180) set a new high record despite the fact that the entrance fee was the largest in the show's history.

Officials include Verne Elliott, rodeo manager; Ed McCarty, arena director; Louis Kubisa, in charge of rodeo live stock. Judges are Carl Arnold, Harry Knight and Bob Calen. Captain Irving O'Leary, announcer for "The Last Frontier" of the Fort Worth Frontier Centennial, is announcing the event for the first time. Dick Truitt and Donald Neibitt are pickup men.

New acts this year are "Dressage" featuring Major Iwan E. Tuttle and his highly trained horse, "Olympic" and Ted Allen, horsehoop pitcher. Ralph Clark is substituting for Ted Elder, who was injured recently, in the romantic-style jump over the blazing automobile. Clark has had bad luck on several jumps but his only injury thus far is a sprained ankle. Homer Holcomb is again furnishing comedy and aiding other riders during their contests.

Included among visitors to rodeo were Tex Sherman, Colonel W. T. Johnson and Col. John Reed Kilpatrick, president of Madison Square Garden, who came here to sign up performers for the Garden event.

"Five Minutes to Midnight," the bronk publicized as successor to Midnight, was successfully ridden by Pete Knight at the first performance. Two reins were used first day by bronk riders, but on the second and succeeding days only one rein was used.

Day money winners follow: Bareback Bronk Riding—First day (Friday night and Saturday matinee and night), Smoky Snyder, Fritz Trusa, Shorty Hill; Pete Grubb, Eddie Curtis and Frank Finney tied for fourth and fifth. Second day (Sunday matinee and night and Monday matinee), Blondy Brunzell, Lee Parritt, Smoky Snyder and Paul Carney tied for third and fourth. Saddle Bronk Riding—First day (Friday night and Saturday matinee and night), Pete Knight, Pete Grubb, Bill Michelskin, Burel Mulkey, Jackie Cooper and Herman Linder tied for fifth. Second day (Sunday matinee and night and Monday matinee), Doff Aber and Eddie Curtis tied for first and second; Pete Grubb, Bob Walden, Vio Schwarz. Steer Riding—First day (Friday night and Saturday matinee and night), Jim Whiteman, Smoky Snyder, Shorty Hill, Smoky Stockton and Andy Gibson tied for fourth. Second day (Sunday matinee and night and Monday matinee), Shorty Hill, Hoyt Hefner, Eddie Cameron, Elmer Martin and Jonas DeArnten tied for fourth and fifth. Steer Wrestling—First day (Friday night, (See RODEO IS GOOD on opposite page)

Schultz Places Pupils

MANITOWOC, Wis. March 26.—Billy Schultz, who has a training school here, has placed 18 of his pupils. Dick O'Connor and Oliver Lutz will be with Rungling Bros., Alice Theyel and Bernard Nory, with the Morris troupe; the Seven

Dexter Fellows (CSCSA)

Tent Tattles By FRED PITZER

NEW YORK, March 26.—From a very interesting letter which comes to us out of a State of the Great Lakes region we culled the following: "No doubt we will again get many circuses in Wisconsin this year. I look for Sells-Sterling to pick up 60 or more stands. Last year this show had 82 in the State. It is really getting to be quite a show. Russell will most likely make the State again and this also is a risky trick. No doubt the Big One will be back for its annual tour, since it always packs 'em in around this State. There is some possibility of Cole coming in, but if it does it will have to follow Sells-Sterling and Russell and be in just ahead of the Big One."

The Big Burg is overrun with circus men and women, but to us the reason never really opens until we meet and shake the hand of Dexter Fellows. We sometimes think that the robins, too, watch for Dex; for then they know that they can trill their spring songs with safety.

We have reserved all of the ballrooms in the Commodore Hotel for the Tent Frolic and County Fair evening of May 21. The Tent will go thru with one of its usual initiations. The only difference is that the women will be present. An outline of the evening as promulgated by Prexy Oron Kilborn was published in this column last week. We will have more to say about this as we go along. More tickets can be obtained from the writer.

Campaign Extended

The membership campaign has been extended to June 23, and to keep it going at the same rapid pace a few more innovations have been added. Two great prizes have been established for those who qualify. The prizes are a round-trip ticket to Los Angeles on flagship of the American Airlines, four days in Hollywood, all expenses paid, and the second prize is a round-trip ticket to Chicago on Skyounge of the United Air Lines, three days in Chicago, all expenses paid. Every member who obtains three new members will have his name put in the drawing drum (and for each additional three his name again is put in the drawing drum) and the grand drawing will take place at the regular bi-weekly luncheon on June 30. This arrangement is liked by the membership if the influx of new applications is any indication.

Jack Sullivan, who is on the staff of the Essex House in Newark, N. J., is a circus enthusiast and divides his time between the Avon Inn at Belmar, N. J., and Newark's swanky dance spot. He is an interesting conversationalist and if any circus fan has the opportunity of calling on Jack it will be time well spent. He promises to attend the next Tent luncheon.

Woska Has Narrow Escape

SARASOTA, Fla., March 26.—Frank Woska, manager superintendent and lion trainer of Ringling-Barnum Circus, narrowly escaped serious injury last week when he slipped and fell in the arena at the climax of his lion act, which is staged twice daily at the quarters.

At the conclusion of the act, Woska leaps thru a small iron door to safety, slamming the door in the face of a charging young lion. Last Friday he fell as he jumped thru the door and landed partially in the cage, slamming the heavy door on his foot. The foot was badly lacerated.

Astantants dragged him out of the cage before the lion could do more than sniff at the fallen trainer, and Woska was rushed to a hospital where the wound was dressed and his leg X-rayed. The X-ray revealed no break, and Woska was able to resume his act the next day.

The quarters was the scene of a blessed event last Friday, when Mabel, veteran member of the camel herd, gave birth to a bounding 27-pound baby. The camel has been named Saira.

Wisconsinians are under contract to Robert Yacopi, another group of six will be with the Flying Corderos and Howard Martin is touring with the Shaler vaude unit.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

SEFFERINO RINK. Cincinnati's newest roller-skating rink, opened on the night of March 20 in the newly erected building at Gilbert avenue and Oak street, Walnut Hills. It was designed and is being operated by William F. Sefferino, pioneer operator in Greater Cincinnati, who of late years has been conducting Chester rink, which was inundated and put out of commission by the January Ohio River flood, although the new rink was under construction at that time. Sefferino Rink has floor space of 30,000 square feet. It is announced, and carries the last word in modern rink equipment. Music is by a six-piece orchestra assisted by Melba Harringer at the organ.

THE 202d Armory Rink, Chicago, held grand finals in a championship roller-skating contest on March 10, reports Joe Laury, floor manager. Winners were Mr. and Mrs. Frank Rezek, and Harry A. Culp, director of waltz instruction, was in charge of the contest. There were more than 100 entries in the Illinois amateur championship on March 8-14, with Class A and Class B and ladies' division. Class B skaters made a mile in three minutes for 10 laps, Joe says. Good business is reported for this rink, under management of Fred Leiser.

AFTER a conference with Secretary Otto J. Albecht, Ohio State Skating Association, in Cleveland, Armand J. Schaub, chairman of competitive events at Norwood Roller Rink, Cincinnati, announced arrangements for affiliation of Norwood Roller Club with the State association and sanction of the State body for an Ohio amateur championship roller meet in Norwood rink on March 27 and 28. He said Cleveland Roller Club would send four skaters to the Norwood meet.

N. T. G. and his entire company, then playing the Shubert Theater, were guests of Manager Edward J. Von Hagen at Cincinnati's Norwood Roller Rink on the night of March 17. The N. T. G. Revue team of Earl Jack and Betty gave a thrilling exhibition and renewed acquaintances among them being that of Armand J. Schaub, of Norwood Roller Club, who formerly operated a rink in Syracuse, N. Y. With Belle Heidrich at the organ, her orchestra gave a program of hot numbers.

WHITE CITY Rink and Riverview Rink, Chicago, have completed waltz contests, each rink's contest running for six preliminaries, semi-final, final and grand final of both rinks at White City Rink on March 13, writes E. R. Shepherd. White City winners, Ann Martin, James Wilder, gold medals; Marion Kriz, William Georgia, silver medals; Franny Bykle, Jerry Feld, Frances Upstrom, Robert Bondorf, Virginia Sommers, Rodney Holloway, bronze medals; Riverview winners, Josephine Rander, Leory Mommans, gold medals; Isabelle Janssens, John Molloney, silver medals; Loretta Weber, Richard Prill, Lorraine Frank, Charles Sees, Vernett Prinke, Maurice Shine, bronze medals. Both rinks are under the same management, Howard Fox, president Amusement, Inc.; Harry Palmer, White City rink manager, and Edward Donlevy, Riverview rink manager, Hal Pearl, White City rink organist, and Joe Spring, Riverview rink organist, played for their respective rinks. Rinks gave the medals. These 10 couples skated for the silver cups donated by George Burke, an old-time professional skater, which he has done for several years, winners being

Ann Martin and James Wilder, of the White City Rink. Both rinks start their plain and graceful skating contests, six preliminaries, semi-finals, finals and a grand final to be held at White City Rink for Bobbie Palmer trophies. Officials for finals of the waltz contest were Miss Gene Gagen and Miss Millie Emerald, White City Rink, both well qualified judges. They were at one time the Emerald Sisters in vaudeville. Mrs. Florence Vitto and Victor Fraach represented Riverview Rink. Mrs. Vitto is a waltz instructor at Riverview Rink. Victor Fraach was a former champion amateur speed skater. George Corbell was referee. Visitors from Omaha who came thru Chicago on their way home from Cleveland, Wis., where they attended a race held in Vi Swanson's rink; Edward Sims, William Sims, Don Ollsted and Robert Whipple. Bob Hamilton was in charge of the party. Jule Mall, owner of Hollywood Rink, gave the boys membership in his Roller Club.

TROPHIES were awarded for these results in the first amateur championship roller races held in Greater Cincinnati under sanction of the Ohio Skating Association, Amateur Athletic Union, and sponsored by Norwood Roller Rink Club, a member of the organizations: Semi-final, one-half mile race for girls, Lorene Kilgore, 2:01; Virginia Mateola, 2:11 3-5; Mildred Magateaux, 2:13 3-5; Wilma Haug, 2:10 4-5; Irma English, 2:19; Claudine Magateaux, bad spill on fifth lap; final, one-half mile girls' race, Lorene Kilgore, 2:00 3-5; Wilma Haug, 2:04; Virginia Mateola, 2:04 2-5; final, two-mile race for boys, Eddie Rager, 7:00; Bob Hamilton, 7:07; Joe Bitzer,

restaurant, New York City, on April 20 for an entire summer's engagement, doing two a day.

ROLLERDROME. Oliver City, Calif., recently received much nation-wide publicity in syndicated movie columns, following a private roller-skating party there for film celebrities given by Ginger Rogers and Alfred Vanderbilt. Many of the stars in attendance were listed, together with their experiences in attempting to subdue the little wheels.

MAGIC on roller skates is now part of the act of Joe Bayno, who reports that since his return from South America he has been busy working night spots in and around Philly. Magic Rolle, as he calls the new act, has caught on with patrons who appear to like the novelty of seeing magic tricks done on rollers. Buddy and Betty Harmon, "The Flying Wheels," are working in Philadelphia.

A **CORRESPONDENT** tells of a report that Mr. and Mrs. Phil Orumbach, who were married on roller skates in Euclid Roller Gardens, Cleveland, and well known in skating circles there, are working on a roller-skating act which they hope to have ready by next fall.

WINTER Garden management announced that Lynnhurst Rollerway, Marlboro, Mass., closed for roller skating on March 21; that Winter Garden Rollerway, Dorchester, Mass., will close for skating on April 11, and that Annex Rollerway, Dorchester, will remain open until June at least. Nantasket, Mass., Rollerway will open on April 17. Lynnhurst Ballroom will reopen for dancing.

Duffy, Worcester. Duffy ran his rink all winter, which was the first time a rink had run in a park in the East for some time. He had a good winter and has one of the most outstanding skating clubs in the East. All club members have been fitted with sweaters and emblems. Duffy paid for the sweaters and the club for the emblems. Each Tuesday night is club night and there is no sight anywhere in New England more presentable. Al thinks, than that of a few hundred club members skating together to music, all dressed alike with new sweaters and emblems. "Cocoanut Grove Roller Skating Club." Some of Duffy's two-step or waltz skaters will challenge any skating club in the States to a skating contest, also a dress contest. In the rink Monday night is Party Night; Tuesday, Club Night; Wednesday, Everyone's Night; Thursday, Visitors' Night; Friday, Fun Night; Saturday, Extra-Four Night, skating from 7:30-12; Sunday, regular skating for all.

PINKS and **AYRES** and Avon 85-ers, roller skaters, are doubling between the Cirque Medrano and Chantilly night club in Paris. Four Skating Macs, American roller skaters, are at the Apollo in Dusseldorf.

NEW J. B. Skating Rink in the Jitney Jungle Building, Enid, Okla., is meeting with success, with good skates and floor. In a remodeled and redecorated building. Admission is 25 cents. Three sessions are run on Sundays, other nights two sessions. Rink at Lake Hellman, five miles north of Enid, is doing well under able direction of Ray Stok.

NOW in its eighth year, William Mink's Riviera Park Roller Rink, Belleville, N. J., is drawing well with races on Sundays, and the banked floor is popular. Organist Cole is featured in programs. Pro skaters in the territory are invited to make use of the rink as guests of the management.

Some Rink Jottings

By E. M. MOGAR

His many friends, both ice and roller skaters, will be glad to learn that Julian T. Fitzgerald, who has been very sick for several months, is on the road to recovery and hopes to attend the Detroit contests. Many of the former roller contests derived their success thru the efforts of Mr. Fitzgerald and, if possible for him to attend as Detroit, he will be royally greeted.

Jack Dalton's new Chester (Pa.) Rink is drawing big crowds afternoon and evening and it looks as tho it is a sure winner.

"Poppy" Charles Harkins, York (Pa.) White Rose Arena, has been confined to his home since returning from the Chester opening with a severe cold.

Fred Murree (Bright Star) has his eyes on a summer spot in York, Pa., and if suitable arrangements can be made he will operate there this summer.

Philadelphia rinks continue to pack 'em in at every session. Ice skating at the Arena is going over big. The "Shag" stad ice follies of 1937 will return for their third engagement on March 28 and 27.

RODEO IS GOOD

(Continued from opposite page)
Saturday matinee and night and Sunday matinee). Joel Fleming, Jim Irwin, Shorty Creed, Gene Ross, Hugh Bennett, Second day (Sunday night, Monday matinee and night and Tuesday matinee), Andy Curtis, Dave Campbell, Hub Whiteman, Red Thompson, Dick Truitt, Cal Roping—First day (Friday night, Saturday matinee and night and Sunday matinee and night). Herb Meyers, Roy Matthews, Ralph Bennett, Everett Bowman, E. Pardee, Jim Strivley and James Kenney tied for sixth. Second day money period in calf roping had not been completed at this writing. Likewise third day money winners in bareback bronk riding, saddle bronk riding and steer riding was not complete due to re-rides.



ARENA GARDENS ROLLER RINK, DETROIT, where General Manager Fred Martin will present a national amateur championship meet on April 2-4 and for which city and State preliminary meets have been and are being held in numerous rinks in the country. Photo shows 552 skaters in grand march at opening of the 1936-37 season in the rink, which has floor space of 95 by 240 feet.

7:07 2-5; final, two-mile relay race for girls, team 6, Lorene Kilgore, Wilma Haug, 8:13 1-5; team 4, Mildred Magateaux, Virginia Mateola, 8:17 4-5; team 3, Claudine Magateaux, Catherine Russo, 9:18 2-5; final, five-mile relay race for boys, team 1, Joe Ketterer, Joe Kessenick, 17:37 2-5; team 2, Frank Wurmitz, Charles Kremaner, 17:54; team 4, Jack Renne, George Selter, 18:07. Those who finished first, second and third qualified for entry in the Ohio State championship meet for boys and girls on March 27 and 28 in Norwood Rink. Winners are qualified in the national amateur championship races in Detroit on April 2-4. Entire meet and time will be officially recorded by Ohio AAU officials, of which H. (Bartell) Baurittell is president and chief referee, with Carl Howe as assistant, Ray Bahren as chief judge and Shorty Ed Quinn, assistant judge, and H. L. Buhner, chief timekeeper. Ohio State Treasurer Clarence Knisley was official starter, Edward J. Von Hagen, official announcer, and Armand J. Schaub, general chairman of the meet.

on Easter Saturday night. Management is teaching a course in waiting on roller skates.

RIVER PARK Roller Rink, Winnipeg, which covered its roller floor with special protective paper and featured ice skating this winter, was advertised as having one of the largest ice surfaces in Canada. Olympic Rink also featured public skating after ladies' hockey, fans bringing their skates to the games. Ernie Reece's Band provided music for skating on the opening session, but electrical transcriptions were used from then on.

MANAGER AL RILEY, Dolan's Castro Rollerway, Nuttings Lake, Billerica, Mass., reports that Dolan will have a new floor, also a skate club and weekly races which will be opening feature. Two-step and waltz classes will be featured with other attractions, put on from time to time. Al Riley has been a regular visitor to Cocoanut Grove Rink, Lincoln Park, Worcester, Mass., rink being owned and managed by Frank

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No. 77S

DRIVE FOR SMALLER SPOTS

Risk Plan Urged For Every Type

NAAPPB heads declare advantages not confined to big operators in field

CHICAGO, March 20.—An exceptional effort is being made by Norman S. Alexander, Philadelphia, chairman of the special public liability insurance committee of the National Association of Amusement Parks, Pools and Beaches, and Harry C. Baker, New York, president of the association, to bring as many operators of smaller parks and pools and concession men operating in these establishments as possible under the association's co-operative plan for 1937.

Some operators, it is declared, figure that the plan is interesting and beneficial only to larger operators, but after all the same percentage of saving is available to everyone, it is pointed out. William D. Acton, owner of River View Beach, Pennville, N. J., stated at the recent NAAPPB convention: "Our saving has been very satisfactory. We are being taken care of much better than before in the way of claim adjustment and inspection, and the saving on our small park is a little over \$700." Even smaller operators who came under the plan to 1936 are just as enthusiastic over the results obtained as was he, it is known.

Location No Handicap

Universal inspection and claim service have been established, and the fact that an individual operator may be established in a remote location need be no handicap. Secretary A. R. Hodges' office, Suite 205, Hotel Sherman, Chicago, is (See DRIVE FOR on page 69)

Dallas Ride to Paris Expo

PARIS, March 18.—J. W. Shillan, British ride manufacturer, has signed for space in the amusement park section of Paris International Exposition of 1937 for his Rocket Speedway, which was at Dallas (Tex.) Centennial Exposition and wired orders for shipping the ride to Paris immediately. Fleet of Shillan Water Scooters will be operated at the Paris exposition by Fare and Fort, of the JAK firm. Other attractions at the fair will be the biggest scenic railway ever erected in Paris, built and operated by Leonard Thompson, of Blackpool, and a huge Funhouse. Auto Scooters and other flat rides, as well as shows and concessions of all types, will be on the fun zone. Admission to the park has been set at 6 francs (about 25 cents) but will include three attractions, Funhouse, Planetarium and another.

Missouri Prospects Good

SPRINGFIELD, Mo., March 20.—Conditions indicate a good season, said W. W. Morrison, manager and operator of Doling Amusement Park here, and that 1936 was a profitable year for the spot. During the summer season free acts and fireworks are used. A roller-skating rink, 220 by 80 feet, is operated summer and winter.

LEO T. PARKER

Writes on

How Parks May Reduce Liability for Injuries to Patrons

In the Spring Number of The Billboard Dated

April 10, 1937



MR. AND MRS. BILLY SIEGRIST are honeymooning in Havana, Cuba. He is the son of Edythe Siegrist, whose serial act is with the Edy Bros. and Tusser show contingent playing in Hialeah Park, Havana, and the bride formerly was Rosalie Royell, Miami. Billy conducted Funland Park Band, Miami, during the winter and will resume that post upon his return from Havana. Couple were married in Fort Lauderdale, Fla., on February 16.

Perkins at Pier Ballroom

BUCKEYE LAKE, O., March 20.—Doc Perkins, former orchestra leader and band booker, who has been engaged by General Manager B. O. McKinstry, Lake Breeze Pier Company, to manage the ballroom and handle publicity this season, said the newly decorated pier ballroom will open on Easter Sunday and be operated week-ends until May 29, after which there will be nightly sessions until September 12. Bands will play week stands and name bands will be featured, he said.

ATLANTIC CITY. — Representative Elmer Wene, of this district, promised co-operation following forwarding of a resolution calling for a federal travel bureau to advertise the resorts of the both coasts, saying he would introduce the bills himself.

Social Security Act

In the Circus Department of this issue appears the second of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

Trade Topics and Fun Will Mix At Ninth Annual N. E. Sessions

EXETER, N. H., March 20.—Secretary Fred L. Markey, of the New England Section and of the Dodgen Corporation, from his offices here, has sent out the program for the ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches in President Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., and in the New Bedford Hotel on March 30 and 31.

Registration will begin at 10 a.m. on Tuesday, March 30. Buffet luncheon will be served at noon. Of the program session from 1 until 5 p.m., he says. "Subjects of vital importance to amusement park, pool and beach men will be discussed by leading amusement park

Good Atlanta Biz Predicted

Lakewood mark set higher for season—Benton holds weekly concessioners' meets

ATLANTA, March 20.—Lakewood Park, operated by Southeastern Fair Association, showed a gratifying increase last year over 1935, concessioners doing about 24 per cent more gross than in 1935. Indications are that 1937 will have about the same increase over 1936. Business conditions in this territory are generally improved and the management will make more effort to increase park business, said Mike Benton, president of Southeastern Fair Association and manager of the park.

Before opening date all midway fronts will be painted and modernized, all riding devices are being overhauled and modernized, a skating rink has been introduced. (See GOOD ATLANTA on page 69)

Ideal Beach Is Building

SYRACUSE, Ind., March 20.—Activities for the season at Ideal Beach, Lake Wawasee, said Manager L. Mandett, include overhauling of the toboggan slide, building new diving raft and bathing piers and erection of a pavilion so that from 500 to 700 can be accommodated on the free picnic grounds. Proprietor J. W. Krieg is planning special Sunday night air-drome entertainment. Marker's launches and speedboats have the passenger privilege again and restaurant and refreshment concessions have been sold. Season will run from June 16 to Labor Day.

Ride Concerns Chartered

ALBANY, N. Y., March 20.—Scooter Speedway, Inc., and Coney Island Octopus Ride Corporation, with principal offices in Kings County, were granted charters of incorporation by the secretary of state. Shareholders and promoters of the former are given as Edward J. Hoffmann, Rose Gordon and Edna Weiner, Brooklyn, N. Y., and Isadore Kraus, Harry Novins and James Patano, Brooklyn, are given as backers of the Coney Island Corporation.



MIKE BENTON, general manager of Lakewood Amusement Park and president of Southeastern Fair Association, Atlanta, who predicts for the 1937 season a 24 per cent increase in concession business at that spot, that being the rate of gain in 1936 over the 1935 season. Much preparatory work is being done and thrill attractions will be booked.

Johns Foresees Big Year; Is Improving Spot in Ohio

COSHOCTON, O., March 20.—Lakewood Park, major amusement park in this area, is to be enlarged and considerable new construction completed before opening late in May, said Manager F. D. (Dick) Johns. Included in the program is a new structure for Sker-Ball alleys, new arcade, to be known as Sportland, new bathing beach with white sand and modern bathhouse, new piers and towers.

In the dance pavilion, which last year had the biggest gross in years, policy was name bands and floor shows. Improvements will include new lighting and decorating. Seating capacity at tables is 600. A new bar will be installed.

"We played six weeks of Ohio falls with the Penny Arcade and Kiddie rides last fall and on October 1 joined the Royal Palm Shows in the South, closing shortly before the holidays," said Mr. Johns. "It was a new experience for me and a most enjoyable one." One of the oldest park operators in Eastern Ohio, he expects the 1937 season to be the best since before depression.

Bonner Springs Lakewood Prepares for Big Season

BONNER SPRINGS, Kan., March 20.—Care in Lakewood Park here is being enlarged for the season, reported Manager L. D. Wiard, who purchased the spot four years ago when it was known as Lake of the Woods.

Since then the park has been practically rebuilt with many new features. Season of 1936 was the best ever experienced here, said Mr. Wiard. Spot is 18 miles from Kansas City and about the same distance from Leavenworth and Lawrence, Kan.

Because of improved business conditions in the cities and agricultural districts and many inquiries being received, Manager Wiard believes the coming season will set a new mark.

JACK AND IRVING ROSENTHAL

Write on

Park Operation During Fair Year

In the Spring Number of The Billboard Dated

April 10, 1937

men of New England and many officers of the national association.

"Also present will be manufacturers and dealers in amusement park devices and supplies. A trip to this meeting will be an interest-paying investment."

Big banquet and entertainment at 6:30 p.m. will be informal, with dancing to a tuneful orchestra and many surprises in store.

Wednesday forenoon's session will open at 10 a.m. in the New Bedford Hotel and members staying over may register there. Members will go by direct train service from Boston. Fall River boat from New York connects with buses at Fall River for New Bedford. Those motoring to the meeting will drive from New York, going thru Providence.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

The Write Wing

Nathan J. Kaufman, swim director for the Irene Kaufman settlement pool, Pittsburgh, raises an interesting point in a communication to this department. He writes: "I have been reading your column recently and find it quite interesting. Now that the summer season approaches there is one question that I would like to bring up and that is the one on life guards. Why is it that some pool operators are careless in choosing their guards? Just because a local boy happens to be a good swimmer is no indication he will make a good life guard. Every operator should personally see that every guard, besides having the necessary training for the making of a good life-saver, must be an all-round water man. Once a man gets a life-guard job he is usually apt to sit down all summer and never keep in condition. My advice to pool owners is—check up on your guards and see that they keep in trim, especially in carries and artificial respiration.

"I am waiting for the time when each State will have a law requiring pools to have registered life guards. You wouldn't let a man operate on you who wasn't a qualified surgeon, so why let some man guard your pool who would have a tough job pulling out your child? Some pool operators make the mistake of hiring pugilists and husky football players because they are able to discipline crowds. Unless these boys are at home in the water they are useless in case of emergency.

The American Red Cross tests are the

tests which are accepted by most pool operators. Nevertheless, regardless of any tests they have passed, my advice is to check up on the man yourself or have someone who is familiar with life-saving check with you. In my estimation most life guards are underpaid considering the responsibility they have. The average man can make mistakes in his daily work, but once a guard makes a mistake he is usually thru. I would like to hear from others on this."

R.S.V.P.—Them's my sentiments, Mr. Kaufman. As a matter of fact, this column devoted quite a bit of space to the similar life-guard situation some time ago. The response was such as to give the indication that pool men just don't care about their life-savers. They spend money and time on alterations, promotion and advertising and when it comes to the guard work they just seem to take it as a matter of course. All of which is wrong, specific attention should be paid to this phase of swimming-pool management along the lines you mentioned. I double-ditto your request for opinions of others on this subject.

An Anonymous Visitor

A Cleveland reader who either accidentally or purposely forgot to write his name on the envelope forwards a clipping from a Cleveland daily mentioning Eleanor Holm Jarrett's forthcoming engagement at the exposition there. The newspaper story quotes Eleanor as saying: "I think the United States will have a tough time organizing and financing an Olympic team in 1940. This pretense of amateurism is really silly. Any number of the headlines in track, swimming and tennis are paid considerable sums for their appearances—some of them as high as \$4,000 on occasion—yet are allowed to retain their amateur standing and the whole thing is charged off to 'expenses.'"

R.S.V.P.—Meaning who, Eleanor? Don't tell me you're talking about yourself again. I really don't think it's nice for one who has been an alleged amateur swimmer for so long and who has always cried about the respect of amateurism, etc., to suddenly turn around, jump on the other side of the fence and knock the nonpros. Don't forget your children may be amateur swimmers some day. However, I know that statements like that make all the papers publish big stories about yourself and that, of course, helps one when a professional. But now that you are a pro, forget about the amateurs and stick to professionalism.

New Swim Group Formed

Ethelda Bishbery, former swim titleholder, who is instructor at Shelton (See POOL WHIRL on page 69)

Modernization Plan For Zoopark in Los

LOS ANGELES, March 20.—Variously known in the past as Big Otto's animal winter quarters, Selig Zoo, Luna Park, California Zoological Garden, Zoopark here now comes to the fore with plans by California Zoological Society, which operates it, calling for eventual modernization of Zoopark to make it one of the finest.

Among animal trainers in Zoopark is Madame Olga Celeste, who came from Sweden when very young to join Colonel Selig and his show, in charge of the leopards, having 20 of the finest on the Coast. Her black panther, said to be the only trained one in captivity and named Midnight, has appeared in many moving pictures. Newest baby is a pink stred by Midnight. Its mother is Lovey and it is the spotted type with a dark cheen. Its father, the black leopard, was brought to Zoopark from Singapore by Frank Buck.

Olga and her leopards appear in acts daily in Zoopark, which puts on a daily mixed animal show for visitors. Floyd Rick, monkey man, who left to join Al G. Barnes Circus, expects to return to Zoopark after the road season.

A. C. Will Ballyhoo Again

ATLANTIC CITY, March 20.—Another good-will ballyhoo trip, last before the season, will go from here on April 22, stopping in Harrisburg, Hershey and York, Pa.; Baltimore, and Norfolk, Va. Richard Endicott, Steel Pier, is chairman of the committee, and a drive is on to make this one of the most representative of the trips so far.

WHITE CITY PARK

Worcester, Mass.

New England's Million-Dollar Playground

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A few more choice locations suitable for LOOP-THE-LOOP, RIDE-O or any other new riding devices.

Also
Two Excellent Concession Buildings for the right type of operator.

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Ideal Waterfront stretch for Canoes, Speedboats or any other money-making water craft.

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WANTED FOR ISLAND PARK

LOCATED ON BEAUTIFUL OWASCO LAKE, WITH 1,000 FEET SAND BATHING BEACH.

Attracted 300,000 visitors last year. The only amusement park of its kind between Buffalo and Albany. Drawing population of 600,000 within a radius of 25 miles. Will give a good proposition first year for Sensational Flat Ride. Can use small Kiddie Ride and Ferris Wheel. All Rides must be in first-class condition. Can use Electric Custard Machine and have large building for Penny Arcade. If interested, kindly write or wire

E. F. Brayer, 4 Elizabeth St., Auburn, N. Y.



Have a number of used steno units suitable for Pools or Shows. There are no used dual units available. Part-time, I have a number of prospects who are interested in purchasing a dual Loop-o-Plane to look with a reliable Park in a good location. Write or telegraph

ROBIN REED
BOX 237
SALEM, OREGON

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
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The Billboard

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Park Department must reach us by Wednesday, March 31.



Two Sizes—12-Car, 18-Car. For Permanent or Portable Use.

SPILLMAN ENGINEERING CORP.,

North Tonawanda, N. Y.

RIDE-O RIDE

1917 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.

For Big, Sure Profits Get Details Now.



Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

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LESSE BROS., LTD., Great House, 25 Kingsway, London W. G. 2, England.



WATER SKOOTER

Trailer Stunt by Mercedes

MADISON, Wis., March 20.—Joseph Mercedes, who was a widely known stage telepathist and magician, and now executive director of feat of the Lake Association, is sponsor of a novel promotion stunt to spur tourist business in Wisconsin. A log cabin on wheels is now on a three months' tour of six neighboring States, showing thru glass panels mounted fish and game and Wisconsin views. In each city visited a Wisconsin show is set up for afternoon and evening.

OMAHA—Request for a permit to build a Roller Coaster in Krug Park has been referred to the city legal department.

PARIS—Vernie Quincey, American high diver, was booked for a two weeks' engagement over Easter at Tower Circus, Blackpool, England.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT

Finishing With a 500 FT. Ride for Last Available for Fairs, Parks and Celebrations. Address care of The Billboard, Cincinnati, O.

HAVE SPACE

Fit All Wheel at Put in Day, Ohio. Four months' season. Am Station, Loop-o-Plane and Aircyclone.

C. S. STENSEN

Oreocent Hotel, Put in Day, O.

SEA BREEZE PARK

ROCHESTER, NEW YORK

Under new management. Want Concessions and Portable Rides.

Geo. W. Long,

300 Brees, Monroe County, N. Y.

American Recreational Equipment Association

By R. S. UZZELL

Were our late esteemed Billy Dentzel living now he would be completing one century of Merry-Go-Round building by the Dentzel family. His grandfather built their first one in Germany in 1837. It was Dentzel who first made the horses jump on this favored ride of our childhood. Their first one had only crude benches for seats and was drawn by a horse. What a change Billy saw! He developed it into a piece of art. He and the Philadelphia Toboggan Company developed this ride to its highest state of perfection in America.

W. P. Mangels first appeared in the amusement business in America operating an upright steam engine as the motive power of a Dentzel Merry-Go-Round. Bringing Mangels into the amusement business, where he has been so useful, would alone justify the existence of the Dentzel family. It is not difficult to understand the keen interest which Mangels takes in the Dentzel exhibit of the American Museum of Public Recreation. In it is a lion carved by Grandfather Dentzel and, among many other things, the tools Billy himself used in carving horses.

You who have not visited the museum have a treat coming. You will know more about the evolution of the device than you can know in any other way. Why not go to school for at least a half day in acquiring useful knowledge of our business?

Trailer Problems Next

The insurance plan of our association is taking on more benefits at less cost than we have yet enjoyed. The persistent efforts of your insurance committee have borne fruit. It was by virtue of concerted effort that they got results and by the same token mass support of the plan is sure of a further benefit to all of our members who participate. It is all ready to serve you now before any work is started or liability incurred. By increasing the volume we at the same time increase our refund from the insurance company.

March weather is interfering with spring construction and repairs. We prefer its interruption now rather than to have March weather in May to hamper operations and eat into receipts.

For all members of AREA we have a credit rating service available nation wide at a modest fee. Credit service can be had quickly that is, we think, reliable. It has been satisfactorily tested by three of your fellow members. This is now ready for your spring credit protection.

The trailer will shuttle across this country to the extent variously estimated up to as many as 1,000,000 "houses on wheels." How many we do not know. Park managers have an auto parking problem that is different. Sanitation is so small a factor in this new conveyance. How long may they remain on your lot and at what price? There will be a hoodlum element to control and there will be people of refinement. Mr. Auto Park Attendant will have to study diplomacy. Will you permit all-night parking or run a separate tourist camp?

Sold on Changes

Park managers will be meeting this situation and you will want to exchange experiences at the earliest moment. We shall pass any information along as it comes in to us. Florida and California should be first to speak.

New York World's Fair has promulgated the front-foot rate plus the square-foot rate but no definite decision has



GEORGE T. SMITH, park operator since 1928 and president and general manager of Lake Worth Amusement Company, has been appointed a temporary co-trustee by Federal Court in Fort Worth, Tex., in a pending hearing for reorganization of Casino Park, Inc., of which he is manager, to act with F. W. Skiles, secretary of the park company.

been made on the percentage rate. It has been suggested that concessioners bid on percentage. There will be the question of the front of the show or ride and the electric rate yet to determine. Your World's Fair committee will meet soon, when you will know most of these answers.

All parks of major class are sure of presenting some new thing for their patrons. They are sold on the idea of making "the place look different." Even Child's restaurants grade the grade after remaining static for a quarter of a century.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Typical March climate hit the Island with such a spell of wind and rain that exterior work was difficult during the early part of the month. One of the matters that World's Fair solons will have to give some measure of attention to later on, when the more immediate problems have been fitted into their solutions, will be the question of accommodations for visitors to the exposition in 1939. As far as Flushing and near-by locale are concerned, present facilities could not care for more than a handful of expected crowds. Suitable hotels are very few, and, as a matter of fact, near-by Jamaica, Long Island's largest community, has perhaps less in the way of offering accommodations.

Yet thousands of those who will start the fair will want to make their stopovers in Long Island. Naturally the demand for accommodations before and after the fair would be only a small fraction of what it would be during the big show. Which brings up the point, would it be worth anyone's while to put up an expensive hostelry or apartment house just to care for exposition guests? Considering that the fair is only a summer proposition, it would hardly be worth while, it seems.

ROCKAWAY BEACH: There must be a little bit more than aim for financial gains that brings many of the concessioners at shore places back to the big season after season. Perhaps it's sentiment. Toward midseason each summer (See LONG ISLAND on page 60)

Mo. May Buy Fairmount

KANSAS CITY, Mo., March 26.—The State of Missouri may appropriate \$100,000 for purchase of Fairmount Park, once the city's leading amusement park, to be converted into a fish hatchery.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, March 26.—Familiar faces are in town again as the city readies for Easter holidays and anti-crowded crowds. City press headquarters is sending out teams about attractions, including all amusements and sports, while individual places are preparing their own copy to grab off share of biz. Steel Pier press department got under way to advertise opening of the big ballroom and reopening of three theaters. Million-Dollar Pier is getting out special publicity on fishing, with a setup with net hauls.

Cape May County advertising setup in Miami pulled out so as to get back in town for Easter. Abe Simms and George Miller, marathon and game operators here, will end their fishing in Everglades City to have things going at full blast down the boardwalk. Capt. John L. Young will return from his winter quarters in Palm Beach, Harry Hackney is ending operations in Miami to be on hand at his inlet place, which just underwent several improvements. Doc Conroy is expected back from his tour for Easter. Joe Quittner is down from New York preparing the Ears for his Boy Meets Girl presentation. Den Stebbins is back from Miami supervising fishing touches to his place which has been enlarged.

Following the New York-Berlin row, a couple of prominent European figures disappeared from the local wax works. Operators of Ambassador Pool took advantage of St. Patrick's Day to spring a water carnival to good advantage. Springfield, Mass., will enter ice loop next season, as rink operators reorganize to protect their investments against what they term unfair AAU dictatorship. Added attraction at Million-Dollar Pier on Easter will be afternoon basketball. Several amusements are hit by an order of freeholders to remove meadow signs from eight-mile right of way into the resort. Goldsmith Marginettes have been booked in Community Center by Chick Segal. Salfet Puppets are back in the resort, with a week-end at Hollywood. Newest convention bureau list shows 87 major conclaves lined for the season. Sid Marion made hit at Steel Pier with a revue. Bill Madden, ex leader, celebrated his eight anniversary at the Hotel Traymore, an unequalled record. Myer Saul, who promotes sports for the Auditorium, is taking a belated rest in Florida.

With the Zoos

LONDON—More than 8,000 animals are in the collection at Regent's Park Zoo as shown by annual inventory. Among the number are 2,400 birds, 3,000 fish, 1,000 reptiles and for the first time over 1,000 mammals. The entire collection was valued at 50,000 pounds with two gorillas taking the lead with a book value of 6,000 pounds each. Also for the first time bongos are being exhibited. A female on route to the zoo gave birth to a calf while the ship was making its way thru the Red Sea. Both reached the park safely.

CHESTER, Eng.—Addition of sun lamps over the chimpanzee cage has made a noticeable improvement in the condition of the animals. Formerly on dull, foggy days the chimpanzees remained sitting in a corner of their cage, but now, due to the new lamps, they are lively and vigorous.

MADISON, Wis.—Trixie, a new tigress, has been acquired by Henry Vilas Park Zoo here from Hagenbeck-Wallace Circus in trade for two lions, one 3 and the other 2 1/2 years old. She will be a mate for Tony, zoo's tiger bachelor.

HOUSTON—An albino female opossum to Hermann Park Zoo here was recently presented with a mate, also albino. Hans Nagel, zookeeper, said these animals are extremely rare.

BOSTON—Park Department budget, under which comes Franklin Park Zoo, does not call for a new rhinoceros and two giraffes, altho Park Commissioner William F. Long desires their purchase. He told city council that he realizes the city can't afford the animals at present. Rhinoceros would cost \$7,000 and giraffes \$10,000. Cost of feeding Franklin Park Zoo animals is about \$37,000 yearly.

PHILADELPHIA—Sultan Jr., Philadelphia Zoo lion cub, is in the doghouse at the tender age of four months. He

Green for a Day

ROCKAWAY BEACH, L. I., N. Y., March 26.—Dan Kamper, concession owner and operator, isn't Irish, but he celebrated St. Patrick's Day in a more enthusiastic way than many natives of the old sod themselves. Dan slapped a coat of green paint on his concession place, which he is getting into shape for summer, as a prime coat, the brown will be the final color. He claims he greened the place to salute the Irish population on St. Paddy's Day. Dan made use to time the green painting work for completion by March 17. On the day following he was busy covering it up with a new color.

Asbury Park, N. J.

By RICHARD T. HOPPER

ASBURY PARK, N. J., March 26.—Status of city's beach front became more confused on Saturday with approval by the Jersey Supreme Court of the legislative act passed last year setting up a beach commission to manage beach-front properties owned by those cities in the hands of the State municipal finance commission. Asbury Park has been in control of the finance commission for more than a year and at present is the only municipality owning its beach, which is being handled by the finance commission.

Under the decision the court denied the city charges that the so-called Durand beach bill was "ripper legislation" designed to give control of this city's largest asset to a political machine. The four-man beach commission, headed by James Forsyth, is made up of Carlton Roberts, S. H. Calvert and George Smock III. Forsyth is a banker, Roberts and Calvert real estate men and Smock a business man.

Under the act the four men have complete control of all concession renting, beach-front employee, all beach policies, beach police, buildings and upkeep. A monthly report must be made to city council and an annual beach budget drawn up and submitted to the council. The joker in the situation seems to be that all principal property on the city's mile-long beach front has already been leased to operators by the council for lengthy periods.

Edward Mitchell, who has leased the beach and bathing groups for the past 25 years, is in possession for at least another four years under terms of a lease signed last year, while Walter Reade, theater magnate, was just granted a five-year lease on the Casino and Convention Hall for operation of all amusements in those buildings. If the beach commission finally assumes control operators along the shore are asking, "What will it have to control?"

An appeal of the Supreme Court ruling will be carried to the New Jersey Court of Errors and Appeals, State's highest court, in April or May, according to City Manager Milford O. Farley. Officials will appeal to the Errors Court on March 24 for a stay holding up any function of the beach commission until the appeal is argued.

The beach commission has been inactive since its appointment by Governor Hoffman last fall because of Supreme Court restraining order secured by the city until the court ruled on validity of the commission act. One possibility, according to officials, is that the city's financial condition is in so much better shape than a year ago that it would be possible to apply to the courts for removal from the hands of the finance commission, thereby automatically removing the powers of the beach commission. Next step in the fight to control the valuable beach will come in arguments before the Errors Court on the appeal.

pulled a bone last week—away from three sisters of the same litter. They nuzzled him and bit his tail until he needed first aid. The lion keeper put him in a "coghhouse" cage for protection. Bon, a "baby bonnet" male monkey, is the simian section's first baby of the year. Primateologist Michael F. Tomlin said births last year numbered seven.

ANTLER, N. D.—Management of Antler Amusement Park, 50 miles north of Minot, N. D., a half mile from the Canadian border and drawing heavily from Canada, has been taken over by C. H. Howery.

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Relaxation!

BEAUMONT, Tex., March 20.—Speaking of busy men, there is L. B. Herring Jr., secretary of South Texas State Fair here, who is, when he has nothing else to do, secretary of Gulf Coast Kennel Club, secretary of Beaumont Press Club, general chairman of the newly organized Emergency Relief Committee for Flood Disaster, chairman of the legislative committee of Texas Association of Fairs; vice-chairman and conference secretary of 48th District of Rotary International, to meet here in May; secretary of a fair which receives no donations, no State, county or city aid and which for the first time in its history lost money in 1936, and he is supposed to figure out some hot stuff for the Press Club's annual gridiron next month!

ALL-YEAR VA. PLANT

Exhibit Sales Move in Dallas

Latin American countries take space—Mexico joins in foot-race participation

DALLAS, March 20.—Exhibit sales began to justify the name of Greater Texas and Pan-American Exposition last week when it was announced that Mexico, Nicaragua, Guatemala, El Salvador, Honduras, Panama, Ecuador, Costa Rica and Peru have already signed and begun assembling national exhibits.

Seven other nations south of Texas have tentatively agreed to exhibit contracts, flying salesmen reported from South America. Latin American nations have been assigned space in the shell occupied last year by Ford Motor Company during Texas Centennial Exposition, which is being remodeled. About 30,000 square feet have been taken in that building to date.

Motor Coaches Contracted

Mexican Government also placed its official sanction upon George Marshall's plans for a marathon foot race from Mexico City, to end in Dallas on opening day of the fair. Capitulation of Mexico to participation overtures was considered one of the most important steps in planning the exposition, as that nation refused to recognize the Centennial of 1936.

Several other participation contracts were signed. Bowen Motor Coaches obtained the transportation franchise for \$20,000 cash and a 25 per cent gross cut. Missouri, Kansas & Texas Railroad returned the first of eight rail-line contracts expected.

Plans were advanced for inducing automobile manufacturers to come into (See EXHIBIT SALES on page 47)

Bill Would Give Annuals In N. Y. Dog Race Moneys

ALBANY, N. Y., March 20.—As a peace offering to county and town folk, a bill was introduced in the Legislature by Assemblyman Leonard W. Hall, Republican, Nassau County, sponsor of a bill permitting dog racing at the fairs.

Assemblyman Hall now comes forward with a bill which would give these fair associations additional moneys for agricultural and domestic arts from funds first collected out of revenues derived from taxing thoroughbred dog racing. This money would be in addition to the \$200,000 appropriated each year by the State for fair associations. Bill was referred to Assembly ways and means committee.

Rose and Pollock Take Up Jobs For Ft. Worth's Frontier Fiesta

PORT WORTH, Tex., March 20.—At first meeting of the executive committee of Frontier Fiesta Association on March 13 Billy Rose was again named director-general of the show for the coming season of 17 weeks, June 5-October 2. Committee elected James P. Pollock for three years business manager of The Fort Worth Press, secretary-manager. He was a director of last year's show. John B. Davis, manager of Southwestern Exposition and Fat Stock Show here, held Mr. Pollock's new post last year.

Rose and Pollock opened offices in the two blockhouses at entrance to the Fiesta showgrounds, Arlington Heights, on March 15. They are now surveying the layout for contemplated alterations to showgrounds and renovation of buildings. Rose also is working on the new show and expects to assemble his producing staff within a week. John Murray Anderson, Albert Johnson and



JAMES A. TERRY, who has about completed plans for 1937 La Porte (Ind.) County Fair, of which he has long been secretary-manager. Besides Johnny J. Jones Exposition for the midway, Barnes-Corvethers acts have been booked in such number that "they should be enough for most State fairs," says "Uncle Jim," who has been interested in amusement business for more than 40 years, "but we are not afraid of the caps and feel that if we give the public a good run for their money they always will come; they always have." An all-time attendance mark will be tried for.

Wetmore Named in Syracuse

ALBANY, N. Y., March 20.—Gibber's Wetmore, Vernon, N. Y., has been appointed secretary of New York State Fair by Dr. Albert L. Brown, director of the fair, with approval of Commissioner Peter O. Van Dyck, department of agriculture and markets. Mr. Wetmore succeeds John Hopkins, Syracuse, and will have charge of the Grand Circuit meeting on the 1937 State fair's off-miles track.

Art Briesse in Chi Hospital

CHICAGO, March 20.—Art Briesse, secretary of Thearle-Duffield Fireworks Company, after returning home from a road trip, entered Grant Hospital here for a period of observation.

Richmond Talks Recreation Spot

Sentiment for wider use of State Fair grounds to come up in City Council

RICHMOND, Va., March 20.—There is a decided sentiment developing here to convert Virginia State Fair grounds into an all-year recreation center, and several members of city council this week indicated their intention to bring the question before the law-making body of Richmond. The 76-acre tract is owned by the city, and is used practically only one week a year when Virginia State Fair Association holds its annual. The association maintains an office on the grounds during the entire year.

It is not the idea of those back of the movement in any way to interfere with the annual State Fair, although Councilman L. R. Brown did make the statement that "the situation is different from what it was in the old days, and there is, in my opinion, no longer any need for a State Fair."

However, the opinion of the majority of those who are considering the question, preparatory to bringing it before city council, is that use of the grounds as a recreation center would not conflict with exhibitions of the State Fair. Present lease of the grounds to the fair association expires on September 1, and the matter is now being taken up so that the city may be prepared to enter into a new contract at expiration of the one now in effect.

May Build in Taylorville

TAYLORVILLE, Ill., March 20.—Officers of Christian County Fair Association are planning a WPA project for grounds improvements and probably enlargement of the grand stand, which is now inadequate to seat patrons, said Secretary and General Manager C. O. Hunter, who reported nearly \$2,500 profit last year. Several new features will be added to the 14th annual this year which will open on a Sunday, as it did last year, and close Friday night. Continued growth has been shown each year.

Iowa To Split Acts Bill

DES MOINES, March 20.—A new departure in Iowa State Fair programs, providing a complete change in entertainment between first and second periods of the 1937 annual, has been voted by the State fair board here. Opening program will be planned for the first three days, according to preliminary plans.

DUPONT, O.—Myers' Concessions, wintering here and working grand stands, frozen custard machines, pop corn, ginger ale and root-beer dispensers, report a full season of fairs in Ohio, Indiana and Michigan. So far eight new fairs have been contracted with exclusive on grand-stand and frozen products. New equipment is being added and the old redecorated to conform to the general color scheme of blue and silver. W. S. Myers is general manager; Maurice Myers, assistant manager; and Frank Kuba, manager of custard machines.

Norther Crimps Fat Stock Show

Ft. Worth midway lit by chilly weather first half—floor show and rodeo on

FORT WORTH, Tex., March 20.—A spring norther hit Southwestern Exposition and Fat Stock Show and Rodeo here, hurt midway business for first half of the show, March 12-15, but helped rodeo and Rainbeau Garden attendance. Only weather break for the midway was on opening night, but not much money was spent, concessioners said. That night also was bargain night, with no grounds charge for persons attending the rodeo. General admission to grounds was 25 cents instead of 50 cents as it was at all other times. All shows, rides and games were closed on Saturday and Sunday because of weather.

Many changes and improvements are noted, including the new \$200,000 livestock building, new entrance to rodeo quarters and covered entrance to Coliseum. Many exhibits in the Merchants' Building have gone modernistic. Missing this year is an auto show, sheep and goat exhibits having this space.

Rainbeau Garden, night spot of the show, is three times as large as it was last year, now seating 1,300. Decorations are more attractive and numerous and a raised dance floor, also used for stage shows, has been built. Wally Stoefler's Orchestra, Kansas City, played for dancing, and Kathryn Duffy's International Revue furnished a floor show. Featured were W. O. (Dorny) Dornfeld, emcee; Bobby Buchanan, eight-year-old singer; Dick Turpin, tap dancer; Gayle Robins, singer, and Reggie Roth and Duffy Orlis in several dance numbers.

Lona Lee, frog girl, joined Millie & Firestone's Side Show on the midway opening night. Chick Oswald, of Beckmann & Gerety Shows, and W. Scribner had a bowling alley on the midway. Only game opened during the cold week-end was a ball game operated by Joe Doble, Tom Cash and Jimmie Howard. Irving Demsky, fountain pens, and Harry G. Corry, auction store, in the Merchants' Building, reported that in spite of crowds business not up to expectations.

COPEYVILLE, Kan.—Free gate for 1937 Montgomery County Fair here has been decided upon by directors, with open exhibits and only small entry fees. A charge for the grand-stand show will be made. Co-operation of the Chamber of Commerce has been assured, said Secretary William P. Royer.

ROGER LITTLEFORD JR.

Writes on

Developing the 1939 New York World's Fair

In the Spring Number of The Billboard Dated

April 10, 1937

ROY RUPARD

Writes on

Budgeting Amusements

In the Spring Number of The Billboard Dated

April 10, 1937

Fair Grounds

GALLIPOLIS, O.—Gallia County will discontinue fairs and will convert the grounds here into a tourist camp, said officials of Gallia County Agricultural Society. Buildings were badly damaged in the January flood.

MEMPHIS—Biggest radio exploitation in history of Memphis Cotton Carnival is planned for 1937. A committee of a dozen citizens and radio officials, representing every station in the city, has been appointed. Series will include dramatic, musical programs and other specialties as ballyhoo for the event.

ATHENS, O.—Four-fifths of last year's financial gain by Athens County Agricultural Society, sponsor of the county fair here, has been discounted by payment of an \$800 judgment obtained by Adam Weber, former caretaker, for alleged unpaid salary in 1931 and 1932. A financial statement of the fair, before the payment was made, showed \$2,294 in the treasury.

MCCOMB, Miss.—Several agricultural bodies of Pike County decided to tie in with McComb Chamber of Commerce to launch a Southwest Mississippi Agricultural Fair here in the fall.

UNION POINT, Ga.—The fair building here was destroyed by fire on March 9, cause undetermined. Plans for a new building have begun, the old one being covered by \$2,000 insurance.

MILLERSBURG, O.—Holmes County Fair board decided to discard horse races at the 1937 annual and to present nightly displays of fireworks instead. Directors voted down a proposal to increase admission from 25 to 35 cents.

AUGUSTA, Ga.—Richmond County Fair Association, reports Richard J. Allen, acquired six additional acres, which have been fenced and leveled for the fall fair.

DONALDSONVILLE, La.—At annual spring meeting of the executive committee of South Louisiana State Fair Association here the budget for the 1937 fair was adopted and for the 25th annual

event it was decided to strengthen the attractions program. A committee on entertainment will prepare an augmented bill. Repetition of a beauty contest, successful in 1936, and presentation of a horse show and a rodeo were approved.

DOVER, O.—A county-wide meeting and banquet to create more interest in annual Tuscarawas County Fair will be held in near-by New Philadelphia, said Grover Krantz, secretary, and Myra Y. Cooper, former governor of Ohio and honorary president of Ohio Fair Managers' Association, will be principal speaker.

ST. STEPHEN, N. D.—St. Stephen Exhibition Association, sponsoring the nearest annual fair to United States soil in Canada, has reappointed W. S. Stevens manager of the 1937 fair. He has been manager of this border fall exhibition for the past 30 years. R. E. Hyslop was appointed chairman of the executive committee. The association has given sanction to St. Croix Baseball Club for enlargement of the ball field, part of the fair plant.

HOUSTON—Aliso the new \$1,337,500 convention hall, renamed Jones Coliseum, is scheduled to open on October 1 and it was intended to have the exposition as opening event. J. W. Sartwell, president of the association, said the Houston Fat Stock Show and Live Stock Exposition will not be held until spring of next year, committee planning to make the 1938 show bigger than any of the previous five.

SPARTA, Ga.—Hancock County Fairgrounds will be placed on sale following forfeiture of an option held for real estate development. County may buy the property, owned by Hancock County Bank, for a park and fairgrounds.

LAUREL, Miss.—The 19th annual South Mississippi State Fair will be held three weeks earlier than usual, said R. K. Booth, secretary-manager. Plans are to increase all features of the six-day show with a marked tilt in premiums. Association has booked Oruberg's World's Exposition Shows for the midway and Ernie Young's Revue for the grand stand. Auto racing will be an added attraction.

Fair Elections

TAYLORVILLE, Ill.—Christian County Fair Association re-elected Dwight Hart, president; G. E. Hittcher, treasurer; C. C. Hunter, secretary and general manager; Col. George G. Seaman, chairman of the board of directors.

TUPPELO, Miss.—Mississippi-Alabama Fair Association elected O. B. Rogers Jr. president, re-elected Frank M. Lacey vice-president and F. A. Henderson, secretary-manager. W. B. Fields is retiring president.

Little Interest by Solous In Nebraska Show Ban Bill

LINCOLN, Neb., March 20.—A bill in Nebraska Legislature to prevent circuses and carnivals from being opposition to State and county fairs is up for third reading after being recently amended so that the proposed ban is only 18 days previous to fairs, and it's up to the local fair whether or not it chooses to allow traveling amusement organizations to show.

Bill was advanced by second reading two weeks ago by a disinterested body, 13 members declining to vote. This bill, according to several communications has caused concern among showmen who believed it was an attempt to keep outdoor shows out of Nebraska altogether.

It was designed by State Fair Secretary Perry Reed to insure the fairs against competitive attractions. Annual appearance of a big circus in the State a few days before or day and date with the fair was the reason given.

La Porte Augments Program

LA PORTE, Ind., March 20.—An augmented amusement program will be a feature of 1937 La Porte County Fair here, said Secretary-Manager James A. (Uncle Jim) Terry. For the 86th annual these Barnes-Carruthers acts have been booked; La Temple Company, Four Rounders; Liazed Troupe, acrobats; American Eagles and Torrelli's Circus. In addition have been contracted Frank Winkley's Saddle Club and WLS Prairie Fennors' Radio Stars. Johnny J. Jones Exposition will be on the midway again. Business last year was good despite hard rain on three of the five days, said Secretary Terry, who is planning on a record gate this year.

New Horse Show Loop in Mo.

BUTLER, Mo., March 20.—Representatives from six towns in Western Missouri and one in Eastern Kansas, all of which stage annual horse shows, met here and formed Western Missouri Horse Show Circuit. Jay W. Jones, Nevada, was elected president and Sidney Moore, Warrensburg, secretary. Roy Pace, Lees Summit, with the officers, will compose a board of directors to outline regulations for staging annual horse shows in each city. The towns represented and setting dates are Lees Summit, Mo.; Butler, Mo.; Amsterdam, Mo.; Harrisonville, Mo.; Nevada, Mo.; Pittsburg, Kan.; Joplin, Mo. and Warrensburg, Mo. None of the towns have established fairgrounds, altho several combine calf and colt clubs with annual horse shows.

GREENSBORO, Ga.—John E. Reetz, president of Greensboro County Fair Association, has been elected mayor of the city.

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GEORGE A. HAMID
1907--30th Anniversary--1937

From a water boy and tumbling novice on Col. Wm. F. Cody's (Buffalo Bill) Wild West Show and Congress of Rough Riders of the World in 1907 to the head of one of the busiest booking agencies in the land in 1937 are the north and south poles of the career in show business of George A. Hamid.

Not many years after he was born in Broumana, Hamid learned an important lesson—that acrobats and agriculture are indissoluble. In Broumana farmers not only liked acrobatics but were acrobats themselves. In 1907 Hamid was "topmounter" at 11 years of age for the internationally famous Abou ben Hamid Tumbling Arabs under the direction of his uncle. At the age of 13 Hamid was judged at the old Madison Square Garden the most accomplished tumbler in the circus world. When the Buffalo Bill Show closed Hamid managed not only his own troupe but nine other tumbling acts.

His later ventures included the erection of a \$330,000 theater, buying White City Park, Worcester; leasing fairs, including the North Carolina and the New Jersey State Fairs.

Last year his agency booked more than 300 Fairs, 200 Celebrations, 35 Amusement Parks, together with Homecomings, Civic Carnivals and Circuses, for a total estimated attendance of 30,000,000 people.

The Billboard Annual Spring Special dated April 10 will contain a special section commemorating the 30th Anniversary of George A. Hamid in show business. Don't miss it.



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Wash. Gives Break in Tax

Fairs and shows relieved in bills sent to governor—State to hold power

OLYMPIA, Wash., March 26.—County fairs and carnivals got a break from the 1937 Legislature in several bills passed and sent to the governor.

The session exempted all admissions under 10 cents from the heavy admissions tax.

Exempted bona fide agricultural fairs from the business tax on gross receipts.

Required agricultural fairs' own concessions to charge the admissions tax on admissions of 10 cents or more, the same as privately owned shows or concessions operating on the grounds. This removed the discrimination whereby customers could get in some shows without the tax but had to pay when they went to privately owned shows.

Salesmen Are Helped

Tightened the admissions tax on skating rinks and swimming pools by requiring them to include rental on suits or skates in the admission charge, upon which the tax is levied.

Gave grand-stand hot dog, pop and candy salesmen a break by freeing them of the onerous duty of collecting a 2 per cent sales tax on all of wares at athletic contests. This will save the trouble of collecting the nickel and dime and making change for the fifth-of-a-cent tokens used to pay the tax. Salesmen, however, must pay the State the sales tax on the articles he sells whether or not he collects the amount.

Local Taxes Burred

The session defeated an attempt to make it illegal for anyone to sell articles for fractional cents to avoid the use of tokens. For instance, many concessioners sell beer for 9 4-5 cents, with the added 1-3 cent tax making a total of an even 10 cents and saving hours of time for concessioners in making change with pennies and sales tax tokens.

Showmen were given a further break when the Legislature passed a law barring counties or cities from levying an admissions tax on any type of amusements, declaring the State intended to "pre-empt" that tax field.

EXHIBIT SALES

(Continued from page 15)
The transportation group with comparatively small exhibits. Plans call for



C. C. HUNTER, re-elected secretary and general manager of Christian County Fair, Taylorville, Ill., for which he has been active since its organization in 1923 and in the secretary's post 10 years. His annual report showed profit of nearly \$2,500 last year, the 1936 fair having been one of the most successful in the history of the association.

binding all exhibits of the transportation building into one general theme and for an automobile show. Exposition also announced plans for operating its own escort service, so feminine visitors could obtain attractive young men to show them around the grounds by paying a small fee.

McMahon With Graham

John McMahon, formerly general manager of Streets of Paris, returned to Dallas after spending two weeks in Mexico and joined Stanley Graham as advance agent for Midget Circus, which will give its premier here early in May.

Veloz and Yolanda, dance team of ballroom and screen, and Ted Fro-Rito and his orchestra will head the bill in the air-conditioned theater casino for the first six weeks. Mr. Marshall, exposition's entertainment and special director, wired confirmation of contracts from New York to Director Frank L. McHenry.

Rudy Vallee and his Connecticut Yankees will follow Fro-Rito. Then Phil Hark and his orchestra will play a six weeks' engagement. Nationally known singers, dancers and comedians will augment the big name bands to appear in the International Club, which will be the exposition's elaborate night spot.

'Making of Nation' Theme Murals For G. L. Expo To Be Started Soon

CLEVELAND, March 26.—Gigantic murals, animated displays, dioramas, working models and motion pictures will illustrate "The Making of a Nation," central theme of the 1937 Great Lakes Exposition. Juan B. Larrinaga, internationally famous artist and designer, has been commissioned to create the murals, which will cover 3,000 square feet of space.

"The Making of a Nation" will be staged in the underground hall, occupying 100,000 square feet, and will depict growth and development of America, with especial emphasis on the Great Lakes area. Larrinaga has set up studios in expo headquarters in the Terminal Building, where he is working with Richard Itychterik, who designed Streets of the World for the exposition. Workshops for production of murals are being erected on the grounds and painting will be commenced soon.

Larrinaga will create 12 murals, four to show sections of the United States. At entrance to a large rotunda will be eight murals, occupying 2,500 square feet and depicting the part in the making of a nation played by agriculture, mining and petroleum, science and invention, modern machine age, transportation, communication, family and home, with developments in history, literature and art. In the rotunda will be a 150-foot wall relief of Great Lakes area. Victor M. Clark, associated with the artist many years, will assist at educational exhibits and displays.

Showboat Changed

Another important move in the midway and Streets of the World sector will be the Showboat. Last season Showboat was conducted on a double basin. Upper deck was reserved for club members, who paid an initiatory fee of \$25. Lower deck was open only to those not club members. This has been done away with. Showboat will be moved from its former site near Marine Theater and will be anchored along the shore in vicinity of the junction of the midway and Streets. Popular prices will prevail and all the boat will be open to all visitors. Visitors may dine and dance and if they wish occupy preferred seats for the nightly display of fireworks.

Almon R. Shaffer, associate director, made a quick week-end trip to Florida, flying there to confer with Gov. Fred P. Coe and Earl W. Brown on additional structures to be erected for the Florida exhibit. One of the new buildings will house a spectacular, 100 by 60 feet. Peg Willin Humphrey, associate director, spent several days in New York signing contracts for space.

Nat D. Rodgers, Chicago representative for Greater Texas and Pan-American Ex-

position, Dallas, was a visitor to offices here, as was Frank P. Duffield, who conferred regarding fireworks displays for the summer.

Water Ballet Tryouts

Helen Blanton, secretary to Mr. Shaffer, is back at her desk with her big smile, having fully recovered from a recent illness. Mrs. Frank D. Shean, whose husband is in charge of midway concessions, left Monday night for Minneapolis to visit relative.

Alex Whitfield, food concessions department head at A Century of Progress and who operated the expo cafeteria last season, will operate again at the same location. Harry P. Harrison, in charge of advance ticket sales, with his crew, headed by George Whitehead, have established departments offices in the Terminal headquarters and have begun their campaign.

Floyd Zimmerman, training the water ballet for Billy Ross's Aquascope, has his training quarters at the Hotel Alhambra pool, where he serves as swimming instructor. Daily tryouts are being held for material for the water ballet.

Harry Hargrave and Eddie Reicher, showmen, back from three months in the Orient, are expected in soon with new ideas picked up from their journeys. Among other things, they investigated possibilities of the Tokio expo of 1940.

Ohio Secs Talk Shop At Wapakoneta Meet

WAPAKONETA, O., March 26.—Nine Central Ohio county fair boards were represented at a meeting in the Elks' Home here, presided over by Secretary Harry Kahn, Auglaize County Fair, Wapakoneta. Horse-pulling contests, higher race purses, premiums and other fair topics were discussed. Members of the Elks served a turkey dinner.

Altho no action has been taken, it has been suggested that an organization of 20 Northwestern Ohio counties be formed to hold annual meetings for exchange of ideas.

Fair secretaries present were Ed Ritter, Miami County Fair; Troy, Ben Harmon, Shelby County; Sidney, Dr. Straker, Darke County; Greenville, Clair Vale, Mercer County; Celina, N. E. Stuckey, Van Wert; Art Wolfhorst, Allen County; Delphos, Joe Brinckner, Putnam County; Ottawa, J. W. Yoder, Champaign County; Urbana. There was some talk on raising gate prices, use of pass-out checks and concession rates.

Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

MORE MONEY IN JANUARY

Last month brought a variety of winter episodes: floods in the Central valleys, duststorms in the wheat belt, disastrous freezes in California. The Western wheat belt later received a fairly good covering of snow, which helped to relieve the dust situation. On the whole the winter has been mild so far. Winter pasture has been good in many parts of the East and Middle West. Farmers have been able to "get by" with a minimum of grain feeding in these sections.

Farmers took in more cash from sales of crops and live stock in January than they did in January a year earlier. They also received more money from the government than they did in January, 1936. Total cash farm income for the country was about one-fifth greater than in the first month of 1936. The increase was entirely caused by higher prices, since the volume of farm marketings was 6 per cent smaller than in January, 1936. Farmers increased their hired help in January, according to estimates of crop reporters, and there were more hired hands employed on February 1 than on January 1. The number of hired hands also exceeded the February 1, 1936, figure.

COTTON MILLS ARE ACTIVE

Encouraging to cotton growers are continued reports of high mill activity

and cotton consumption in nearly all important cotton manufacturing countries. Encouraging also, in view of the low exports of the late summer and fall, is the fact that cotton exports in January about equaled exports for that month a year earlier. Partly because of these factors and partly because of relatively small supplies of cotton available for marketing, cotton prices have continued strong in recent weeks. Spot prices of middling 1/8 inch averaged 12.84 cents per pound at 10 markets in January and 12.90 cents per pound for the week ended February 13.

The domestic supply of American cotton available for market between now and next harvest depends partly on how much of the government stock is released. The present supply available for marketing is larger than it was a year ago, because government holdings are less. But during the first seven months of 1936 the government released a large amount of its cotton—about 2,000,000 bales. This year it is uncertain how much will be released. The Commodity Credit Corporation has announced that it will sell back the cotton it has taken in on loans to producer-borrowers at small price concessions—so long as the average price at the 10 spot markets is 12.75 cents a pound or higher. This proposition is good between February 1 and April 1. Requests (See AGRICULTURAL on page 69)

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THE MINNESOTA STATE FAIR

Amusement Committee Will Hold a Meeting the Afternoon of **TUESDAY, MARCH 30**

At the St. Paul Hotel, in Saint Paul.

For the purpose of purchasing a Grandstand Show for the 1937 Fair. Booking agencies and fireworks companies are invited to have representatives at the meeting.

GOODING BOOKS 40 FAIRS

Has Probably Scored a Record

Conservative ride magnate, tho not gloating, is proud of the achievement

COLUMBUS, O., March 20. — F. E. Gooding, who sponsors the Gooding Amusement Company, operator of the Gooding Greater Gooding Shows No. 2 and the American Exposition Shows, held a staff meeting here this week with his general agents and checked in 40 fair contracts to date.

This achievement while the proud possession of Gooding he makes no claim that it has not been duplicated. However, Felix Bley, general agent for the American Exposition Shows, one of the units, is of the opinion that it is a record. He stated to *The Billboard* scribe that he knows of no instance where an individual show operator has ever announced as many fairs booked and cited as contracted at one time in carnival history.

During the staff conference it was brought out that the Hassan Side Show and Morocco Show and Dr. Frank LaMarr's "To Hell and Back" attraction have been added to the list of shows under contract for the Gooding banner. Dr. LaMarr, it will be recalled, presented his attraction for Dufour & Rogers at the California-Pacific Exposition, San Diego, Calif.

The fairs booked are listed as: Ohio—Ohio State, Columbus; Montgomery County, Dayton; Butler County, Hamilton; Stark County, Canton; Darke County, Greenville; Champaign County, Urbana; Green County, Xenia; Sandusky County, Fremont; Henry County, Napoleon; Williams County, Mansfield; (See GOODING BOOKS on page 54)

Sol Solomon With Tinsley

GREENVILLE, S. C., March 20.—Sol Solomon, who won the world's high-diving championship against both native and foreign competition at Palisades Park, N. Y., last June, will open the season with the Tinsley Shows.

In addition to his own high dive the Solomon act will also carry three people in a fancy diving routine and clown stunts.

In announcing the engagement of diver Solomon, John T. Tinsley, manager of the shows, said: "The booking of this act is verification of our previous announcement that we would present one of the outstanding displays as a free feature."

Charles C. Foltz (Blue) In Soldiers' Hospital

DATTON, O., March 20.—Charles C. Foltz (Blue), who is well known in all branches of the outdoor show business, arrived here this week from his home in Ludlow, Ky., accompanied by Mrs. Foltz.

After seven months of treatment for his illness in various cities and medical institutions he came here and is now going thru the clinic at the U. S. Veterans Home. He may be addressed "U. S. Veterans Home, Ward 21, Room 3."

WALTER B. FOX

Writes on

The Trials and Tribulations of a General Agent

In the Spring Number of The Billboard Dated

April 10, 1937



F. E. GOODING (Photograph by Backrach)

The Siebrand Plan Clicks

Piccadilly Circus-Carnival launched season in good style, say Bros. Siebrand

OXNARD, Calif., March 20.—Siebrand's Piccadilly Circus, as it is billed, presents an idea in presentation a bit out of the ordinary. The show is new to this section and wintered in Riverside. Its season opened early in February and has been playing Southern California towns, full and split weeks. The ensemble is a combination of circus and carnival and the idea has worked out very satisfactorily, according to Pete

(See THE SIERRAND on page 51)

Michigan Showmen's Association Elated at Success; Plan Party

DETROIT, March 20.—The Michigan Showmen's Association has opened elaborate headquarters, where every day showmen, in all walks of show business, can get together to talk over the problems that confront their business between themselves. The organization has progressed and is growing in numbers.

Officers: Leo Lipps, president; Jack Dickstein, first vice-president; John Molder, second vice-president; K. O. Markoot, third vice-president; Louis Rosenthal, treasurer; A. H. McQueen, secretary. Board of directors: Clarence Beavre, Vic Horvitz, Ralph Bagg, Louis J. Berger, O. A. Baker, Lester Potter, Lieutenant: Sam Burge, sergeant at arms.

House committee: Frank E. Hamilton, chairman; Sam Burge and George Brown, Membership committee; Fred Miller, Sick committee; Chairman A. H. McQueen.

The women such as wives, sweethearts and sisters of the members of the association are now working on plans to form a women's auxiliary. At their first meeting there were some 25 present. Plans were made and discussions followed between the various women present to identify themselves with the association as an auxiliary.

The club-rooms are well filled each evening, and at the regular meetings (See Michigan Showmen's on page 51)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Main Dr. 20, 1937. Week ended March 20, 1937.

Dear Editor: This week may terminate the winter tour probably, as Pete Ballyhoo stated, that if we don't score here we will go back in the barn until some fresh money shows up. Up all now no information regarding from which direction it is likely to come is available.

This spot has been a mixed-up affair from the date of booking to the close of the engagement. The town had been closed to carnivals ever since the theater chain manager was elected city mayor. This alone made the town almost impossible to book. When General Agent Lem Trucklow applied for a license the mayor misunderstood him, thinking that Lem wanted a permit to operate a street car company instead of a street carnival company, as Lem promised to run it on the main streets. The mistake wasn't discovered until the show arrived in town.

When the city's No. 1 man saw the train arrive and was told that he had issued a permit all broke loose, and the fact that we had signed up the main streets made it worse. After reading the permit it was then that he noticed the "trial" behind the word "car." The local merchants then put up a holler about blocking off the business section. This was adjusted by the mayor asking the management to take out street hawkers' hicksters and push-cart readers. The show then further agreed to keep everything moving in order to hold what we had in location and attractions.

Monday was spent building platforms large enough to hold a show of a ride and mounting the platforms on trailers. Tuesday all attractions were put up on portable lots and ready for the opening.

Each front was equipped with megaphones, bells and flash horns to sell the attraction a la huckster. Our small grind shows and concessions working doors and house to house. This was all o.k. in daylight, but darkness caught the show without electricity due to the keep-moving policy. Then we reverted back to smoky torches, the fronts depending on street lights for illumination.

The fact that the showgoers had been denied the amusement that they craved and the novelty of it all brought out thousands of spenders, every department reporting a mop-up night's gross.

Wednesday our All-Girl Revue topped the midway, getting its money on the corner of Main and Maiden streets. This location was in the heart of the night club and theater section. This news spread like wildfire and every manager decided to get to the moneyed corner first and buck the ballyhoo. By 7 p.m. every mounted attraction moved in. Picture some 80-odd portable lots carrying shows and rides, shows, bumping and pushing into this small space. The world's greatest traffic jam then was on. They were on top of each other, in the arcade, on the sidewalks and even in the store fronts. The city's 300 policemen couldn't straighten it out.

This continued for the rest of the week. Saturday night at 10 p.m. police whistles were blowing, night sticks rapping, traffic light blinking "stop" and "go," bally bells ringing, fish and fog horns tooting, shows piled on rides and rides piled on shows, everybody ballyhooing. So the bosses stepped in during the dim and turmoil and ordered the show torn down, with the first half of the week lost. But the equipment enjoyed a "bang-up" week.

MAJOR PRIVILEGE.

Peggy and Theo Forstall Had the Floor, Be Gosh!

LOS ANGELES, March 20.—Unusual happenings with somehow got into the limelight. Here is what happened: On Monday, March 21, due to the absence of Dr. Ralph E. Smith, first vice-president of the Pacific Coast Showmen's Association, who officiates in the absence of President Will Wright, he being in San Diego, Calif., Past President Theo Forstall presided at the meeting. Mrs. Peggy Forstall, past president of the Ladies' Auxiliary, held the chair at that function. Thus both, or rather the whole Forstall family, were in the chairs for the two organizations. "Be Gosh!"

Western States Sound the Bugle

ST. LOUIS, March 20.—The Western States Shows were all set at Crystal City, Tex., today. The show will play an eight-day engagement there, with a two-day celebration scheduled to climax the first week's stand of the new season. The show will play the Corpus Christi Fair and Exposition, which is one of the earliest events in the State of Texas, in April, a 10-day event. B. S. Burgess is president and general manager of this fair. Jim Schneck, show's general agent, is at present in Colorado and Wyoming and, according to Manager Jack Hubbeck, has contracted several fairs and celebrations, including the State Fair of Colorado, Pueblo; Dodge City, Kan.; Roswell, N. M.; Iowa Park, Tex.; Rocky Ford, Colo., and Red Lodge, Mont., for the July 4 celebration.

Sam Lawrence Shows Set Opening Date

BLUEFIELD, W. Va., March 20.—Felix Marvin, general agent of the Sam Lawrence Shows, announced here yesterday that the show would open its regular season April 10. Clinton, S. C., auspices Boy Scouts, Keystone, W. Va., has been put on the route sheet as the fourth of July stand.

Harry Crandell has joined as special agent and assistant to Manager Sam Lawrence. For several years Lawrence has been operating the Metropolitan Shows, but this season retitled his organization under his own name and has made many additions to staff and show features. He will invade the Northeast territory, according to present routing.

Schulz Animals Join James Bell Company

WASHINGTON, N. J., March 20.—Capt. William Schulz has been engaged by the James Bell Company, of Newark, N. J., to present his entire new show, titled the "King of Beasts."

The combination will consist of big top, menagerie and side-show features transported on trucks. The show has been wintering in this city, and work of building and training animals has been in progress for some time.

JACK V. LYLES

Writes on

What About the Carnival Employee?

In the Spring Number of The Billboard Dated

April 10, 1937

Silver Jubilee Year for R. & C.

Rubin Gruberg announces celebration tour and preparations for innovations

ATLANTA, March 26.—Rubin & Cherry will celebrate shows' 25th anniversary—the Silver Jubilee—this season. Founded in 1912 in Montgomery, Ala., with the entire paraphernalia carried on five box cars, the show has gradually grown in magnitude until today it is one of the largest carnivals on tour, with 40 cars and close to 1,000 attaches.

Work is progressing and everything will be in readiness for the scheduled opening on or about April 10. At the present 67 men are at work, according to the figures of Gus Woodall, steward, who is in charge of the cookhouse at quarters. More will be added within the next few weeks until about 100 men are employed prior to the start of the season.

A new color scheme now prevails, all equipment being painted orange and maroon with gold lettering. Robert P. Wicks and Eddie Marconi, artists, have six assistants rebuilding and repainting the gold and silver-carved show fronts. P. J. McLane, trimmaster, is superintendent of activities under direction of Joe Redding, manager. Whitley Beloit is chief builder and Ben Wilkinson is in charge of the blacksmithing department. The show will be transported on 31 steel 72-foot flat cars, one 72-foot steel box car and nine Pullman coaches, including dining car.

J. C. McCaffery, general agent, now on the road, reports that the spring dates are coming along fine. A new main entrance is under construction, 110 feet in width, of new and unique design. G. A. Mercer, superintendent of rides, is renovating the many devices. The new Octopus, and Skooter built to specifications by Lusse Bros., will arrive in time for opening.

Arthur E. Sharpe, treasurer, and his pal, Glenn Taylor, ride foreman, after spending the winter months in Miami have arrived and Arthur is back in the office wagon for the fifth year. Word comes from E. V. McGarry from Miami Beach that Diamond Kitty will be on hand to present their offerings. A new outfit is being built for this show, of modernistic design. Jake Gruberg has arrived and with his assistants is getting the cookhouse in shape.

Nate T. Eagle is supervising the construction of the Rhumba, all-Cuban revue; Midget City and the "Mus America" shows. Mrs. Muriel Eagle is ably assisting him with the scenic environment and costumes.

Frank S. Reed is in charge of the corporation offices downtown, his 25th year with the show. Charlie DeKreko, veteran showman, will again have the Glass house.

The exposition will operate its own concessions, with J. J. (Chickie) Allen in charge and Chris M. Smith as secretary. Both Chickie and Chris are here and readying up the midway concessions.

Joe Dohlah will have the Motordrome and is on the grounds readying the attractions. Great Richard will present the "Ohoug Leen" illusion revue. Side Show, with Cash Miller as the impresario, is planned on a big scale. Midget City, with Max Kimerer as the manager, is listed among the features.

Dr. W. B. Davis, show physician, will have a new 22-foot hospital wagon and emergency ward, with four-bed capacity, to care for the needs of the showfolk. The new press wagon came out of the shops fully equipped and of modern design.

Visitors: John H. Marks, Al Rossman, Al (Red) Cobb, of the Showmen's League, en route from Miami to Chicago.

Rubin Gruberg is preparing to spring a innovation in carnivaldom.

Walter D. Nealand, general press representative, has returned from a visit to his old home, Cohoes, N. Y. He is now engaged in turning out new material for the newsmen he will contact on the Silver Jubilee tour of the Rubin & Cherry Exposition.

GOODMAN WONDER SHOWS, Inc.

We have complete fronts of Youth outfit and want from the underworld. CHALLENGER ANDERSON get in touch with us at once. P. O. BOX 1006, Raleigh, N. C.



RUBIN GRUBERG

Eyerly Aircraft Is Overcome on Orders

SALEM, Ore., March 26.—All is a buzz around the plant of the Eyerly Aircraft Corporation in this city. The new addition to the buildings, the 40 by 100-foot assembly building for the Octopus and Loop-o-Plane, is nearing completion.

Among the recent shipments were a carload of three "Octopus" to Savannah, Ga., one each for the Dodson, Crystal and Sheesley shows. The car shipment to St. Louis included the same ride for Greater Exposition and Gold Medal shows.

Dual Loop-o-Plane rides have been shipped to Joe Zotter, of the Zotter Shows, and to De Bello, Paris, France.

Abner K. Kline, general manager for the Eyerly firm, is now home here with Mrs. Kline following most extensive traveling over the continent.

Paramount Aquarium, Inc., Now in Animal Business

NEW YORK, March 26.—The wild animal importation industry seems to be more active this year than at any time in the past six or seven years. All the big dealers are expecting heavy shipments from India, Africa and German depots within the fortnight.

A new entry into the field is Paramount Aquarium, Inc., operated by F. Cochu. While this firm has for a number of years been engaged in the business of tropical fish, within the past year it has expanded and added a special wild animal importation department. They have already made numerous sales to some of the shows. Cochu is very optimistic regarding the coming season.

Texas Longhorn Shows Get Under Way—So What?

MEXIA, Tex., March 26.—A new amusement enterprise to Southwest, Texas Longhorn Shows, opened the season here Saturday night, March 13, for a seven-day engagement, auspiced by State and county authorities. A "Norther" prevented record-breaking first-night business. A downpour before the main entrance opened denied anticipated crowds. However, receipts were gratifying. Earl Spencer, of Miami, is manager of the "new born." Another cog in the managerial wheel is J. T. Malone, of Houston. Both have been away from the show game several years.

Social Security Act

In the Circus Department of this issue appears the second of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

SPILLMAN'S NEW AUTO SPEEDWAY RIDE

A SURE, BIG PROFIT-MAKER AT LOW COST!



Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.

Our plant is working day and night—get details quick for early delivery.

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MOTORIZE

Write for Show Folks Plan of Financing.

CHARLIE T. GONS
Twenty-Two Years in Outdoor Show Business.

STANDARD CHEVROLET CO.,
P. O. Box 111, St. Louis, Ill.

MOTOR-DROME RIDERS WANTED

MALE AND FEMALE THICK AND FANCY RIDERS AND GOOD, STEADY STRAIGHT RIDERS.

(Capable of riding Criss Cross with one and two color ribbons. Ribbons available. We give lots of shows and expect you to do your part. Good, hard salaries every week, and long season on Royal Astor-Lenox Shows. New Machines, new Decors. Write

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WANTED - COLORED

Musicians must be good readers. No bores. State instrument, references and what you do best. If any.

Musicians - Performers

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ROYAL AMERICAN SHOWS

World's Largest Midway Steading Car accommodations, 450 seats. Your money is certain on this midway. Send your letter and photo today by airmail.

LEON CLAXTON

Care Royal American Shows, Tampa, Fla.

Clark Is Off On 1937 Tour

Enlarged, resplendent in modern environment Clark Shows opened

LOS ANGELES, March 20.—Clark's Greater Shows left quarters here Tuesday and opened the season today at Taft, Calif., considerably enlarged over last season. It is now transported on 24 trucks, 10 semi-trailers and has a new office wagon and truck for the calliope. The usual Clark colors are orange, red and green for the bodies and lettering in silver leaf. The new Klieg lights are mounted on special chassis, asserted as of 2,251,000 candle power each. Show presents very attractive appearance and has many new tents, all khaki red piping poles and new banner fronts.

Staff: Archie S. Clark, owner; Mrs. Archie S. Clark, secretary-treasurer; Al Fisher, general agent; Mrs. Bobby Stewart, special agent and banners; W. E. Carmean, special representative; Frank E. Redmond, lot superintendent; Q. L. Wilson, master transportation; Bill McMullen, chief electrician; Cliff Siebert, in charge of Klieg lights; and Swede Wilson, chief mechanic.

Shows: Ten-in-One, John and Stella Crudek, owners. Attractions, Mondami, Hindu wonder worker; Cassell, illusions; W. K. Lyons, lightning calculator; Borama, African pygmy; Sepoya, snakes; Madame Raimund, mentalist; Shanghai Nights, Lee Tong Foy and Suka Ling Toy; Dayler, sword swallower; Minnie Thoren, sword box; John Crudek and Tom Hyer on the front. Athletic Stadium, Mike Collins, manager; Real Address, Rustler Lewis; Zynaka and Reno Pauer, wrestlers; Jim Doyle, inside; Eddie Delaney, tickets. World Upside Down, Bob Kinca, manager; Ernie Steele, inside; Mrs. Ellen, Sowers, tickets. Dentists of the Deep, Frank Porter, manager; Miller Baylor, inside; Florence Byrnes, tickets. Acropolis, Soudance warrior; Mauna, wild girl; Tim Emley, inside; Zack Coyle, tickets. Thru the Keyhole, Frank P. Redmond, manager; Mrs. F. P. Redmond, inside; Carrie Hostell, tickets. East Indian Yogi (Illusion Show), Neal Curtis, manager; Phyrnee, magic; Little Mite, illusions; Ada Foyar, tickets. Partisan Girl Revue, William Westlake, manager; Sam Abbott, fagoleet and drums; Sid Hanson, Hazel Sisters, Little Sultana, Princess Rose, Bessie St. Clair and Mlle. DeLeon, dancers. Zakara, wild man; Doc Harris on front; Zack Hargis, pit; Charley Poe, inside lecturer. Desert Show, Mites Carpenter, manager; Lucretia, inside; Fern Tobey, tickets. World for a Penny, Hazel Redmond, manager, and Mada Bryant, tickets.

Rides: Scooter, Red McAdams, foreman; Burney Taylor, assistant; Myrtle Rabin, tickets. Octopus, George French, manager; Edna Hurt, tickets. Tilt-a-whirl, Cleo Qualls, manager; Red Foster, assistant; Mrs. E. Turner, tickets. Merry Go-Round, Swede Wilson, foreman; Ted Huber, assistant; Tiny Stimmans, tickets. Eli Wheel, Dan Gilbert, foreman; Ned Almsworth, assistant; Georgia Morgan, tickets. Loop-o-Plane, Tony Massey, foreman; Neil Carson, tickets. Kiddie Autos, O. S. Clark, foreman; Mrs. William Wall, tickets. Childer, Amos Ellis, foreman; Elizabeth Pointer, tickets. Pony Ride, W. E. Gardner, foreman; Mike Ryan and Edna Stevens, assistants. Electric Train, Dan Bogert, foreman; Mrs. Bogert, tickets.

Concessions: Cookhouse, Norman Shue, manager; Mrs. Norman Shue, cashier; Bill Sneed, chef; Mike and Ed Hurley, waiters; M. Spencer, kitchen. Lunch stand, Pat Ryan, Morris Schoenfeld, blankets, Jimmy McLaughlin, manager; Ocie Siemers and Frank Buntler, agents; Fishpond, Doc Gilligan, manager; Pete Neuner, agent. Clothespins, Tommy Saunders; Bud Wiley and Whitley Corcoran, agents. Bumper, Sam Brown; Moe Levinson, agent. Penny pitch, Jack Burnham; Orad Stevens, agent. String game, Ray Burnett and Mayme Steurer, agents. Duck pond, Joe Steinberg, George Westerly, agent. Candy floss, O. Moad, Diggers, William Curnow; Marceline Fields, agent. Ball game, Harry Horowitz; Tom Mitchell, agent. Balloon game, Peggy Steinberg; Anna Muehler, agent. Hoop-La, J. Miller; Jaklo Boyce, agent. Cat sack, Florence Webber; Sam Osborne, agent. Housie, J. Miller; Bill Harrod, Max Westminster, Mort Shafer,



ARCHIE S. CLARK

agents. Orind store, Ed Buell; Joe Farnum, agent. Pop corn, Harold J. Weber, grocery store. Jim Porter; Mike Blum, agent. Cigaret gallery, C. L. Wilson and May Qualls, agents. Frozen custard, Mr. and Mrs. Harry Taylor. Photo strips, Mr. and Mrs. Mel Wiler. Long range lead gallery, Adam Pfaff, agent. Cork gallery, Mrs. G. E. Garvey. Tip-ten-over, Harry Granger and Mill Stratton. Orund derby, Chester Arledge; Bob Binger, agent. Novelty store, Mike Williamson; Lee Murray and Ed Ehins, agents.

Visitors at quarters: O. H. Hilderbrand, Bob Mitchell, Joe L. Miller, AG, and Mrs. Ed Walsh, Doc Hall, Fred Shafer, Harvey Beach, Joe Feingold, Harry B. Levine, Mr. and Mrs. Charles Guber-man, Jack McAfee, Mildred Furster, Mr. and Mrs. Arthur Goldfarb and Ed Farria. Very noticeable on the automotive equipment is the attractive pictorial work done by Gene Hudson. Archie S. Clark stated that he put more money in the show the past winter than in any previous year.

Driver Finds Much Carnival Activity

CHICAGO, March 20.—Charles G. Driver, manager of Henry Tent and Awning Company, has just returned from a trip to the winter quarters of a number of carnivals, where he found a world of activity.

"It was a very successful trip," says Driver. "I called on the Sheeley, Tinsley, J. J. Page, Johnny J. Jones, Dodson's, H. S. Palmer, Mill Torbeta and Royal American Shows. I received orders from practically every show I called on. Everybody was busy painting and building. One thing I noticed particularly, everybody was very optimistic over the outlook for the season."

"Ray Fann has charge of the winter quarters on the J. J. Page Exposition," Driver continued. "He has everything painted up like new, made new crates, crests and ticket boxes. Page favored me with a banner order amounting to over 1600. It looks like this season is going to be a real red one for the canvas folks as well as all outdoor showfolks."

Southern United and Kellie Grady Combine

MOBILE, Ala., March 20.—After a successful winter in Northeastern Mississippi the Southern United Shows closed at Silver Creek, Miss., and then journeyed to Florence, Ala., where they merged with the Kellie Grady Shows, which opened March 15. Considering the weather, business has been quite good. Two housecars were constructed, one the property of Leroy Nigg and other that of J. Haskell.

Roster: L. Weebold, electrician; Lorraine Weebold, submarine show; Mr. and Mrs. Kelly, girl show; R. E. Yager, "Uganda" Roughhouse Wilson, athletic; Farron, Mickey Mouse; LeRoy Nigg, manager of concessions. Concessioners, Lyman Moore and wife, Mrs. LeRoy Nigg, H. Reynolds; Ben Pontius, show mechanic; Charles Brackett, advance agent; Whely Bascett, legal adjuster, and R. E. Yager, owner and manager.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 20.—A letter from Richard S. Kaplan, our associate counsel for the State of Indiana, advises that the legislature of that State adjourned a few days ago and will in all probability not be in session again until next year, so that the situation for the State remains unchanged, and there is satisfaction in knowing that the taxes applicable to the carnivals in that State will at least not be any more burdensome than they have been.

The subject of returns and records applicable to the Old Age Security Tax.

Returns and Records

Returns must be made monthly under oath to the collector for the district in which is located the principal place of business. Naturally, while a show is on the road and operating returns will have to be filed monthly. The question has arisen whether returns must be filed while the show is not operating. It is our judgment that if employees are maintained at winter quarters and salary is paid them, whether in cash or otherwise, that returns will also have to be made during the off season. In other words, only the complete cessation of employment will stop the requirement for making returns.

Employers are obliged to keep records, and to render under oath such statements and give such information as the Internal Revenue Commissioner may require. The statute also gives the commissioner the right to examine the records of employers and to audit the same and generally to investigate all matters pertaining to the subject. The statute, of course, prescribes various penalties for violations, the willful giving of wrong information, etc.

Ordinarily, returns are filed monthly in quadruplicate on form 98-1 for each calendar month, beginning January, 1937. However, periodically, each employer will be required to file more detailed reports, including information as to each employee individually, and this report should be made on form 98-2 and 98-2a. The first of these detailed reports will cover the period of January 1, 1937, to June 30, 1937, inclusive, and after that date will be required for each three-month period.

A special report is required on employees who attain the age of 65 or die prior to attaining the age of 65. Form 98-3 should be used for this purpose.

Attention is called to the provision of the regulations which provide that where anyone covered to be an employer that the last return should be marked "final return" and must be filed within 30 days after the date on which the final payment of wages subject to tax is made.

The regulations provide for special returns where the Commissioner of Internal Revenue deems the same advisable.

Identification Numbers Essential

It is essential that each show maintain a record of the identification number assigned to each employee, as this information must be filed at the half-year and quarterly reports, and unless this information is obtained when the employment commences it may be difficult for the show to obtain the information after an employee has left its employment. We therefore feel obliged to caution shows to obtain this information at an early date.

WANTED TO BUY FOR CASH

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304 Elm Hill, Philadelphia, Pa. (Over 2000)

SECOND HAND SHOW PROPERTY FOR SALE. 11.65 Pa. Warehouse Roller Rides, Bama, Ad.

\$40.00 Auto Race Car Game with Eights and Trip. \$20.00 Country Store Wheel and Crank. \$25.00 Real 5-Ended Pop a Glass Game. \$50.00 Floor Wax Sealed-in Uniform Boxes. Write for details. WEILL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

HOWARD BROS. SHOWS WANTS

Illustrator, Penny Arcade, Snake Show, Monkey Circus, Wizard, Pat People, Athletic, Mill House and Top-to-Top Shows, Domino and other shows of similar nature. Send your photo and what you have. WILL LOOK for you and return. Concessions: Dancers, Outside, Tuffy Gandy, Lead Gallery, Street Miller, Mike Webb, Fish Pond, Bowling Alley, Small Grab Game, P. A. Shows, make lists for Musical Comedy and other shows. FOR RATES—Mechanical City and Cedar Wagon. Address: 2210 N. O.

WANTS WANTS J. F. SPARKS SHOWS

OPENING DUQUVOUS, O., APRIL 24. WANT Harry G. Howard, Lopez Plans, Kiddle Rides, Operators for interesting shows. Will sell package American Paintings, G. Lovell Weaver, Kentucky Diggers, Outland, Candy Apple, Candy Show, Wheel and Grindstone. Write to J. F. Sparks, 2000 Home Bldg., All rights reserved. J. F. SPARKS, Manager, Box 93, Duquvois, O. Concessions let us make your celebration a winner.

LORDS PRAYER PENNY MACHINES. MOST NOVELTY MFG CO. 1117 COLUMBIA AVE. CINCINNATI, OH.

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FOR NEW TYPE POSING SHOW. This is a top money show—the only one of its kind ever placed under canvas. Wonderful opportunity to right party. Positively no drinking. Write or wire.

Raynell Royal American Shows, TAMPA, FLA.

KRUG PARK

Omaha, Nebraska

WILL BOOK TOP-TALKER, Walker, Rides-O-Ride, Auto Race, Circus, Water Wheel, or any shows or rides you wish advance arrangements if necessary. Also will buy outside White Horse if near Omaha. B. W. Waldworth wants Big Man.

GIRLS WANTED

High, Oriental and Pat Dancers. Youth and ladies general. Accordion Player. CAN BRING young team. Man for tickets and handle small Trip. Make honest salary—you get it here. Write, please no answer to right people. Let's your show. Open March 27.

SIDNEY PRESSON, Tidwell Shows, Sweetwater, Tex.

IMPERIAL SHOWS, INC.

Now Booking SHOWS, RIDES, CONCESSIONS. Agents and General Help. 272 W. McCarty St., Indianapolis, Ind.

THE SIEBRAND—
(Continued from page 48)

Siebrand, one of the owners. Many previous attempts to launch and successfully operate a combination such as this by others has not been very fruitful and occasioned the saying many times by showmen that it could not be done. However, it was told *The Billboard* scribe by the management at Orland, Calif., last week that business had been very good and that the tour of Southern California would be continued.

Show is transported on 18 trucks and semi-trailers. The lot layout in all side-walled, with regulation circus marquee. Staff: Siebrand Brothers, owners; Mickey McCloud, general agent; H. Siebrand, special representative, with three men on the advance; Jerry Kelly, 24-hour man and banner; Art Parkinson, treasurer; William Le Tourneau, equestrian director; Professor Payne, director 10-piece band; E. Dacey, chief mechanic; Whitey Cleary, boss canvasman.

The circus given in two rings under an 80-foot roundtop with three 30s.

Circus program: Tournament, military ponies worked by Harry Clark; Freeman Trio, hand balancing; Le Tourneau Trio, hand balancing and juggling; Henry Duo, slack wire; the Werbers; menage, Edith Powers, W. L. Ames and E. T. Thompson; flying rings, La Belle Sisters; Web, Castle and Moore; pick out pony solo, worked by E. Clark; clown number, Sterling and Sterling and the Three Henrys; dogs in both rings, by E. S. Deemer and Bill Weinman; comedy trap, M. and E. Silver; ladder, Dainty Marie; Iron Jaw, William Gladys; juggling, Happy Henry; dogs and monkeys, M. Arnold; comedy acrobats, Freeman Trio; barrel jumping, Hill and Hale; high trapeze, Gladys Le Tourneau, with heel-catch finish. Outside free act, W. G. Le Tourneau, chair balance on high pedestal. Side Show, Will Kennedy, manager;

"Mike" Much Too Much For "Dare-Devil"

PHILADELPHIA, March 26.—When Bob Turner, who makes his living defying death in various feats with an automobile and airplane at carnivals and outdoor affairs, was interviewed the other morning over WDAS radio station he almost fainted from fright. Despite the fact that he is booked to continue his feats this season, the simple chime of broadcast casting about them almost floored him. Only clutching the mike and inhaling deeply saved him.

Foreman; Cliff Murphy, assistant. Chair-plane — Tom Howard; Andy Anderson, assistant. Pony Track—Mrs. H. M. Clark; Jim Dwyer and Edna Portman, assistants.

Concessions: Lunch stand—Andy Poljack, Burns Delosa and Mike McOilvern. Country Store—John J. Siebrand; Newton Munson, Ikey Green, agents. Blankets No. 1—Sam A. Siebrand; Neils Norris, Bill Bigby and Max May, agents. Hoopla—Spot Murphy, Jed Doyle, agent. Ham and bacon—Frank Mason; Irvin Balleau and Ben Good, agents. Balloon Dart—Curly Cummins; Lavin Jenkins, agent. Post Office—Joe Myers; Harvey Lomax and L. Nordstrom, agents. Cat Rack—Boots Larkin and Dave Romer, agents. Blankets—A. Luchin; Morgan Francy and Step Howard, agents. Long-range lead gallery—Charley Turner. Bottle game — Frank Scerba; Bill Tolla, agent. Tip 'em over—Windy Wilson; Paul Orth, agent. Cook gallery—Leon Fendler; Sim Lukins, agent. Blankets—Jasper Sponheim; Nils Axelou, agent. Jenny pitch—Ned Wales, agent. Candy floss—A. Lenglin, Pop corn—Neal Esterly. Bumper—C. E. Carter; Bob Hayward, agent. Candy apples — Ellen Gordon.



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FAIRLY-MARTONE SHOWS

OPEN MARCH 27, TEXARKANA, ARK.

Want Monkey Show and Unborn Show: have complete outfit for same; For Sale—Two-Abreast Parker Merry-Go-Round in good condition. Can be seen at Coates House, Kansas City, Mo.

Wanted-TRI-STATE SHOWS-Wanted

SEASON OPENS APRIL 17, IN DETROIT, MICH.

Have Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Chairplane, Kiddie. All owned by the management. Want any Ride that don't conflict with the above. Shows of all kinds; also the following concessions: American Palmtree, Cookhouse and Juice, Pop Corn, Candy Floss, Custard, Photo Gallery, Scales, Penny Arcade, Long-Range Shooting Gallery. Concession Agents and Help on all Rides.

LOUIS MARGOLIES, Mgr., 406 Hazelhurst, W., Ferndale, Mich.

BLUE RIBBON SHOWS

OPENING MARCH 27, COLUMBUS, GA.

WANT Tilt-a-Whirl and Merry-Go-Round Ferris Wheel, good Hildy Help on all Rides. Must be sober (no pleasure cars), SWILL, BUCK, Pal show, Mechanical City, Ribbon on Life, or any show of merit that do not conflict. WILL BUY OR TRADE Shows. OPENING for other Tri-State Truck and Ride Shows. Mechanics available for taking charge of best of Trucks and Ride Shows. WANT experienced Frozen Custard Workers for Merry-Go-Round Machines who understand Electric Generator; Don't forget wire.

WANT TO BOOK ON RAILROAD SHOW, WAX MUSEUM OF ANATOMY

New 38-ft. Daisel Front, new Khaki Canvas, new, novel, different Educational Exhibits. A 25c profit attract. Rent. State your lowest percentage and furnish me a 16-ft. or longer A-1 covered Box Wagon. Tell all first consideration. Must have A-1 covered Box Wagon. CARL MANAFFEY, 113 Richardson Street, Greenville, S. C. P. S.—WANTED Throat Seller that can talk and grill. Positively sober and reliable. You help put up and take down. State your lowest percentage, say, etc. Send info if possible.

AL G. HODGE SHOWS, INC. (Wm. Tucker, Mgr.)
WANT!! WANT!! WANT!!

Non-conflicting Shows and Concessions for the finest Carnival Route of PARIS, Celebrations and Special Important Events (Actually Booked) in the District of Columbia. FIRST IN SHOWS. Opening: Bethesda, Md. April 2 to 10, inclusive; Moose Square Festival, 2 Saturday and 1 Sunday, Week April 12, COLLINGSVILLE, Md. American Legion "STREET" Spring Festival, opening 8 blocks in heart of town (NOT IN THE PARK). Both dates, as all dates, "PAY POLL & PENN." O. C. Coningham wants experienced O. C. Workers, Truckmen, etc. All wire or write. H. "DOC" ALLEN, Gen. Rep., 1105 1/2 Street, Bitter Lake, Ill.

GOODING BOOKS
(Continued from page 48)

Pickaway County, Circleville; Huron County, Norwalk; Coshocton County, Coshocton; Carroll County, Carrollton; Harrison County, Cadiz; Brown County, Georgetown; Tri-County Free Fair, Delphos; Miami County, Troy; Seneca County, Tiffin; Clinton County, Wilmington; and Madison County, London. Indiana: Shelby County, Shelbyville; Fayette County, Connerville; Kosciusko

County, Warsaw; De Kalb County, Auburn; Wells County, Free; Bluffton; Johnson County, Free; Franklin; Dearborn County, Lawrenceburg; Lake County, Crown Point; Jay County, Portland; Kendallville, Kendallville; Blackford County, Free; Hartford City and Columbia Fair, Columbia City. Michigan: Jackson County, Jackson; Washtenaw County, Ann Arbor; St. Joseph County, Centerville; Lenawee County, Adrian; Van Buren County, Hartford; Barry County, Hastings; and Tuscola County, Caro.



THIS SALEM, ORE., SCENE SHOWS the original plant and the new addition under construction by the Eperly Aircraft Corporation. This annex is to be the assembly shop for the Loop-o-Plane and Octopus rides produced by this firm.

John Soller and Mart Ware, tickets. Attractions: Millets, sword box; Bob Denton, tattooed man; Bossie Kennedy, fancy rifle shooting; Art Kelly, escape artist; Bill Kennedy, Punch and magic; La Dora, mentalist; William Kennedy Sr., knife throwing; Annex, Biffetta, half and half.

Midway shows: Hya—Joe Lewis on front; Wallace Horton, inside. Franco-Egyptian Girl Revue—George LaBrell, manager; Andy Homer, on front; Maude Henaley, Yvette Pierre, Jenny Swift, Marie Stoner and Sheba, dancers; Chappy Miles and Jack Storms, tickets and front. Athletic Arena—Albert Fisher, manager; Lee Warren, Pat Raymond, Corilla Tom Peterson and Heavy Murtson, wrestlers and boxers; Henry Gerst, tickets. Midget ponies, monks and baboons—Mrs. E. Clark, trainer; Jorg Severson, assistant; Nettie Dealy, tickets. Snake—Mlle. Fontaine, large and small reptiles; Ace Hughes, on front. Mystic House—Illusions, Professor Kennedy and Nita Gilbert; Dan Thorne, on front.

Show has a cookhouse for the circus contingent, with Shorty Bolton as steward and chef and M. Glegg assistant; Murray Kastner, Jerry Boone and Miley Long, waiters. Rides: Eli Wheel—Don Nelson, foreman; Ted Birch, John Burns and Dutch Fisher, assistants. Tilt-a-Whirl, Charley Bray, foreman; Carl Teeters, Walt LeCallre and Tex Collins, assistants and tickets. Merry Mixup—La Verne Kjangaard, foreman; Joe Lester, Charles Murphy and Red Hale, assistants and tickets. Kiddie Autos—Frank Olson, foreman; Tom Taddy, assistant. Loop-o-Plane — Pat Grotte,

Short-range lead gallery—Chad Nathan Lamp; Marvin Jamison. Novelties—Hugh Welch; Ed Nelson, agent.

MICHIGAN SHOWMEN'S

(Continued from page 48) there has been as high as 100 showtrick present. Everyone seems to be a booster. A lot of correspondence has been received from other districts complimenting the organization for its work, and promises of co-operation are coming forward from the four corners of the country. This interest makes the members very optimistic. The goal is 500 members before Labor Day.

Leo Lipka, president of the association, is well known in Detroit and Michigan political circles. Lipka states that ever since the organization was formed and incorporated under the State laws of Michigan the organization has had a steady growth, with over 200 members paid up.

Plans Made for Party

The organization is sponsoring a monster affair known as the "Easter Party," with entertainment and dancing at the main ballroom of the Detroiter Hotel on Saturday evening, March 27, at 8:30 p.m. Ten sets of vaudeville will be presented, and Del Delbridge and Ray Gosnell will furnish the music for the dancing and entertainment. Prominent show people and public officials have received invitations. Officials have also been invited to meet some of the show people who are prominent in this showmen's organization.

WHEELS
Park Special
30 in. in diameter. Decemblers included. We carry stock 12-1-2, 20-24 and 30 numbers. Special Prices.
\$12.00
BINGO GAME
16-Frame, complete, including tax, 50-26.
Send for our new 1936 Catalogue, 20¢. We have new Games, Dolls, Blankets, Lamps, Automobiles, Wares, Candy, Floor Toys, Ballroom, Super Hats, Lenses, Conditte, Artistic Sippers, Scissors, etc.
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father is a very well known cookhouse man and will again be back on the Key-stone Show."

E. WILKINSON letters from Kokomo, Ind.: "Mrs. Jack Belmar and Mitzie own and operate a flea circus. They will be with the Big State Show. Mrs. Belmar operates the show. The Belmars were formerly with the Pacific Whaling Company."

NEW show lots are opening up in nearly every section of the country, but some of these are quite far out from centers of population. We have sales.

JOSEPH H. HUGHES, of the George A. Hamid office, New York, is the originator of "Rayzed Opera" and the awarding of premium badges to chump concessioners. It would be interesting reading if he would describe the kind of chump stands he has awarded prizes to in the past.

H. (DOC) ALLEN, general agent A. G. Hodge Shows, letters from Chicago Heights, Ill., that Harold Medbell, past four seasons secretary Odd Medal Shows, is now special agent and banner man for Hodge Shows and joined at Belleville, Ill.

WHEN some concessioners say that a certain town was tough they are paying the citizens a very high compliment for their intelligence and understanding of things of a worldly nature.—Red Onion.

PAUL J. McLANE, trainmaster Rubin & Cherry Exposition, letters from Atlanta. "Have taken three degrees in the Masonic Lodge here the past winter. Wife, Mae, and daughter, Betty Lynne, went home to Salisbury, N. C. for a vacation."

J. E. BRENNAN, who managed the late "Happy Jack" Eckert, was injured in the wreck that took Jack's life and had both ankles broken. When last heard from by this column, Brennan was with friends in Mobile, Ala. The carnival world mourns the death of "Happy Jack" Eckert.

A Factual Counterpart Of Ballyhoo Brothers

LARAMIE, Wyo., March 15.—The amazing exploits and adventures of the Ballyhoo Bros., as chronicled by State DeBelle have at least one factual counterpart. I was reminded of this today by the arrival of this exalted impetario, Walter Hale, who once married me off when the contracted groom failed to show for a public wedding. Strangely, the \$50 that Hale netted for his bit is only a fraction more than my regular monthly alimony payments.

Just after the nuptial vows had been made, Hale booked a series of four county fairs in Oregon. Because there were more fairs that month than there were carnivals, Hale was able to contract for the entire midway. The fact that we had only an ossified man and a wheel did not matter. What did matter was that the banner and program advertising was sold at such a gratifying profit to the first fair manager's personal pocket that he registered only a mild beef when we opened. Things hummed on the dot. Mike Krokos, of the West Coast Amusement Company, was promoted for a badly tattered top. My new frau was featured in this as an exotic dancer. Since we had no drum a ding-a-ling sufficed for the music. A penny pitch and a dart game was built on the lot. At the close of the week, the ossified man, tho he was positively paid, blew for his huge hortic surroundings. At the second spot we got the pop-corn machine working and a peeler pitchman joined. The girl show, however, was considerably damaged by irate blow-off patrons. The wheel was scoughed, but a kiddie ride joined. At the last spot we were down to the pop-corn machine and two concessions. The secretary, who had exclusively advertised a carnival, had difficulty in concealing his disgust. He approached Hale, who was leaning against a tree, and shouted: "What in the hell are you doing, Mr. Hale?"

"I'm laying out the lot," was the classic, nonchalant rejoinder. I got out soon with a string of concessioners and Hale has departed to join Rubin & Cherry Exposition. ART SACKY.

THIS much to the good of fatigued shows in particular. There are no more shows like Dirty Dora, the mud cater, as was about 35 years ago, think the goodness. And also no rodent depositories.

MRS. SKIPPY HINCKLEY letters from Tampa. "Been working ball games 18 years. Am framing a 25-foot ball game concession for this season. Been with Royal American, World of Mirth, Johnny J. Jones and Gooding Shows and many others. Caught some big fish this winter."

H. B. PAGE, manager of Page's Kiddie Band, letters from Selma, Ala.: "Had pleasant visits from friends and relatives in Montgomery, Ala. Spent a week in Panama City, Fla., with my brother, and he, in turn, visited me in Montgomery. We did several broadcasts over Station WSPA and also did same over WBBB, Selma."

TALK ABOUT TRAILERS! The interiors of some in England are veritable palaces in every detail. It is possible that there are few in this country that can equal some of them in size, completeness and elaborateness.

ROBERT ATTERBURY letters from Canton, O.: "Sister and I have been working vaudeville and club dates in and around Chicago and Detroit. Opened here at the Embassy Club. Go from here to the Omaha Shrine Circus."



ALBERT NEUERBURG, prominent attorney of Indianapolis, who each year produces the Mardi Gras in that city. He is a friend of the outdoor showman and recently applied his legal talents to help repeal that portion of the Century Law which was contrary to general outdoor show interests in the State of Indiana.

for Rink Wright and from there to the Police Circus, St. Louis."

JOE V. PALMER cards from Cincinnati: "Just passing thru en route from Miami to Detroit, then into Canada. Mrs. Palmer is feeling fine again. Quite a few of the Conklin showfolk seem to anticipate buying winter homes in Miami, judging from the way they have been shopping around for them."

THOSE who suffer with that divine spark called genius should make use of it and apply its value for the good of the business they are in and thereby serve humanity in general. What did you say?

MAUDE KIEEL WILLIAMS letters from Dyersburg, Tenn.: "Tenth season with McClellan Shows on publicity and advertising. As suggested in The Billboard, I am contacting local women's clubs and the like to encourage attendance of kiddies and their parents and for the matinees as well."

R. C. MCCARTER letters from Middleboro, Ky.: "Who was the gentleman who wanted to know the meaning of 'modernity?' As general manager and vice-president, I had to look the Modernist Show midway over to find out its interpretation myself. Ernie McLaughlin is with these shows as special promoter."

HE MAY BE NUTS but Onion will admit it when he is wrong and apologize to the offended one. Half of those who read his stuff have doubtless wondered what he is driving at at times.—Wesley TH.

TOM REESE, known as "Pop-Eye the Sailor" of side-show note, came into The

Billboard office last week and stated that he was working a floor show in Cincinnati. "Pop-Eye" also stated that he just came up from the South and that he had worked for George Vortgard, Ray Cramer and other independent carnival showmen.

O. H. HILDERBRAND and Walton de Pellaton seem to know what it is all about when it comes to details relating to the management of Hilderbrand's United Shows on the Pacific Coast. O. H. is recently confined to a hospital in Los Angeles where he underwent a minor operation for sinus trouble.

CARNIVAL owners and managers, under the Social Security Act it will not be well to have those "I ops and at him guys" around the lot or train. They will need permanent addresses. Get this right.

JACK AND FLO BULLARD card from Dallas: "Have booked our concessions with Anderson-Breder Shows opening in April at Wichita, Kan. Had the pleasure of meeting Mr. and Mrs. Jack Ramey, Tom Morris and Tex Chamba, all of concession row and fine people. Of course we know Buddy Ryan. We like the black type items in The Billboard."

FRANK R. CONKLIN wrote A. C. Hartmann from Hamilton, Ont.: "J. W. Conklin and Elwood A. Hughes called for Europe. We certainly appreciated your fine co-operation with the Tom Mix story. Things are going very nicely with our show. Booked solid with the exception of one week we are holding for a big celebration."

INDEPENDENT show and side operators send in news of your activities. You may be called upon sometime to become the owner of a carnival and those in the business would like to know who you are and what you have done. You never can tell.

R. G. SNYDER letters from West Danville, Ind.: "Altho out of show business for the time being, am still interested and have the urge to get back in it. I keep The Billboard on file for passing trouper. Nothing would give me more pleasure than to have The Mixer stop at my place long enough to eat a 'pitch-ull-you-win' chicken dinner. Same goes for all connected with The Billboard."

FRANCIS A. NICKOLAS letters from Rockford, Ill.: "Will be back with Snapp's Shows on Bill Chalkias' Odditorium as lecturer and as lienda, magician. I will also make openings on Karlene, 'Austrian Wonder Girl,' in the annex. Have been in and out all winter with my sleight-of-hand act. Bill Chalkias tells me he will use a public-address system on the inside of his show."

BILLIE BURKE cards from Valdosta, Ga.: "Carnival owners and managers should at least extend the courtesy of a reply to a person's letter or telegram, especially when they want showmen and concessioners to join their shows."

RAMONA-RAE (Bert Roberts) letters from Portsmouth, O.: "Have contracted with Pan-American Shows for my Mystery of Birth show. My mother, Mrs. Mabel C. Bowe, will handle the business end and make openings. Was in the annex for T. W. Kelly for the past two seasons and Mrs. Bowe played the callopie on the LeFevre Frolics, both on the World of Mirth Shows."

H. L. ANPENORZ, of International Features Company, which presents "Modern Noah's Ark" letters from New Orleans: "Modern Noah's Ark" is really to be a new departure in the show world. Everything is in readiness for the opening here March 27. New ideas, new trucks, new canvas, an educational exhibit on a scale never before attempted. We have only the best."

STARR DE BELLE letters from Augusta, Ga., that the executive heads and all connected with the new Johnny J. Jones Exposition are in hearty accord in appreciation to The Billboard for all services rendered in the past.

MRS. C. C. SMITHSON letters from Montgomery, W. Va.: "My husband wants to thank The Billboard for its help in informing his friends following his recent accident and illness. Received letters and cards from Coast to Coast. He is convalescing nicely in the Coal Valley Hospital under the care of Dr. Stallard, one of the best bone surgeons in the East. We feel that he will come out 100 per cent well."

MRS. JOHN MANZIE letters from

EVANS MONEY MAKERS. SHOOTING GALLERIES IMMEDIATE DELIVERY. EVANS DICE WHEEL. FREE CATALOG. H. C. EVANS & CO. 1522-7th W. Adams St., Chicago, Ill.

POPCORN. South American, Top Mullers, Biby Golden, White Pearl, White Rice and Yellow Pearl. H. B. HUISINGA DELAND, ILLINOIS. Newark, N. J.: "Johnnie Manzie, null concessioner, was seriously ill with pneumonia and the doctors did not expect him to recover, but the good Lord helped him. He is doing very nicely now. He has been with United Shows of America, Rubin & Cherry Exposition, So's Liberty, Imperial and Royal Palm Shows. He is booked with Mike Centanni Shows."

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Eric B. Hyde Shows

Waycross, Ga. Week ended March 13. Supplies, none. Weather and business very good.

Show bowed to 1937 season here located on the main business street in the heart of the city. Business done both afternoon and night. Opened with 5 rides, 5 shows and 22 concessions. Three free acts pulled the people to the grounds by the thousands. Gate played to 9,651 people at the night shows, no gate being charged in the afternoon.

Acts are Aerial Bauers, Charles Selgriat's flying return and Sensational Gorskay. Management will add two additional free acts at the official season's opening, Athens, Ga. Co-operation of city, county and State officials here was all that could be desired. Business was built up day by day by clean operation, a good show that sold itself and the advance good will that was built up by General Representative Mrs. Janette Terrill, to whom the show offers a salute for opening this so-called closed town and winning the support of the official family. Staff: Eric B. Hyde and Tom Terrill, owners and managers; Janette Terrill, general representative; Tom Alton, special agent; Mrs. Eric B. Hyde, secretary and treasurer. Show travels in 14 trucks and trailers and three baggage cars. JAN HYTER.

Hilderbrand's United Shows

San Pedro, Calif. Six days ending March 7. Location, Palms Verdes at O'Farrell streets. Auspices, Spanish War Veterans. Business, fair. Weather, fair.

Spread out atop Palms Verdes, show could be seen for miles from surrounding cities of Wilmington and Long Beach and the ships at sea. Four Jacks furnished the free attraction, augmented by Detrich's one-ring circus. This act was featured in *The Great Ziegfeld* picture and received hearty applause nightly. Charles Boderberg, third free act, is still incapacitated by a broken arm and will not be able to present his act for the next few weeks. The fourth free act, the Vaudiville Vardons, will be added when the show enters its Los Angeles engagements. The Four Jacks will be replaced by a new Jack Schaller act yet untried.

O. H. Hilderbrand was confined three

days in the hospital for a minor operation. Upon the shoulders of General Manager E. W. Coe falls the burden of the management. General Agent and Mrs. E. Pickard arrived from Portland, Ore., and will be with the show for the next few weeks. Special Agent Lucille King's banner campaign is running smoothly. Mrs. Dixie Olson's concessions present an attractive appearance. Concessions of Art Anderson and Johnnie Cardwell did a fair business. Madam France and daughter Zaza had a good week with the Ten-in-One. Mr. and Mrs. C. D. Coudent's Novelties of 1937 held their own. Mr. and Mrs. L. Wilson entertained friends all week. Mr. and Mrs. Johnnie Gibson received a hearty welcome upon their return in the Four Jacks. Detrich added a pony track. Illumination of Clarence Alton's Loo-Phone received a special mention from the visitors. Mrs. Virgie Miller with the assistance of Charles Marshall settled down to operating her bottle game. Mrs. Charles Boderberg was confined to her bed with illness. Jack Greenhalgh, the man of parts on the advance around Los Angeles, was busy entertaining committees. Mrs. Glenn C. Loomis is ruling the executive staff with home-made cakes that melt in your mouth. Keith Sutton joined the Octopus crew. Mr. Margaret Balcom's new photo gallery is a decided novelty. Harold Fisher and Verna Seeborg had an exceptionally good week's business. Herman Van Dec is superintendent of construction in quarters where the building of new trucks and housecars continues.

WALTON DE PELLATON.

Golden Gate Shows

San Fernando, Calif. Week ended March 6. Location, railroad lot in town. Weather, good. Business, very good.

Big crowds every night. Visitors were Puzzy Hughes; Irons, artist; Frank Downey, Harry Fink, Ernie Kilne, Mr. and Mrs. Edwards, of Edwards Novelty Company, and Cooper, of Western Novelty Company. Mrs. Bernard played to capacity on her Bingo at her opening spot. Mrs. Krug, of candy apple fame, had to hire two extra helpers to dip apples. The cookhouse is talking of enlarging. Mrs. Step Burke, on her penny pitch, had to hire two men extra. The baby ride foreman and Jean Case, electrician, devised a new way to operate two rides off one motor. The Octopus played to capacity business and a surprise feature was that the Mixup topped the Wheel and Merry-Go-Round for gross. All shows did good business, with Rudy Jacobs, of the Side Show, packing them in nightly. Dick Morris, of girl show, also did very good. The artist models were very pleased with their business, owing to the fact they have to buck Dick Morris. Earl (Spot) Kelly's ball game is something to look at. It looks like Owner Joe Krug's suggestion that it was a sign of good luck that we were the Golden Gate Shows, playing to Golden Gate crowds, was right. Owner Harry Bernard is expecting Freda Myron, his niece, to join him as his private secretary. Myron is now in Montreal. Superintendent Step Burke gets the show up and down in regularity. We had five hours at San Fernando to get the equipment in the baggage cars and Step Burke had it in on time. Secretary Ed Renaud handles the office efficiently. Show has 8 rides, 8 shows and 28 concessions. C. CAYCE.

Tucker Has New Item

A new and novel all-wood folding rocker has been designed and produced by Tucker Duck and Rubber Company. Known as No. 50, it is made of hardwood. The seat is 16 inches from the floor, 18 inches wide and 15 inches in depth. The back is 22 inches above the seat and the chair is 22 inches wide overall.

The chairs are varnished (natural finish) or lacquered in red, green, blue, orange or black. They weigh approximately 180 pounds to the dozen and seem destined to go places.

WANTED FREAKS

Must Be Different. For Two Expositions, Dallas, Texas, and Cleveland, Ohio. We furnish transportation, room, two meals daily. Write quick your lowest salary.

CLYDE WOOD

1509 North Vine Street

Hollywood, Calif.

WANTED FOR DODSON'S WORLD'S FAIR SHOWS

Opening Savannah, Ga., April 10th

First-class Freaks and Attractions for finest framed Side Show on the road, office attraction. Will furnish beautiful front and outfit for party that will furnish illusions for real illusion show. Boss Carniesman for Girl Show and Musical Show. Must be sober and reliable. Workmen in all departments. Ride help and help for train. Can use Assistant Teamster. Will book any legitimate Concession. Frozen Custard still open. Can use for entire season one more high, sensational Free Act. Must be outstanding. Etta Louise Blake wants Adagio or Balletroom Dance Team, Chorus Girls, Specialty People and Posing Girls. This is an office show; salary sure and good treatment and long season. Address DODSON'S WORLD'S FAIR SHOWS, P. O. Box 543, Savannah, Ga.

"LOOP-THE-LOOP-RIDE" FOR SALE

4 UNITS. COMPLETE WITH MOTORS.

Suitable for Park or Carnival. Unusually low operating cost, simple and easy to transport and erect.

Ride has been in operation only 2 seasons and is in perfect operating condition. Will sacrifice for quick sale.

CONEY ISLAND, INC. Cincinnati, Ohio

CALL-Sam Lawrence Shows-CALL

OPENING APRIL 10, CLINTON, S. C.

Wanted: Shows that don't conflict. Will finance reliable showman. Rides: Loop-O-Plane, Tilt-A-Whirl, Octopus, Kiddie and U-Drive 'Em Cars. Concessions: All Concessions open. Want help in all departments. Route: Tennessee, Virginia and West Virginia; also 10 Southern Fairs. Write or wire.

SAM LAWRENCE, Clinton, S. C.

W. R. (Red) Hicks, Business Manager. - - - Percy Martin, General Agent.

GRUBERG'S WORLD'S EXPOSITION SHOWS

WANTED—Capable Manager take complete charge of beautiful framed Wax Show.

Only interested in one having Wax Show experience.

WANTED—Man to take charge of Snake Show. Prefer one who has Snake. We have beautiful frame-up with bamboo front.

WANTED—Manager for Illusion Show to take complete charge of brand new framed show. Prefer one who has carnival experience and with some Illusions.

WANTED—A few more entertaining Midgets for our Midget Show. Salary guaranteed out of office.

Write or wire MAX GRUBERG, Bishopville, S. C. Winter Quarters.

CARNIVAL OWNERS



SELL YOUR SHOW

to FAIR SECRETARIES VETERANS OF FOREIGN WARS AMERICAN LEGION POSTS VOLUNTEER FIREMEN FRATERNAL ORGANIZATIONS ALL CELEBRATION COMMITTEES through

ADVERTISING IN The Billboard

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copies for the Carnival Department must reach us by Wednesday, March 31.

Spring-Quarters News and Gossip

(Reported by Show Representatives)

Hennies Bros.' Shows

SHREVEPORT, La., March 26.—With but a few weeks to finish up and load; everyone, including the management, is beginning to worry about being ready for the opening stand, April 17. It has reached a point where what was started weeks before is about finished. However, every day brings forth something new to build. The 73 men in quarters doing the work are going to be taxed to their utmost; the remaining time before the train pulls out. The flat cars are being reloaded under the supervision of B. H. Sheppard, the show's trainmaster. They and the two baggage cars will then be ready, as all have been repainted and lettered. Three of the coaches have undergone two coats of red with green trimmings and lettering.

Floyd Bledsoe, who has the dining car, is on hand and has been repainting and painting the inside. Mr. and Mrs. Jack Kenyon passed thru on their way to San Antonio, where his partner, Ted Webb, in the cookhouse with this show is supervising building of the new cafe. Johnny Boehm, who has been acting as purchasing agent for the show, is leaving to undergo medical treatment. His duties have been taken over by H. A. Miller and J. T. McGilchuy, who has been assisting Miller rebuilding the corn game. Jack Rhodes is back in harness with the saw and hammer and is building one of the new fronts. Johnny Nelson, who has had charge of the cookhouse since opening of quarters, was forced to change his feeding style to cafeteria service due to the number he is now serving three meals a day to. Art Martin is building a new glasshouse, he and Hazel having arrived from Decatur, Ill. Mr. and Mrs. Homer Gilliland left for a visit to their home in Dyersburg, Tenn., before he starts out as special agent for the show. Visitors: Roy Gray, of Big State Shows; Fowler, of Fulton Bag and Fiber Company, Dallas; Mr. and Mrs. Del Crouch, of Dodson's Shows; Mr. and Mrs. Fred Clarke arrived from Dallas. Jimmy Allen and Charles McAllister have been added to the paint department crew. Harry Miller is assisting Joe Black with the welding and other mechanical work. Reported by Joe S. Scholibo.

C. W. Nail Shows

MONROE, La., March 26.—Shows have been quartering here seven winters. Will open tour here on April 15. During the lean years of the late depression it was the policy of the management to stay closed until late in the summer and then play a short season at county fairs and celebrations in the cotton territory along the lower Mississippi. This year all indications make it appear that the lean years have passed and prosperity is again with us, so the management is going to open early and close late.

All rides have been painted and repaired where necessary. The Whip ride has been completely rebuilt. New canvas has been ordered. Visitors are plentiful both at quarters and hotel, which is operated by Mr. and Mrs. C. W. Nail. Nail was confined to his bed with an attack of arthritis, but his doctor guarantees to have him fully recovered before opening date. Reported by R. S. Haiko, general agent.

Mighty Sheesley Midway

CHARLOTTE, N. C., March 26.—John M. Sheesley has the blacksmith wagon on the jump, also the tractor and caterpillars, which pull wagons out of quarters into the open, where they are thereby gone over and painted. P. O. Johnson is busy on the Walizer ride getting new plates and upholstering for the cars. Adolph Watson has charge of meals for the crew. John D. Sheesley and wife, Dorothy, and children came in from Miami with their new Lincoln car and house trailer. Al Renton, of the slide show, arrived with his family and some different pit attractions. The Rentons spent the winter at their Newark (N. J.) home.

Charles H. Pounds, secretary and treasurer, is getting the office wagon in shape. J. B. Henderson, general agent, has returned from a scouting trip. K. C. May, special agent, arrived from Maine

and is busy looking after advance advertising. E. H. (Tex) Smith, concession superintendent, is at quarters. J. Burko and wife arrived from Atlanta to look after Herb Backus' concessions. Blats Parker and Little Joe Wren are kept busy on the flats by trainmaster Ingram. Nick De Rose is working on the stage wagon and front of the Girl Show awaiting the arrival of Mr. and Mrs. Ralph Decker. He also looks after the Hawaiian Show, which the Deckers will also produce. Reported by Ward Dunbar.

Harris Carnival

PINDLAY, O., March 26.—Shows are working six men on conditioning the rides and building three show fronts. Three additional men are at work on trucks and semi-trailers. Two trailers have been completed. Show will be equipped with four new tractors and trailers in addition to five from last season. Roxie Harris, manager, is being very liberal in expense to build up the



C. E. BARFIELD, executive head of Barfield's Cosmopolitan Shows. He reports another successful tour for his organization in Florida.

outfit. He recently went east to purchase some more show property. Just how the lineup will be going to be published in an advertisement in *The Billboard* in the near future. Season will open in April in Indiana. Reported by George Cain, general agent.

Majestic Exposition Shows

TUSCALOOSA, Ala., March 26.—Work is progressing. Everything will be ready for the opening. Painter Jack Allen has completed new banners for all the shows. George Coony, superintendent of building and his assistant, Dan Heister, have all new fronts ready for the paint. George (Pinkey) Edgar, who has the cookhouse, is remodeling and repainting.

Late arrivals: W. E. (Bill) Franks and family, E. Zeek and family, Mr. and Mrs. George Brown, J. R. Davis and family, Mr. and Mrs. Bill Spears, Ace Turner, Robert Towson and crew, Harry Harris and family, Mr. and Mrs. Mack Hogg, Mr. and Mrs. Hobe Cole, Sam C. Tycus, Mr. and Mrs. Harry Hartwell and Clarence Hogg. Reported by Herbert L. Pasa.

McClellan Shows

MEMPHIS, March 26.—Work is finished and the show is ready for the road. Shows: Billy Freeman, the Georgia Cotton Blossom, with an eight-piece uniform band; John T. Hutchins, Museum; Robert Katell, Miami Show, the Hippopotamus Gift; Dee Ryan, Gift Revue; Whittie Nolte, Paris at Dawn and Wisco Shows; Chief Little Cloud, Indian Village; show management has Athletic Stadium, and Robert Katell is framing a new grind show. Mrs. McClellan has had her new Ridee-O at the Laredo (Tex.) Celebration, but it was removed to Dyersburg, Tenn., for the showing there. The entire personnel of the show is waiting Mrs. McClellan's presence on the midway again. General Agent Maurice Wood has been in several con-

tracts. Mrs. Maud Williams, who will have charge of publicity and advertising, arrived. Martha McClellan, daughter of Mr. and Mrs. J. T. McClellan, is here with her photo studio. Mr. and Mrs. Whittie Pratt will sell hot and good—good and hot peanuts and pop corn over their loud-speaker. Robert Thompson arrived from Laredo, Tex., with a new Dodge sound truck and housecar. He will be chief electrician and *The Billboard* agent. There are 30 concessions owned and operated by Roy Goldstone. New canvas tops have been purchased from Mahaffey Tent and Awning Company. Mr. and Mrs. T. Neal, following a vacation at Hot Springs, Ark., have their three units ready. The writer and Mrs. Opal arrived from Houston, Tex., and have their trailer, juke and grab ready. Reported by L. Opal.

Dodson's Shows

SAVANNAH, Ga., March 26.—Wally Cobb, trainmaster, and missus arrived and went to work on the flats. All timber will be removed and new replaced. Coaches and baggage cars will go thru the shops and turned out after a complete overhauling. Danny La Rouche has his new cookhouse completely finished. Cy Holiday arrived and started to get his 20-car Scooter ride fitted to the wagons which have been built by him. Delton Denham has his Midget City complete. Curly Shoemaker and Bill Baker, two old-time builders, have added many improvements to the show. K. C. Lance, chief, has arrived from Florida. Whitley West back after spending the winter south. Dick Lendon and Pauline, concessioners, arrived. Charlie Bond, Marion Williams, Happy Fields, William Newman, Pete Lofton, Freddy Lofton, Dudley Lewis, Paul Osborne, Jack Strickland, J. George Roy, Abe



EDWARD A. HOCK, noted in the concession business, who this season assumed full direction of the destiny of the Imperial Shows, a motorized carnival.

Stark, Pat McCully; Leo Folkner, chief electrician; William Rogers, assistant electrician; Ray Balzer, W. P. Korhn and Raymond Korhn are working at quarters.

D. E. Treponia, artist and painter, is doing good work in decorating. He has signed a contract for the season. Leo Folkner, chief electrician, has added two 50 k. w. transformers to the wagon. This being done on account of the big towers. These towers, six in number, will have 80,000 watts of light flooding the midway. Charlie Clark, handmaster, arrived after his extended visit to Mexico and brought back several Mexican musicians. Bert Minor has complete charge of quarters. M. G. Dodson, who handles the advance, is busy ahead somewhere in the North. The show will open April 10 and will then make leap to Pittsburgh. Vernon Korhn, who handled the books for so many years with the Johnny J. Jones Exposition, will have charge of show's office as secretary. The Octopus ride will arrive in time for opening. Abe Stark has been appointed manager of the electric towers and his missus will have a concession. Reported by Dave Carroll.

P. J. Speroni Shows

ROCK FALLS, Ill., March 26.—Work rapidly progressing since March 1. Repairing and building started immediately after closing last fall, owing to

the extensive amount of work in building new fronts for each show. Art Reagan is in charge of the dining hall. Staff: P. J. Speroni, general manager; Robert L. Speroni in charge of the advance; L. M. Beardly assisting; Jack Hamilton, of Port Arthur, Tex., has booked his revue. Reported by Esther L. Speroni.

Kaus United Shows

NEW BERN, N. C., March 26.—Everything is humming. Crew increased to 25. Every day some new face appears ready to work.

W. O. Kaus and wife have returned. Both report a wonderful trip.

New canvas for all the shows has been ordered and will again be made by Fulton Bag and Cotton Mills. New banners for the shows are being made by Manuel the Artist. Show will be much larger and have many improvements.

Mr. and Mrs. George Yamanski arrived and are getting their rides painted. Victor Palmer and family are ready for the road. Palmer will be the billposter, his fifth season with the show.

Mr. and Mrs. Dick Traylor and many of their acts have arrived for the Ten-in-One and Pit Show. Concessioners who have arrived and getting their concessions ready are J. O. Lusk and family, Ray Sherman, H. Kirby and J. Burns. Quarters are like a trailer city. Reported by T. E. Kaus.

New England Shows

NEW YORK, March 26.—James D. Stapleton, general representative, dropped in and reported that everything was going smoothly and with satisfaction to all concerned. Stapleton is busy supervising arrangements for the various popularity contests and baby parades to be staged by F. B. Perkins, Joseph Sullivan, George Gilmore and P. B. E. Perry, who are in various towns contracted. Winter quarters advises that the rides are being repainted, also remodeled in every way to make them attractive and up to date. O. Jack Shafer, of Augusta, Me., visited the show's New York office and booked his Penny Arcade. Clroud, general manager, booked Jimmy Jamison, high dive act.

John D. Klions at winter quarters is adding a little flesh these days, as he has a special cook there preparing all the meals for the boys and himself. Stapleton went to Bridgeport, Conn., to close a deal for two 50 k.w. Fairbanks-Morse Diesel light plants, which will be an innovation in carnival lighting equipment. Jules Leasure is building a 35-foot entrance front equipped with neon lights. Harold Nevins, after a successful season with the Big Four Shows, is now at winter quarters building over his concessions. Visitors to our New York office were Dick Gildford, Dick's Paramount Shows; Rubin Gruberg, Rubin & Cherry Exposition; Art Lewis, Art Lewis Shows; Louis Stockton, Fred Phillips, Sam Cohen, Eddie Ekina, Billy Daughlin, Harry Decker, Harry Heller, Heller's Acme Shows; Mrs. Farmer, States Shows, and Jimmy Davenport. Reported by W. J. Clroud.

De Luxe Shows of America

DARLINGTON, S. C., March 26.—Quarters humming with activity. There was a grand get-together when Mr. and Mrs. J. Russell, Mr. and Mrs. J. Morgan, Mr. and Mrs. Jack Black and Mr. and Mrs. H. Mattison arrived to begin preparations for the season. Sam Frell, general manager, and Mr. and Mrs. Ben Cheek have had their heads together and it looks as the plans are afoot for April 10. Harry Fox of the Whip ride, has installed a new lighting system. Jim Morgan and Mrs. Morgan are busy on their ball games. Lloyd L. Coffey called and after making arrangements for his girl revue left for Philadelphia. Manager Sam Frell left for Newark, N. J. He has been commuting between Newark and Darlington. Reported by L. Mattison.

Great Sutton Shows

OSCEOLA, Ark., March 26.—With opening time approaching things are humming around the paint shop trying to have all equipment painted to match the new canvas. With the arrival of the new lion cage the trainee left to bring back the lion that was recently purchased from the Memphis Zoo. Many visitors paid few weeks, some just stopped to say "hello" and wish the show a prosperous season, and a few, as usual, trying to "pick up" minstrel show per-

formers and ride boys. The writer is looking forward to Walter B. Fox's *Trials and Tribulations of a General Agent*, which will appear in the Spring Special Issue of *The Billboard*. The lot is beginning to take on the appearance of "the parade is ready." Reported by Jimmie Boyd.

Marks Shows

RICHMOND, Va., March 20.—One month left until George Schultz signals his band to start the opening venture, and Marks Shows stands nearly ready for the opening. Entire construction program has been about completed, that is, as complete as President and General Manager John M. Marks intended it to be for the inauguration of the 1937 tour. Gradually the working crew is being increased as workmen, most of whom are "coming back" after several years under the Marks banner, report for their season's labors. This week 22 men besides the bosses were on the pay roll and the program leaped forward toward immediate conclusion. Tex Leatherman was placed in charge of one section of the paint shop and with a crew has just about completed painting of all the rides. George Usher, with another crew, has the trucks and trailers well under way to reception of fresh paint and new lettering, and as fast as Bert Britt sends a completed truck or trailer from the wagon shops Usher and his gang attack it with paint brushes.

Al Palmer telegraphed that he will be in shortly and Jimmy Zebroskie is expected next from Philadelphia to overhaul the motors needing attention and to see to the motor transportation, of which he is in charge. With him will be Mrs. Hazel Zebroskie and her mother, who has in the last two years become "Mom" to all of Marks Shows. Ari Eldridge will pass thru on his way to headquarters of Frank Buck at Amityville, L. I., where more stock will be purchased for Marks' trained wild animal show. Doc Anderson, who will present Harlem Dandies in conjunction with his wife, Evelyn, will not report with his company before April 1.

Roy B. Jones, contracting agent, is expected in shortly. Word comes from Miami that M. A. Glynn is ready with his new traveling cafe. Also from that city comes word that Brayton Seamon, Thomas A. Percival and Paul Layne and family are awaiting the shows' call. Joe Payne's amusement hall is Philadelphia, headquarters of Marks Shows. Reported by Carleton Collins.

Stanley Bros.' Shows

CLEVELAND, Tenn., March 20.—Practically all of the personnel of the show has arrived and are ready for the opening.

Staff: Curtis L. Bockus, manager; Stanley Sears, secretary-treasurer; Charles L. Sutton, concession manager; Stanley Reed, advance and publicity; Homer Riley, superintendent of transportation; Archie W. Sears, superintendent of rides; F. W. Paul, lot superintendent and chief electrician; W. D. Jones, bill poster; James Nelson, front door.

Rides: Eli Wheel, John Good, foreman; Pat Breen, second man; Whitney Connor and Shorty Weeks, helpers; Eileen McClure, tickets; Merry-Go-Round, Chief Dertine, foreman; Ted Weeks, second man; John Keen, William Todd, Bob Turner, helpers; Dorothy Daniels, tickets; Chairplane, Specs Small, foreman; Whitney Jones, second man; Norris Peat, helper; Patricia McClure, tickets; Loop-o-Plane, James Turner, operator; Bill Strong, second man; Sarah Strong, tickets; Whip, Paul Reynolds, foreman; Mackie Evans, second man; Red Jones and Tom Savage, helpers; Leslie Jones, tickets; Caterpillar, Turk McCowen, foreman; Bill Shanks, second man; Slim Kelly, Sam Haines and Jim Payne, helpers; Mrs. McCowen, tickets; U-Drive-It, Thomas Reilly, operator; Joe Brown, helper and tickets; Kiddie Autos, Raymond Shell, operator; Mrs. Shell, tickets; Minutrel Show, W. T. Taylor, manager and talker; Samuel Brown, producer and straight man; Honey Boy Evans, comedian; Pistol Pete Rains, comedian; Harry Leslie, straight and tap dancing; band, Robert Young, leader and trumpet; Pete Sours, trumpet; Willie Davis, trombone; Ham Stone,

saxophone; Shorty Teasdale, saxophone; Bibber Sims, clarinet; Strat Jones, drums; Robert Payne, piano and doubling bass horn; Owie Nation, leading lady; Kita May Brown, blues singer; Babe Stone, tap dancer. Chorus: Minnie Teasdale, Lottie Sours, Babe Davis, Mary Hughes and St. Jones. Streets of Baghdad: Bob White, manager and talker; J. C. Cunningham, tickets; Bill Stewart, canvas; Musicians: David Habib, flageolet; Sam Koras, Oriental tom-tom; feature Oriental dancer, Ruby White; Estelle White, Jackie Briggs, Mabel Cummings, Lola Fernandez, Dolly Breen, Oriental dancers. Side Show: Homer Billings, manager; Doc Taylor, talker; Dean Donaldson, inside lecturer; No. 1 ticket box, Peter Ramey; No. 2 box, Shorty Brown. Canvas, Irish O'Malley, John Mays, Tom Blue. Madam Zora, mentalist; Professor Stein, magic; Hilda Powers, illusion; Nell Stein, sword box; Chief Motor, fire eater; Happy Sally, fat girl; Russell Reinhardt, armless musician; Paul-Pauline, sexual enigma. Snake Show: Merrit Anderson, manager; Mrs. Anderson, tickets; Congo, Inside. Jungle Land: Doc Kelly, manager. Deep Sea Show: Captain Olsen, manager. Life Show: Doc Turner, manager. Concessions: Cookhouse, R. Highsmith; frozen custard, P. Hartfield; Bingo, Roy Lolla; pop corn and candied apples, Ted Levy, Charles Lee, C. O. Rice, F. W. Paul, J. O. Sparks, concessioners. Reported by Bob White.

West Bros.' Amusement Co.

MORLEY, Mo., March 20.—Work has been speeded up and the different department heads have assured the office everything will be ready for opening. New front for the entrance to midway has been mounted on trucks and painter John Starkey has started his work on it. The office has spent lavishly and the show will take to the road with all equipment either new or in first-class shape. Much attention has been paid to lighting effects. Another 30-kilowatt transformer has been added to the transformer wagon built by electrician White Moore.

William Snyder has been contracted as general agent and is now at work. Glen Osborn has mailed in his contract as legal adjuster.

Among arrivals: Mr. and Mrs. George Campbell, who will have three concessions, and Jack Kelly, of Philadelphia, who will manage the side show. Accompanying Kelly was Sonny Kelly, Ted Ward and Pete Petras.

Arrangements have been made with the school board, and the opening week all the pupils of the Morley consolidated school will be the guests of the management. The show's trucks will transport the children to Cape Girardeau and return them to school. Reported by Bruce Barham.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 20.—Every day in every way this show becomes bigger and better. General Manager Walter A. White announces contracting of more shows. C. Jack Shafer is to present his Monkey Hippodrome and Vern Souls has signed up for his reptile exhibition. Carl J. Lauther and troupe of 33 arrived. The work of rebuilding his side-show equipment and the construction of his new show has started.

The show's motive power has been augmented by the purchase of two new Diesel-60 tractors. Manager Tom Alley is ready to open the season on "high." Tommy, a car owner for years but never a driver, has now decided to take it over the road himself. Motor maestro Zeke Shumway, acting as instructor, announced that Tommy's series of driving lessons are over and that he is ready for his first solo drive.

Special Representative J. C. Thomas is still vacationing in Florida but is due to arrive in the near future. General Agent J. C. Simpson has been covering many miles in interest of the show.

Late arrival: Frank Hopper, Mr. and Mrs. Paul Klieder, and Mr. and Mrs. Sol Wasserman, concessioners; Harrison Scott (Rajah On-Zunle), mentalist; Mr. and Mrs. A. H. Fisher, Panorama Show operators; Mrs. Irma Moore joined her husband here; Willard W. Wilson, opener for the Thrill Show, and Mr. and Mrs. Jack McIride, to take charge of Bertha McDaniels' grade.

Visitors: Herman Weiler, concessioner; Mr. and Mrs. Lefty Gardner, retired showfolks; Eddie Lewis, showman; Mrs. Ann Williams, of Rose Bowl Skating rink, Tampa, visiting Mrs. Virginia and Louise Shumway. Many visitors from the J. J. Page and Smith Shows that wintered here. Reported by Starr DeBelle.

Elman Shows

MILWAUKEE, March 20.—Show will enlarge over last season. Charles Elman has purchased some new trucks and trailers. Francis Elman is getting the show properties ready. Henry Elman purchased a Loop-o-Plane; Charles and Francis a new Eli Wheel. A transformer is being built on a truck by Jimmy Franklin, electrician. He is also working on new light effects for rides and shows. Show does not plan to open until May 1. Reported by Jimmy Franklin.

Bantly's Shows

REYNOLDSVILLE, Pa., March 20.—Everything going along smoothly, thanks to Dick Keller's ideas and management. The new panel fronts nearly completed. They include an 80-foot paneled entrance, 70-foot burlesque, Twin Ferris Wheel, monkey show, penny arcade, Wild West and posing show fronts.

Mr. and Mrs. Sam Hull are expected with their three new shows. He will also have diggers and scales. Frank Zorda will have the Ten-in-One. Mr. and Mrs. Dick Keller are enlarging their Motor-drome front as well as adding a new pit show. Mr. and Mrs. Al Wallace will join with their cookhouse, and G. L. Dressler with a new pop-corn truck. Henry Shapiro will have three ball games. Bill Storey has contracted for five concessions.

Old members who are returning are George Snyder, with oysters; Benny Smith, wife and son, who spent the winter here at the Imperial Hotel, operated by Mr. and Mrs. Harry Copping, will add three new concessions; Sam Frank, with ham and bacon; Fred Bennett, with birds. Mettler's Family Band, sound truck and calliope will furnish music.

Ernie Wiswell, with his Punny Ford; the Great Delno, with a 20-foot net dive, and the Great Passer, with his spiral, will be free attractions.

The purchase of the Otopus ride and new No. 12 Eli Wheel should rate the show as greatly enlarged. General Agent Bert Rosenberger has the show booked with the exception of two weeks. Bantly has returned from a trip. Reported by William S. Whitmore.

Strates Shows

NORFOLK, Va., March 20.—One of the feature attractions will be the Lion Motordrome operated under direction of Wally Smithly and his partner, D. L. (Bill) Moore. A huge drome has been built in quarters under Smithly and Moore's direction. Two specially built Austin racers have arrived. Harry (Speedy) Stewart, trick and fancy rider, will be with the troupe and is here. The four lions purchased by Manager James E. Strates and quartered at the Norfolk Zoo all winter will be brought in and broken to ride under direction of Smithly. One of the lions will be broken to ride in auto race, and all will work

1350 BINGO

Heavyweight cards, black on white. Good returns possible (see above). No duplicate cards. First set of 20 following also sets and prices: 25 cards, \$5.25; 50 cards, \$8.75; 75 cards, \$12.50; 100 cards, \$16.00; 150 cards, \$20.00; 200 cards, \$24.00; 250 cards, \$28.00; 300 cards, \$32.00. No mailings 700 cards over 100 cards each, \$70.

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CONCESSIONS—All legitimate Concessions open except Corn Game, Cook House, Photo Gallery, Ball Games and Diggers.

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CONCESSIONS all open excepting Top Cars, Carnival Game, Open Game, Cook Gallery, Penny Pitch and Photo Gallery.
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RIDE HELP WANTED—Ferry Wheel, Mt-Up and Whip Foreman and Second Men. Ferris Drivers seven preferred. Good opening for Side Show men.
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in an act that will feature Miss Billie Jack and Frances Page, who will have the girl show, have arrived. New wardrobe and scenery have been purchased for this attraction, and Jack and Frances will have a 10-piece stage band.

Billy Breece, the show's general agent, is expecting Mrs. Bill and Bill Jr. to join him here for the season, coming from their home in Augusta, Ga.

Mr. and Mrs. Blackburn, who will have the Loop-o-Plane ride, have arrived. Work in all departments is going rapidly forward. New arrivals every day. Visitors: Frank (Dutch) Hildebrand and wife. The Kaus brothers were also visitors and complimented Manager Strates on the work done in quarters. Writer has been busy with the advance promotions in Portsmouth, Va., and is getting out special press material of mats and art. Along with radio tieups and plenty of billing will let the folk know that the Strates Shows are really in town. Reported by Ben H. Voorheis.

being built on it. Mr. and Mrs. Charles Cohen arrived from Florida. Mr. and Mrs. Glen Porter also in quarters, but Glen had to leave for home owing to serious illness of his father. Everyone regrets the death of Robert Blair, a member of Blair's Scottish Highlanders, and Jack Halton, a concessioner. Robert Blair died from third-degree burns while mixing paraffin and the gasoline exploded. Speedy Merrill has completed his work on the Wall of Death and Hazel Merrill has completed the new wardrobe. General Agent Harry Dunkel is out lining up some spring dates. Mrs. J. W. Wilson and Mrs. L. Cetlin have both been under the weather but are both feeling better. Fred Uter is getting all electrical equipment in shape, and owing to all the additional lights this season another 100 k. w. transformer had to be added, which makes four 100 k. w. that the show will carry. Reported by George Birabbers.

Goodman Wonder Shows

CHICAGO, March 26.—Late Eddie Poy used to say life was just one thing after another. The staff of the Goodman Wonder Shows has paraphrased this into the timely expression "Life around Raleigh, N. C., is just one unfinished job after another." That is true, but the working crews are not averse to turning from one task to another. They do so with a smile.

Not until the sun has gone well on its way toward China does the army strike off the day. The early bird that seeks the worm usually finds the working force on the job when his bird-whip arises to meet the sun. Daily men are being added to the staff until now it is entirely proper to say that one of the busiest spots in the Old North State is the quarters of the Goodman Shows.

Fantasma, which is a fantasy of Ed Breckinridge, promises to be quite an innovation on a midway. He has built this show and designed fronts calculated to make the passers-by stop and give it the several times over. Dave Stock is augmenting his ride crew as occasion demands. It looks like he may annex some worthy talent in his field. Mayo Williams, Stock's foreman, is losing neither time nor effort in his final touches to the twin Eli Wheels. Stock is so well satisfied with conditions that he took time out to drive his wife to Baltimore.

Irving Ray, secretary, has assumed further onerous duties in the absence of Sam Friedman. Ray is acting as purchasing agent while Friedman is away. The professional man is in New York, where also is Elsie Calvert Brizendine, the extravaganza. She is there to find a bigger market from which to select carefully blended costumes for her coterie of chorines. Between times she has been galavanting around with many friends in the Coney Island branch of the show family. Joe Goodman, who is purchasing agent at New York for the show, carries a mental map of the trade world that Elsie has to call on.

Eddie Madigan and wife are about to organize their hotel staff for the Silver Grill he will operate. Incidentally it is rumored he is going to do some gum shoeing to discover the secret of Mrs. Grant Chadler's ability to feed the multitude and still keep the boys happy. Eddie Zand, of the concession staff, is motoring from his Florida vacation and is expected in Raleigh soon.

The weather man promoted "that honey feeling" for some of the lads last week. He sent about six inches of snow, something of a novelty to natives and a pleasant reminder to the Yankees. Meanwhile Harry Logan has ordered new sleeves for all coats. His present arm protectors are not roomy enough to hide his rapidly conceived and more rapidly executed plans. The same being the weekly chronicle of Beverly White.

Corey Greater Carnival

JOHNSTOWN, Pa., March 26.—New paper has been ordered from the Tri-angle Poster Printing Company. Pete Wiegand has booked his ride. E. J. Thal, wintering at his home at Tyrone, Pa., will arrive with his ride. John F. Pazekna, novelty man, has booked two concessions. Mr. and Mrs. Ed Stevenson are at their home, Trenton, N. J. Jimmie Miller, who managed the Paradise Revue, lettered from Norfolk, Va., that he has been playing night clubs. Dutch S. Meyers, canvas man, is in North Carolina. A. J. Stewart, who has booked his pit show, is in Texas, as is C. E. Story, who has booked a concession. W. T. Davis has booked a concession. He is home in Yates Center, Kan. Red Bell, electrician, has accepted a position driving a taxicab in Johnstown. Joseph Lunn, of Jeannette, Pa., booked his concession. Al Lubin has been engaged to rebuild fronts and redecorate the Merry-Go-Round and other rides. Has been at his home in Pittsburgh. Scott Cover is working at the State Theater here. Jim Mack, concessioner, formerly of the shows, is now in the produce business here. Mr. and Mrs. Lee Parks, with the Bill Morton rides, has been playing thru Florida. Mr. and Mrs. Edwin Lorenstein, of Cleveland, has booked two concessions. Chief Electrician Percy Dalrymple and Jack Murphy are building a new transformer trailer. Glenn Walker, concessioner of the shows, has leased a dancing pavilion. Peggy Delcourt will again be featured in Streets of Baghdad. Delcourt has been at her home, New Orleans. It is the plan of the management to build some of the long-forgotten shows that were popular 30 years ago, which would be new to the present generation. The baseball team will again be a feature, which will play the local teams in each town visited, which is not only an advertising angle but also creates a feeling of good will between the showfolks and the townspeople. Reported by E. S. Corey.

Conklin's Shows

HAMILTON, Ont., Can., March 26.—While J. W. Conklin is in Europe with Elwood A. Hughes, of the Canadian National Exhibition, the work at quarters is proceeding under the direction of Frank R. Conklin. Car shops and a large paint shop are being used for show activities. Forty men are engaged overhauling some of the rides. At present the Merry-Go-Round is receiving the attention of the artist staff—having an entirely new coat of paint throughout. Heyday is being given the necessary repairs. To augment their rides this year Conklin has purchased a new nine-car Tilt-a-Whirl from the Selinger Manufacturing Company and another Eli Wheel from the Eli Bridge Company, to make a three-in-line setup. A new Speedway will be added.

Cetlin & Wilson Shows

GREENSBORO, N. C., March 26.—Everything progressing nicely. Theater-style entrance for the marquee completed. Has altogether 1,200 lights, 500 lights on the ceiling, with the balance in the sign "World on Parade" and other decorations on the top. It is 40 feet long and extends out in front of marquee eight feet. General Superintendent Frank Maseck is at present working on the front for the Streets of Cairo. Darkest Africa front, which was destroyed by a tornado, has been rebuilt. New transformer truck has been delivered and a specially constructed body is

Harry Lewiston, manager of the Snake Show, is to deliver this attraction along with a Snake Show with a new bamboo front and five pythons and other reptiles. One of the most attractive fronts will be that of Harry Seber, who is presenting the girl show. The World's Fast Dancer. This will be a panel front, 100 feet in length. One of England's outstanding shows, The Globe of Death, will be shipped from England in time for opening date. Patty's private car is also receiving a new paint job through. The Atenos have been engaged as the free act. The press department is busy getting out the necessary mats, stories and publicity matter covering all the attractions, both collectively and individually. A new line of pictorial paper

has been ordered. While the lighting effects of the show have always been outstanding they will be further enhanced by a battery of searchlights 36 inches in diameter. Reported by Nell Webb, secretary.

Greater Exposition Shows

EAST ST. LOUIS, Ill., March 20.—Everything will be in readiness for the opening. The Octopus arrived. Bill Hunter getting the Illusion Show framed. Tex Stewart, artist, now on his last set of banners. Every banner on the show now. Bull Smith has Athletic Show ready with new top and front. Kennet Blake, high diver, is framing a complete new outfit. Walter Jap, of Law and Outlaw, is remodeling his entire show, new front and top.

Captain Hart's Wild Animal Show is awaiting arrival of two more cats to be used in the arena act. Barney Stone is getting his peeing show in shape. Visitors: Orville Hennes, Sam Solomon, Charles T. Cross, Oscar Bloom, Donald McGregor, H. Doc Randle, Art Martin and wife and Jelly Griffin and wife.

Buddy Richmond is building the cook-house for Eddie Davis. Doc James reports from Florida that he will be in time for opening. The Crystal Maze was remodeled and is ready for opening. Sailor Morgan has the target gallery. New 50 K. W. transformer has been added to the wagon. Lola Thomas has her cast here for the Minstrel Show. Dick O'Brien is away in the interests of the show. H. W. Smith, secretary, is proud of the new office wagon. Pennants are to be used for midway decorations. Reported by Mark Bryan.

Philadelphia

PHILADELPHIA, March 20.—Business at the museums has just been fair past week. Season is wanting for these attractions.

Eighth Street bill: Jim Thompson, magic; electric-chair demonstration; Jackie Mack and daggers of death; poses plastique; Spidora, illusion; Princess Zaida, mentalist. In annex, dancing girls and Mary Morris.

South Street Museum: Billy Cornell's Colored Revue; Nalf Corey, comedy magic; Joe Giendol, sword swallower; and introducing his new feature, the human bellows; Habu, iron-tongue demonstration; Howard Smith, mechanical man; Mme. Camille, mentalist. In annex, dancing girls.

Jimmy Simpson, who formerly had minstrel shows with various carnivals and the past two years operating his independent show under canvas, was in the city purchasing some show property.

Al Paulert has signed to manage the girl-show revue with the John Marks' Shows the coming season.

Al Fisher and wife left for Augusta, Ga. Fisher will manage one of the shows with the Johnny J. Jones Exposition.

Kansas City

KANSAS CITY, March 20.—C. B. Rice, a well-known showman, who has been confined to a local hospital for almost a year first with the shingles and then another sickness, is up and about.

Lafayette Dodson spent several days on business and visiting friends.

C. O. Burton and Frank Delmaine, of the J. L. Landes Shows, were here on business. Delmaine left for St. Louis to superintend the loading of an Octopus ride for the show.

Jackie Miller is having treatments for his eyes and intends to remain here. He was confined at the Government Hospital, Wadsworth, Kan.

W. J. Allman is up and around after having a touch of blood poison in his foot.

Ray Marr returned from Lincoln, Neb., where he visited relatives. He will join W. A. Gibbs Shows, Erie, Kan.

John Francis, owner of Greater Exposition Shows, was here and purchased a new organ for his Merry-Go-Round.

Ed Davis, of Greater Exposition Shows, purchased a trailer from the Fruchauf Trailer Company. Davis has the cook-house.

Charles Nathan is again in the hospital for another operation.

Don MacGuggin left for quarters of Fairly-Martone Shows at Texarkana, Tex., where he will take up his duties as treasurer of the show.

Pacific Coast Showmen's Assn

710 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 20.—Forty-seven members braved what the local dailies described as the most rain the city has experienced in 23 years to attend last Monday night's meeting. President Will Wright, who made a special trip from Santa Ana, Calif., to preside, called the meeting to order. Other executives present were Dr. Ralph E. Smith, first vice-president; Ted Metcalf, third vice-president, and John Beckman, secretary.

Due to the fact that President Wright had to return to Santa Ana at an early hour, usual order of business was disarranged so that the more important matters at hand could be gone over. It was announced that new by-laws and constitution of the club provide that members may be heard on the floor and the voted action of the members present will go to the board of governors for consideration. The decision of this board will be final.

First matter up for discussion was the time, place and cost of tickets for the next annual Charity Banquet and Ball. Those giving their views and opinions in the matter were John Miller, John T. Branson, O. H. Hildebrand, Frank Forrest, William C. Lowrey, Louis Bacigalupi, Ted LeFors and J. W. Peterson. Some time ago it was considered to hold the affair at a place other than the usual spot. From the discussion, however, it developed that those in opposition to the holding of the event at the customary downtown hotel could not, in the opinion of many, name a more desirable location. Joe DeMouchele then moved that the retiring president should designate the place, as has been the custom.

Put to a vote, the members decided that the event should be held December 15 at the Hotel Biltmore. Tickets will be priced at \$5, the same as last year. President Wright then appointed Harry Taylor chairman of the affair. This occasioned a round of applause, because Harry was the popular choice for the office.

An attempt to bring discussion on the new by-laws was unsuccessful when the chair definitely stated that they had been properly approved by the advisory council and ratified by vote of members present when the matter of ratification came up. The various suggestions that have been made for the handling of the membership drive and the raising of funds for the cemetery fund were discussed further. It was decided that more time should be allotted on the matter so that a workable and feasible plan could evolve from the many worth-while ideas presented.

John T. Beckman, who for several years served as secretary and custodian, presented his secretaryship resignation. He stated that other business interests makes the action a necessity.

Communications: Dick Wayne Barlow lettered interesting news and an appreciated inclosure from Memphis. Bill Rice came thru with a cordial invitation to all club members and the Ladies' Auxiliary to be his guests at the opening of the Water Circus and Exhibition at Long Beach. The invitation brought a round of applause and the assurance of a big turnout. Roe Cary lettered concerning the placing of a monument at the grave of the late Al O. Barnes. Jack Austin Vanderburg scribbled that he is recovering and en route to Atlantic City. A most practical idea, which was favorably commented upon, relative to Showmen's Rest was received from Peggy Postall, president of the Ladies' Auxiliary. It was turned over to the board of cemetery trustees for their consideration. Communications were also received from H. G. Morgan and E. Gauthrie. Lunch and refreshments were served by Chet Bryant, William Howery and Ernest McCarthy. They were donated by W. V. Hearne, of the General Brewing Company.

HOUSTON, March 20.—Flying Valentines, Roy and Fred, joined Jack Rutback's Western States Shows at Crystal City, Tex., this week. Recent additions to the act are Geradina Valentine, flyer, and Frances Reiner, catcher. The troupe crashed a local paper with an eight-column spread with art recently.

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W. M. C. JOHNSON CANDY CO. (Since 1912) CINCINNATI

Michigan Showmen's Association

150 Temple Street

DETROIT, March 20.—The association organized recently has opened up club-room headquarters on the third floor, where several hundred dollars was expended in the purchase of new furniture, tables and other things in order to have pleasant surroundings. Pictures displayed on the walls are in the decoration of the clubrooms. They were donated by several of the members.

Every evening from 30 to 40 pay the clubrooms a visit, enjoying the large arm chairs that were bought especially for the heavyweights.

Bridge games have been increasing nightly. Louis J. Berger is one of the main most members who participates in nearly all the games.

Frankie Hamilton and his house committee has been doing good work in boosting gross receipts for the clubrooms at each meeting.

Dutch Croy, who is a custodian of the club, has been working long hours in taking care of the rooms.

Vic Horwitz, one of the members of the board of directors, has been one of the most active members of the club.

James Hubbard has returned from the Marine Hospital in Grosse Pointe, where he was laid up for several weeks.

Ralph Barr, a well-known concession man, is caller daily.

Pop Baker is a great booster.

K. O. Barkoot has made a recent trip to the club. He is third vice-president.

Jack Dickstein visits often, and every time he comes he has a new idea. They are generally on how to raise money for the club.

Louis Rosenthal has been spending many of his evenings recently at the club.

The club is going to get a register so that all showfolk coming in and out of town can register in order to keep tab on all the boosters.

All show people coming to Detroit will be welcomed amongst the Michigan Showmen's headquarters. Membership applications are coming in fast.

Hollywood Traveling

FLORENCE, Ala., March 20.—This museum has shown to large crowds recently. Saturday, March 13, was very good. Congo, big-mouthed savage, received a nickel-plated horseshoe from the auspices as a birthday gift. H. L. Laughlin can pick the spots. Rooster: H. L. Laughlin, agent; J. E. Howard, manager and emcee; Kokomo Jimmy, front man; Odell Wilson, tickets; E. J. Brown and tropical reptiles; Tony Moreno, iron tongue and sword swallower; Chink Brown, Oriental entertainer; "Dollo" the man with two noses; Oley Barbour, fire pin cushion and ventriloquist; Joyce Millstead, illusions; Captain Prydao, Australian knife thrower; "Nico," the pig man, and Professor Marx, mentalist. Reported by Captain Prydao.

Happy Jack Eckert Honored at Burial

MOBILE, Ala., March 20.—"Happy" Jack Eckert, of Port Wayne, Ind., who roved across continents and nations in the 50 years of his tramping as the "world's fattest man," went to his last resting place in Pine Crest Cemetery here Tuesday morning, March 16, some 2,000 jamming the mortuary at time of the body's removal.

Funeral services for the 739-pound prodigy were conducted by Rev. C. B. Arendall, pastor of the Dauphin Way Baptist Church. Eight city police officers and four employees of the Higgins mortuary served as pallbearers. A guard of honor from the Loyal Order of Moose, the Elks and Woodmen of the World accompanied the body to the cemetery, as well from the American Legion and other organizations.

This fat man was twice as great an attraction in death as he had been at any time during the past two years, his manager, J. E. Brennan, revealed. A total of 8,577 people viewed the body, according to the employees of the mortuary. These were all white people.

HOWE OPENING

(Continued from page 28)

Arena, shooting thru a woman; Madame Lea, mentalist; European bird circus; Martine, escapes; George, Punch and Judy; and magic by Tommy Arens; Ina Coroba, Hawaiian Revue; Mary Pakey, sword box; Violet Richards, big snake; Pit Show; Burney Shafer, owner and manager. In charge of tickets are Jimmie Stearns and Fred Ashley.

The outside lunch stand is managed by Mrs. Burney Shafer. Johnny Kearns is in charge of the candy stands. Elmer and Eva Voorens are in charge of the cookhouse. Mrs. Brownie Atkinson is in the main ticket wagon.

Side Show boss canvassman is Bob Hoffman; Ed Oats is boss canvassman of the big top. "Spike" in charge of stake and chain; animals in charge of John Hoffman; George Adams is the mechanic and Ed Brodie, electrician.

Two billposting trucks are in advance. George Duval is contracting agent. Charles (Hutch) Cohen is on front door and legal adjuster.

On March 12 the show entertained 750 prisoners in the Arizona State penitentiary at Florence. The prison yard was used for foregrounds.

King Show Featuring Manuel

HOUSTON, March 20.—Letter from George Engstrom, co-owner of King Bros' Circus, states business better than expectations. Largest house up to writing was at Fairfurlies, Tex. Show is featuring Manuel King.

Miller on Five Trucks

SPRINGFIELD, Mo., March 20.—The Obert Miller & Sons Circus took to the road March 1, traveling on five trucks. Performance consists of trained dogs, ponies and monkeys, and features Doris Miller on tight wire. S. Saunders is handling the advance. Show will play this State, Kansas and on thru the South.

Marshfield To Offer Week's Jubilee Bill

MARSHFIELD, Wis., March 20.—Acts and shows will be used during Marshfield's Golden Jubilee and Old Settlers' Homecoming, observing the 50th anniversary of the Marshfield fire in 1887.

Rubin & Cherry Exposition has been contracted for a week and there will be a John D. Rogers historical pageant, industrial and historical parades, circus acts, events and contests and a fireworks show.

Secretary R. E. Williams, Marshfield Fair, is secretary of the jubilee committee and W. A. Uthmeier is in charge of promotions and concessions.

OZARK SUMMIT EXPOSITION

MANSFIELD, MO.
WANTS
CARNIVAL — RODIO — FREE ACTS.
Third Annual Exposition, August 4-5-6-7.
W. C. CODAY, Secretary.

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Guarantee on Percentage Basis.
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CIRCUS — FREE ACTS — CONCESSIONS
CARL WADE, Secy., 4th July Picnic Committee,
Bismarck, Ky.

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ANNUAL AMERICAN LEGION FAIR
Rides, Shows, Concessions, Etc., for Entire
Week July 4.
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Northern Montana Mardi Gras

HAVRE, MONT., JULY 3-4-5.
Montana's only Mardi Gras, advertised
since 1910. WANT Free Acts, Institutional Concessions,
Shows, Demonstrations. Favorable proposition to All-
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Conducted by CLAUDE R. ELLIS
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Pollack Circus "Daddy"

BUFFALO, March 20.—H. William Pollack Poster Print here has purchased every reserved seat and the entire show for opening night of the Hamid-Morton Circus Company at Buffalo Shrine Circus. "This means a sellout for our opening performance," said Bob Morton. "H. William Pollack brought my circus to Buffalo for the first time in 1933 and he is the 'daddy' of Buffalo Shrine Circus. More than 300 of his employees have co-operated in helping to get the first night sold out."

Stamp Spec Is To Usher In Wirth Hartford Circus

HARTFORD, Conn., March 20.—When Frank Wirth Circus moves into State Armory here, under auspices of Sphinx Shrine, it will mark the ninth year of the Wirth presentation in the insurance city. With Hartford reported to have more stamp collectors than any town in America, the opening spectacle will be titled "The Parade of the Stamps," with many innovations promised.

The following week Wirth show will again be in Waterbury, Conn., under auspices of Zindah Grotto. Sixteen weeks have already been contracted for the fall season, starting with the Jamaica engagement extended to two weeks.

Frank Wirth will make a trip to Europe in July in quest of new material, accompanied by Mortimer Gold, chairman of Jamaica Hospital circus committee.

Traer, Ia., Show in Big Top

TRAEER, Ia., March 20.—Eighth annual Merchants' Exhibit and Automobile Show here, known as the only event of its kind in Iowa, draws more than 20,000 people annually. New plan for a bigger show calls for merchandise exhibits and autos to be located in big tent, 50 by 350 feet, erected over pavement one block from business district. Dance floor and free entertainment will be in the same tent, concessions on an adjoining vacant lot and unit shows and other pay entertainment features in an 800-seat theater near by. More than 60 exhibitors have already signed.

Funds for Badger Doings

CHIPPEWA FALLS, Wis., March 20.—Chippewa county board appropriated \$500 toward a fund for staging Chippewa Valley Centennial and Homecoming Exposition and city council is expected to appropriate \$250. More funds will be collected to finance the program, to include historical pageant, parades, dances, fireworks and free entertainment.

Muskegon Launches Drive

MUSKEGON, Mich., March 20.—This city's civic organizations have launched a drive for funds to finance a Centennial and Lumberjack-Carnival here this summer. A total of \$25,000 has already been underwritten, and city and county will provide \$10,000, which is expected to pay all bills.

Carnival for Texas Fete

GREENVILLE, Tex., March 20.—Western States Shows will be on the midway and Gainsville (Tex.) Community Circus will give two performances during the week at the coming Spring Festival here, reports E. L. Winrod. Festival is sponsored by Hunt County Fair and Greenville merchants, and gate prize will be an automobile.

HELP This Department by Telling Committees About It.

Many Acts Booked By Shrine in Omaha

OMAHA, March 20.—With 40 circus and vaude acts already booked for the Shrine Circus here in Ak-Sar-Ben Coliseum, Manager Rink Wright is promising the town its biggest Shrine show.

Latest booked are Christy Shows' elephants and Liberty horses; Eugene Brothers, aerialists and bar performers; Bell Trio, comedy acrobats; Bob Fisher's Five Fearless Flyers; Dalbeatic, wagon-wheel novelty; Tad Tosky, Joe Lewis, Shorty Flemm, clowns, and feature act, Manuel King, boy trainer, and his 11 lions.

Ticket sale is proceeding well, according to Potentate Sam Dreher, Tanager Temple. Henry C. Christiansen is ticket chairman. Several South Omaha packing plants will buy the house for a night, it is indicated. Four thousand shut-ins and orphans will see the show as guests of the Shrine.

Have Plans Mardi Gras

HAVRE, Mont., March 20.—Program plans for Northern Montana's Mardi Gras which will be held on downtown streets here are well under way, according to Charles Mason, program director. Features will include free acts, pyrotechnic displays, competitive contests, pet show, band concert, street parades and dances, turtle races, street sports and a carnival. Every Northern Montana merchant has been invited to be the committee's guest at a big banquet and special entertainment and a number have already accepted.

Shorts

F. L. TAYLOR, general chairman of Connecticut (O.) Homecoming, has booked six rides, free attractions and concessions for the event, to be held in City Park on Lake Erie, first affair of the kind there in five years, under auspices of Connecticut Democratic Club.

PAOEAENTS, prize-float parades, band contests and attractions are programmed for a South Beloit (Ill.) Independence Celebration on streets, sponsored by American Legion Post and backed by business men, city council and police and fire departments, with Walter Hocy in charge of rides, shows, concessions and other attractions.

IOWA State Fair board has been discussing plans for Iowa's Territorial Centennial in 1938, event to commemorate 100 years of progress.

A BILL has been introduced in Wisconsin State Senate, Madison, to create a commission of two senators, three assemblymen and five citizens to represent Wisconsin in the Sesquicentennial observance of the formation of the United States constitution, beginning on September 17, 1937. A non-lapsible appropriation of \$1,000 is made from the general fund.

ALL NORTHEASTERN Ohio couples wedded 50 years or more will be banqueted at the Methodist Church on the first day of 12th annual Geauga County Maple Festival in Chardon, O. Another feature will be a Tom Thumb wedding. Usual midway attraction is being contracted.

JIM (HIGH) THOMPSON, after closing with the Shrine Circus in San Francisco, will go to Buffalo, N. Y., to do all work.

FIRST ANNUAL Merchants and Manufacturers' Exposition to familiarize residents with the many products manufactured in Barnsville, O., will be presented in community center there soon. Event will feature concessions, free acts and a musical group.

Rides, Shows, Concessions For Exhibit in Enid, Okla.

ENID, Okla., March 20.—Annual Retailers' Exhibit and Exposition will be held again this year in Convention Hall here. Displays will be located in the center of the huge hall and in adjacent building. Two balconies will seat more than 2,000 people for a stage show to be held every night.

Other features include rides, concessions and special free entertainment during the day. Event is sponsored by Retail Merchants' Association. H. Zink is secretary.

J. J. COLLEY's carnival company has been contracted to furnish part of the midway attractions for the Golden Jubilee celebration to be held at Purcell, Okla. Committee comprises business men and citizens of the city.

AGRICULTURAL

(Continued from page 47)
to release about 250,000 bales had been received by February 18.

If not much of this government cotton is released the total supply of cotton for marketing between now and the next harvest may not be much greater than it was a year ago. And if mill activity and exports do not drop off sharply perhaps the carry-over of "free" cotton at the end of the season will be even smaller than the small carry-over in the summer of 1936.

PECATONICA, Ill.—Winnebago County Fair Association elected Putnam Perley, president; Peter Ferguson, vice-president; A. C. Woodruff, secretary; W. B. Kortendick, treasurer; Tom Morrissey, superintendent.

LONG ISLAND

(Continued from page 44)
complaints reach out cars from concessioner after concessioner, swearing it's the last year. Never, never, again, they chirp. They'll tell you money's harder to get, folks ain't the same, and even those who are jack some of the fruits of amusement spenders of other days.

Then comes the ensuing spring and the feller who had complained loudest is the early bird in searching out a summer spot. Year and again it's the same story. Like the fascination of circus and carnival biz, the concession trade has a lure of its own.

Rentals here by cottage proprietors are best so far in five years. Ed Powers, out of pass agent for liquor biz, Ivy Guterman out of newspaper biz for cook and upon trade, Berger's in Far Rockaway the hangout for the sporty local element.

LONG BEACH: Hearing scheduled in a few days by taxpayers to decide whether the power to govern action on delinquents in taxes, as voted at present in the hands of Mayor Gold, should be curtailed. "Long Beach, Healthiest City in the World," is the war cry from now on, with many business people already printing the slogan on stationery.

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THE HUMAN BAT
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WORLD CHAMPION PARACHUTE
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WANTED
GOOD CLEAN CARNIVAL
For Older Old Men's Work. Free opportunity
to have a career with U. S. W. of A., American Legion,
The Company and Clymer Concert Band, "BIG
TIME." Date, Work June 14. Write at once.
CLYMER UNIFORM GROUP,
102 1/2 228, Clymer, Pa.

The Manning Fire Department
will hold their 3000th Annual Carnival in cooperation with the American Legion on July 24, 25, 26, 27 at Manning, Ia. Would the very best to have a career with U. S. W. of A., American Legion, The Company and Clymer Concert Band, "BIG TIME." Date, Work June 14. Write at once.
CLYMER UNIFORM GROUP,
102 1/2 228, Clymer, Pa.

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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

50 WORDS First Line Large Black Type
100 WORDS First Line and Second Line Black Type
100 WORDS Small Type
Picture Total of Words at One Rate Only
No Ad Less Than 15c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

CLOWN STUNTS AND GAGS—A GOLD MINE of over 25 Funny Ideas. Only \$1.00 postpaid. OGDEN, 133 Forest, Kenosha, W. Va.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 10. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 31. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS - DISTRIBUTORS - NATIONALLY known line Nickel Cigars. \$1.35 box f.o.b. postpaid. Remittance with order. NATIONAL CIGAR, 1152 Broadway, New York.

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO", 1084 Washington, Boston, Mass.

CARTOON BOOKLETS, RARE PHOTOS, 600 other "Red Hot" items. Lowest wholesale. Big catalog. Samples 25c. None free. NOV-ELTY SALES, Guntersville, Ala.

COSTS 1c—SELLS \$1.25. WE WILL PROVE this claim. Learn about Benzylene Crystals, Spray-On, etc. WESTERN RESERVE LABORATORIES, 6622 Denison Ave., Cleveland, O.

EXPERIENCED SUBSCRIPTION MEN WANTED—For rural work; attractive club national magazines; liberal proposition. PUBLISHER, 715 Shubert Bldg., Kansas City, Mo.

HUNDREDS OF LOCAL AND MAIL ORDER opportunities. GILBERT B. SUPPLY CO., 1107 Broadway, New York.

JOB LOT VIEW POST CARDS FOR CARNIVAL. Etc. 35c to \$1.00 per M. E. C. KROPP CO., Milwaukee, Wis.

MAKE MORE MONEY TAKING ORDERS Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses, Suits. Kit free! Experience unnecessary. NIMROD COMPANY, Deptment 43, 4922-28 Lincoln Ave., Chicago.

MEXICAN FINEST LEATHER "PICTURES," Blankets, Carved Leather, Hat sets, free particulars. Samples 10c stamps. CAMBILLO CO., Apartado 1170, Mexico City, Mexico.

MOVIE CAMERAS 16 MM. USES 50 FT. FILM guaranteed one year. Agents wanted. Send \$6.50 for sample. SHUMATE, 2621 Olive, St. Louis.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. (LIT), 214 Grand, New York.

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PROFIT 3,000—A CREABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, Duryellen, N. J.

SALESMAN—SELL CARNIVALS, FAIRS, ETC. Pleared Fol Fans for decorations. Good commission. Write for details. DISPLAY SPECIALTY CO., P. O. Box 218, Jamaica, N. Y.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 923 Broadway, New York.

ANIMALS, BIRDS AND PETS

ACQUIRABLE ORANG-CHIMPANZEES, BA-oons, Monkeys, Clouded Leopard, Jaguar, Black Bear, Lion Cub, Wild Cats, Coyotes, Polar Bears, Pedigree Russian Wolf Hounds, Great Danes, Etc. Baseball Donkeys, Ponies, Birds, Reptiles, Iguanas, Lizards, Turtles. LINDEMAN, 53 W. Eleventh, New York.

ALLIGATORS, SNAKES, TURTLES, CROCO-diles. Twelve small assorted Snakes. \$3.00; fourteen large Water Snakes. \$6.00; eight large attractive, assorted Snakes. \$10.00. R015 ALLIEN, Silver Springs, Fla. Wire via Ocala.

AM OFFERING LARGE ASSORTMENT OF BIG Fat Snakes for \$1.50. Illustrated catalogue. 10c. Write ELLISON MITCHELL, Naturalist, St. Stephen, S. C.

ANIMALS—WILD CATS. \$7.00; BADGERS, \$8.00; Armadillos, \$2.00; Ocelots, \$25.00; Prairie Dogs, \$3.00; Rabbits, \$12.00; Squirrel Coats, \$12.00; Chinese Dragons, \$6.00; Farmhouse Snakes, Gen. \$10.00; R. Henshaws, Gen. \$5.00. Wire. NATIONAL PRODUCTS COMPANY, Laredo, Tex.

ANIMALS—BIRDS, SNAKES, MIXED BENS for Show Folks. Start this season right and don't get disappointed. SHAKS KING, Brownsville, Tex.

DONKEYS, SPECIAL FOR BASEBALL PLAY and other purpose. \$20.00 each. Order now. Standard forms, \$50.00 each. Wire. UNIVERSAL PRODUCTS COMPANY, Laredo, Tex.

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IN HOSPITAL—MUST SELL MY TRAINED Ponies, Dr. Acts. Ten Performing Shows. Anyone can work. W. H. SANDERS, Cloverdale, Va.

PLINY HEALTHY SNAKES, ALLIGATORS, Armadillos, Cilas, Monkeys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Mongoose, Parakeets, Mice. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

WANTED—SPITZ DOGS, 8 TO 14 MONTHS old. American Bears, 6-14 months. BIBLES CIRCUS, Calgary Delivery, Winnipeg, Can.

WANTED—ONE AFRICAN LION CUB, NO bonded. ROXY THEATRE, Mitchell, S. D.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN MOTION PICTURE THEATRE BUSI-ness—Home Study Training, Management, Advertising, Projection. Tenth year. Free catalog. THEATRE INSTITUTE, 305 Washington, Elmira, N. Y.

LEARN PHOTO COLORING—PROFITABLE profession. Complete course out to 25c. PARLOR, Box 311, Greenwood Lake, N. Y.

RED HOT CARTOONS, BOOKS, PHOTOS, NOV-elties. Big assortment, one dollar; catalog 10 cents. K. J. CLARKE, 11 Laurel St., Concord, N. H.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Ray Pictures. Catalog 10c. BALDA ART SERVICE, Oakbrook, Wis.

IMPORTANT

Classified Forms Go To Press Wednesday

Due to the increased size and circulation of the SPRING SPECIAL ISSUE we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

Classified Advertising Form for the

SPRING SPECIAL

Issue of

The Billboard

Goes to Press in Cincinnati WEDNESDAY, MARCH 31

Make certain your advertisement will appear in this "extra" result producing issue of The Billboard.

RUSH YOUR COPY TODAY

Rate: 10c a Word, Minimum \$2. Cash With Order

25 Opera Place Cincinnati, O.

BUSINESS OPPORTUNITIES

BIG NEW ROAD STAND AND GAS STATION. Three Living Rooms, Bath, corner. State road, parking, flood lights; \$6,850 terms; \$5,850 cash. Life-time chance, a beauty. RILEY CONST. CO., Greenwood Lake, N. Y.

EARN AS YOU TRAVEL BY TRAILER. Experienced business man suggests 125 practical ways to use your trailer to make money in legitimate businesses and professions. For men or women, to operate in part or full time, in temporary or permanent locations. Other valuable information. All postpaid for only \$1.00. Send today. Dept. A, L. AND A. PUBLISHING CO., 313 N. Center, Bloomington, Ill.

MILLIONS JOBS!! GET DOLLARS IN MAIL daily, like we do, for amazing employment information (not man TG jobs). Keep money; we fill your orders free. Stamp brings details. CO-OPERATIVE SERVICE, Dept. H, 77 Swan, Buffalo, N. Y.

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RECEIVE FREE SAMPLES FROM JAPAN, GER-many, France. Your name listed with manufacturers. Send 25c to INTERTRADING BU-REAU, 2138 N. Carlisle St., Philadelphia, Pa. x

SELL BY MAIL BOOKS, NOVELTIES, BAR-gains! Pictures, Calendars, Big Profits. Easy sales. Particulars free. F. ELYCO, 438 N. Wells, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in the Billboard.

A BIG SAVING. WRITE FOR LIST OF USED Pin Games and Seesaws. Red 21, \$7.00; Head Case, \$12.00; Champions, \$5.00, etc. WORLD MFG. CO., INC., 27 Dixwell Ave., New Haven, Conn.

ABSOLUTELY BRAND-NEW HOLOS AND Pocket, \$24.50 each; Rotary Merchants, \$15.00; Daily Races, \$19.50; Daily Derby, \$21.50. One third discount. Write for free bargain list. MARKETT, 3326 Carnegie, Cleveland, O.

BALL GUM, FACTORY FRESH, 12c BOX; TAR, Stick, Blotter, Chicks, entry type Machine Gum. AMERICAN CHWING, Mt. Pleasant, Newark, N. J.

BARGAINS—AUTOMATICS, FOLLOWING machines \$19.50: Pearless, Bonus, Derby, Hula-hu, Jumbo, Round Up, Parlay, Chase, Red Sails, Speedway, Daily Races, Sunshine Derby, Sunshine Baseball, Tyson, Ten Grand, Alto Preliminary, \$89.50; Speed King, \$64.50; Derby Day, \$64.50; Flying High, \$44.50; Policy, \$44.50; Snappy, \$19.50; Multiple, \$27.50. One-half deposit required with order, balance C. O. D. OYLE AMUSEMENT CO., Oklahoma City, Okla.

CARIOCA, ACE, STAMPEDE, HIGH POCKETTS, 141's Bulsey, FOK, \$9.00; Bambo, Credits, Lights Out, \$15.00; Round Up, cash model, \$19.00; ticket model, \$22.50; Western Races Multiple, \$25.00; Put 'n' Take Front, \$7.00; Sportsman, Rocket, Ball Fan, Transatlantic, Traffic A, Gold Medal, Big Game, Rebound Sinker, \$4.00. WHITT NOVELTY COMPANY, Columbus, Kan.

COLEMAN'S CERTIFIED RESULTS, LARGE stock 141's Silents, Pace, Jennings, Watings, Calles, 33-3% discount. Amusement and Ray Tables. COLEMAN NOVELTY, Rockford, Ill.

ELECTRIC RIFLE FLYING DUCKS, \$120.00; Cent-a-Smoke Cigarette Venders, \$4.50; Eric Higgins, \$15.00. NATIONAL, 4242 Market Street, Philadelphia, Pa.

EXCEL, \$14.00; HOLD 'EM, \$18.00; MADCAP, \$10.00; Neck-Neck, \$15.00; Rugby, \$18.00; Redman, \$15.00; Stock Exchange, \$12.00; Shortstop, \$16.00; Totafite, \$7.50. Complete price list free. MUNYER, 145 Park Row, New York.

FOR QUICK SALE—25 MUTOSCOPE ROLL—Chute, '34, \$65.00; 7 Buckley Treasure 14-16, \$30.00; 2 Electro-Motors, \$30.00; Hazard Dice, like new, \$5.50; Jewels Chairs, used two weeks, \$6.00; \$30.00; 30c play, \$75.00; Floor Model Markman, \$100.00; Other Bargains. Write your needs. NATIONAL COIN MACHINE EXCHANGE, 2137 Tryon Lane, Toledo, Ohio.

FOR SALE—12 WURLITZER P. 12, \$130.00 each; 3 Records, Reg. \$125.00 each. All of the above are guaranteed excellent condition. FRANCO NOVELTY CO., P. O. Box 927, Montgomery, Ala. mh27x

FOR IMMEDIATE SALE—THREE HUNDRED Mills Mystery Blue Front Jack Pot Late Series Vendors, good as new, \$70.00 each. Full cash, balance C. O. D. YENDES SERVICE COMPANY, 1813 W. Third Street, Dayton, O.

MARBLE TABLES—AUTOMATIC PAY OUT, priced to sell. All equipment in first class condition. Derby Day, like new, \$85.00; Peaker, like new, \$85.00; Rally Bonus, \$15.00; Peerless, \$15.00; Sky High, \$15.00; Belmont, \$25.00; Jumbo, \$15.00; Rally Round Up, \$15.00; Challenger, \$15.00; All Star, \$15.00; Sunshine Derby, \$11.00. Paces Races, good condition, \$175.00. Write us your needs. Prices F. O. B. and O.K. 113 Deposit, balance C. O. D. ENID MINT COMPANY, 711 No. Indep., Ind., O.K. mh27x

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MARBLE TABLES—FIFTY AUTOMATICS, fifty Novelty Non-Automatics, guaranteed A-1 operating condition, price \$300.00. MILLER NOVELTY COMPANY, Box No. 526, Oklahoma City, Okla.

MARKSMAN RADIO RIFLE, LIKE NEW, \$70.00—Mutoscope, \$25.00; 50 columns Stewart McGuire Cigarette Machines, \$10.00; Paces Races, \$15.00 up. NATIONAL AGENCY, Columbus, Ga.

MILLS ESCALATORS, 5, 10, 25c, \$25.00 EACH—Mills, Gates, Jennings, Paces Single Jaks, \$19.50; Straight Fronts, \$10.00 each. Write us your needs, we have everything. LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.

MUTOSCOPE CRANES, LATE MODELS CANDY VENDERS, \$50 each—Mechanisms, \$30 each; Stage, \$75.00; Seeburg Selection Service, Phonograph, \$40; Do or Don't, Put 'N Take, Ace, Pay Tables, \$15. KENYON COMPANY, 108 High Ave., Canton, O. mh27

ONE MILLS DO, RI, ME PHONOGRAPH, IN—excellent condition, 1936 Model, \$33.00. LESTER HARRIS, East Chestnut, Mt. Vernon, O.

PINNY ARCADE—COMPLETE BARGAIN. Wurlitzer Seeburgs, \$80.00; Phonograph, 4 or 5 juke, \$130.00. MUNVCS, 145 Park Row, New York.

RECONDITIONED AND CLEAN TURF CHAMP, \$30.00—Sunshine Derby, \$20.00; Tycoon, \$22.00; Sportsman, check separator, \$22.00; Arrow, \$3.00; Rifle Range, shoots 22 caliber, \$40.00; Batteries, Case, \$5.00; Contact Assortment, \$5.00. Paces Races parts, 1/3 Deposit required with all orders, balance C. O. D. Write MIDWEST SALES CO., 413 N. P. Ave., Fargo, N. D.

REPLY JACKPOT MACHINES—ALL MAKES—Best stock in Middle West. Write for list and prices, guaranteed. BELL MACHINE COMPANY, 2658 S. Millard Ave., Chicago, Ill.

TRADE WURLITZER PHONOGRAPH, MILLS—Small Scales, Watling Small Scales, Stewart McGuire Cigarette Machines for Mills Silent or Q. T. or Rally One Ball Cash Payout, All Target, \$2.00; One Cent Machine with Five Jackpots, cash payout, \$7.50; Counter Horse Race Machine, \$2.50; Poker Machines, \$1.50; Real 21, \$30.00. Send for list of Pin Games, Records, Seeburg, 15c a hundred. Parts for all machines. O'BRIEN, 89 Thames, Newport, R. I.

WANTED TO BUY—1,000 PENNY SHOCKING—Machine. Any make, any model. JOHN BLACK NOVELTY CO., 1127 Kinney, Corpus Christi, Tex. mh27

WANTED—36 SYMPHONOLAS, MODEL 8 IN—good condition for cash. UNIVERSAL AMUSEMENTS, 4402 Rush Blvd., Youngstown, Ohio.

WANTED FOR CASH—USED ROCK-O-BALL—(howler) Machines, \$10 price, condition. Write P. O. BOX 118, Sealion O. New York.

WANTED—BOWLING ALLEYS, WILL BUY—if you have for cash. State make, amount, price. BOX 875, Billboard, 1564 Broadway, New York. 1fm

WANTED FOR CASH—ESCALATOR TYPE—Machines, all makes. Put the right price on them and we will buy them, one or a hundred. Any condition. BELL MACHINE COMPANY, 2658 South Millard Ave., Chicago, Ill.

11 MILLS BLUE FRONT E. P. CA, 1c PLAY, perfect condition, \$37.50; 11 Futurity I, P. CA, 1c play, \$62.50; 15 Mills Blue Front I, P. CA, like new, 5c play, \$60.00; 8 Pace Comet I, P. CA, like new, 5c play, \$52.50; 5 Pace Comet I, P. CA, 1c play, \$50.00; 3 Pace 1c play, Danam, \$15.00; 1 Mile 10c Blue Front I, like new, P. CA, \$68.50; 1 Mile Extraordinary, like new, P. CA, 5c play, \$35.00; 2 Indian Head 1c play, I. P. CA, \$27.50; 5 Mile Dance Master, \$67.50; 2 Cent a Smoke, 1c, \$5.00; 9 Real 21, \$9.00; 5 Paces, Races, Check Separator, \$215.00; 1 Paces Check, \$25.00; 5 Tilt Top, \$5.00. 173 cash, balance C. O. D. SOUTHERN VENDOR MACHINE CO., 519, Main St., Danville, Va.

Show Family Album



TROUPERS with the Con T. Kennedy Shows back in 1912 enjoying boating and bathing in Canadian waters. Note the contrast in bathing suits with those of today. The Kennedy Shows played Kenora, Ont., when the picture was taken. Left to right: Sadie Todd, Blanche Kempf, Jewel Jones (now Connors), Frank Gilman, Mabelle Brown Kidder, Baby Blanche Brown Lochman, Harry Gilman and Nellie Gilman. Mabelle Brown Kidder's father and mother, Mr. and Mrs. Frank Gilman, at that time had two shows, Cabaret and Beauty and the Beast, and all of those in the group worked for them, with the exception of Blanche Kempf, Mrs. Kidder's sister, who was killed in the Con T. Kennedy Shows' train wreck in 1915. All of the others are believed to be still living. Mrs. Kidder will have two mystery shows in operation the coming season, one with the World of Mirth Shows and the other with the Oscar C. Buck Shows.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WILL PAY \$75.00 CASH ANY QUANTITY—Wurlitzer P-12 Phonographs. Send full particulars, latest letter. BOX NY-78, care Billboard, New York.

WILL TRADE OR EXCHANGE WURLITZER—Phonographs for Cigarette Penny Machines, Counter Games, Pay or Ticket Tables, Slots. TAYLOR ELECTRIC CO., Brunswick, Ga. ap3

WRITE FOR OUR LIST OF RECONDITIONED—Used Machines of all descriptions. Prices as low as possible. AMUSEMENT NOVELTY SUPPLY COMPANY, Kew-Forest, N. Y. ap10x

COSTUMES, UNIFORMS, WARDROBE

BAND UNIFORMS—12 RED HAND TAILORED—Gold Beaded Coats, White Caps. Perfect condition. Sell any part. Wonderful outfit for high school or professional. Very cheap for quick sale. BOX-M, Spirit Lake, Ia.

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BARGAINS—RED BAND CAPS, COATS, FIBER—Trunks, Velvet Curtains, Cloves, Ballyhoo Caps, Cellulose Hula, Beautiful Cycle, 20x40, \$25.00. WALLACE, 2416 N. Halsted, Chicago.

STILL CONTINUING WITH OUR BIG SALE of Used Costumes—Jazz, Tiller, Parade, Lotos, Skirts, Dresses, etc. 25c up. F. I. Y. THEATRE COMPANY, 404 Ninth, Chester Building, Cleveland, O.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL—Development. Newest guaranteed formulas. Biggest catalog free. Special prices. Leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. x

FAST SELLERS, ANALYZED—DUPLICATION—guaranteed. Guaranteed working formula for tenderizing meats, \$5.00. Concessions, mail order and all formulas. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FORMULAS—LATEST MONEY MAKERS—Write for free literature describing newest formulas for fast sellers. H. BELFORT, 4042 N. Keefer, Chicago.

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MAKE MONEY, HOME, TRAVELING, WITH—Formula "35". Ingredients obtainable anywhere. Product sells wherever people live. SENECA SPECIALTIES, Geneva, N. Y. ap10

MAKE, SELL OWN PRODUCTS. UNEXCELLED—formulas for latest, biggest-selling, easily-manufactured products. Get unequalled special offers. F. PHILARST COMPANY, Jefferson City, Mo. mh27x

NEW, UNEQUALED HAIR CROWNER FORMULA—complete with half gross Zouzece jars finished product ready for your own private label, only \$5.98. C. O. D. Big 50c seller. Write RESEARCH CHEMISTS, 1012 Washington, Dayton, Ohio.

RUC CLEANER FORMULA AND 100 LABELS—50c. Free formula service, stamp for list. ACE-HIGH PRINTERS, Box K-5, Peoria, Ill. 100% TO 300% PROFIT. HAVE YOUR OWN business. Send \$1 for secret formula and full details, or write for particulars. Stamp appreciated. BINTONS, 28 Buckley, Liberty, Mo. ap3x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS—geared 12 quart kettles; Cigarette Outfit, Caramel Corn Equipment. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. my1x

HENRY MILLARD CUSTARD MACHINE—Emery Thompson Machine, 40 quarts; also Ice Chopper, A-1 condition. BOX 773, Billboard, 1564 Broadway, New York.

ONE E-Z FROZEN CUSTARD MACHINE—Ready for use bargain, \$250.00. FROZEN CUSTARD MACHINE CO., 869 Thomas St., Memphis, Tenn.

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95 PAIRS RICHARDSON FIBRE WHEEL RINK—Skates, Good condition, \$125.00; Tanjely Calliphone, fair condition, \$25.00. LONG-STRETH BROS., Drexville, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

BEAUTIFUL MODEL CITY FOR SALE—OR WILL—trade for House Car Trailer. Write NELLIE M. H. KING, 1009 Wayne, Indiana, Pa.

CHAIRPLANE—32 SEAT MANGLES DANGLER—Continental Magneto Ignition Motor, Fence, Wiring, Panels, Mirrors, etc. \$350.00. PEAKMAN SHOOTING GALLERY, Peacocks, Fla.

CIRCUS RELEASER SEATS, ALL SIZES, NEW—and used, out or indoors with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. ap3

FOR SALE—STEAM MINIATURE TRAIN, three Cars and Track. Just overhauled, new water tank. Particulars: RAYMOND BARR, Administrator, Hancock, N. D.

FOR SALE—MY LATE HUSBAND'S (MICK)—Cumulative complete outfit for Mid West. Reasonable. MARGARET CUMMINS, R. 1, Reynoldsburg, O.

FOR SALE—PERFORMING MONKEY CIRCUS, complete Tent, 51 foot Banner Line and Canvas, Ticket Boxes and the best Trained Monkeys in this country. This show has never been topped on any midway it showed. A. J. KING, 6900 Washington, Houston, Tex.

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MINIATURE STEAM LOCOMOTIVE AND—Tender—15 inch gauge Cagney. Sell cheap for cash. JOHN KAHL, Route 13, Box 990, Kirkwood, Mo.

UNBORN, CRIME SHOWS, TANAGRA, ANY—Circus, Curiosities, Midnet Museum, 2 Headed Baby, House Circus, Human Fry. UNIVERSAL, 249 Cornelia, Chicago.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE—and in perfect condition. For quick sale, \$100.00. HASSAN, Box 971, Parkersburg, W. Va. ap3

HELP WANTED

CLEVER GIRL OR SISTER TEAM, SING—"Yodel" Minstrelsy songs, Lulu Berlin style; also Fiddler, standard radio act. TEX ROSE, WAAK, Williamsport, Pa.

HIGH AERIAL PERFORMERS—MALE AND FEMALE, 30 weeks guaranteed. Photo and all first ticket. Ticket if I know you. JACK SCHALLER, 3108 Glenhurst Ave., Los Angeles, Calif. ap10

LINE GIRLS DOING SPECIALTIES, TAP AND—Ballet. Steady work, good salary, wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. ap3

MED TEAM AND SINGERS—BLACKFACE—Dance, Music, Drive truck. State lowest, sure salary. No liquor tolerated. DOC PHANTO, Poplar Bluff, Mo.

MUSICIANS FOR DANCE ORCHESTRA—Steady work for Cello and Accordion, also other instruments. CHARLIE (NERO) FUJ, CHER, 708 Greene St., Augusta, Ga. ap3

MUSICIANS WANTED AT ONCE FOR—Meeker's Band. FRANK MEIKER, Washington, Ga.

ORCHESTRA WANTED FOR THIS TERRITORY—Immediately. Ten to twelve pieces. Send full details. ROBERT STINE, Stat. Hotel, Kansas City, Mo.

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WANTED—SIX MEN DOUBLING CLABNET—Recognized band location. Good salary, no booze. Write or wire. LEADER, 211 Fourteenth St., Columbus, Ga.

WANTED—SIDE SHOW ACTS, LONG SEASON—Sleeping accommodations, transportation. State all first letter. Walter Levins will. Address SID CRONE, Mrs. Artberry Side Show, 308 W. Second St., North Little Rock, Ark.

WANTED—MED PERFORMERS, TEAM, MAN—and wife. Man Black, Piano Player, Read, Fake. No booze. THE LANDRUM PLAYERS, Cape Girardeau, Mo.

WANTED—TEAMS, FAMILY OR ORGANIZED—Unit. Change for week. Have own house trailer. Salary, per cent. TREBLY TEN SHOW, Jarrett, Va.

WANTED—FIVE-PIECE BAND, READS, FARES—Trumpet, Must Jam. Tenor Sax with plenty C-tinet, Hot Drummer. Piano must be A-1. Fifth piece, Alto Sax or String Bass. Write lowest salary. Summer job, room board. We pay every week. CHRISTIAN LAKE, Box 772, Billboard, 1564 Broadway, New York.

WANTED—BLACK-FACE SINGING AND—Dancing Comedians for Mid. Show. State age, salary (pay your own board), full particulars. If you drink lay off. DOC E WHITE, 712 Scott Ave., Syracuse, N. Y.

WANTED—SIX OR SEVEN-PIECE DOUBLING—Dance Band, summer engagement, 15c will be good. Don't misrepresent. Address MARINE BALLROOM, Frankfort, Mo.

YOUNG LADY TO ACT AS ASSISTANT TO—Magician. State lowest salary, etc. B. REACH, 43 Banks St., Brockton, Mass.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL—Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecast, Geology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. Now 140 illustrated page catalogue. 3c. Leaders since 1921. NILSON ENTERPRISES, 198 South Third, Columbus, O. mh27

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MAYER AND MEYER, HAND BALANCING. Tumbling sensation of Western New York. Would consider your offer. Write to: CHAS. RUSSELL MAYER, 1136 Linwood, Niagara Falls, N. Y.

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ADVANCE AGENT wants to work organized \$2000. Cowboy Shows, Girl Lanes, High Jumps, etc. Write to: JACOB HOWARD, Box 743, Chicago, Illinois. mh27

YOUNG MAN—21, with ten years' experience in show business. Graduated from University of Baltimore agent for circuses, also as comedian and featured manager. Know all lines in park show business. Have organized successful parties for 4 years. At present acting as booking agent and manager for circuses and entertainers. Know of contacts from leading to circuses and have wonderful offer for you. Write me and I will have pleasure. Write JOHN T. B., care Billboard, 1851 Broadway, New York.

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DON PHILLIPS' Radio Challenge at Liberty available. My fee for this feature location 11 of 12 years here. Read anything and how, every girl or male singer. Don't double, feature 6 Male, 6 Female, Piano Trio, 4 Quartets. Vocal Trio, Vocal quartet. Well informed. Complete library, trucks, amplifiers, excellent transportation. Prefer Midwest territory. Attention hotel, ballroom, resort managers. Address ORCHESTRA, 1820 George St., La Crosse, Wis. mh27

EIGHT-PIECE DINERS' ORCH.—Available for At Liberty. Write, making salary and full particulars. 1000 S. 7th St., Tulsa, Okla.

NINE-PIECE BAND—Available for At Liberty. Write, making salary and full particulars. 1000 S. 7th St., Tulsa, Okla.

SEVEN-PIECE BAND at Liberty after March 30. Just completed twelve weeks' engagement. All new of the night. Show to Middle West. Band of well informed. Complete library and transportation for night club or hotel. Write back only to HARRY COLLINS, Glendale Hotel, Casper, Wyo. mh27

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—CALF ROMPER FOR COMING season. Have a good high-school horse that can be featured. Also is a good roping horse. F. C. COFFERT, Edna, Tex. ap3

AT LIBERTY—MIDGETI SING, TAP DANCE. play Musical Saw. With personality. Work anywhere. NICK SMALL, 1202 W. 51st St., East Chicago, Ind.

NOVELTY HAND ACROBAT AND PERFORMER—Cary and hold weights by teeth and on neck while on hands; climb up and down steps, chairs, tables and do different tricks and stunt walking on hands; pull machines with teeth while walking on hands—also can stand on hands with great weight on neck; play piano with nose while balancing on hands, also mouth-organ. Featured in Ripley's, Scott's World Wonders and Strange As It Seems. Do ground tumbling (fast and slow), single bag punching, posing, muscle control and isolation, stick diving (43-foot board, water). Weight 220 pounds; height 5 ft. 8 in. College education. Write to: JOE TONTI, 500 Midland Ave., Midland, Pa.

TATTOOING ARTIST, WITH A VERY NEAT and flashy outfit, banners, etc. Write or wire EDDIE WILSON, 235 Fairmount St., Winoosket, R. I.

TRAINER, PRODUCER—RELIABLE, NEAT Appearance. Wishes position to break Liberty, manage horses. Continental presentation, also high-class pony and dog acts for circuses, vaudeville. BOX C-202, Billboard, Cincinnati, O.

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AT LIBERTY—Have Pony and Dog and Animal Trainer. Ticket if paid is over 100 and I will look and train. Address: FRANK R. KELSO, care Walter J. Mann Circus, Boylston, Ala., tel. 11-27-27. ap3

AT LIBERTY—Old Wire Walker. Can also do Flying or Riding Act. Would like to join troupe. Box 763, care Billboard, 1851 Broadway, New York.

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AT LIBERTY DRAMATIC ARTISTS

JUVENILE MAN—JUVENILE LEADS, AROUND April 10. Age 24, height, 5 ft., 10 in. Weight 120 lbs. Excellent modern wardrobe. Singing, dancing specialties. Reliable and experienced. Photos on request. Address communications: RODNEY CABELL, care General Delivery, Winston-Salem, N. C. until April 10.

YOUNG ACTOR-STAGE MANAGER—WANTS to join Summer Stock Company. Salary unimportant. Best experience. BOX 749, Billboard, 1564 Broadway, New York.

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AT LIBERTY MAGICIANS

FEATURE MENTAL MAGIC BOY. Original feature act. Write for details. Suitable for theaters, night clubs, hotels. Salary reasonable. PRINCE YORK, care The Billboard, Cincinnati, O.

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AT LIBERTY MISCELLANEOUS

ASTROLOGER AT LIBERTY—When position and this (10) do. Can break new acts. Largest salary. No promises. LASSAH, 221 A St., San Diego, Calif. mh27

DAUGHTER 17, of Edendale and Mother 48. Would like to do for one week a day in Club. Summer Board of Hotel. Immediate work desired. Any amount of references if desired. MRS. C. O'NEAL, 282 Mth St., Philadelphia, Pa. mh27

Old Orchard Beach-American Legion, June 26-27. Howard R. Gandy, 35 Washington...

MARYLAND

Baltimore-Order of Odd Fellows, Apr. 10-20. W. A. Jones, I. O. O. F. Temple...

MARSHALLS

Boston-Order of Red Men, Apr. 24-26. J. W. Walker, 121 E. North ave., Baltimore...

MASSACHUSETTS

Boston-Order of Red Men, Apr. 24-26. J. W. Walker, 121 E. North ave., Baltimore...

MICHIGAN

Detroit-Sheriff's Imperial Council, June - J. H. Price, Richmond, Va.

MINNESOTA

Crookston-State Fire Dept. Assn. June 14-16. Ross Schmidt.

MISSISSIPPI

Gulfport-Order of Odd Fellows, June 16-17. W. P. Doty, Box 778, Grenada, Miss.

MISSOURI

Columbia-Veterans of Foreign Wars, June 1-10. D. Powell, Kansas City.

MONTANA

Butte-Un. Spanish War Veterans, June 14-15. George H. Woods, 324 Colorado st.

NEBRASKA

Broken Bow-Knights Templar, Apr. 15. L. E. Smith, Masonic Temple, Omaha.

NEVADA

Las Vegas-Knights Templar, June 7. E. H. Bender, Reno, Nev.

NEW JERSEY
Asbury Park-Jewish War Veterans of N. J. Apr. 26-May 1. Brookline, Hoboken.

NEW MEXICO

Las Vegas-Knights of Columbus, May 16-17. I. Peaky, Van Houten, N. M.

NEW YORK

Albany-G. A. F. & A. Masons, June 3-10. G. B. Bell, 1527 W. Grand av., Philadelphia.

NORTH CAROLINA

Dorham-Un. Spanish War Veterans, July 11-12. Robt. P. Mackey, 219 W. Trinity ave.

NORTH DAKOTA

Bismarck-Knights Templar, May 17-18. W. L. Stockwell, Box 175, Fargo, N. D.

OHIO

Cambridge-Order of Odd Fellows, July 12-13. George Ange.

OKLAHOMA

Lawton-American Red Sox, June 14-15. M. Hinton, Harrisonburg, Pa.

OREGON

Portland-Order of Red Men, June 24-25. H. J. Lippert, Newark.

PENNSYLVANIA

Harrisburg-Order of Red Men, June 3-10. E. B. Bell, 1527 W. Grand av., Philadelphia.

RHODE ISLAND

Central Falls-Knights of Columbus, May 11. W. Callahan, Pascoag, R. I.

SOUTH CAROLINA

Charleston-A. F. & A. Masons, Apr. 5-11. J. E. Hart, Masonic Temple, Columbia.

Shawnee-Odd Fellows' Encampment, May 18. E. L. Hayes, Oquirrh, Okla.

ONTARIO

Astoria-Order of Eagles, June - J. C. Welch, Ontario Park, Ore.

PENNSYLVANIA

Harrisburg-Order of Red Men, June 3-10. E. B. Bell, 1527 W. Grand av., Philadelphia.

RHODE ISLAND

Central Falls-Knights of Columbus, May 11. W. Callahan, Pascoag, R. I.

SOUTH CAROLINA

Charleston-A. F. & A. Masons, Apr. 5-11. J. E. Hart, Masonic Temple, Columbia.

SOUTH DAKOTA

Redfield-Odd Fellows' Encampment, June 15. O. K. Gibson, Salem, S. D.

TENNESSEE

Chattanooga-Junior Order, May 11-12. T. J. Cline, 397 Empire Bldg., Knoxville, Tenn.

TEXAS

Austin-Un. Spanish War Veterans' Assn. June 22-23. J. H. Daugherty, 700 S. Haswell ave., Dallas.

UTAH

Salt Lake City-Order of Odd Fellows, May 17. W. G. Coffey, 41 P. O. Place.

VERMONT

St. Albans-Knights of Pythias, May 26. F. A. Whitaker, 25 West St., Jackson Falls, Vt.

VIRGINIA

Charlottesville-Un. Spanish War Veterans, July - H. L. Huppert, Richmond.

Washington-Order of Eagles, June - F. B. Trubshaw, Snohomish, Wash.

WEST VIRGINIA

Charleston-Order of Red Men, May 19. T. H. Clay, Huntington, W. Va.

WISCONSIN

La Crosse-Order of Odd Fellows, June 1-9. A. M. Arneson, 745 N. 10th st., Milwaukee.

WYOMING

Cheyenne-Order of Eagles, July 13. W. Edwards, Rock Springs, Wyo.

CANADA

Amherst, N. S. - A. F. & A. Masons, June 9. J. O. Jones, Halifax.

CALIFORNIA

Los Angeles-Tri-State Live-Stock Show, Apr. 13-14.

CONNECTICUT

Meriden-Merchants & Mfrs' Expo. Apr. 20-24. Capt. Nickl's Fountain.

FLORIDA

Jacksonville-Jackcoats Fair, Apr. 13-23. E. Ross Jordan, Mgr.

GEORGIA

Atlanta-Live-Stock Show, Apr. 20-21. Tom O. Law, Care Chamber of Commerce.

ILLINOIS

Chicago-National Business Show, March 27-31. E. O. Tupper, 34 Church st., New York City.

INDIANA

Indianapolis-Home Complete Expo. Apr. 13-15. C. Caldwell, 303 Chamber of Commerce Bldg.

Coming Events

These dates are for a five-week period.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Chain Sales Make Favorable Showing Despite Handicaps

WASHINGTON, March 20.—Despite the shortest month, unfavorable strike and flood conditions, chain store sales in February made a respectable showing. The monthly compilation by Childs, Jeffries & Thorncliffe, Inc., revealed an increase for the first 25 chains to report of 12.8 per cent, as compared with 7 per cent in February a year ago.

Total volume for 25 chains was \$167,054,274, an increase of \$18,767,945. For the first two months of 1937 the volume was \$332,994,957, or 13.7 per cent ahead of a year ago. This compared with an increase of 7.6 per cent for the same two months last year.

Aside from the flood and strike handicaps, the comparison this year was extremely favorable. February a year ago had five Saturdays, something extremely rare for that month, and the trade this year had anticipated a disappointing showing. However, during the last week of the month the already brisk February business was stimulated by fresh demands from the food districts in particular. Recovery in those districts was in full swing and retailers reported of having difficulty in securing goods to satisfy customers. Buying in towns along the Ohio Valley was reported as high as 50 per cent above 1936.

Another factor was the mild weather experienced during the whole month of

Change of Season Sees Biz Boom for Industry

The transition of winter into spring is always looked upon by the wholesale merchandise industry as one of the most important periods for stimulation of premium and merchandise sales. The Easter holiday and the advent of warm weather definitely mark the beginning of the outdoor season and, from early indications, the volume will reach boom proportions this spring.

With circuses and carnivals going on the road soon, concessioners are already contacting their leading wholesalers. Interest is reported at a very high pitch and some of the orders now being placed for future shipment are among the largest ever received from this field at this time of the year. It is interesting to note that early preference is for better merchandise at slightly better prices than a year ago. Operators are apparently confident that increased patronage will take care of the expected greater profits.

Salesboard operators and digger men are already covering much more territory than was possible during the winter. Orders coming from this group have been steadily increasing and many of them have placed large advance orders for new merchandise in an effort to stimulate increased patronage. Leading board merchandisers and distributors of digger fillings are firm in the belief that the more liberal spending attitude of the general public this year will be fully reflected in heavier play.

Probably one of the industry's greatest sales boosts as a result of the season change is the advance in pitchdom sales, which are rapidly gaining momentum. Now that the severe weather is over the true pitchman is just itching to get started. If he hasn't already located, supply firms catering to pitchmen agree that it looks like a banner year for the trapes and keister; folks even who they don't have a soldiers' bonus payment to look forward to, as was the case last year.

The industry has developed many new items during the last few months that are ideal for almost any kind of outdoor promotion. It is believed that the featuring of these goods in outdoor channels for the first time will result in a tremendous increase on this account alone.

February. This apparently advanced the Easter trade season with the result that a substantial part of the buying took place several weeks ahead of last year.

A more than seasonal rise in department store sales from January to February throughout the country is shown in the preliminary report of the Board of Governors of the Federal Reserve System. The board's index with adjustment for seasonal variation stood at 93 against 93 in January, with the 1923-25 average taken as 100. Total sales in February were 10 per cent greater than the corresponding month last year, while an 11 per cent advance was registered for the two-month period.

In Philadelphia a 6 per cent upturn over January, 1936, was disclosed and a 9 per cent increase for the period from January 1 to February 28. New York's improvement over both periods was 7 per cent, while Chicago's figure was 13 per cent above the same month last year, and 17 per cent in excess of those for the first two months in 1936.

Parker Bros. Market New Promotion Ideas

NEW ORLEANS, March 20.—George Parker, chairman of the board of directors of Parker Brothers, Inc., and inventor of market of ping-pong, Rook, Pitt, Camelot, Monopoly and 500 other games, visited here this week and announced that his firm would soon market 30 new ideas for 1937 promotion.

The best of the new lot, he states, will be Bargain Day, invented by a Virginia woman.

"The new game will be a sensation and more for women and children," Parker announced. The "dean of game

Easter, Spring Shopping Jacks Up Retail Volume

Throngs of Easter and spring shoppers crowded retail districts throughout the country during the week ended March 13, sending the volume of trade to higher levels than during the same period last year, said the Department of Commerce in its report on business conditions in 37 cities.

Wholesale lines were likewise buoyant. In many instances the reports from various cities gave evidence of more widespread optimism than has been the case for some time.

Steel production during the week rose to 87.3 per cent of capacity, highest since 1929. This rate compared with 85.8 a week ago and 85.8 in the same week last year.

High Wages Buoy Industry's Hopes

Leading merchandisers who view every increase in wages as a prospective sales boost for their industry are all set to go places during the remainder of 1937. The first two months' department store sales ran 11 per cent ahead of comparable months of 1936, but optimistic merchants are counting on an 18 per cent increase for March, which includes the Easter business this year.

Variety stores increased their February business by more than the usual amount and maintained a margin of close to 10 per cent over a year ago.

Leading mail-order houses reported February sales at least 20 per cent better than last year, when cold weather cut into buying.

producers," accompanied by his wife, is on a pleasure jaunt to the Pacific Coast.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

NEWS from the field is spotty, with favorable reports predominating. Concessioners expect that business will be good from the start. Conditions in the East seem to be more promising at this time, but the Middle West and Far West are expected to pick up with the arrival of summer. Nobody can say at this time what the fall will bring. Early crop estimates, however, are fairly good. Wholesalers advise that orders for early delivery are substantially larger than those of last year. I have from authority that orders from house-to-house sellers are bigger this spring than for many years in the past.

Watch overall prices if you happen to be interested. One of the large distributors for denim has announced another advance which, combined with the higher labor cost, does not look too good. Glassware may soon follow. Factories are so busy that they are beginning to turn orders down.

I believe I have already mentioned it, but this looks like a year of small houseware sales. Reports in electrical appliances, kitchen aids and home necessities exceed everything the trade has known for years. All these articles promise to make exceptionally good fair and carnival sellers. A man who is now on the road tells me that he is doing well with a demonstration of amateur gardening aids. By the way, have you kept an eye upon your replacement cost? Make sure that you sell at the right price now, because you may have difficulty restocking at old prices. Idea is to take care of price increases when you sell. It is generally too late when you buy, because the profits of the former sale must pay for the new merchandise. It is a good plan to tell customers that they might have to pay more if they wish to buy the same article later. It helps selling and prevents future disappointment.

My impression is that the summer will be the best for premium selling since the depression. I am basing this prediction not only upon the facts that there is more money around and that the fair customer has proved himself to be a better spender but upon the general attitude of the trade itself. Concessioners have confidence in the future. They expect things to be good and are therefore straining every effort to make them good. Amusement parks apparently have little difficulty in filling up, and the boys are putting their best foot forward. They won't save on paint, and things will take on a brightened aspect. New fronts, new games and plenty of new merchandise will combine to make this a perfect season.

Much Class Mdse. For Roll Downs

NEW YORK, March 20.—Leading wholesale merchandisers here predict that roll-down games will again be the biggest users of class premium merchandise this year.

Activity is already under full steam. Licenses have again been issued by the License Department here, but this time without any definite guarantee of police molestation.

The men are not concerned with this latter provision, however. They feel that the police will not molest them in the summer-resort area and that their problem with the police department has always been because of the lack of action from the License Department. Now with the licenses granted and with many of the men spending big money, the concession spots are expected to be among the finest this area has ever seen.

Roll-down men are arranging for the newest equipment and many of them have already opened their spots. Buying of merchandise has therefore become brisk. As predicted in *The Billboard* a few weeks ago, buying for the most part is centering around the bigger flash items. Although the items are more expensive, roll-down concessioners believe that they offer the best attraction.

Best attractions in the Rockaways and throughout Long Island, as well as Coney Island, are expected to feature more merchandise and less cigaret action this season. There have been many warnings from the police about the use of cigars for prize awards. The belief that many minors who play the 1-cent games have been getting cigars has always stirred trouble. Wherever cigars are issued there are bound to be headaches for the concessioners.

Watch Luxury Items, Say Merchandisers

The wholesale merchandise industry predicts that luxury merchandise will be among the big leaders this summer. General belief is that with the return of free money the public will seek amusement spots featuring luxury novelties.

Many wholesale merchandisers already speak with enthusiasm of the volume buying of luxury merchandise for salesboards and rotary diggers by operators of games where merchandise award is permissible.

The new type novelty action pin games have had much to do with the return of greater volume merchandise sales and many are of the opinion that the bumper pin games will create new sport-lands this season. Bowling alleys are also expected to return in greater force, especially since the creation of extra units for them, which greatly increase the play attraction.

The greatest awards of luxury merchandise have always been in the amusement field. Therefore with the games again finding new high everywhere, merchandise that will be displayed will (See WATCH LUXURY on page 63)

NED TORTI

Writes on

Merchandise Trends and Forecasts for the Outdoor Amusement Business

In the Spring Number of *The Billboard Dated*

April 10, 1937

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Polishing Mitt; Skate Pads

Two items for which there is a real demand are a lamb's wool polishing mitt and a genuine sheepskin skate pad. Both numbers are being offered to the wholesale merchandise market for the first time by the H. M. J. Fur Company. Guaranteed to bring out the greatest possible gloss on any car, piece of fur-

niture or metal glass, etc., the lamb's wool polishing mitt is constructed so that the user may employ it with the least amount of effort. Mitts are priced low enough to allow a seller a good profit margin. Genuine sheepskin skate pads eliminate an old-time drawback to skating comfort. Almost every skater, adult or kiddie, has complained about the skate strap biting into his foot just above the instep, thus detracting from the pleasure of skating. The sheepskin skate pad is especially designed to eliminate this difficulty and to make skating sheer enjoyment for young and old. Skating rinks, parks where kiddies and adults skate and similar locations are veritable gold mines for the agent, canvasser, pitchman or salesman plugging the item. Company will send free upon request full particulars and prices on both items.

BIGGER, BETTER VALUES



COMBINATION GLASS CUTTER KNIFE—Two Blades, One for Pen, Glass Cutter and Corkscrew. Nickel Finish, Metal Handle. Comes with Finger Grips, Collapsible Tails. Equipped with Blade for Chisel. Size of Knife Closed, 3 1/2". One Blade in Package.

PER DOZ \$12.00 PER DOZEN \$1.05



Just Look—only 1.50 each

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.25. Chromium plated case with good fish scale band. Silvered dial with 600 ft. use. Unbreakable crystal. Each in original box with \$5.00 price mark.

NOVELTY CANDY VENDER OPERATORS

Write for Special Circular of Merchandise Assortments. Plenty of Cash and Big Profit for You!

N. SHURE CO.

Adams and Wells Sts., CHICAGO, ILL.

OUR PRICES REMAIN LOW

WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes, 101, 120, 10K Rolled Gold, 10K Gold, \$3.50
18 Jewels, \$4.00
ELGIN & WALTHAM 7J, 1210 Crystal Case, \$2.75
Lect. Case, \$2.75
Lect. Case, 10K Gold, \$3.00
15J, 10K Gold, \$3.00
LADIES' GENUINE OIAMOND RINGS—10 Karat 14K Gold, \$3.50 and up; 14 Karat, \$2.50 and up.
ELGIN & WALTHAM—12 Size, Railroad Model Case, 7-Jewel, Huggling Movement. \$2.00
18 Jewels, \$2.50 and up; 17 Jewels, \$2.75.
SPECIAL PRICES FOR QUANTITY USERS
Sample 30c Extra.
25% Deposit, Balance C. O. D. Send for Details.
N. SEIDMAN,
173 Canal Street, NEW YORK, N. Y.

ELGIN AND WALTHAM WATCHES. **1.85 UP**

Send for Catalog, Request Sample in Used Watches and Watches in the Country.
H. SPARDER & CO.,
100 North 7th Street, St. Louis, Mo.

1000 STANDARD DRUG ITEMS AT LOWEST PRICES
Send for New 1937 Wholesale Catalog.
UNIVERSAL DRUG CO., 24 E. 21st Street, New York City.

Rolling Butler

Rolling Butler is the name of the popular new item made by Western Chair Company, which may be used as a tea wagon or server and easily converted into a luncheon or bridge table. Equipped with large rubber-tired casters, it may be transported from one room to another without disturbing anything on the table and may be braked to prevent its moving about when in use. In order to move it thru a door it is so constructed that by turning one handle the table divides itself in the middle, one half going up and the other down until they are directly over each other. Looks like a real winner where a worthwhile premium of the better class is desired.

Aeromatic Gun

An improved model of the Aeromatic Gun, designed to be used to launch airplane gliders in various small model and toy sizes, was placed on the market last week by the Jaki Company. It was originally prepared for the market a year ago and has been greatly improved in appearance and workmanship. It is a nine-inch gun and comes in black, brown or blue, as desired, with nickel trimmings. It is designed to resemble a real pistol. The gun is designed to retail at \$1, with a stock of 10 gliders. A feature is its ability to shoot fast enough to keep three gliders in the air at one time.

Vapor-Seal Chicken Fryer

Spring is an especially good season for fried chicken and this has prompted the Aluminum Goods Manufacturing Company to bring out a new double-purpose Mirro vapor-seal chicken fryer for premium use. It is ideal for bingo and concession prize purposes and also serves as a Dutch oven for top-stove roasting. Complete utensil consists of two heavy fry pans, one so designed that when inverted it becomes the vapor-seal cover. Both handles fit closely together and are of heat-proof Bakelite. The top pan may be used to hold the chicken while making gravy in the bottom one. Designed with premium and prize use in mind, this utensil has instant eye-appeal and is priced right.

Low-Priced Oriental Rugs

Indications are that a great market for rugs will be opening shortly. Coincidental with this trend, M. Seidel & Sons are introducing a line of low-priced Oriental rugs ideally suited for agents, canvassers, pitchmen, concessioners and fair workers. The Seidel line has great eye appeal and flash. The rugs are made to approximate in appearance rugs worth many times their price. Heavy Cotton Orientals and Heavy Jute Orientals are outstanding in the line. A new catalog giving detailed information and prices on the complete rug line is being offered free to anyone in the trade who wishes to profit by the new increased demand for attractive low-priced rugs.

CONCESSION OPERATORS



GIVE-AWAYS THAT GET REPEAT PLAY LOOK LIKE 25c TO 50c VALUES COST YOU EACH—ONLY 2c

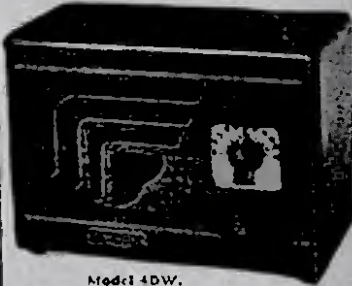
GUARANTEED HIGH-GRADE MERCHANDISE
Perfumes, Lotions, Astringents, Toilet Waters, Shampoo, Hair Tonics.
Eau De Toilette, Eau De Cologne.
SEND FOR SAMPLE Order of 250 assorted large bottles. Enclose money order for \$5.00. If not entirely satisfactory, return in good condition within 5 days. Money back at once. Shipped F. O. D. Chicago. 50% Deposit, Balance C. O. D. on Order of \$15.00 or More.
IMPORTERS OUTLET CO.,
756 West Adams St., Chicago, Ill.

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 1/2 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coil
- Exceptional Sensitivity
- Half Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Leaked Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders is our best proof.



Model 4DW.
\$6.10 each \$6.75 each

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

BINGO

Our price on special game Bingo tickets, sets of 1050, is lower than any one on the market. Jobbers only, please write for our price and samples.
J. FELDBERG, 473 Broadway, Bayonne, N. J.

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG, 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

FREE SAMPLE CASE

Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5—Cells, in Display Box—UNIFORM QUALITY. \$3.50
Per 1000
25% Deposit on C. O. Ds.—Incl. Postage.
CHAMPION SPECIALTY CO., 814-F Central St., Kansas City, Mo.

● SUN GLASSES, Latest Styles, Lowest Prices.
● MOTH CAKES, Oils, 100 for \$3.50
Per Dozen, 45c
● Cellulose, Glass, Paper, 55c
● SINGLE EDGE BLADES, Cells, 20 Pk. 4 in. Per Display Card. 65c
● DOUBLE EDGE BLADES, Cells, 20 Pk. 2 in. Per Display Card. 40c
● Complete Line for House-to-House Canvassers, Wagon Salesmen, Agents, Catalog Free Write.



SHOWER-PROOFED FUR SCARFS ★ LUCKY FUR AUTO TAILS
Every spring thousands of these shimmering \$5.50 each
fur, white, platinum and beige for scarfs are sold.
Get started now for a real clean up.
25% Deposit, Balance C. O. D.
WRITE FOR NEW ILLUSTRATED BROCHURE "EVERYTHING IN FUR!" FREE!
CHARLES HILAND, 208 W. 28th St., New York, N. Y.



SELL "VARIETY STORE"
The large, busy, multi-colored, attractive Merchandise Counter Display, NO BLANKS, 150 individually boxed items in absolute top variety stock, 100 per unit, takes in \$15.00. Make your own price to your customers. 150 items. More than 5000 items in line than production cost. Price, \$4.00 per display, in individual shipping case, F. O. D. B. Kansas City, Mo. in lots of 5 or more. Send substantial deposit. Give shipping instructions. No return shipments. Terms won't last long. CASH IN NOW. ORDER TODAY.
GORDON-HOWARD CO., 438 and 439 Broadway, Kansas City, Mo.

FOR VALUES TO GET
● EXCITED OVER ●
BUY FROM THE WORLD'S
LOWEST PRICED WHOLESALERS

● Razor Blades, Toiletries, Notions.
● Novelties, Gifts and Premiums.
● Sales Boards and Deals.
126-Page Catalog FREE with All Orders.
OUR ONLY MAILING ADDRESS
MILLS SALES CO.
of New York, Inc.
901 Broadway, New York, N. Y.

APRIL FOOL NOVELTIES

DO NOT BE THE "FOOL" BUY AT OUR
NEW LOW PRICES.
100—Explosive Box Matches. Doz. \$0.40
101—(50 Boxes) 1.35
102—Bunk Beds (3 in Box) Doz. 5.00
103—Bunk Beds (3 in Box) Doz. 10.50
104—Yield Glasses. Doz. 1.00
105—Set of 20 1.10
106—Grape Nostrils. Doz. 4.50
107—Shooting Nostrils. Doz. 4.50
108—Pants Handkerchiefs. Doz. 4.50
109—(400 Grs.) 4.50
110—(400 Grs.) 4.00
111—(400 Grs.) 4.00
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113—(400 Grs.) 5.00
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200—(400 Grs.) 5.00
Explosive Goods shipped by express only.
Our 1937 Catalog will be ready about May 1.
All orders before that in lowest prices, re-
gardless of former catalog quotations. Send
for Free List of April Fool Novelties. 25¢
coupon required with all C. O. D. Orders.
LEVIN BROS., Terre Haute, Ind.

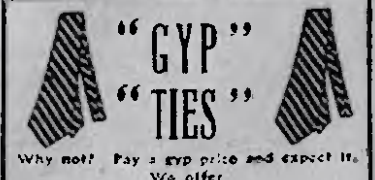
NOTES
from
SUPPLY HOUSES

O. E. Myers, formerly with Rubin & Cherry Shows, is now connected with National Advertising Merchandising Company, with headquarters in Houston. Myers is featuring high-class merchandise as salesboards awards.

H. O. Walters, owner of the United Novelty and Candy Company, is expected to return to Detroit soon from a Florida vacation to resume charge of his carnival supply business.

Liberty Sales Company, notion, cosmetic and sundry house with a large following among agents and pitchmen, has just received the first delivery of its new catalog containing 50 pages and a two-color cover. Book is well illustrated and lists many timely items, notable among which is a line of sporting goods. Company has made great strides in the trade and its new catalog should stimulate sales.

Ben Hoff, well-known concession mer-



Why not? Pay a gyp price and expect it.
We offer
**ONE PRICE
ONE QUALITY
ONE SERVICE**
Silk Lined, Full Cut Men's Cravats.
\$18.00 Per Gross
5% Cash With Order, Balance C. O. D.
Money Back Guarantee.
KEYSTONE MFG. CO., Atlanta, Ga.

NOW IT'S THE
SCOTTY QUINTUPLETS!
AND ARE THEY POPULAR!

Five little Scotties looking out of a basket set on a beautiful base, is cast of ZINC ALLOY, WHITE METAL, NON-BREAKABLE!
Style 935—High, Shaded in 8". Attractively designed—collophane wrapped parchment and trimmed with a silk cord.
In five (5) beautiful colors—red, green, blue, white and black. Complete with lockets—no strings.
Bottle \$1.25
12 or More \$1.15
24 or More \$1.00
25% Deposit with All Orders. Balance C. O. D.
ORDER NOW!
THEY'RE POPULAR!

NOVELTY LAMP MFG. CO.,
1213 N. Clark St., Chicago, Ill.

GOOD LUCK GEEPS

QUICK SELLER AND MONEY MAKER
LOTS of 50 \$ 5.00
LOTS of 100 9.50
LOTS of 1000 75.00
Sample, 25c.
Made of Sevitanite Metal. Have synthetic Ruby and Emerald Eyes.
1/3 Deposit, Balance C. O. D.
PONCA CITY LABORATORY
201 1/2 E. Grand, Ponca City, Okla.

SELL SOMETHING THAT'S MOVING

You profit \$20.40 on a gross "NEVA-TWIST" Made of rubber—greatest telephone and other coils from England and Europe. Net price \$4.75 per coil. Delivery. REPAIRS for 85c each. Make \$2.45 on a coil. Sample 30c prepaid.
MATT J. KENNEDY
17 NORSTATE ST., CHICAGO

chandise supply man and proprietor of New Art Toy & Feather Company, will carry a complete line of novelty merchandise for the 1937 season. Hoff has been catering to novelty men, scale men, operators of ball games, skee balls, park and carnival concessioners for more than 15 years. Although the firm will carry every conceivable type of merchandise, it will specialize in games, dolls and concession merchandise. In addition, the company will continue to manufacture its popular line of stuffed toys.

Acquisition of the Ace Premium Company, San Francisco, by Harry J. Snyderman, who will operate the firm in connection with Hamilton Manufacturing Company, has just been announced. Snyderman, former Pacific Coast representative for Harlich Manufacturing Company, has a wide background in the premium field, having promoted the sale of salesboards, novelties and premium goods for many years.

A new 62-page catalog featuring hundreds of items in metal, celluloid and glass produced by the Cruser Manufacturing Company is off the press and available to the trade, the company announces.
The book is check-full of premium and trade-stimulating ideas and will be found invaluable for reference purposes. In addition to the wide range of merchandise novelties and advertising specialties, the firm also manufactures photo-magnifiers, mirror, button and medalion assembling machines, parts and supplies.

A 7 1/2-pound boy arrived at the home of Mr. and Mrs. Joe Plum March 2. Youngster's name is Harvey E., and mother and child are both doing well. Joe is still excited over the event, as what daddy wouldn't be over the first addition to the family. Business at the Plum Company is going on as usual.

The manager of the General Wireless Laboratories informs us that they are still working on their line of midgelet radios and that an announcement will probably be made within the next few weeks. From what little we've seen, the new sets are worth waiting for and should prove exceptionally fine numbers for salesboards, bingo and concession operators.

The advertisement of the Cee Kay Company in the March 6 issue of The Billboard, featuring the Auto Smokette (cigarette, cigar and pipe holder and ash receptacle for motorists), gave the incorrect sample price of the item. Price is \$1 per sample and not \$1.40 as stated in the ad. Irving Friedlander, of the Cee Kay Company, incidentally reports great activity on the Auto Smokette and a flood of orders for the company's new sensation, the Combrush, ingenious item combining the comb and brush in a single article. Friedlander is glad to personally answer inquiries from interested parties on either of the firm's two products.

Universal Drug Company has prepared a special listing of standard drug items for streetmen, agents and home-to-house workers. The concern is featuring standard brands of shaving creams, razor blades, tooth paste, etc.

Business activity in the Philadelphia trading area continued at a high pace during the week. Unweighted average of volume of preliminary, unaudited dollar sales of two department stores reporting showed gain of 15.8 per cent over the preceding week and 23 per cent over the corresponding week last year. Specialty shops reported a gain of 33.4 per cent and 24.9 per cent for the corresponding periods. Wholesale trade and manufacturing showed unusual activity, despite the prevailing epidemic of strikes.

Four firms in Pennsylvania report wage boosts for workers. Wilbert Wear, president of the Harrisburg Steel Corporation, announced a wage increase of 10 cents an hour for 1,100 men, with time and a half allowed for overtime. (See SUPPLY HOUSES on page 72)



BRIGHT
Polished Copper
SMOKER'S SETS

Profit by the public's growing demand for bright, polished copper items. Use it for your Merchandise Games, Wheels, Bingo or Sales Board prices. The natural copper with brilliant brass trimmings makes a rich, flashy display. Smoker's Set (above)—Consists of 3 1/2" Glow Lamp; Man-Size Ash Tray, 1 1/2" deep and 7 1/4" x 12 1/4" tray. Smoker's Set (below)—Consists of Tray, Ash Tray and pipe Cigarette Set, which will hold 40 Cigarettes.

WRITE FOR DETAILS
Ask your jobber for details on our complete line of Utensil and Gift Ware Prices. If he cannot supply you write to factory!

WEST BEND
ALUMINUM COMPANY,
Dept. 633, West Bend, Wis.



SALES PROMOTERS-PITCHMEN
RECAMIER

Successor to the Pink-Nose Confection by HARRIET HUBBARD AYER
During year 1884-1887, we want 1,000 Pitchmen and Sales Promoters To Cash in on the Fastest 4-piece Deal in the Country.
PERFUME—LIPSTICK—FACE POWDER—COLD CREAM.
DOZEN 80c GROSS \$9.00
Not Connected With Business Conducted Since 1907 by
HARRIET HUBBARD AYER.

Send 50c for 4 Samples, Postpaid.
MINIATURE CHARGE—On-Lens, E- (Shank, Mirror, Etc., with Box) 65c
Cord, Gross
ALKALINE SELTZER TABLETS—70 Tablets on Display Card, Each 25c
20% Deposit, Balance C. O. D.

SEND FOR GIANT
1937 CATALOG
CONTAINING 1,000 ITEMS.

BENGOR PRODUCTS CO.
676 BROADWAY, NEW YORK, N. Y.



AMERICAN-MADE
LAPEL WATCH, 14 S.
Diamond bezel and back with Chrome center case. Authorized colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.
No. B100, Ea. \$.92 1/2
TEN for 9.00
Send for Catalog
ROHDE & SPENCER CO.
WHOLESALE HOUSE
223-225 W. MADISON ST., CHICAGO

BIGGER BETTER
Genuine Fur FOX TAILS
1936's sensation
more than 100,000
sold in 1937. And
here are genuine
tails also 1cm
long with two
strong cords for
tying to button.
30, 40, 50, 60, 70,
80, 90, 100, 110, 120,
130, 140, 150, 160, 170,
180, 190, 200, and finally
Horsegrade red, white and blue silk
crests. Make neckties, suspenders,
and aprons. Every worker, permit
owners in all fields are stretching up
for a big profit season. ORDER
NOW!
35-40 West 4th, Balance C. O. D.
Write today for full particulars about our new
and famous Lamo Wool Fur Publishing 2001 and
Creative Business Made Ltd.
H. M. J. FUR CO., 180 W. 28th St.,
New York, N. Y.

ELGIN-WALTHAM
REAR-LOAD MODEL 16—SIZE
7 JEWEL .. \$2.75
15 JEWEL .. 3.50
17 JEWEL .. 4.00
EASILEST RELOAD-BACK-PAKE CO.
SHOCK RESISTANT QUALITY SWISS MADE
BERKSHIRE

Sensational
NITE-GLOW
VANITY CASE
With self-contained
electric light, mir-
ror, puff and well
for face powder.
Beautifully finished
in choice of colors. If your dealer can't
supply, send \$1.50 and we will ship prepaid
direct to you.
THE VITAL PRODUCTS MFG. CO.
7500 QUINCY AVE., CLEVELAND, O.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

WATCH LUXURY

(Continued from page 65)
to a great extent fall into the luxury category.
The finest and most expensive com-

POOL WHIRL

(Continued from page 43)
indoor tank, New York, writes concern-
ing a newly formed aquatic organization
which, to my mind, deserves the atten-

manager, which includes managing Lake-
wood Amusement Park, both of which
are hobbies or sidelines with me, for, as
president of the General Elevator Com-

"During this season we will stage
Lucky Peter's Hell Drivers two Sun-
days, motorcycle race and rodeo, as
the boys call doing their trick riding

DRIVE FOR

(Continued from page 42)
conducting a lively campaign thru the
mails with parks, pools and beaches from
Coast to Coast and reports receipts of a
substantial increase in inquiries and
applications for coverage over last year.

Increased Volume Goal

"It is universally conceded that the
first year's operation of the plan spon-
sored by the association is a great
achievement," said Mr. Hodge. "With a
very material increase in the premium
volume this year a substantial increase
in the dividends to be enjoyed by all
1937 policy holders is hoped for and, in
fact, anticipated. It is the ambition of
the insurance committee and the officers
and directors of the NAAFPB to increase
the savings to 30 per cent, and those who
are familiar with the way the association
does things have little doubt as to the
certainty of such results being pro-

duced. It is hoped therefore that no
operator will figure his operation too
small or too remote to participate."

LISTS

(Continued from page 65)
Grand Rapids—Greater Grand Rapids Expo.
Apr. 16-17. Frank Whitman.
MICHIGAN
Port Gibson—S. W. Adams, Nat Stock Show
March 29-Apr. 2.
MISSOURI
Joplin—Fiesta, Apr. 24-25. Earl Brown.
St. Louis—Police Circus, Apr. 3-18. Sydney
Wilmont.
NEBRASKA
Omaha—Spring Circus, March 29-Apr. 2.
Blunk Wright, Jr.
NEW JERSEY
Newark—Horse Show, Apr. 28-May 1.
NEW MEXICO
Clovis—Fiesta of the Plains, March 20-27.
American Legion.
NEW YORK

GOOD ATLANTA

(Continued from page 42)
Hailed in one of the exhibit buildings
and dance casino is being reeroofed and
remodeled. Plans are on for extensive
improvement to restroom facilities.
There are now about three miles of
chain-link wire fence completely in-
closing the park. On the few days that
the race track is used 600 feet of canvas
is strung at each end of the track to
shut off the view from public highways.
The entire fence is being painted alumi-
num, giving it a completely new appear-

Concessioners Have Voice

"On the whole we will show plenty
of activity getting the park ready for
official opening on May 1 with a May
Day celebration participated in by the
public schools," said President Benton.
"During my second season as general
manager of Southeastern Fair and Lake-
wood Park I adopted a policy of holding
a weekly meeting during the summer
with all of our park concessioners and
at these open meetings free discussion
is had of common problems and plans.
We have found that this engenders a
much fuller spirit of co-operation and
good will among concessioners and park
management and enables each one to
have a voice in the type of programs
and kind of advertising put on to at-
tract customers.

Program for Grand Stand

"I am serving my fifth year as pre-
sident of the fair association and general

ALBANY—Cyrus Shrine Trenches Circus, Apr.
3-10. Al Hamilton.
ALBANY—New York—Building Expo. March 20-27. R.
H. Bacon, 111 1/2 Ave.
New York—Women's Natl. Expo. of Arts and
Industries, Grand Central Palace, March
22-Apr. 3. Mrs. A. S. Scott, 259 Park Ave.
New York—American Toy Fair, Apr. 3-11. H.
D. Clark, 299 4th Ave.
Rockwell—Sports & Outdoor Show, Apr. 3-
10. Wm. Weaver.
NORTH CAROLINA
Warrington—Mechanics Expo. March 29-Apr.
4. A. J. Gray.
Wilson—Amers. Legion Indoor Circus, Week
of Apr. 12. W. H. Dixon.
OHIO
Chardon—Mats. Festival, Apr. 1-4. Paul Z.
Deaton.
OKLAHOMA
Enid—Okla. Industrial Expo. Apr. 12-19. O.
E. Rank.
Enid—Tri-State Band Festival, Apr. 6-10. M.
E. Carey.
Oklahoma City—A-H & IFA Live-Stock Show
and Rodeo, March 29-31. G. W. Eber.
SOUTH CAROLINA
Charleston—Arlene Festival, Apr. 11-17. A.
J. Traubert.
PENNSYLVANIA
Philadelphia—Motor Boat & Sportsmen's
Show, March 29-Apr. 2. P. H. Hites, 1904
Fox Bldg.
TENNESSEE
Columbia—Live-Stock Show, Apr. 4. W. D.
Hathings.
Humboldt—F. Tennessee Strawberry Festival,
May 3-7. J. D. Hunter Jr.
TEXAS
Palmview—Dairy Show, Apr. 21-24. Pete H.
Smith.
San Antonio—Fiesta & Battle of Flowers, Apr.
10-24. Jack Haywood, 207 Insurance Bldg.
VIRGINIA
Danville—Indoor Circus, Auto Show and Her-
shland's Expo. Apr. 3-10. George S. Hart.

BIGGEST NOVELTY SELLER
or PREMIUM GIFT
GENUINE RABBIT FEET

PRICE INCLUDES Your \$30.00 (or 30 each)
NAME OR ADVER- Per 1000
TISEMENT

around and top of cap if order (Special Prices for Quantity
is for 5,000 or over. Users)



MYSTIC KEY CHAIN \$5.00 Per 100 Bulk
LUCKY KEY CHAIN \$5.00 Per 100 Bulk
SAMPLES 10c Per 100 Bulk
MADE IN U. S. A.

(SPECIAL PRICES FOR QUANTITY USERS)
DOUBLE HORSE SHOE KEY CHAIN \$3.50 Per 100 Bulk
1/3 Deposit With Order, Bal. C. O. D.
J. E. BREWER
226 W. 26th St., New York, N. Y.

Slug Visible Slotted Coin Counter
The Operator's friend. Transparent, with
dot gauge giving absolute accuracy in
count, shows up slugs, easily emptied
into roll tubes. The best hand counter doing
work of mechanical counter. Try a sample.
\$1.25 each, or \$2.50 a set consisting of pen-
ny and nickel counter. The penny counter
can also be used for tubing diam.
ACCURATE COIN COUNTER CO.,

WIPPER TUBES, 15c per 1,000 in
1c, 5c, 10c, 25c, 50c sizes.
Write for Big Lot Prices.
PATTON, PENNSYLVANIA

WISCONSIN
Milwaukee—National Flower & Garden Show,
Apr. 10-18.
CANADA
Edmonton—Alta.—Live-Stock Show, Apr. 3-8.
K. Holman.

WALTHAM
10 Size—17 Jewels, R. W.
movement, fitted in new
Green-Cover. Com-
plete with chain
to match. Special
Price, Lots of 5, etc.
\$3.50
NEW YORK NEW 1936
CATAJARI
PLYMOUTH JEWELRY EXCHANGE,
163 Canal St., Dept. 11, New York City.

Dog Shows

These dates are for a five-week period.
ALABAMA
Birmingham—Apr. 3-4. Mrs. Ella G. Depite.
204 Ave. P. Lindley, Ala.
Montgomery—Apr. 6-7. Mrs. Julius Frank.
619 Dexter Ave.
CALIFORNIA
Hollywood—Apr. 2-4. Mrs. A. R. Richards, 3140
Hollywood Ave.
CONNECTICUT
Hartford—Apr. 17. Foley, Inc., 200 Chestnut
St., Philadelphia, Pa.
ATLANTA—Apr. 9-10. R. G. Beckman, Box 183.
Avalonville, Ga.
Savannah—Apr. 12-13. Miss Amy B. Hopkins.
Whitehall Station, Savannah.
ILLINOIS
Chicago—Apr. 3-4. Foley, Inc., 2000 Chestnut
St., Philadelphia, Pa.
Chicago—Apr. 25. Paul Schwartz, 1330 Hyde
Park Blvd.
Rock Island—March 30-31. Mrs. Forrest
Treat, Bettendorf, Ia.
MASSACHUSETTS
Cambridge—Apr. 10. FRANK T. KERRIGAN, 33
Paul St. Newton Center, Mass.
Chicago—Apr. 10. Foley, Inc., 2000 Chestnut
St., Philadelphia, Pa.
MINNESOTA
Mankato—Apr. 21. O. N. Watson, Smiths
Mill, Minn.
Minneapolis—Apr. 24-25. Henry W. Norton.
650 New York Life Bldg.
Rochester—Apr. 23. Arthur E. O'Neil.
St. Paul—Apr. 17-18. Mrs. T. A. Pederson.
107 Galvin Ave.
MISSOURI
St. Louis—March 27-28. Foley, Inc., 2000
Chestnut St., Philadelphia, Pa.
NEBRASKA
Omaha—Apr. 28-29. Mrs. Helen Elliott.
NEW HAMPSHIRE
Manchester—MAY 27. Mrs. E. N. Olsen.
222 1/2 Park Ave.

BLADES LOW PRICES
ALL TYPES

Send 10c for Samples. Details FREE.
NATIONAL BLADE CO.
37 South Avenue, Dept. 1-C, Rochester, N. Y.
NEW JERSEY
Elizabeth—Apr. 4. Foley, Inc., 2000 Chestnut
St., Philadelphia, Pa.
NORTH CAROLINA
Asheville—Apr. 20-21. Mrs. Earl S. Huddy.
308 Vanderbilt Road.
Charlotte—Apr. 18-19. C. O. Garrison, 1101
Greenwood CHS.
Dorham—Apr. 23-24. Dr. E. R. Tyler.
Fletcher—Apr. 3-4. Chas. W. Piquet.
OHIO
Toledo—Apr. 10-11. Foley, Inc., 2000 Chestnut
St., Philadelphia, Pa.
Youngstown—Apr. 10-11. Frank Hulse, 6 E.
Federal St.
OREGON
Portland—March 26-27. L. O. Hatfield, Box
29.
SOUTH CAROLINA
Charleston—Apr. 14-15. Mrs. A. K. Gibson, 14
George St.
TENNESSEE
Cincinnati—Apr. 1-2. Mrs. H. W.
Hirschmeier.
Knoxville—March 24-25. Mrs. Carl Anick.
Rox Hill, Knoxville.
Memphis—March 29. B. W. Smith, Box 2013.
TEXAS
Dallas—Apr. 4. Mrs. Will Bryan, 1200
Broadway St.
VIRGINIA
Norfolk—Apr. 27. Foley, Inc., 2000 Chestnut
St., Philadelphia, Pa.
Richmond—Apr. 28-29. Foley, Inc., 2000
Chestnut St., Philadelphia, Pa.
WEST VIRGINIA
Wheeling—Apr. 13-14. Mrs. John H. Murphy.
Shelbyside, O.

IT have the same troupe my dad had, as they seem to be as loyal to me as they were to him. Peach crop at Port Valley, Ga., has been hard hit. It should bring a good price, however. Peanuts were tops last fall. Business has been fair with good prospects and the weather good. Will be on my own this season."

HUSTLER'S TIPS: A perfectly good giveaway with a spark intensifier or other similar demonstration items is a set of green-mirror set screws for auto scenic tags. A television mirror would also be a good sales stimulator, as 32 States and four Canadian provinces require motorists to install the mirrors in their cars.

"NOW IN OUR . . . 202d week and playing two-nighters to good business," cracks Rickett, "The Barcum of the Sticks," from Oak Park, Ga. "I have been having many visitors lately. Burt Russell and the missus stopped off for a long chat while en route to Wadley, Ga., recently. Burt certainly has a swell line of trucks and trailers."

KING JOY tells from Springfield, Ky.: "Just returned here from a visit with George Rabbittfoot at his modern laboratories at Somerset, Ky. The way he puts over his line is something new and will open the eyes of the old-time medicine men who adhere to that old adage 'What was good enough for our fathers is good enough for us.' Met a number of the sheet boys in Knoxville recently, including Red Dewitt, Red Cunningham, Slim

King, Fred Almany, Whitey Rogers, Dr. Hauser and his co-worker, Nick Nichols. Also saw Dr. Bryant at a mule sale in Morristown, Tenn. I heard that Mrs. Nina Scott is now in North Carolina gathering in the frog skins with her new coupon idea and organizing another med opera, which will take to the road as soon as the birds chirp a little louder. Rain has been plentiful here recently. However, the weather is beginning to break and I hope to be hitting on all six in the near future."

FRED WILLIAMS while visiting the pipes desk last week infoed that Charley Gow, of Toronto, is putting on a cement demonstration in Kreeger's, Cleveland, to good business.

HOT TIP: The Bazooka pipe, a hum-drum musical contraption shaped like a hog, is really catching on. Stores in large cities are making a break for the item and it is up to the live-wires to locate the item and sell it. This is really a hot tip and the boys who are wide-awake are certain to go to the cash window with a blink check and their own figures. It all depends on how you work and how you can deliver.

RED BURNS is hustling song sheets in St. Louis and killing time there waiting for old Sol to kick loose with his blasts on both sides of the main streets so that he can begin his trek to the Northern Peninsula of Michigan. Burns claims that his sales on the leaf in St. Louis far exceeded his anticipation of business in the Mound City.

PEARL LOYER is working cutters in Kansas territory, and Miss Kussenger is working artificial flowers in a chain store in that section.

W. F. HUBBLE and the missus, erstwhile peeler workers, are now working art needles in Birmingham.

DR. GEORGE M. REED . . . "Just noticed the Final Curtain announcement of the death of Chick Cummings. He was a real pitchman and his many friends will be sorry to learn of his death. Last time I saw him was in 1930 when I split time with him at the Canton, O., fairgrounds. Morris Davidson is working the forms in the same store I'm working this week. Harry Weber, his partner, is working an Auburn, Ind., chain store. Met Chief Golden Eagle here and he infoed that he is doing okeh."

ITCHMEN'S SAYINGS: "If I keep this money, is it all right with you?"—Harry Curry.

"WOULD LIKE TO HEAR . . . how conditions were and how much long green the boys corralled at the big show in New Orleans," inquires John H. Jones from Du Quoin, Ill., under date of March 17. "Certainly sorry I couldn't be there, as it has been some time since I missed the Mardi Gras. How was it. Joe Morris and A. Hicks? Have been reading here after a two-year illness and am gradually showing improvement. This town is open free to private property and is fair on pay days. Smitty jumped in here from St. Louis recently and worked glass cutters to fair business. Glad to learn that Clarence O'Day and Al Rice are getting it in Texas. Wonder if Carl Heber is still getting it in St. Louis? May see some of you boys there this summer. Would like to hear from friends."

DENWITT SHANKS . . . left Knoxville recently to invade the prosperous territory in Somerset, Ky., where the Rabbittfoot brothers are getting plenty long green. Looks like a deal on between Shanks and the Rabbittfoot.

MEMORIES: When Curley Bennett was making a jam pitch on the public square at Carlinville, Ill., and the sheriff stood in the tip with his coat ajar so that Curley could see his budge? And after Curley returned all the money he had collected the sheriff said: "Just take your time and get all you can, but when you have finished tell your customers that I'm going to hold a delinquent taxpayer's sale on the courthouse steps." Curley has never been the same since. Those were the good old days.

"WORKED MAYFIELD, KY. . . last Monday to good business," pipes Jeff Farmer from Dresden, Tenn., under date of March 8. "Spots is open, due to the efforts expended by H. P. Pharis, an oldtimer, and is a red one on the third Monday of any month. McKenzie, Tenn., can be worked to a small reader, while Dresden is open and plenty good. Second

FAIR WORKERS-PEELER WORKERS-DEMONSTRATORS

Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

- GARNISHING SETS
- ROTARY MINCERS
- SAFETY GRATERS
- ORANGE JUICERS
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- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS

and other Kitchenware Items

ACME METAL GOODS MFG. CO.

2-24 ORANGE ST. NEWARK, N. J.

LUCKY CHARMS

Imitation Ivory with Colored Cords

\$1.00 per gross Quantity Prices on Demand, Over 100 Different Numbers.

KARL GUGGENHEIM, INC.

871 Broadway New York, New York

MEDICINE MEN-PITCHMEN-DEMONSTRATORS

HERBS — TONICS — LINIMENTS — SALVES — TABLETS
SOAPS — EXTRACTS — CAPSULES — ETC.

Put Up Under Your Own Name in Single Gross Lots.
OUR PRICES—THE LOWEST. OUR QUALITY—THE HIGHEST.
WRITE FOR LOW PRICES AND DESCRIPTIVE LITERATURE.

THE OZONDA COMPANY, COLUMBUS, OHIO

Monday of the month is good in Fulton, Ky., and the reader is priced at \$1; Union City, Tenn., is good for an o. reader, while Alamo, Tenn., is good on any Thursday, as they have mule sales there. Huntington, Tenn., is closed on city property and no spots are otherwise obtainable. Trenton, Tenn., is good on the first Monday of each month and Paris, Tenn., is closed. Would like to read pipes from Blacky Keeler, Swede Swanson, Doc Anderson and Bill Gount."

MONEY SPOTS: The Case plant at Richee, Wm., has resumed operations. With Kenosha just a short distance away, and both spots close to Milwaukee and Chicago, where the Nash plants are operating at full speed, it should be a winner for those in that section.

LITTLE CHIEF WHITE EAGLE . . . subscribes from Terrell, Tex., that he is planning an early start with his show this spring. Opening is slated for Paris, Tenn. Lineup includes J. T. Quiri, Juanita Jack, Mrs. Emmett Tendel, Mrs. Juanita Brown, Little Chief White Eagle Jr. and Mrs. White Eagle.

L. GOLDSTADT . . . is after a tour of Florida with jewelry, is now in Terre Haute, Ind., suffering from an attack of influenza. He infoed that he expects to be up and around in about 10 days.

ART NELSON . . . rad worker extraordinary, is a busy boy these days collecting the long-green and sporting a new Studebaker to prove it. While en route to Chicago last week he stopped off at the pipes desk long enough to announce that he has 14 stores going in the Middle West.

SPRING DREAMS of big pastures never add a single dollar to the bank roll.

SI HART . . . blows from West Frankfort, Ill.: "Ten right in the coal fields and working all the towns in this territory. Mines at the edge of West Frankfort are good on pay

UNDERWOOD

IF IT'S COMMON—SEE BRODIN

The Underwood is "Tops." Don't buy anything in Pens or Pensils till you see our high quality, low price list of barstools. Write today.

BRODIN PEN CO., 308 B'way, New York, N. Y.

Get Set for Life!

IN COUNTER CARD BUSINESS

MAKE BIG MONEY

In new kind of wholesale business. Place orders line 35-104 goods with \$100 cash or 30% down. Get our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities, including Layman's Appliance—nationally advertised in Sunday morning Post. All stocked on our state-of-the-art, self-help Counter Displays. Up to 10% profit for you and no overhead. No investment in stock. Facts and big cutting sent free.

WORLD'S PRODUCTS CO.

Dept. 888-C. Spencer, Ind.

WHITE STAR RINGS

Gorgeous Selection of High Quality, Famous White Gold, Gold or Rhodium Plated, for Men and Ladies. Save \$2.00 to 20.00. See Very Latest Crystal, Pearl and Novelty Jewelry and more. No investment in stock. Facts and big cutting sent free.

La Medz Bead & Nov. Co. 42 W. 33rd St., New York City.

SLIP-NOT TIES

Slip-Not-Tie—Jawbreaker Fit—no—Straps—Fits—No—Tie—Good—60¢—Retail—Send \$1.00 for Sample Box, and be convinced. Money returned.

M. LEVINE,
13 N. 13th St., Phila., Pa.

Pitchmen I Have Met

By SID SIDENBERG

After making about 20 spots in a row down in Kentucky last year I decided to spend a few days in Louisville and take in the Derby.

The lucky moon was over my right shoulder on that trip, for I edged up close to a few birds who looked like owls and acted like they knew horse flesh. When I heard them decide on which nag they were going to bet I took the same ticket. When it was all over I had mine made for the day.

With a century of loose dough jingling in my kick, I went to town to make whoopee. Noticing a storeroom with "Pitchman's Headquarters" painted across the front window, I entered and introduced myself. To my astonishment I was facing one of the babies that I had overheard doping the ponies and who was responsible for the whoopee money I had in my kick.

He was none other than Clarence L. Mannion, who has about 15 different irons in the fire in the Kentucky metropolis. After the hand-shaking formalities were concluded Clarence took me out and showed me the town. My C note took wings, but he gave flight to as much or more. We did it up right and had a mighty good time. It cost me a week's work, but, baby, I certainly learned about Louisville and its ropes and entanglements.

Mannion does very little pitching on his own hook. He does, however, rally forth on some trips with the boys and makes almost every spot in the State and works them all, altho most of them are closed to others. Mannion is one of those birds who will supply any good hustler who is up and at 'em and willing to make some long green with stock, permit and even the feed and room. He doesn't give anybody anything and makes no bones about it. He will tell any of the boys that he isn't in business for his health, but is willing to help anyone that will help himself. Some of the boys have been sore at Mannion because he works with them on a percentage basis, but I honestly believe that if a real hustler gets up against it he wouldn't expect more than an even break to get back on his feet.

Mannion has received some favorable mentions, along with his picture, in *The Louisville Times*, styling him the "King of Pitchmen." Manny is 39 years old and has been pitching in the otherwise closed city of Louisville for the last five years.

showman, was readying his organizations at Ypsilanti, Mich., for his opening, April 18. . . . Syl La Velle had just arrived in New Haven, Conn., having moved there from Bridgeport. . . . McKinley Bros.' Big Fun Show was finding fair business in Eastern Pennsylvania. . . . Hot-Shot Austin was finding a definite shortage of long green in Jasper, Ala. . . . George Grooms and Harry Corry were working med regularly at Kingsburg, Indiana. . . . National Health Society of New York had just added the following workers to its roster: Nurse Huxley, Mighty Alton, Pat Dana, Cliff Younger and Harrietta Diamond. . . . Bert Stevens and Harry Johnson were liberating in Corning, N. Y. . . . George Covell, Charlie McClair and Steve Hurley were working Boston department stores to an okeh business. . . . That's all.

Missouri Show Women's Club

ST. LOUIS, March 20.—Members of the club met at the home of Mrs. Florence Parker Thursday, March 18, for an old-fashioned quilting party. The quilt, donated by Mrs. Parker, was finished and will be the main prize of a raffle later in the spring. After the party the club adjourned to its rooms in the American Hotel for the regular business meeting. President Norma Lang presided. A surprise was the visiting member, Mrs. Irah Velare, from Florida, who made a short speech. The prize for the evening's raffle, a box of beautiful hand-made handkerchiefs, was donated by Mrs. Nell Allen. Mrs. Velare drew the numbers and handed the lucky one to Viola Blake. Refreshments were served. Reported by Kathleen Riebo.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

The Showmen's League of America is an organization incorporated "not for profit," and its keynote is "charity." If you are an outdoor showman you should become a member at once.

WARNING

THEATRE MANAGERS, MAGICIANS AND ALL CONCERNED

I am the Originator of the Stage Illusion "ACTUALLY SAWING A PERSON IN TWO" My priority claim to this Illusion is filed with The Illinois Material Protection Bureau. I have a long-term contract with Robert and John Eckhardt and fully intend to protect my ownership of the Illusion and my contract with the Eckhardts.

RAJAH RABOID
P. O. Box 2, Station C, New York City.

R. H. WORK SHOWS

Opening March 29th, Grant's Park, Charleston, S. C., Easter Celebration. Want Cook-house, Legitimate Concessions, one or two more Rides, Acts and Talkers for Side Show. Dock Hall and Girty come on. Address all mail and wires:

R. H. WORK SHOWS, Charleston, S. C.

Reo Brothers Circus

Wants Acts Doing Two or More With Own Transportation. Also Musicians. Address WESTCHESTER, PA.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, March 20.—President J. O. McCaffery presided at the March 18 meeting. Other executives present were Treasurer A. L. Rossman, Secretary Joe Streibich and Past President Sam J. Levy.

Financial report is very encouraging and all committees are showing real co-operation.

Membership committee presented the following applications: Sam Brin, Ernest Dellabate, Brooks Rogers, Sam Weiner and Thad B. La Sure. They were credited to E. C. Velare, Morris Lipy and Frank D. Shean. Brother Velare won the Gold Life Membership card in 1936 and Brother Lipy and Shean are out after one this year. Another brother expected to be among the contenders at the close of the year is Brother Fitzio Brown.

Spring Benefit committee is doing good work. Reservations are coming in nicely and the affair will no doubt be a sellout. Date is April 5 in College Inn and Old Town rooms of the Hotel Sherman.

Chairman Brother Carl J. Sedlmayr is planning an extensive campaign on the 1937 Cemetery Fund drive. Plans are now being formulated and actual work will start about June 1.

Brother Harry Coddington, recently released from the hospital, was on hand for the meeting and gave his usual fine report on the work of the Relief Committee. Brother Colonel Owens is still confined to his home.

Lease committee appointees are Past President C. R. Fisher, Past President Sam J. Levy and brothers M. J. Doolan, H. A. Lehner and Robert Miller. Their duty will consist of working out plans for again leasing of our present quarters or to find suitable new ones.

Brother A. L. Rossman and R. E. Cohn have returned from their Florida vacation and are displaying the fine effect of that sunny climate.

Brothers Frank G. Miller, Morris Miller and Frank J. Bigh attended the meeting after an absence of some time and seemed to enjoy the visit with brother members.

Brother Lorman's pet hobby, a home for needy showmen, came up again for discussion. The committee appointed to make full investigation on action be taken includes Brother J. L. Lorman, Charles G. Driver, George W. Johnson, M. J. Doolan and Rudolph Singer.

Brother Rossman presented a report regarding the marker recently placed on the grave of the late Con T. Kennedy in Florida. He also brought photos of the work.

Ladies' Auxiliary

Vice-President Leah Brumleve presided at the March 18 meeting in the absence of President Frances Keller.

Mrs. Abner Kline presented applications for Mrs. O. N. Crafts and Mrs. Amelia Earles. Mrs. F. D. Shean wrote for application blanks and assured us she will be a help to the committee during the year. Mrs. Shean, who with her mother, Mrs. Stout, was a Chicago visitor en route to Minneapolis, arrived too late to attend the regular meeting.

Mattie Singleton was hostess at the March 11th social. Attendance was up to standard and a pleasant evening was spent at bunco and cards. Vice-President Leah Brumleve will be in charge of the affair on March 25.

Relief committee reports: President Frances Keller is gradually gaining strength since a recent operation, but is not strong enough to regularly attend the meetings.

Mrs. Blanche Latio and Mrs. R. Oakes are rapidly recovering. Minnie Murdow is also showing improvement after a recent illness.

Phoobe Caraky has returned to town and will remain until after Easter. She will then depart on another business trip with Mr. Caraky.

WANTED
ADVANCE AGENT
Fully capable of selling a 25-People **MYSTERY SHOW**.
Can be presented as **How Will it compare 24-Hour Show**. Reply to
"MIRACLES OF 1937"
Majestic Theatre, Paterson, N. J.
THIS WEEK

Young Books Acts For Nashville Fair

NASHVILLE, Tenn., March 20.—Driving from Chicago via Louisville, Mr. and Mrs. Ernie Young stopped off here, contacted Judge Litton Hickman, chairman, and James A. Coyce, of the board, and closed a contract for acts at 1937 Tennessee State Fair. It is said outstanding circus acts will comprise the program.

Mr. Young visited the State Fair grounds and called upon Phil C. Travis, superintendent of concessions, who is in charge during illness of Secretary J. W. Russwurm, who has been in a hospital several days.

The grounds have been occupied by flood refugees from Louisville and Paducah, Ky., and Arkansas towns since January 27, but were evacuated yesterday, Mr. Travis said. At one time 1,600 refugees were housed in the fair buildings and more than 5,000 were looked after as they were shifted from time to time. Mrs. Travis is acting as office assistant in the concession department.

Heart of America Showmen's Club

KANSAS CITY, Mo., March 20.—Art Brainerd, vice-president, called the meeting to order. Many members that attended reported that they would be leaving before another would be held.

Letters were received from President Jack Ruback and John R. Castle, Castle is finishing up with the Better Home Show held at the Forum at Wichita, Kan.

Interesting discussion was held in regard to raising money for the Monument Fund and the Hospital and Cemetery Fund. The club is going to purchase a monument for the Showmen's Plot. Art Brainerd is chairman of the committee that has been working with the cemetery people for the past month on this matter. His committee will recommend the purchase of a monument that the club will be proud of in years to come.

Sam Solomon, a member, was a visitor and left a liberal donation to the Monument Fund. Altho the drive for funds has not started the club has received about \$200 already. Several have pledged various amounts.

Membership drive is well under way and the club has heard from several members that have pledged themselves to work hard for new members. Letter from Mat Dawson, of Gellman Bros., is a booster and promises his share of new members.

Benny Hyman is still leading, with Dave Stevens and Harry Altshuler in second and third places, respectively.

The ladies held their St. Patrick party on Friday, March 12, while a heavy snowstorm was in progress, but there were 12 present and the clubroom was cozy and warm. Contract bridge was played by two tables while at the third "Easy Money," a new game, donated to the club by Anna Roselli, was played by the other four ladies. Prizes were won by Margaret Haney and Mabel Knauff at bridge and Lettie White and Lorretta Ryan won at "Easy Money." Mattie Howk, chairman of the entertainment committee, then brought forth chop suey and hot tea and rice and had it served on green table cloths and napkins to carry out the St. Patrick idea.

House Trailer Regulations Planned in 8 States, D. C.

NEW YORK, March 20.—At a conference called by the New York Joint Legislative Committee on Interstate Co-Operation here last Friday and Saturday a committee was appointed to draft model regulations for house trailers to be presented to the legislatures of the States represented at the gathering. The committee consists of one member from each State.

States represented were New York, New Jersey, Pennsylvania, Connecticut, Vermont, Delaware, Massachusetts and Rhode Island and the District of Columbia.

Cincinnati

CINCINNATI, March 20.—A. H. Fine, manager Imperial United Show, announces the booking of Page's Kiddie Band of eight pieces and Nick Patronis' cookhouse. He stated also that Patronis has placed an order for new green canvas colored to match the show's scheme.

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DAN RICE CIRCUS. opens Saturday, April 5, Jackson, Tenn.

Luncheon Precedes Cole Bros.' Opening

NEW YORK, March 26.—The New York Hippodrome, scene of the Cole Bros.-Clyde Beatty Circus engagement, has been a mecca for followers of the sawdust ring since the show moved into town Monday night. A dress rehearsal and buffet luncheon for the local press on Wednesday evening brought together a surprisingly large delegation of representatives of the public prints, as well as a goodly gathering of show-world personalities, especially invited to join the staff and newspaper men in a welcoming party for Jess Adkins and company.

Jacobs-De Wolfe Co-Operate

Mike Jacobs, head of the 20th Century Athletic Club, current operator of the big Sixth Avenue playhouse, and Fred De Wolfe, a circus veteran in his own right and at present resident manager of the Hippo, have been on hand all week and, according to officials of the circus, have more than gone out of their way to be of service in any way possible to the Cole-Beatty staff.

Staff

Key men assembled by Adkins and Terrell to handle the New York date include Floyd King, general agent; Raymond B. Dean, Ora Parks and Allen J. Lester, press men; William Backell, manager Car No. 1; Clyde Willard, manager opposition brigade; St. Seboun, special agent; Rex de Roswell, personal director; Lou C. Delmore, manager of freak show and in charge of back stage; Ray Dean, announcer; Pat Murphy, manager Car No. 2; Victor Robbins, band leader, and H. C. McFarlan, equestrian director.

Clown Act

Otto Griebling is producing clown and has assembled the following comedy artists: Emmett Kelly, Chester (Bobo) Barnett, Art Lind, Horace Laird, Hardig Trio, Harry and Loretta LaPearl, Glibk Barnes, Fred Mackey, Roy McDonald, Nippo LaPearl and Roy Barrett.

Showgirls

Showgirls working in the ballet include Dorothy Ellis, Lona Avril, Doris Kingston, Alfreda Nell, Helene Sexton, Stella Andrus, Darlene Clair, Dixie Russ, Ann Lorraine, Marilyn Angelie, Dorothy Lamb, Kay Bradford, Marion Foster, Lois Syllie, Madeline De Foster, Pat Downs, Nanette Gaye, Renée Montague, Joan Madden, Lolita Brang, Joyce Cook, Lorraine Davis, Phyllis Lake, Mildred Shaw, Joan Bergere, Helen Maguire, Kay Rita, Charlotte Ross, Dorothy Layne, Rita Burke, Joan Abbey, Babe Ruth Zurke, Violet Erik, Joan Howell, Louise Marsh, Olga Mikule, Marjorie Ames, Barbara Conway, Marilyn Nelson, George Green, Betty Louise, Myrtle Gonzales, Anna Ross, Rose Baker, Carrie Loretta and Nanette Bashier.

Wardrobe is by Mahieu. . . . Lighting effects by Kilsgey Brothers. . . . Special music by Sharon Stephens, Harry Inguenot and George P. Bristol, Inc.

Side Show

Lou Delmore, manager of the Side Show, has assembled a partial list of his regular attractions for the New York engagement and has located them on stands in the inner lobby. Jack A. Ryan assists Delmore and lectures during the regular 10-minute intermission as well as before and after each performance. Lineup: Gibbs Sisters, Siamese twins; Koo-Koo, the Bird Girl; Made Jazsky, fat girl; Al Linton, sword swallower; Lemore, with the iron tongue; Gerlie, pinhead; Billy, the Hindu Rubber Man; Cliff Thomson, giant; May Vandermar, tattooed girl; Ajax, steel jaws; Anderson Sisters, spotted leopard girls, and Miss Hoy, midget, who is substituting for Margaret Hill, currently indisposed.

Visitors

Visitors to the show before the opening and thru Thursday evening included Melvin D. Hildreth, Washington, D. C.; Harper Joy, Seattle, Wash., past president of the CPA; Bert Cole; George Smith, formerly of Ringling-Barnum show; William Conway on Ringling-Barnum staff; Leo Abernathy, Pittsburgh, president of the International Alliance of Billposters and Billers of United States and Canada; Col. Charles Consolvo, hotel owner; Al Finkle, Max Kassow, George Duffy, Maurice DeLo and wife, Tom Gomand, George Hamid, Leonard Traube, Frank and May Wirth, Frank Duffield, Joe Minchin, Wendell

Goodwin, Vernon Weaver, John Murray Anderson, Bud Fisher, Evelyn Joyce Cook; Mrs. Hannelord, mother of Poodles, Grace Hannelord and Douglas Gilbert.

COLE-BEATTY

(Continued from page 36)

tions and also aid as a bulldog for feature acts in other instances.

As usual Clyde Beatty and his lions and tigers occupy the center of interest and probably for the first time in his career the young showman closes the program. Comment on the act is needless; it still rates tops in its field and bears out the fact that Memm, Adkins and Terrell still have the biggest drawing card in the circus world. Other features of the show include Jorgen M. Christiansen's Liberty horse act, using 24 well-matched equines in a routine that is nothing short of sensational; Frank Shepherd, trapeze artist who displays his usual skill in heel-and-toe catches and featuring a twisting somersault, catching by the heel; the elephant act under direction of Gene Allen, young Harold Barnes on the high wire, humorous antics of Clowns Otto Griebling and Emmet Kelly working in the front rows of the house and the Gretons Troupe's balancing stunt on the high wire.

Thursday evening's show ran slightly under three and a half hours but with the usual trimming should be down to less than three hours in a few days. Program is paced at a fast clip by Victor Robbins' Band. H. J. McFarlan is equestrian director.

Under direction of King, the press and billposting departments have accomplished a remarkable job of letting the city know that a new show has arrived in town. Raymond B. Dean, Ora Parks and Allen J. Lester, press men, have landed plenty of yarn and art in the dailies, with indications of increased co-operation as the date progresses, and William Backell and Clyde Willard have literally plastered the mid-town section with paper.

The Hippodrome date is under auspices of Mrs. William Randolph Hearst's Free Milk Fund for Babies. Proceeds of the four Sundays will go to the fund.

Detailed Review

DISPLAY 1—Inaugural Parade. No special theme attaches to the parade of human and animal performers in colorful costume and gaudy livery around the circular hippodrome track. Bright spots in the cavalcade of performing talent are the scatic misses of the Allan K. Foster troupe. Because of difficulty still being experienced in cutting down show to an 11 p.m. finale several eye-filling items were omitted from the pageant of the one-ring Circus Continental.

DISPLAY 2—Dennis Curtis Taximeter. The ring is occupied for an amusing spell by this familiar hick and mule act. Curtis is supported, in addition to the anonymous mule, by two men and a woman. Plenty of laughs and loudly applauded.

DISPLAY 3—Zoepple Family. Here the Aureliadroupe of bareback riders double in a balancing routine on unsupported ladders. At one juncture four ladders are lined up simultaneously and the punchy windup calls for a three-high stunt on a single ladder. As the Zoepple Family does its stuff the Foster troupe provided a kaleidoscopic background with their intricate routines on a back-drop ladder arrangement of gridded squares.

DISPLAY 4—Mlle. Cyse ODeB. This clever serialist gets a solo spot for her exhibition of one-arm pliances more than 30 feet above the ring. At this show the tight squeeze on time forced her to omit her trap work. She did 70 pliances with grace and easy endurance, drawing a loud and prolonged hand.

DISPLAY 5—Roland Hebler. Seala Hebler paces his three fur-coated amphibians in a showmanly routine of aerobatics and balancing. The familiar windup is a musical session on horns by the star of the fappers.

DISPLAY 6—Clown Runaround. At this interval the talented vanies of the Adkins-Terrell menage pour out over the hippodrome track with their travesties on human foibles, finally leaving the ring to one of their number who performs a rhythm tap on abbreviated skis.

DISPLAY 7—Juanita Hobson. With the support of tastefully accoutered

Poster misses and 10 equines Miss Hobson makes an imposing entrance. She remains aloft for a most pleasing season of bareback riding on a white resin back. Her feature stunts are hurdlers of ribbon garlands forming the ring's diameter and side-saddle hurdling of burning logs.

DISPLAY 8—Jorgen M. Christiansen Dog Act. The famous animal trainer paces in this display five Great Danes and an unusually smart pony. The canines and the midget equine give a satisfying impersonation of a Liberty horse routine and Christiansen's showmanship is in evidence throughout.

DISPLAY 9—Chester Barnett and Tippy. A wait is filled ingeniously by the walkaround stunt of Chester (Bobo) Barnett and his snippy little terrier. As Barnett circles the track beating a bass drum the terrier precedes him on a twice around balanced with easy effort on his hind legs.

DISPLAY 10—High-School Horses. Here Christiansen shines again as an animal master and a pace in the limelight is reserved for the Foster Girls, who precede the message turn in a mass version of the minut in appropriate Colonial wardrobe. Taking part in the skilled staging of the high-school routine are six girl riders. The effect is considerably enhanced by the employment of phosphorescent costumes and horse trappings under subdued lighting. Christiansen tops off the display with solo work, assisted by two of the riding girls, who also solo.

DISPLAY 11—Gene Allen's Elephants. Here is one of the fastest paced bull turns this reviewer has caught in recent years. The attractive Miss Allen paces eight of the Cole pachyderm herd in stunts that reflect up-to-the-minute trends in trained animal presentation. Her four grooms work with enviable skill and Miss Allen strictly on her own in the outstanding bits has the situation well in hand at all times.

DISPLAY 12—Imperial Taitomas. These Jap gymnasts succeed in filling every moment they are on with stunts of great appeal. There are five men and two girls and the forte lies in their Risley efforts. The incidental tumbling and contorting fits in nicely with the general theme of their work.

DISPLAY 13—Clown Music Fest. Otto Griebling, whose clever productions are in evidence thruout the evening, is given an opportunity to hog the spotlight here with his musical interlude. He is a laugh-provoking leader and his supporting vanies are blatant tooters.

DISPLAY 14—Harold Barnes. This tightwire prodigy is fast growing up and improving accordingly in his work on the silver thread. At this show he scored particularly well with his crotch jumps repeated in rapid succession and his back somersault feet to feet brought out one of the loudest applause demonstrations of the evening.

DISPLAY 15—Burlesque Bull Fight. Between this display and the Barnes tightwire exhibition the Foster troupe brightened up the proceedings with a Spanish number that was well executed and colorfully dressed. The "bull fight" act calls for the services of two of the clowns and three canines rigged out as bulls. It has its funny moments but drags in spots, too.

DISPLAY 16—Pochianni Troupe. Preceding the teeterboard stunting by the renowned Pochianni the freaks did a walkaround accompanied by detailed descriptions of the announcer. The freak parade is headed by Ajax carrying the tattooed girl in an iron-jaw constriction. Bringing up the rear are the Gibb "Blamee" twins. Without a single miss the Pochianni went thru their familiar routine, which is highlighted by Gho's triple somersault from teeterboard to a chair.

DISPLAY 17—Mlle. Rita La Plata. This French miss works way high up on a trap, featuring a spine balance and a crooked-knee suspension without a net. The thrilling windup is a dive to a prop trap breakaway in which she clears the ring rail by inches. Swell showmanship displayed thruout both by staging and Mlle. La Plata's deportment.

DISPLAY 18—American Indian Potpourri. This display is opened with a tableau of cowboys and girls warbling against a background of covered wagon and Western sky. The Foster Girls take part in an elaborate Indian number. As the ensemble fades out the ring is occupied by a combo of the Aurellias and Hobsons, riding families of the show. All the 10 riders wear Indian costume and work with great speed.

DISPLAY 19—Flying Harolds. The intermission period gives the prop boys an

opportunity to set up the rigging for this flying turn, for the troupe are two mixed teams with members of both sexes assigned to flying. At this show, several of the somersaults were missed.

DISPLAY 20—Beebe-Rubystie-Ben Hamid Troupe. Originally scheduled for a spot much further down, the combined troupe of 18 tumbling Arabs fitted in coolly here. Plenty of action here. The highlights are a pyramid five high and the paired pyramids whereby two top-mounters support eight men each. The Oriental motif is given strength by the appearance of the Foster girls in a dance with crotales.

DISPLAY 21—The Torello Dog and Pony Act. Following one of the clown walkarounds two personable misses present an offering in which canine agility and intelligence are featured. A bull terrier does lightning hurdles on a turntable; there are various other solo stunts by canines and the bulk of the time is taken up by four ponies in a Liberty routine dotted with the gambolling of dogs over and under them as they circle the ring.

DISPLAY 22—Frank Shepherd. This outstanding trapezist is afforded an excellent setting by a contingent of Foster girls, who are grouped around the ring as he works high above. There are several breath-stoppers in Shepherd's trap stunting array and the big punch is his twisting somersault winding up with a heel catch—without a net.

DISPLAY 23—Christiansen Liberty Horse Act. Touted as the greatest Liberty act in one ring in circus history, this display is at least something to marvel at from many angles. Entirely alone in the perimeter made by the Cremillion stallions, Christiansen gets trigger response from the 24 animals. The windup calls for solo hits by three of the horses. The running time could be cut here to great advantage, both to this display and the show.

DISPLAY 24—Orlebting Comedy Act. If clowns are to be made with auto concerns Cole Bros. evidently is determined to do it right. A car of well-known manufacture rolls into the ring. First emerges Griebling and there follow him from what seems to be an average size coupe 16 Foster girls and two assisting clowns. After a plug for the auto from the announcer, Griebling puts on his pleasing burlesque on snake charming.

DISPLAY 25—The Gretons. This thrilling high-wire act performs its familiar routine with shining new equipment and costuming. The climactic three-high stunt with one of the girls perched on the shoulders of a balanced middleman held the audience entranced and bedlam broke loose when they nee-golsted the wire's length.

DISPLAY 26—Clyde Beatty. Here indeed is possibly the greatest circus attraction of this era. Instead of his appeal being diluted by perennial appearances Beatty does a reverse on the proposition by showing up as a considerably punchier item than on his first appearance here with the Ringling-Barnum show several years ago. His film and radio appearances help audience appreciation and have had their effect on him, too. He has grown considerably in stature as a showman. He seems to be able to do anything with the cats except make them sing. Working with about 30 at this show he gave a splendid account of himself. This display could not have been anything but last because no attraction in this layout could possibly follow and expect to hold audience attention. Single drawback here is necessity of presenting act from stage, thus losing visual advantage of its usual center-ring display.

Cole-Beatty Sidelights

Otto Griebling gave New Yorkers a glimpse of clowning a good nine-tenths of them never saw before. Like the fun-makers of the Barnum show he worked the aisles of the lower floor with personalized but inoffensive little tricks.

While Griebling used panto and talk Emmett Kelly worked only in panto and his results were favorable, to say the least. Kelly and Griebling are making circus lovers of this metropolis conscious of what clowns used to mean in less complex days.

Due to Mike Jacobs being the lessee of the Hipp the preview show and the opening stanza drew the cream of Broadway's sporting element. There was no way of telling whether the cauliflower boys and their hangers-on came in thru the front door or were Oakleyed thru the back by Mike.

The candid camera friends swarmed over the place like flies on a piece of

sugar. One of the bulb and lens men of the good old days when a snow photographer was a rare bird didn't hide his disgust with the arms usurping his livelihood.

During one of the numbers of the Allan K. Foster Girls move flesh was shown under very thin net than is the rule in most burly houses around here. The Jumbo Influence was apparent in the girl numbers and in the several tableaux presented against the backdrop.

Floyd King and Ray Dean seemed to enjoy their first contact with New York newspaper people. Judging from space breaks thus far the Fourth Estaters are enjoying it, too.

It was nice to again see the big boss of a big show watching every bit of action from various inconspicuous corners of the seat section. Jess Adkins is the embodiment, incidentally, of everything the circus writer expects the Big Boss to be in gesture and bulk.

The newspaper folk were agreeably surprised at the spread made for them on the mezzanine floor preview night. Smart toup with Dreier Hotels made this possible.

Hartmann's Broadcast

SINCE the early part of this year we have been telling circus, carnival and other tent show owners, both in this column and elsewhere in The Billboard, about the proposal of William Newton Jr., co manager of the Walter L. Main Circus, to have all of them get together and form an association for the purpose of drawing up codes to be presented in case a new form of NRA develops. The idea was to have one big organization, with each show branch deciding upon its own rules and regulations.

All those concerned were asked to voice their views, but for some reason or other no interest has been shown. We did, however, get reaction from Louis Engel, a former showman who now practices law in Washington, D. C. Mr. Engel expressed himself as fully in accord with Mr. Newton's views, as witness the article written by him in our issue of February 27 on page 28.

In the last week we have heard from another person not in show business but who is engaged in an allied field. He is S. T. Jesson, president of the United States Tent & Awning Company, Chicago, Ill. too, is in accord with Mr. Newton. Here's what he says:

"The writer has been following your articles on the proposed plan of William Newton Jr. with reference to 'beating the gun' this time on any future federal regulations of the circus and carnival business.

"Mr. Newton is absolutely right. This is right on our heels and it is no use acting like an ostrich, sticking our head in the sands and hoping that it will not strike ourselves.

"The writer is chairman of the Unfair Trade Practice Division of the Canvas Goods Industry and in that capacity has had conferences with the Trade Practice Division of the Federal Trade Commission in Washington, D. C.

"Thru the National Tent and Awning Manufacturers' Association we now have ready to submit to the Federal Trade Commission 21 rules and regulations for the governing of our business. It does seem a shame that enforced regulations are necessary in any business, but so long as the human element is in business it will be ever thus, and this is the prime factor that Washington is capitalizing on.

"Our main motive in trying to promote our rules and regulations thru the Federal Trade Commission was due to the fact that during the NRA days our code was one of the last to be promulgated and did not function very long before the NRA was kicked to the four winds of heaven. This time we want to be already functioning so if we have, and I firmly believe we will, a form of NRA forced on us we will 'beat the gun'.

"Mr. Newton had plenty of experience during the code days and I believe the industry should profit by this and follow his plan of all getting together and being in accord when the gong rings."

We don't want owners and managers of tented shows to think that we are trying to dictate to them or tell them how to run their business. Far be it from us to do that. But we do feel it is our duty to throw light upon something that is apt to come about and not be accused later of not forewarning. Unless there is further reaction we see no need of continuing to harp on the subject. And if the worst comes owners and managers will have no one to blame but themselves for their silence.

THE series of articles on the Social Security Act as it pertains to the

outdoor amusement business now running in The Billboard should not be the means of causing showmen to become panicky or go into a stampede. It is our belief that there is not a showman in the country conversant with all angles of the Act, and it was for this reason that arrangements were made by The Billboard with an expert on tax matters and an ex-showman to write the series of articles.

The Social Security Act is law and as law it must be obeyed, regardless of how troublesome it may be. The thing to do is to become thoroughly familiar with all angles of the Act, on the enlightenment of which The Billboard aims to help you as much as possible, and then conform with it to the letter, otherwise the law is apt to be two or three times as troublesome as it may be now.

Notes From the Crossroads

By NAT GREEN

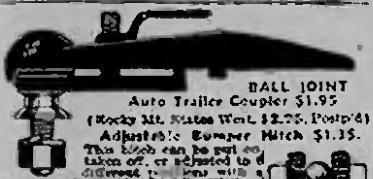
WITH Cole Bros. Circus under way at the Hipp in New York and the Al G. Barnes-Bells-Photo Circus started on its West Coast tour, the circus season may be said to have officially opened. News of these two openings, some 3,000 miles apart, is being eagerly awaited. Naturally, interest centers on the show at the Hipp, as it is the first to buck the Big One in New York and opinions of the outcome are many and varied.

Meanwhile preparations are going forward for the spring circus season in Chicago. Much Cole Bros. paper was in evidence early last week. Doubtless by the time this is in print the Hagenbeck-Wallace paper also will be well distributed. J. Frank Hatch was in town for several days but returned to Peru.

Ind. Edward A. Arlington is making his headquarters in Chicago, as is R. M. Harvey. Bob Hickey and Bill Naylor are already at work on publicity.

Eddie Johnson departed early last week to join the Ringling forces in New York. . . . Mickey Coughlan followed a few days later. . . . He will miss the confabs with his old friend Frank Smith of the Palace. . . . Ada Mae Moore, snake charmer, writes from Los Angeles that she had to cancel her engagement at the San Francisco Shrine Circus, as she is playing Yuma, the wild girl, in a Spencer Tracy picture, *They Gave Him a Gun*. . . . Joe Rogers will look after the Cleveland expo this season, while Lew Dufour will supervise the Dallas shows. . . . Lew opines that Joe is a lucky stiff to draw Cleveland, for it's "some hot" in Dallas during the summer. . . . Morse D. Levitt, New York business man, who is the son of a famous West Coast showman, the late Victor D. Levitt, was a Chicago visitor last week and took the opportunity to look up some old show acquaintances of his dad. . . . Joe Lewis, clown cop, stopped off on his way home from the Shrine circuses in Minneapolis and St. Paul. . . . Joe said a number of the clowns who worked the two shows departed immediately for New York to prepare for the Ringling opening. . . . Among those who remained in Chicago were Joe Coyle, Jack Klippel, the Bob Eugene Troupe, the LaVeritas and Bobby Peck. . . . Paul Jerome had to cancel the Twin Cities date because of an operation he underwent following the Cleveland show. . . . Among the clowns from R-B who will play the Tangier Shrine Circus at Omaha are the Bell Trio, Shorty Flemm, Billy Genaro, Donahue and La Salle, Joe Lewis, Tad Tosky and Mickey McDonald.

Mickey McDonald, unaware of the taxi strike in Chicago, got off the train carrying a baseball bat he had bought for his youngster. . . . He had no more climbed into a Yellow cab than someone yelled "scab." . . . When Mickey found out the true state of affairs it didn't take him long to scam from that taxi.



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Section open Saturdays, April 21 to May 1. Two Saturdays, February 21 on the main street. Use place a few more Occasions, Hides and Shows. Fall show built contracts for the following fairs and circuses: McCoy, Pa.; Wood Camp, Pa.; B. B. B. Co., Pa.; Calumet, Pa.; Little, Pa.; Columbia, Pa.; New Holland, Pa.; Madison, Pa.; Williams, N. H. MINER, 101 Cambridge St., Philadelphia, N. J.

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All Performers report Coliseum, Chicago, for rehearsal Monday evening, April 5, at 7. Show opens Wednesday evening, April 7.
Ticket Sellers, Ushers, Band Men, Property Men and all others for Chicago engagement acknowledge this call to Ralph J. Clawson, Circus Winter Quarters, Peru, Indiana.
WANTED—Workmen in all departments report for work at Peru, Ind., Winter Quarters. Show opens under canvas Monday, April 26.
All others address J. FRANK HATCH, Gen. Mgr., Winter Quarters, Peru, Ind.

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Organized Minoret Show, reliable Address: Manager have complete outfits for same, and any kind show of merit. Loop-o-Plane, Experienced Billposter with Spring Car, White Road, Vernon Bellano shows. Recommended Clerk for Musical Record. Rita Tada, Ellen Miller, Betty King get in touch with Jimmie Reid, Truck Rider for 21st Street. Bill Crockett wants Cookhouse Help, Clerk and Griddle Man; must be sober. Engineers and Pressmen open. 1st Ave. and 12th Street, this week; Friday, week of March 28; No. Birmingham, on Streets, week of April 6. All Birmingham, Ala.

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MODEL EXPOSITION SHOWS
LAST CALL—OPENING TIFTON, GA—MARCH 27th—TWO SATURDAYS
Want real money-getting shows. Have outfits: Acts for Side Show, Dancers for Girl Show, man and wife to take charge of new Boat Show, Will Buy or Book Ortopus and Ride-O and furnish wagons for same. Legitimate concessions come on. Want Help for Cookhouse, Poles and Chaires for Team crew. Will play coal fields again, including Lynch, Ky. Fairs start last week in July. For Sales One 50x100 Exhibit Top, One 72-Ft. All-Steel Box Car in new condition. Wire W. R. HARRIS, Tifton, Ga.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

POLITICIANS

Somebody ought to say a good word for the politician. In general, the politician serves a most useful purpose as a scapegoat upon which we can heap all manner of abuse for all the ills, imaginary and real, that beset our country.

If we did not have some object upon which to vent our wrath about conditions, specific and general, it is hard to tell what might happen to us as individuals. Human beings are like that. It is sound psychology that the average person must be able to explode occasionally about something or else his pentup feelings may cause serious inward tension.

So the politician becomes a public mark at which all of us can throw bricks of our own choosing and cuss him for everything that goes wrong.

The man who stands on the sidelines and quietly observes the passing thron soon comes to feel that politicians are human beings just about like everybody else. The whole body of officeholders could be lumped together to strike an average or type of the class. The average officeholder would be just about like the average citizen. So the average citizen in cussing the politician is in effect cussing people just like himself. If the average citizen found himself holding office by some hook or crook he would probably be just another politician. Because of such facts the business of throwing brickbats at politicians may be regarded as a national pastime and nothing more serious.

We might learn a lesson of forbearance with a certain amount of politics and graft from some of our European neighbors. When coin machine firms began to ship amusement games to Europe some situations developed at times which smacked very much like what we call graft or corrupt politics in this country. And Americans are used to crying out loud when they smell such odors, when in many cases it might be just as well to keep quiet.

Quiet talks with friends from abroad about the realities of European politics revealed the interesting fact that in many cases an officeholder is expected to take a certain amount in addition to his pay. It is only when the take gets too big that the people begin to object to such greed. This patience is based on the fact that in any man's country holders of public office are poorly paid in comparison with what we expect of them.

Members of the coin machine industry like to blame much of their troubles upon the politician. As the flood

of adverse bills appears in Legislatures periodically there may be some reason for blaming politics. But a more progressive attitude has been shown in several of the larger cities where public officials have been directly approached for a more favorable consideration of coin-operated machines. This approach has been thru organization, discussion and a frank admission of the difficulties which many types of coin machines bring about. Politicians have been found willing to listen to our side of the case in many instances.

In trying to understand politics today it must be remembered that much of the adverse legislation originates with some minority or competitive line of business.

Even one division of the coin machine trade has been known to foster laws that would be directly adverse to another section of the industry. This happens in all lines of industry and has in effect converted much of our lawmaking business into a big racket. It is a safe guess that about 50 per cent of the new bills introduced in Legislatures from year to year are fostered by some competitive line of business or by some individual who hopes to collect a payoff from the trade affected.

Men in public office are subject to all kinds of pressure, from as many angles as there are trades, groups and religions in the country. The average politician is to be admired for his ability to weigh and consider the many diverse interests which he must balance in some way to hold his job. He is like an editor. An editor hears so many diverse opinions that he sometimes wonders what it is all about. His best bet is to put all the opinions together and average them up to produce some kind of a working program. The successful politician is the one who can cater to the largest number of groups and still smile.

Members of the coin machine industry should cultivate more sympathy for the average officeholder. Many of them are under heavy pressure from large groups of voters. Many of them have never been given a constructive view of what sort of regulation or tax the coin machine industry can bear and still continue to exist.

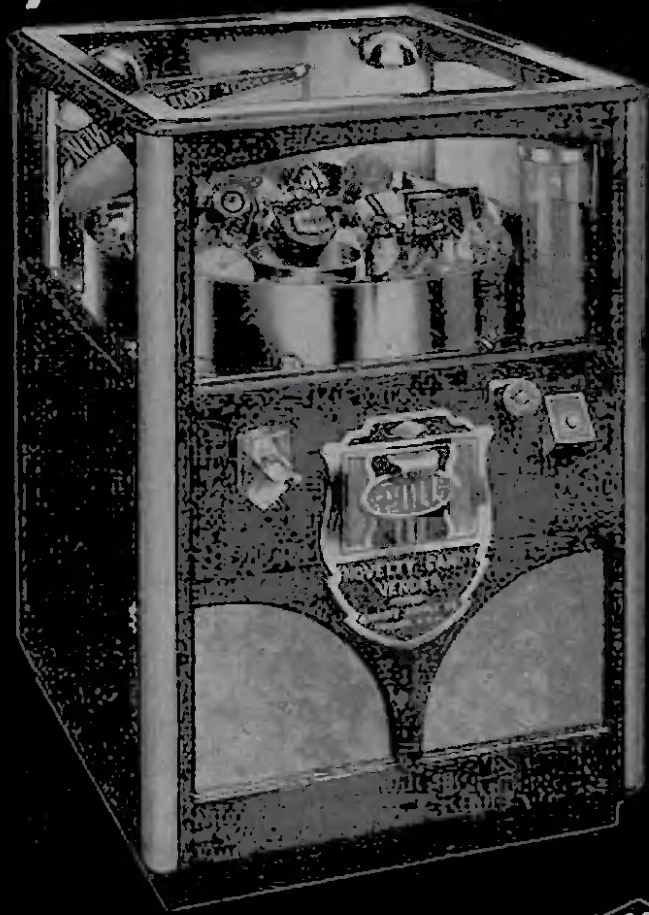
In thinking of the politician, the industry might as well face the fact that taxes are sure to come. It is by being armed with facts and figures as to what taxes can be borne by the various types of machines that the industry can hope to get a fair deal in the majority of States.



Politicians are subject to all kinds of pressure.

Illustration by EDMUND DUFFY for The Baltimore Sun

Open Closed Territory NOW!



WITH EXHIBIT'S NOVELTY CANDY VENDER

Merchandising machines have always been in a strong position legally . . . where other types of equipment are banned, merchandisers continue to operate without interference.

Exhibit's new Novelty Candy Vender is in the strongest possible legal position. It is a magnetic new merchandising attraction backed by 100% legal theory. It not only permits player complete two-way skill control during the entire course of play, but automatically vends full value in candy with every play.

It combines the proven "money-getting" features of digger, vender and rotating type machines. It not only has the proven player appeal, but the legal aspects to open a wider, more profitable operating field to every coin machine operator in America.

\$\$\$\$\$

Join the BIG INCOME GROUP. Operate merchandisers for steady, year around profits. WRITE TODAY FOR legal and operating information, prices and liberal TIME PAYMENT PLAN on Exhibit's Novelty Candy Vender.

EXHIBIT SUPPLY COMPANY

4222 West Lake St., Chicago, Illinois



Speed Unit for Bowling Games

NEWARK, N. J., March 20.—Target Ball Distributing Company reports that production of the Bowl-a-50 units for bowling games is being speeded to meet the demand for the unit since its first announcement recently.

"The fact that the unit may be placed anywhere in a room—on the bar, a counter, table or alongside the alley," says Leo Waldor, "plus the fact that it is legal in its play principle, has

RALPH G. NEAL

Writes on

A Music Operator Analyzes His Business

In the Spring Number of The Billboard Dated

April 10, 1937

created such a terrific demand from bowling game operators that we are wondering whether we shall be able to fill all orders that we have so far received.

"The unit is simplicity itself. Any operator can attach it to any bowling game on the market in a few minutes. It has all the flash and attraction that is necessary to double and triple profits of the present bowling games on locations everywhere. We tested Bowl-a-50 for many weeks before we introduced it to the industry.

"The whole idea back of the unit is to see how many 50s the player can bowl. Naturally, everyone who plays a bowling game tries to bowl the 50s, because this is the only way to get a good score. Every time a 50 is bowled it registers on the unit. When the unit reaches a certain spot it begins to register awards to the player. The unit may be attached to the game itself if desired.

"As one operator told us, 'Bowl-a-50 does for the bowling game what the jackpot did for the slot machine, but Bowl-a-50 does it in a legal way.'"



MEYER SUMSKY, used games manager of the Markepp Company, Cleveland.

Michigan Couple Back From South

CHICAGO, March 20.—J. R. Pieters, manager of King Pin Games Company, Kalamazoo, Mich., stopped in Chicago a few days last week to see the latest games before returning to his home. He and Mrs. Pieters have been spending a vacation in Miami and both report having a grand time. They exhibited a good coat of tan.

Pieters said that he talked with several members of the coin machine trade in Florida and found that they were generally making good money under the present license law. The license situation is very much confused, however, he said, and no definite plans are in view when the law expires next October.

He said that business in his Michigan territory is generally good.

Sumsky Named Assistant Mgr.

CLEVELAND, March 20.—Meyer Sumsky has been made assistant manager of the Markepp Company's Cleveland branch.

Sumsky has been with the Markepp firm ever since it started and will now have full charge of the used-game division. Markepp's used-game business has increased to a point where it was deemed advisable to put an experienced man in charge, according to E. M. Marley, sales manager.

Sumsky started the Markepp parts department, which today is claimed to be the largest between Chicago and New York, and his promotion comes as a deserved reward for his good work.

SPECIAL BRAND NEW JENNINGS CHIEFS CONSOLES.	
Three been enclosed	\$110.00
USED MACHINES	
Jennings Chief, Serial 125000	\$33.00
Serial Blue Fronts, Serials 285000	65.00
Serials War Eagles, Mystery, Late Serials	65.00
Double Safes, Mills	20.00
Single Safes	18.00
7" Up Stands	8.00
Folding Stands	3.00
Patrol Racks, Serials 3500	150.00
MARBLE MACHINES	
JUMBOS	\$20.00
WILLS M GOYS	25.00
ROUND UPS	20.00
CHALLENGERS	25.00
CREDITS	22.50
HIT IT	22.50
DOUBLE HEADERS	22.00
BALLY DEBBYS	25.00
BALLY BOBBS	22.50
PANCO PAILAY	25.50
ACES	15.00
DAILY LIMITS	20.00
MULTIPLERS	22.50
Original Special with All Original	
T. & T. NOVELTY CO.	
248 N. Main St.	Spring, Mo.

NOVELTY GAMES

BOLOS	\$16.50
LIGHTS OUT	16.50
EXCEL	16.50
BANK NITE	10.00
GOLD NUGGET	10.00
PANAMA	7.50
ROTARY MERCHANTISERS LIKE NEW	

\$124.50

FRANK HIGGINS

3524 Park Ave. Nashville, Tenn.

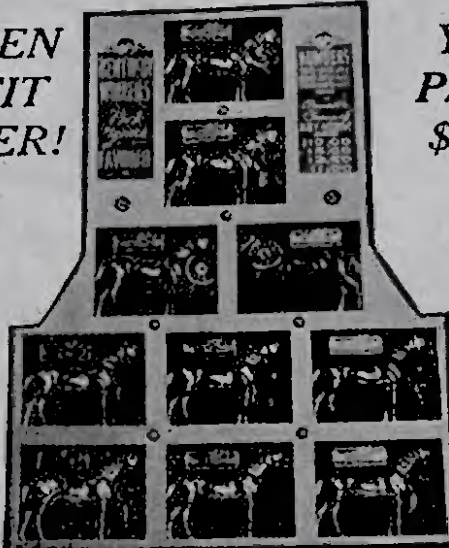
HEILINK LATE TYPE STEEL SAFES FOR SALE

Three new, heavy safes, \$125.00 Each—Five heavy, \$30.00 Each Two Tires, \$50.00 Each. Will pay operators. Prices good here in home and everywhere. A. D. PALMANTIER, Major Lake, Cal. 10th St.

KENTUCKY WINNERS

**PROVEN
PROFIT
EARNER!**

130
WINNERS!
10 PRIZE-
WINNING
HORSES
FOR TOP
AWARDS



**YOUR
PROFIT
\$57.50**

**BEAUTIFUL
HAMMERED
GOLD
FRONT
DISPLAY
EMBOSSSED
LABELS**

DEAL
No. 2015

It's irrefutable. Flashy display board, 18 1/2" high, 24 1/2" wide. Easy back. Ten beautiful cherries engraved when metal horses (4 1/2" long, 3 1/2" high) are attractively displayed. Each horse a Kentucky Winner, with name embossed on gold-leaf covered stall! Absolutely fool-proof!

**5c
BOARD
WITH
EASEL**

HERE'S YOUR PROFIT!

TAKE IN 2,000 Horses @ 5c	\$100.00
PAY OUT:	
1 Award	\$10.00
1 Award	5.00
7 at 5c	3.50
7 at 5c	3.50
120 Prize Certificates @ 15c	18.00
TOTAL PAYOUT	\$ 42.50
PROFIT\$57.50

Do First to Clean Up With This Amazing Money-Maker! Order Quick!

SAMPLE DEAL

\$6.95

COMPLETE WITH BOARD
Lots of 10,
\$6.45

1/2 With Order,
Balance C. O. D.

JAMES NOVELTY CO.

Manufacturers SALESBOARD SPECIALISTS Importers
1315 WEST RANDOLPH ST. CHICAGO, ILL.

The Perfect SHOOTING GALLERY

LEGAL EVERYWHERE

**L. H. HOOKER
NOVELTY COMPANY**
ARNOLDS PARK IOWA

The Money-Maker FOR 1937

Uses Real Rifles—Real Bullets—Absolutely Safe—Bullet Proof. Not an experiment—location tested 5 months—gets the play and keeps it. Price complete with Winchester Rifle, Shells, Target Cards

\$155.00

Operators, rush your order with deposit for immediate deliveries.

Bowling Congress Gets Good Start

NEW YORK, March 20.—Operators of the modern coin-operated bowling games are enthusiastically watching the progress of the annual American Bowling Congress, which started off here March 10 at the 212th Coast Artillery Armory, 62d street and Columbus avenue. Mayor La Guardia heaved the first ball down the alleys to officially open the Congress. Jack Dempsey and other notables are to appear during the meet, which is to last for 56 days.

More than 22,000 bowlers, the country's best gathered from all sections, are keeping up the din of shattering pins for about 17 hours each day. There are 28 alleys in the armory and these are all kept busy. The opening day found the gallery well filled with fans. The bowlers will shoot at the following all-time records:

Five-man team—Tex Shops, of Milwaukee, 3,199, made in 1927.

Two-man team—Gil Zunker, of Milwaukee, (750), Frank Benkovic, of Milwaukee, (655), total, 1,405, made in 1933.

Individual—Larry Shottwell, of Covington, Ky., 774, made in 1930.

All-events—Gil Zunker, of Milwaukee, 2,060, made in 1933.

The current champions are as follows: Hi-Bru, five-man team of Indianapolis—Fred Mounts, Ray Roberson, Charles Gray, Joseph Fulton, Carl Hardin.

Two-man—Anthony Slamina and Mike Strain, of Chicago.

Individual—Charley Warren, of Springfield, O.

All-events—Johnny Murphy, of Indianapolis.

They will defend their 1936 titles.

The bowling tourney headed into its second week March 17 with New York and New Jersey keglers on the firing line. Jimmie Reinhardt, of Syracuse, also retained his individual leadership with 690, while New York City entrants set the pace in the other events: Jimmy Smith and M. Debridget leading in the two-man bowling, with 1,307, and Debridget in front in the all-events, with 1,527.

Clyde Dissenbaugh and Johnny Derr, of Philadelphia, bowled 1,188 in three games to take eighth place in the doubles class.

As the eight weeks of the American Bowling Congress weren't enough, officials of the current championship tournament have completed plans for an all-star sweepstakes to follow the A. B. C. event when it winds up May 4.

A. C. Lattin, president of the local tournament association, explained the post-tournament competition will be only for individual stars. Twenty-eight of the nation's leading keglers will compete.

A. B. T. Detector Is Accepted Widely

CHICAGO, March 20.—Manufacturers rapidly are accepting the A. B. T. commercial coin detector as an asset to all types of machines, according to Walter A. Tratsch, president of A. B. T. Manufacturing Company.

"In use on all types of coin-operated equipment that works with a coin chute, the commercial coin detector has definitely proved its ability to eliminate the slug menace," said Tratsch. "Ninety-eight per cent of the slugs known to be acceptable in coin machines will not be accepted by our detector, thus enabling the saving of untold sums in present and future operating."

"The apparatus itself is simple and cannot fail in its duties. It is compact and devised to fit games and other coin-operated devices which require use of 3-cent, 10-cent and 25-cent coins. Acceptance of the detector has been nation wide. Thousands of letters have been received asking for technical advice, and many thousands of coin detectors have been put on machines that were in operation prior to the time we released our commercial coin detector."

Irv Perlman Joins Benedicts

DETROIT, March 20.—Irving Perlman, partner in the Michigan Tolo Sales, local coin machine distributors and operators, was married here last Sunday to Fay Moore.

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. CHICAGO ILL.

Double Deck Runs Close to Leader

CHICAGO, March 20.—Daval Manufacturing Company reports that the new Double Deck counter device is running a close race to exceed the sales of the Tri-o-Pack machine in the same class.

Al S. Douglis, Daval president, stated this week: "Some weeks ago we predicted that Double Deck would exceed Tri-o-Pack sales. Tho this isn't true yet, there is no doubt that Double Deck is going to lead all sales of counter games in the industry."

The reaction to the game from locations everywhere has been marvelous. Double Deck is based on the popular Chicago Club House principle which we presented some years ago and which many operators still claim was the greatest counter game ever introduced. But we have gone the Chicago Club House one better in play appeal by giving the players two hands to choose from and, therefore, twice the appeal and the attraction.

The player gets his money's worth from Double Deck. It is the game that is giving the counters of America a new deal, and dealing double profit poker hands all day everywhere."

Silverstein With New York Distrib

NEW YORK, March 20.—Joe Fishman has employed Sol Silverstein to represent the Fishman-Schlesinger Company as sales manager. Silverstein has had many years experience in the coin machine field, recently having traveled through the Midwest, South and East for Patent Novelty Manufacturing Company. He will work in conjunction with Joe Fishman at both the office and on the road.

Fishman informs that his company will soon open offices in upper Manhattan to take care of the operators in and around that section. He will continue the Broadway office, however.

Testimonial

Daval Manufacturing Company

... is the only machine of its kind in the world... and gives the operator a chance to win big money...

Penny Pack

... is a game that will give you a chance to win big money...

... is the best game of its kind in the world...

... is a game that will give you a chance to win big money...

... is the best game of its kind in the world...

... is a game that will give you a chance to win big money...

... is the best game of its kind in the world...

... is a game that will give you a chance to win big money...

... is the best game of its kind in the world...

A SQUARE DEAL TO ALL

We have the following RECONDITIONED MACHINES Ready To Operate!

Daily Prizes	\$18.00	Daily Day	\$11.50	College Football	\$52.50
Daily Baseball	50.00	High Card	55.00	Flicker	42.00
Daily Baseball	37.50	Wish Card	18.50	Center Smash	60.00
Daily Challenger	30.00	Business Baseball	28.50	Prize Baseball	18.50
Daily Speed Up	27.50	Supreme Derby	17.50	Prize Derby	18.00
Daily Derby	25.00	Roll 'Em	37.50	Prize Derby	18.00
Daily Derby	19.50	Prize Derby	30.00	Prize Derby	25.00
Daily Derby	15.00	Prize Derby	47.50	Prize Derby	35.00
Daily Derby	11.00	Prize Derby	35.00	Prize Derby	55.00
Daily Derby	10.00	Prize Derby	18.00	Prize Derby	22.50
Daily Derby	18.00	Prize Derby	16.00	Prize Derby	18.00
Daily Derby	15.00	Prize Derby	37.50	Prize Derby	48.00
Daily Derby	12.50	Prize Derby	16.00	Prize Derby	9.00
Daily Derby	10.00	Prize Derby	18.00	Prize Derby	42.50
Daily Derby	7.50	Prize Derby	17.50	Prize Derby	7.00
Daily Derby		Prize Derby	07.50	Prize Derby	17.50

Daily Derby	\$20.00	Prize Derby	\$15.00
Daily Derby	22.50	Prize Derby	20.00
Daily Derby	13.00	Prize Derby	8.00
Daily Derby	11.50	Prize Derby	10.00
Daily Derby	9.00	Prize Derby	7.00
Daily Derby	13.00	Prize Derby	7.00
Daily Derby	20.00	Prize Derby	6.00

Real Deal	\$7.50	Prize Derby	\$8.00
Real Deal	6.00	Prize Derby	8.00
Real Deal	4.00	Prize Derby	8.00

WE USE TRADE OR ANY NEW GAMES. TRY US, % DEPOSIT.

VEECH SCALE CO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

REPRODUCTION of testimonial placed and distributed by Daval Manufacturing Company in appreciation of Penny Pack machines.

Genuine ELECTROPAKS

COST NO MORE THAN THE CHEAPEST IMITATIONS!
So be sure to Buy or Specify . . .
GENUINE ELECTROPAKS!
USED BY 98% of the Manufacturers

ELECTRICAL PRODUCTS CO.
6635 RUSSELL AVE. • DETROIT, MICH.
NEW YORK OFFICE: 112 WEST 42ND STREET
CHICAGO OFFICE: 160 WEST 18TH ST.

Marmer Approves Payout Register

CINCINNATI, March 20.—Bill Marmer, of Seaking Manufacturing Company, Inc., recently returned from a visit to Chicago, where he saw the new baseball novelty game at the Daral Manufacturing Company plant.

Marmer claims that it is the greatest novelty bumper pin game of the year. "It is a game that will meet with the approval of the players, for it has plenty of thrill action," he states.

He also reports that the payout register, which is extra equipment for the game, is the only perfected device of its kind on the market at this time.

"Here is a payout register that actually registers every single payout without a miss," Marmer said. "Neither does it jump the payout, it is the most accurate that I have yet seen and its method of operation assures the operator that he will get a correct payout when collection time rolls around."

"Daral Baseball is also going to speed up collections tremendously. Those operators that collect but once a week from their games are going to collect two and three times a week from this game. It's one game that we are ready to guarantee and one that we believe is the best that has so far been produced in its class."

Mangan Speaks On Ad Design

CHICAGO, March 20.—Design properly applied to advertisements assures a greater readership in this fast-moving world, James Mangan, advertising manager, Mills Novelty Company, said at the opening of the third annual members' exhibition of the Society of Typographic Arts Monday night.

Advertising reader memory tests made by various organizations invariably give advertisements to which design has been applied a high rating, he pointed out.

Mr. Mangan's definition for advertising design was: "Design is a formality operated to achieve a special intention and executed with originality and craftsmanship."

Design in advertising should be used for a definite purpose, he said, making a plea for simplicity, which he termed as "a whole lot of a little bit."

The exhibition will be on display in the Spanish Room of the Medical and Dental Arts Building until March 28.—Chicago Journal of Commerce.

Milwaukee Jury Favors Pinball

MILWAUKEE, March 20.—After more than two hours of deliberation, a municipal court jury of nine men and three women acquitted Roy Emerson, local tavern keeper, March 3 on charges of possession of a gambling device in the form of a pinball machine.

Emerson was fined \$50 in district court October 24 after police officers testified he had accepted two chips from a machine for two beers.

Michael Klein, Emerson's attorney, based his defense argument on the ground that a pinball machine is a game of skill.

Atlas Office in East In Experienced Hands

PITTSBURGH, March 20.—Local office of the Atlas Novelty Company is making the entire coin-machine trade take notice, according to reports. The branch is under the management of Phil Greenberg, manager, and Art O'Mella, sales manager.

The sincerity of Greenberg is said to be responsible for much of the success of the Eastern office of the Chicago firm. He gives real service to operators in this area and has a wide reputation for being able to judge games successfully. Operators have learned to depend on his judgment and recommendations.

Greenberg gives much credit to O'Mella, who is known for his cordiality and good humor. O'Mella is said to be personally acquainted with more operators in this area than any other man in the trade. As a boner for Art, the Atlas management recently revealed that his full name is Arthur Rafael Vincent Marin Straussberg Wilkesbarro O'Mella. That is one for the telegraph company.

The inquiring reporter is asking why

Greenberg always asks for Eva Ginsburg when he calls the Atlas office in Chicago long distance.

Counter Trio Running Close

CHICAGO, March 20.—Buckley triplets, Alwin, Cent-a-Pack and Mutual Horse, each sporting new odds reels, are making a strong bid for production records, according to Bill Woolen, sales manager of Buckley Manufacturing Company.

"Operators long ago woke up to the fact that non-automatic counter games needed something a little bit extra," Bill states. "However, when they did get an extra feature complications of one kind or another arose. Either the games were mechanically imperfect or the play was too involved. Radical changes in cabinet design, without changes in play features, didn't seem to help. Counter-game buyers were beginning to shy away from any machine that needed study to enable the player to understand the play, and mere cabinet design could hold interest for only a short time."

London Exhibit Indicates Rise In American and British Games

CHICAGO, March 20.—The coin-machine convention issue, February 27, of The World's Fair was delivered in Chicago last week, giving detailed accounts of the third annual coin-machine show in London. Following the precedent set in 1935, the third exhibition was formally started on its course at a luncheon held in the ballroom at the Royal Hotel at 1 p. m. February 23.

Arriving back in London from America only half an hour before, the chairman of the Manufacturers and Distributors' Section, British Automatic Machine Operators' Society, Phil Sheffras, presided over a gathering of some 60 exhibitors, officers of the society and guests.

Following the formalities of a toast to His Majesty the King and introductory speeches, visitors were welcomed at the luncheon. Present from the United States were William Rabkin, of International Mutoscope Reel Company, New York, and L. V. Hodgson, factory representative of Buckley Manufacturing Company, Chicago. Both responded with speeches.

Making response No. 2, Rabkin said he was greatly honored and glad to be present. The size of the exhibition was much larger than he had anticipated. It was only 14 years since they held their first exhibition in America, in about 15 rooms in a hotel. There were men in Britain with brains and capital and soon there would be pretty close competition on the other side. Old-time firms were glad to see that they never minded fair competition, but underhanded competition they detested. New ideas on both sides could be exchanged for the benefit of all. He wished them a successful exhibition.

Organizing manager of the third exhibition was Edward Graves, coin-ma-

chine editor of The World's Fair, who was signally praised for his successful promotion and management of the show. Graves will favor readers of The Billboard with an account of the British show at an early date.

Heaviest Show Yet

Commenting briefly on the exhibit of machines at the British convention, Graves said: "Good as have been machines in recent years, the exhibits in this exhibition show a marked improvement both in design and craftsmanship. So remarked an operator of many years' experience on the first day of this year's Coin-Operated Machine Exhibition. It seems to be the general opinion, too. There is a marked tendency towards bigness; in fact, it might be called the heaviest show yet. But quality has not been sacrificed for size."

Exhibits at the British show are displayed by the Manufacturers and Distributors' Section of the British Automatic Machine Operators' Society. Many distributors exhibited American machines of all types for which they are European agents. L. V. Hodgson, representing a Chicago manufacturer, commented that a marked advance by British manufacturers has been shown in the last year or so in producing new ideas and better machines. The American trade will begin to get many new ideas from England, he suggested. The exhibits this year indicated that the use of American machines in Europe is picking up again after a considerable lull following the rapid spread on pinball games three years ago. Payout table games were quite prominent in games exhibits this year. Discussion of legal problems was well considered during the sessions.



GOLD COAST LOCATION: The St. Clair Hotel pharmacy, on Chicago's Gold Coast, is one of many prominent locations secured for Rom-O's 1937 World Series game. The rooms of many wealthy families make this spot their rendezvous and frequently may be seen playing the game.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" Batteries present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

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.....
Address.....
Distributor Jobber Operator
PLEASE CHECK
Unit of Union Carbide and Carbon
NCC
Corporation

AMERICAN SALES CORPORATION
CHICAGO, ILL.
236 WRIGHTWOOD AVE.

They're crowning a King in London—but every operator using our Extended Credit Plan wears his own hat. U's the best independent insurance we know of. We'd like to tell you more about it.

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee D. Jones

P. has been asked to stay in France permanently, but I'm coming back to Chicago to protect my interests from the O'Toole Indians.

Council Weighs Location Facts

MILWAUKEE, March 20.—Taverns, restaurants and other locations came up for discussion here this week when the police department recommended that persons under 21 be prohibited from taverns. The department also recommended that the closing time be fixed at 1 a.m.

An effort to simplify regulations on locations was made also when the license committee directed the city attorney's office to recodify city license regulations on beverages, dance halls and amusement places to clarify and properly separate various classifications.

This action was taken because of the confusion existing over the licensing of taverns, restaurants, dance halls, tavern dance halls and bona fide dance halls and combinations of all of these.

Leon M. Gurda, building inspector, reported that July 1, the date for issuing new licenses, about 350 of the city's 600 tavern dance hall and tavern amusement licenses will be dropped because the places cannot comply with the new minimum floor space requirements. There must be 1,500 square feet of free floor space.

Officials pointed out that many taverns are masquerading as restaurants so they may employ waitresses, who are used as come-on girls, and thus escape the ban on women tavern employees. They also reported that under existing regulations it is almost impossible to differentiate between the various types of dance halls.

Experimentation Secret of Merit

DETROIT, March 20.—"All operators know what Electropak and its associated power and supply units have done to make their operating a more profitable business," says A. B. Chereton, president of the Electrical Products Company here.

"What most of them don't know about," he continues, "is the intensive experimentation and research that our engineers undertook before we even dared to think that we had achieved our aim. The total amount of time spent by our staff in delving into the problems of power control and supply, in carrying on actual location tests, aggregates many years.

"We feel that we have just begun to tap the possibilities that lie in the amusement game field for operators. We are working now on new instruments and devices which will make the operator's dream of convenience and of profitable operation as real as human effort and intelligence can make it."

Wide Reports on Fast Track Take

CHICAGO, March 20.—From every part of the country come reports of the unusual earnings of Fast Track, the moviegraph action payout game, according to Jimmy Johnson, owner of Western Equipment & Supply Company.

In no uncertain terms operators express their complete satisfaction with this exceptional horse race game, praising its performance, its impressive appearance, its strong appeal and its high earning power, says Jimmy.

"Fast Track, an imposing machine,

Acme NOVELTY CO.
2325 NORTH 12TH ST. MINNEAPOLIS, MINN.

NOW!

OUR NEW PRICE LIST
featuring **HUNDREDS of BARGAINS**
it will pay you to write for a copy **TO-DAY!**

employs a novel glass panel across which flash moviegraph figures of racing horses against a background reproducing the atmosphere of the race track. Johnson explains, "Other play-cooperating features include the multiple visible chutes, illuminated bet indicators, a Daily Double award and changing odds. We plan to announce a companion moviegraph action game soon, in addition to another amusement game which will cause a sensation in the industry!"

Rosenberg Opens Jobbing Offices

NEW YORK, March 20.—Herman Rosenberg, well known in local operating circles for many years, has recently opened his own jobbing and distributing headquarters under the name of H. Rosenberg Company. Herman believes that operators want the type of service for their games that another op can give them.

"Operators who urged us to open these offices told us they need a jobber that is thoroughly acquainted with their problem and that can help them in the service and repair of their games, as well as in supplying games to them," Rosenberg states.

The firm started off to a good business. The personnel is well known among operators in this city. Firm expects to have salesmen on the road soon.

Billiardland New Game Room

RAYETTEVILLE, N. C., March 20.—An innovation in amusement rooms is suggested by Joe Calcutt, president of the Vending Machine Company here, manufacturer of the Aristocrat billiard table.

Calcutt says that operators have called his attention to the possibilities of opening sportlands or gamerooms that feature the Aristocrat billiard table and to call the spots Billiardlands.

"There is no doubt such spots will prove successful," Calcutt says, "because of the fact that the game is legal and the popularity of Aristocrat tables. I am now preparing to make shipments to the first two operators who planned the idea and who will soon open their first spot in a popular resort."

LOOK AT THESE BARGAINS THEN WIRE US YOUR ORDER
SPECIAL ATTENTION TO CANADIAN AND FOREIGN SHIPMENTS.

3 Rockola Drums 48"	\$12.50 ea.	2 Pacific Power Paris, Co.	\$22.50 ea.
3 Rockola Drums 48"	\$130.00	1 Pacific Power Paris, Co.	\$60.00
1 Quillan Ball Ball		1 Pacific Power Paris, Co.	
1 Daily Jumbo		1 Pacific Power Paris, Co.	
1 Rocky Ozark Up		1 Pacific Power Paris, Co.	
1 Mystery Three		1 Pacific Power Paris, Co.	
1 Western Smasher		1 Pacific Power Paris, Co.	
1 Rockola Fortune		1 Pacific Power Paris, Co.	
1 Daily Ace		1 Pacific Power Paris, Co.	
1 One Coin Straight		1 Pacific Power Paris, Co.	
1 Daily Prospector		1 Pacific Power Paris, Co.	
1 Money Repeater (1 Ball)		1 Pacific Power Paris, Co.	
1 Rockola Steamroller		1 Pacific Power Paris, Co.	
1 Jennings Flying Tug		1 Pacific Power Paris, Co.	
1 Quillan Sunshine Baseball	\$24.50	1 Pacific Power Paris, Co.	
17 Mine Troops	\$27.50	1 Pacific Power Paris, Co.	
3 California Big Bank		1 Pacific Power Paris, Co.	
1 Daily Jumbo (Ticket Model)		1 Pacific Power Paris, Co.	
1 One Coin Straight	\$15.00 ea.	1 Pacific Power Paris, Co.	
1 Exhibit Big Bank		1 Pacific Power Paris, Co.	
1 Jennings Daily Race		1 Pacific Power Paris, Co.	
1 One Coin Straight		1 Pacific Power Paris, Co.	
1 Quillan Daily Race (Ticket and Cash)	\$40.00	1 Pacific Power Paris, Co.	
1 Quillan Fortune Hunter (Ticket and Cash)	\$2.50	1 Pacific Power Paris, Co.	

All of the above machines have been thoroughly checked over and reconditioned mechanically. All used machines offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Wire Your Order on Any Brand New Machine as We Have Them All in Stock. If You Are a Jobber, We Will Quote You Jobbers' Prices.

ILY-G GAMES CO.
1641 Hennepin Ave., MINNEAPOLIS, MINN.

NEW CAILLE

Commander

BEAUTIFUL • DEPENDABLE BIG PLAYER APPEAL

New streamlined model—Invites the player speed draws extra business. Smooth, easy performer. Pleasure to play. Quality-built to avoid service troubles. Fits all standard stands. New disk reel strips, reward card with brilliant symbols. Choice six colors. Priced low. Money-maker. Write for literature.

CAILLE CADET Big 1937 Mini New improvements. New smoothness. New dependability. Choice six colors. Low price. Fits standard stands.

CAILLE BROTHERS COMPANY
6220 SECOND BLVD. DETROIT, MICH.

MILLS MYSTERY MACHINES

Here's your chance to get Genuine Mills Mystery Dice Front Machines at a Real Price. All machines have been thoroughly rebuilt, cabinets repainted, all mechanical parts polished and painted. In fact the machines look like new when you get them. Machines can be furnished in 80-100-250 sizes. With or without Gold Award . . . either for cash or check.

\$57.50 XX

THOUSANDS OF OTHER MACHINES! WRITE!

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.



SNOW PLANE SPEEDS DELIVERY OF SKIPPER, Rally game. Left to right: F. W. Van Dusen, E. Van Dusen and M. Bush, all of Sun Specialty Company, Melport, Saskatchewan. They use the propeller-driven snow plane to deliver machines to locations.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Hotel Locations in Spotlight As 1937 Convention Draws Near

CHICAGO, March 20.—Since hotels have gradually increased in importance as locations for coin-operated machines of various kinds, the coin machine trade will take increased interest in the Midwest Hotel Show to be held at the Hotel Sherman here March 23 to 26. The Hotel Sherman was one of the first major hotels to accept coin machines in its lobby and will have the Gerber game room on its first floor as an example to modern hotel men during the hotel men's convention.

Walter K. Etzel, manager of the hotel convention, says that every indication points to record attendance this year. The registration for 1936 listed delegates from 36 States and several foreign countries, he said. Exhibits of all types of equipment for hotels, restaurants, etc., will be shown, filling the exhibition hall, grand ballroom, mezzanine floor and a part of the first floor of the Sherman. More than 200 of the 246 booths had been sold last week, as compared with 123 booths when the show opened last year.

Hotel Locations Ideal

Importance of hotel locations is seen in the latest census report. During 1935 there were in operation in the 48 States and the District of Columbia 28,822 hotels reporting 1,438,658 guest rooms and \$720,145,000 total operating receipts. It is reported by Director William L. Austin, Bureau of the Census, in a report of the new census of business series on hotels. These establishments employed an average of 291,277 persons during the year and paid \$191,917,000 annual pay roll.

The census includes, principally, establishments designating themselves as hotels and providing hotel accommodations as their major business activity. These establishments may be year-round hotels or resort hotels operating only part of the year. Establishments reporting a total of less than six guest rooms, or receipts from room rentals amounting to less than \$300 for a full year's operation, are excluded from the present census, although such establishments were included in the tabulations for the year 1933. Apartment houses, residential hotels, catering exclusively to permanent guests, boarding houses, lodging houses, tourist homes or camps, resorts, YMCA's, YWCA's, dude ranches, club dormitories and other similar establishments furnishing lodging and/or meals to guests are not considered hotels for census purposes.

In a number of borderline cases the proprietor's or management's own designation was requested by mail and used as a basis for omitting or including in the hotel tabulations each of the reports in question. Except for a few localities having no hotel licensing laws, information as to the nature of the license pos-

essed was also requested and was considered in determining whether or not a particular establishment was actually conducting a hotel business. Apartment hotels were canvassed and classified as hotels, provided a substantial portion of their receipts were derived from the accommodation of transient guests.

Gisser Praises Ohio Operators

CLEVELAND, March 20.—Morris Gisser, general sales manager for American Novelty Company here, says that in his estimation Ohio is the best operators' State in the country.

Gisser supports his claim by the fact that he originally opened the Hercules Sales Organization, Inc., in Newark, N. J., where he found operating conditions fine, but operators not as progressive as he had hoped they would be.

He then transferred his activities to Pittsburgh and did a fair business there, but again found the same type of operation as he did in New Jersey.

Since leaving Pittsburgh he has been with American Novelty Company here and claims that he finds Cleveland's and the rest of the State's operators to be the most progressive in the country.

"Operators here are of an energetic and progressive type," Gisser says, "and they try at all times to keep the coin-machine business a real business. Because of this fact, American Novelty Company has been able to come to the front in this State faster than a new firm would anywhere else in the country."

Monarch's Export Business Is Up

CHICAGO, March 20.—With cables orders arriving weekly from overseas, Roy Bazelon, owner of the Monarch Coin Machine Company, is enjoying an export trade in reconditioned equipment second to none in America, he asserts.

"Jobbers and operators, on such distant continents as Australia and Africa, continually repeat orders for quantities of games," according to Bazelon. "This leads to an obvious deduction that Monarch reconditioned equipment is as perfect as experts can make it. Our machines have to be good, because they've got a long way to go and the purchaser waits a comparatively long time for them to arrive. He can't afford to send them back and wait several months for other machines. Besides, duties on the games, not to mention freight charges, increase the cost considerably and the purchaser

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

NEW

STOP & GO'S \$45.00

WRITE FOR CLOSE-OUT PRICES ON 40 OTHER BRAND NEW 1-BALL PAYTABLES IN ORIGINAL CARTONS.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL. 1800 1/2 AVENUE, PITTSBURGH, PA.

Personal Service

IF YOU HAVE BOWLING GAMES YOU NEED

"BOWL-A-50"

DOING FOR BOWLING GAMES WHAT THE JACKPOT DID FOR SLOT MACHINES.

Unit Complete With Power Pack. 1/3 With Oeder. Balance C. O. D. F. O. B., Newark. ORDER NOW!

\$22.50

ADD-A-UNIT COMPANY 139 FREELINGHUYSEN AVE., NEWARK, NEW JERSEY.

WANTED! PROMOTIONAL TYPE SALESMEN—who think in terms of \$200.00 a week to sell money earning equipment—establish new routes—sell quantity orders. Plenty of prospects. Hundreds of people with \$500.00 cash or more will be interested. Not unusual for a good salesman to sell 100 units weekly. See our half-page ad on page 83 of this week's Billboard. J. D. DRUSHELL CO., UPTOWN BANK BLDG., CHICAGO, ILL.

requires the best games available for that reason."

Monarch expansion activities, apparent in a heavy advertising schedule, continue with the addition of new lines. New games of all types are available as well as the most popular salesboards, vending machines and supplies of all types. Bazelon reports. He also claims the greatest selection of reconditioned games available anywhere in the country, approximating 1,000 machines ready for delivery at all times.

POKERINOS-\$59.50

7 1/2" PL. Lens, complete with Chicago Pack, Full Length Glass-0 Rubber Balls and Wood Looking Stand. Thoroughly reconditioned. 24 play. Ready to set up on location. Satisfaction guaranteed. Send for weekly mailing list. Many real bargains. No charge.

National Novelty Co.

1122 Morris Road, Morris, L. I., N. Y.

Make or Break Is Keeney Game

CHICAGO, March 20.—Following close on the heels of Lite-a-Pair, Ten Strikes, Fire Cracker and Santa Anita comes a new Keeney table game, Make or Break, which is destined to reach new heights of popularity, according to officials of J. H. Keeney & Company.

SAVE MONEY

Bally Dev. \$24.50	Derry Dev. \$40.00
Dolly Dev. 24.50	Repeater 3.80
Hitter 24.50	Pinch Wheel 29.00
Junco 19.50	Fire Ball 24.50
Wrestler 19.50	Parlay 24.50
Strike-Ball 19.50	All Stars 29.50
	Beta Score 54.50

Write for Our Free List

TERMS: 1/3 Deposit, Balance C. O. D.

AMERICAN COIN MACHINE CO.

850 No. Clinton Avenue, Rochester, N. Y.

The playing principle of Make or Break is that of Black Jack or "21," the "old army game" so well known and loved throughout the world. The powerful appeal of Black Jack is so intensified by a novel light-up scoring rack and by the Keeney spiral springs that Make or Break comes as close to being irresistible as any operator could desire, says Ray Becker, Keeney sales manager.

He reports that location tests have proved that Make or Break incorporates every essential necessary to quick, long-lasting earnings. "There are many reasons for this," says Ray. "The play on Make or Break is simple, fast and fascinating and good for year-round attraction.

Big Response To Financing Plan

CHICAGO, March 20.—The BMC finance plan announced recently by Buckley Manufacturing Company, has brought a flood of inquiries and applications; according to William (Bill) Woolen, sales manager of the firm. Facilities for handling the applications are being almost overtaxed, he said. "This means," said Woolen, "that there will be a slight delay before all applications will receive consideration, but we have already augmented our staff and it won't be long before every application will be handled promptly and efficiently.

The player doesn't have to play all five balls to finish the game. Here's how it works. The first ball shot starts the scoring when the first hit is made on a spiral spring. That hit gives the player a score of hand of eight. Each succeeding hit adds one to the score. The idea is to get a total score or hand or not less than 16 or more than 21. When the player stops shooting and presses a button in the front of the cabinet the dealer's hand on the back-board flashes a number. If the player's score beats the dealer's number, or if the dealer deals himself a "bust hand" the player is awarded with score points ranging from 2 to 20.

"Complications arise, of course, as they are bound to in any selling plan of this type. To date the most serious problem has been to step up production on Combination in order to satisfy the many hundreds of customers whose applications have been passed on favorably. We have boosted deliveries to well over 200 games a day and we will increase production as it becomes necessary."

The BMC finance plan is devised to apply only to the automatic payout games and the Buckley designers and engineers are developing a series of automatic which, according to officials, will incorporate a number of new playing ideas along with the consistently popular Buckley precision construction.



DISPLAY OF THE GODDARD NOVELTY COMPANY, LTD., at British coin machine convention in London February 23 to 26. Left to right (foreground): L. V. Hodgson, representing Buckley Manufacturing Company, Chicago; Percy Goddard and "Buck" Taylor.

ROWE "Special"
6 COLUMN 15c
CIGARETTE
MACHINE

Capacity: 150
Packs.

Clear windows, under
each slot expose last
cigar which were the
sorted.

Reconditioned and re-
packed from the new
Original cost, \$75.00
Each.

Obtainable with 20c
coin change at \$2.00
each per machine.
88 s & 1 floor stands
\$2.00 Each.

X-L COIN MACHINE CO.

1951 Washington St., Boston, Mass.

**OPERATOR'S
PRICE ONLY
\$16.50 EACH**

WRITE, PHONE
OR WIRE 1/2
Deposit must ac-
company all orders
— certified check or
money order.



LITTLE NUT VENDOR CO.
Lansing, Michigan

**NO
CLOSED
TERRITORY
FOR
TRADING
POST!**

**MAKES
BIG
EXTRA
PROFITS**



Sell and operate TRADING POST, the
100% Legal Gameboard Deal that is a great
operator. Amusing, fascinating and a real
winner. Sell out fast in Taverns, Clubs, Cigar
Stands, Drug Stores, Restaurants, etc. 150
units and every call is a winner. Consists of
120 packages, and each contains everything
worthwhile in Billiards, Trivia, Jeopardy, Con-
tinuity, Monopoly, Lingo, etc. Height, 24";
Width, 17". Approximate
Weight, 18 Lbs. Terms, \$10.00
\$12.00. Right to dealer for
\$8.75. Parfed two to the
Carson. Order No. 812. Cash

\$6.60

20% Deposit on C. O. D. Orders.
All for One Big New Game, \$7.10, containing
100 pages of Numbers, Jeopardy and Premiums.
JOSEPH HAGN CO.
"The World's Bureau House."
217-225 W. Madison St., Chicago, Ill.

SANTONE SPECIALS

- BALLY CHALLENGER 25.00
- BALLY BEZMONT 47.50
- KEENEY GIANT SLAM 18.00
- EXHIBIT BIG SHOT 10.00
- OTTILIE BURNING BASEBALL 18.00
- BALLY JUNRO 12.50
- BALLY MULTIPLE 22.50
- KEENEY DOUBLE BOOKIE 10.00
- BALLY PEERLESS 12.50
- BALLY DERRY 30.00
- BALLY ALL STARS 20.00
- PAGE RACUS "The Game" 25.00
- WAITING 4 PACE PENNY SLOT 22.50
- JENNINGS PENNY DUCHESS 22.50
- (Serial 18,000)
- DALLY'S RAYS TRICK (Laser) 175.00

TERMS: 1/3 With Order, Balance C. O. D.
SANTONE COIN MACHINE CO.
1874 1/2th Avenue, San Antonio, Tex.

**SPECIAL
WURLITZER P-12 PHONOGRAPHS
\$124.50**

Write for complete details to
and complete details to
SEARON COMPANY, Waukegan, Ill.



**Feature Toy Pack
For Bulk Venders**

PITTSBURGH, March 20.—American Cigaret Machine Company, local distributing firm, is featuring a toy pack for bulk merchandising machines. According to Meyer Abelson, head of the firm, the toy pack is offered at a popular price and is composed of more than 250 pieces. It makes much more than a complete filling for even the larger bulk venders, Abelson says. The candy featured in the toy pack is manufactured by the Candy Crafters, for which the firm acts as Eastern distributor.

"We also distribute the Gormack and Sheik pistachios for the bulk merchandising trade," Abelson added. "We have been supplying operators in the Eastern territory with pistachios for some time. Our headquarters here are aided in the distribution by our office in Buffalo, where Herman Berglase is in charge. He is considered one of the most experienced coinmen in the country and has been of great help to operators throughout New York State."

**Close 2 States
For Soap Vender**

DETROIT, March 20.—American Dispensing Company has closed two territories for its new soap-dispensing machine—Michigan and Ohio. Michigan territory has been taken over by P. G. McBride, formerly with the Michigan Stamping Company. He is establishing headquarters in a Detroit suburb. Ohio distributor is R. H. Peak, who is well acquainted in the vending field throughout that State.

Russell Anger, head of the company, is spending several days going over the territory with each new territorial distributor. He has been working in Ohio and Indiana for the past week and expects to complete assignment of the Indiana section in a few days. Other territories now active include Texas, Chicago, Arkansas and Louisiana.

**Two Vending Machine
Firms Incorporated**

ALBANY, N. Y., March 20.—Two newly formed vending machine projects have been chartered by the secretary of state. One of the new concerns is the

**Harry Stoner Is
"Hero" in Blaze**

AURORA, Ill., March 20.—Fire which broke out in the Stoner Corporation plant a few days ago was a perfect test for an elaborate sprinkler system with which the plant has been equipped. That the damage was slight is due to the fact that the sprinkler system performed to perfection and soon had the blaze extinguished.

While the fire was confined to the machine shop, pandemonium reigned throughout the plant for 15 or 20 minutes, throwing a genuine fear into the Stoner boys because of their past experiences with fire at their old plant several years ago.

The new plant is equipped with all modern fire preventatives by which the recent blaze was brought under control before the Aurora fire department arrived on the scene. The experience stresses the importance of modern fire fighting equipment and fire preventative measures which, tho relatively costly, turned out to be a splendid investment in this case.

Harry Stoner was right on the job, directing the efforts of employees and firemen in extinguishing the blaze. Not content in the role of mere spectator, Harry got right into the middle of things, got his feet soaking wet and

Detroit

DETROIT, March 20.—Business is showing a steady improvement in the vending machine and scale field. Arthur J. Ruwe reported this week. Ruwe is operating a route of nut and candy venders and scales exclusively in suburban and outlying Detroit locations. Business has dropped off far less in this type of neighborhood than in the more thickly populated city locations, and the effect of recent strikes has been much less drastic.

National Dispensing Corporation, manufacturer of a soap dispensing machine for industrial locations, has been legally dissolved, according to attorneys for the organization. Patent rights upon the machine have been assigned by O. A. Chaturish, president of the company, to the Venitor Corporation, which plans to manufacture the product for national distribution. Venitor Corporation is now well known as the manufacturer of the Tiddit Shops.

H. C. Turner, head of Turner Automatic Devices, formerly the National Vending Company, was expected here this week to plan for disposition of assets of the corporation, which is discontinuing its activities. It has been operating a chain of "filling stations" for cigaret lighters on a national scale.

Penny King System, manufacturer of ball gum vending machines, reports a slight increase in business over last season. Company is not placing any new models on the market this season, but is concentrating on its penny vender, which has proved a good profit maker to date. C. Ray Lester and Elmer Hendrickson, the owners, are also operating a number of these machines and a route of nut venders in the local territory.

Victory Vending Corporation of Queens County, N. Y. has a capitalization of \$20,000. Promoters and stockholders are Johanna Somfeth, of Astoria; Rudolph Trier, Woodside, and Edward J. Filardi, Corona, N. Y.

Other new enterprise is the Venitor Operating Company, Inc., of New York. It will deal generally in automatic vending machines, etc., and has a capital of 200 shares of stock. Subscribers to the capital stock and incorporators are William J. Carey, Peter T. Kourides and Rosamond Rendles, New York.

Just about ruined a new pair of shoes. Ted Stoner, who was out of town at the time, was not notified because it was feared that in his haste to get to the scene of the blaze he might start a conflagration of his own by "burning up" the highway back to Aurora.

**Super Skill Idea
Stressed in Game**

CHICAGO, March 20.—Two super skill score points are being featured in the new Daval Baseball game, bumper-action table game, according to Al S. Douglas, Daval president.

"The two super spots are roll-over contacts on the board that send the players around for two bases or two runs," Douglas said. "The number of bases that the light-up action will score cannot be determined by the player in advance and therefore he tries for the skill shots while he plays the regular action of the game."

"The seemingly simple devices, we have found that the two super shots have a great deal to do with the suspense action of the game. They not only bring the player back, but they keep him at the game. Baseball lends real thrill to competitive play and is well fitted for every type of location."

**Payout Baseball
Game Is Tested**

CHICAGO, March 20.—Daval Manufacturing Company reports having been swamped with inquiries about its new baseball payout table since word was given out concerning the idea.

According to Al S. Douglas, president of Daval, "10 of the games have already been placed on test locations and earnings are so great that operators making the tests offered to buy these hand-made models. The factory insisted upon their return, however. Any defects can be discovered in the hand-made models prior to production, therefore these games are torn down and thoroughly gone over before high speed production starts."

"The game, tho based on a baseball theory, uses the baseball action for its payout feature," Douglas explains. "The automatic payout is so controlled that it creates realistic baseball of a kind never before seen in the industry."

"Every modern manufacturing feature is incorporated in the game. Many new units are being manufactured in the Daval factory solely for this game. We believe we have perfected the best automatic payout unit in the industry. The unit has been developed and perfected by Daval engineers and has undergone every possible sort of location test."

"Hit and Run, our automatic payout baseball game," Douglas added, "will be one of the most sensational games in the automatic payout class."

**Demand Is Heavy
On Jungle Dodger**

SOUTH BEND, Ind., March 20.—Altho the demand for the Jungle Dodger electric eye rifle range from distributors and operators increases each day, the Universal Manufacturing Corporation continues to ship orders not later than 48 hours after they are received, according to Jack Pullman, sales manager.

Universal, said to be one of the country's pioneer manufacturers of photo electric cell devices, has recently completed an extensive expansion program.

"Altho Jungle Dodger costs less than many pin games, due to mass production," says Pullman, the instrument is precision-made thorough. It is built to a standard, not down to a price. For this reason operators who tested the unit have been phoning and wiring all hours of the day, reordering units to protect their heavy money-making spots.

"Never in our history have we enjoyed such a large consistent demand for one of our products from both domestic and foreign markets."

Biz Up at Veech Scale Co.

DECATUR, Ill., March 20.—According to L. H. Veech, of the Veech Scale Company here, business is booming. He states that with the advent of the new bumper-type games sales of used machines have fallen off. However, the increase in sales of new games more than makes up for that deficiency, he adds. He further states that his only difficulty is in obtaining delivery from the factory.



MAX GLASS, Gerber & Glass, Chicago, poses at Miami Beach to make the rest of us run slick.



Special 30 lb. carton of Toy Mixed Candy for \$4.00. This 30 lbs. vend for \$1.00 per lb. Cost, \$4.00—return, \$30.00. Profit, \$26.00. Only one carton with each machine at this special price.

Your Income Will Jump From \$10.00 to \$20.00 Monthly.

Sale of 30 lbs. per week not unusual, using Toy Mix.

"AUTOMATIC STORES"

have been selected by six large operating and investment companies as their greatest profit-making equipment.

NEW THE "AUTOMATIC STORES" MEAN MORE MONEY ON EVERY LOCATION!

These handsome, red, chrome and black "Automatic Stores" are welcomed by banks, department stores, chain drug stores, hotel lobbies, schools, theatres and all higher type business houses. Every operator is a chain store owner. Here is the greatest advance in automatic merchandising in years.

Use the Toy Mix—Amazing Sales

Newest development in penny sales. Small toys mixed with peanuts, nuts and candy—toy watches, knives, elephants, donkeys, etc.

\$24.50

1/3 Cash With Order. Balance C. O. D.

THIS POPULAR FOUR DIVISION MACHINE

6 times the earnings of a single machine



This Mc-Garbhik Base \$5.00 Extra

SENSATIONAL NEW MONEY EARNING EQUIPMENT.

THE MOST PROFIT-ABLE 1¢ MACHINE MADE

J. D. DRUSHELL COMPANY,
4753 Broadway, Chicago, Illinois

Systematic Plan On Bowling Games

ST. JOHN, N. B., March 20.—Coin-operated bowling games are being placed in a systematic way throughout the maritime provinces, the first installations being made here in St. John. Plans are being formulated for the placing of about 50 of the games in St. John, to be followed by from five to 12 in each of the following centers: Moncton, Fredericton, St. Stephen, Woodstock, Grand Falls, Edmundston, Perth-Andover, McAdam, Chatham, Newcastle, Bathurst, Campbellton, Dalhousie, Sackville, Shediac, Sussex, in New Brunswick; Yarmouth, Digby, Annapolis Royal, Middleton, Wolfville, Kentville, Windsor, Bridgetown, Truro, Amherst, Springhill.

Oxford, Bridgewater, Liverpool, Shelburne, Lunenburg, Lockeport, Mahone Bay, Antigonish, New Glasgow, Stellarton, Westville, Pictou, North Sydney, Port Hawkesbury, Sydney Mines, Dominion, Reserve, Trenton, all in Nova Scotia, and Charlottetown and Summerside on Prince Edward Island.

There are approximately 20 located in Sydney and Glace Bay, N. S., and about 50 in Halifax and the suburban town of Dartmouth. Bowling games, either automatic or directly operated, have never been played in the maritime provinces. The game can be installed in 10 feet of space and locations being arranged for in St. John include restaurants, lunchrooms, tobacco stores, grocery stores, bowling alleys, dance halls, billiard and pool rooms, clubrooms, hotel lobbies. Bowling games will also be installed for seasonal operation at the summer resorts of St. Andrews and Point du Chene, N. B.



"I GET A KICK out of Carom's kick-off action," says Bill Harner, Sicking Manufacturing Company, Cincinnati, as he discusses Rally game with Jack Simon (left), Sicking field manager.

Wolberg Says Distribs Push

CHICAGO, March 20.—The popularity of Home Run baseball game can well be judged by the enthusiastic cooperation we are receiving from our distributors," says Sam Wolberg, of Chicago Coin Corporation. "All of them are happy," he continued, "to be able to bring to their customers so outstanding a success as Home Run, and without exception they are co-operating with our efforts to inform all operators that Home Run is available thru the individual distributors in the various territories.

"The opening gun in our campaign is a series of distributor tie-up ads in The Billboard. Other publicity designed to bring the operator direct to the showroom of his nearest distributor is being formulated. Not only will operators find Home Run ready for them, but they will be able to inspect and place their orders for our latest pay table, Bump-a-Lite, which contains a number of unusual features and which is offered at an amazingly low price. Deliveries on Bump-a-Lite will begin within a very short time."

Reorganization Of Boston Firm

BOSTON, March 20.—With the resignation of W. P. (Major) Loomis as president of Westrock, Inc., Boston, and the B. & L. Novelty Company, Northampton, Mass., in effect as of March 1, Westrock, Inc., New England distributor of Rock-Ola and Western Equipment and Supply products, has undergone a complete reorganization.

Loomis leaves to assume the title of factory representative of the Rock-Ola Manufacturing Corporation, Chicago, with his territory the entire country. Loomis was also at the Northampton branch most of the time prior to his now being Rock-Ola's "Ambassador of Good Will."

George Young, recently returned from Rock-Ola, Chicago, moves up from the vice-presidency of Westrock, Inc., to the presidency, and W. A. Bernache retains the secretary-treasurership. Equal shares of stock were held by Loomis, Young and Bernache. Concentration for the Boston office is now in effect, with most of the consignments booked out of the Hub. The Northampton office will be continued as a contact.

Westrock, Inc., is now exclusive distributor for Rock-Ola and Western Equipment and Supply.

Jack Nelson, sales manager of Rock-Ola Manufacturing Corporation, was in town this week and paid a visit to Westrock, Inc. Young left an order for 100 World Series machines and ironed out some difficulties confronting the organization in the New England territory. Young plans to place an order for 1,000 more World Series shortly to take care of a sales campaign in this section.

Young is also making a big drive on Jimmy Johnson's new and attractive Fast Track machine.

Westrock, Inc., showrooms, specializing in its type of business, are probably the largest in New England.

Young and Bernache, two tire-ars in the coin industry hereabouts, are doing big things, and report a sudden spurt of business within the past two weeks.

Protect Your Route Without Delay
1c Skill Game

DUCK SOUP
It's Legal!
100,000 Locations Open for This Money Maker.
Earn \$2.00 to \$10.00 Daily.
● CLEVER
● NOVEL
● ORIGINAL
● PROFITABLE

Watch the DUCK Dive!

STAR SALES CO.
3921 Wynn Ave.,
Kansas City, Mo.

No Personal Checks, Please

BASEBALL TALLY CARDS
and all kinds Coupons for Operators. Daily and Weekly Series, Bonus and Numbers in Red and Blue. League, with other Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern and Texas Leagues, 2 or 3 or 4-way Cards, Series and Pull Tickets, 2 Ace 3 Ace, Square Deal, Rally Cards, Bonus Lucky Numbers, Football Play, Newspaper Handicaps, Daily Double, Top Game, Special Tickets to order, etc., etc. Get our copyrighted confidential copies of instructions, just sent—HOW TO START IN THE GREATEST TICKET BUSINESS! Price, \$60.00 plus shipping FREE. Make \$300.00 daily. Send \$2.00 NOW OR \$5.00 with American Express, Catalog, Rules and Particulars. Refund first order, (EVL 1918, Nat. Bus. & Equipment) Same as new. Rush reply or letter.
BERGUSON MFG. CO. Dept. 16,
822 N. Senate Avenue,
Indianapolis, Ind.

WIN GAME AND SALESBOARD OPERATORS DOUBLE YOUR WEEKLY INCOME
From Your Last-Week Work Out
SALESBOARD NOVELTY DEALS
Plenty of Profit—Small Investment
CHARRIS SPECIALTY CO.
744 DIVERSITY PARKWAY CHICAGO, ILL.
100% Wholesale—Free Catalog

British Hospitality

By L. V. HODGSON

Factory Representative of Buckley Manufacturing Company in London

Ever since my arrival at Waterloo a year ago I have been repeatedly asked, sooner or later, by those kind persons for whom I have learned to cherish a real affection the question: "What do you think of England?"

While I have always tried to sincerely answer this question each time it was put, still I welcome this opportunity to publicly express my opinion.

To begin with, the Englishman is no stranger to my country, and I had formed a pretty good idea of the kind of "guy" he was before I left the U. S. A. On the boat I met several Englishmen in the flesh—and my convictions were partly confirmed. Consequently, when I was greeted with open arms on all sides I was not greatly surprised but certainly very, very well pleased.

I have also been pleased—not only with the generous reception given me upon the occasion of my arrival—but because of the marvelous manner in which this hospitality has continued thruout the year. That, of course, is one reason why I like England.

His Home Life

To continue, let me say I like the Englishman's home life. I like the way he builds his houses; the high hedge fences, the exceptionally artistic and well-kept gardens all seem to make one feel strangely comfortable. I have been permitted to enjoy many a peaceful and pleasant hour before the cheerful open fireplaces of many homes—a pleasure denied us usually in America.

I like the custom of having tea served in bed in the early morning, which at first seemed very strange to me, and when one sits down to a real English dinner of roast beef and Yorkshire pudding I feel sure there is nothing in the world of food to compare with it, unless it's the delicious Christmas pudding—which is really something "to write home about."

Taking things all in all, the British domestic life is certainly ideal and necessarily reveals the backbone of the mighty nation which is founded upon it.

London's Fascination

London itself, as the world's largest metropolis, particularly fascinates me. The numerous quaint winding streets in the city proper, the magnificent public buildings, the hundreds of places of historic interest, the King's Palace and the House of Parliament, together with the accompanying thrill of age-old tradition which seems to envelop one, all tend to keep me in a continuous state of semi-wonderment.

Aside from London, I am fortunate enough to have had the privilege and pleasure of visiting most of the important summer resorts and seaside places. The entrancing beauty of the landscape in many parts of the country and along the various coasts is something which would demand description by one with far more poetic abilities

than my own, but let it suffice to say here that one must needs travel far to equal the beauty of England's countryside, which to the outside world is little less than legend.

In addition to the natural beauty of suburban England and the man-made magnificence of its cities, there is coupled with the entire environment that splendid and admirable presence of sincere British homelike hospitality which is unceremoniously lavished upon one on all sides and which cannot help captivating the visitor immediately.

During the past year I have been permitted to live most happily in this truly remarkable country and I have been repeatedly received with the utmost respect by everyone and upon every occasion. Kind-thinking people with no thought of compensation have again and again outdone themselves in their anxious endeavor to make me comfortable and my stay a pleasant one while in their midst.

In Business

In business circles not one man has ever attempted to take an unfair advantage of me, but, on the contrary, those gentlemen who as manufacturers might be considered as "competitors" are without any doubt, I am honored to say, numbered among my closest friends in England.

By the above statement I do not mean to infer that I alone have been accorded this enviable privilege, but simply mention this because I feel and know that everyone whose good fortune it may be to visit this country will be shown the same thoughtful consideration.

In mentioning "competitors" in the above paragraph I naturally refer to the British coin machine manufacturers, being—as it happens—interested in that end of the business myself in America. Since I have been in this country I have noted with considerable interest the rapid and convincing manner in which these firms and individuals have conceived and marketed modern practical and most appealing coin-controlled constructions. In the past—it is my belief—the British automatic market has been to some considerable extent dependent upon America for new and different types of machines.

Apparently this situation is about to be at least partly overcome. During the past year I have seen several very original and entirely new constructions invented and manufactured by clever British manufacturers. Already American machine builders are beginning to show a decided interest in these splendid British constructions and have considered, or are at the present time seriously considering, manufacturing—under various mutual agreements—games and machines originated in England.

Beneficial Results

All of which, based upon the general desire for mutual co-operation and better understanding, which is daily bringing the two great English-speaking nations closer and closer together, is bound to result in better machines, greater markets and a harmonious business situation which will be continuous and unparalleled, resulting eventually in benefits never hoped for before by manufacturers, distributors and operators in both countries alike.

And now in closing this rather rambling recital may I be permitted to add that I think your "pubs" are small, your women cute and your London policemen—yes, you're right—"wonderful." —Reprinted from *The World's Fair*, British amusement weekly.

Jury Approves Rotary Machine

MILWAUKEE, March 20.—According to *The Milwaukee Journal*, Ernest Siercks, manager of the Orange Grove Restaurant, was found not guilty by a jury of possessing a gambling device. The sealed verdict was opened last Saturday in the district court. The jury reached its decision Friday night.

Siercks was charged with possessing a rotary type digger machine. Ours rotated on a table from which they were sometimes pushed by an arm into the prize chute.



L. V. HODGSON

Detroit

DETROIT, March 20.—"Bowling-type games are in big demand in up-State Michigan cities," says Michael A. Angott, manager of Angott Coin Machine Exchange Company. "We have found that this business keeps us busy today, even tho there is a distinct drop in local trade in Detroit for the present. We believe we have set a record for pin-game sales with over 1,100 Bally Bumpers sold for Michigan—probably as high a number as has ever been sold for one model. There is a distinct trend for the amusement-machine operator to enter the vending field, in addition to his other activity. He can see the somewhat smaller but steady profit in the vending and can work them into his established routes satisfactorily, resulting in a well-rounded coverage of his locations."

Joseph Reich, Detroit operator and jobber, who handles the Wurflitzer bowling alley, has moved his headquarters to a new location in the Palmetto Hotel.

Irving Perlman, part owner of the Michigan Bolo Sales, has withdrawn from the company and is now engaged in another business. E. A. Zelomek, the other partner in the enterprise, has returned to New York. It was stated this week. The company distributed the Bolo games, Jiffy Jester and other products in this territory.

Don G. Kline and Fred Parris have withdrawn from partnership in the Reliable Amusement Company, operating an extensive route of phonographs, vending machines and amusement machines in this territory. Richard Griffin, remaining partner in the business, is at present operating in Ypsilanti, Mich., but will continue to carry on the business, with headquarters in Detroit.

Harry L. Lane, head of the Premier Vending Company, operators of various types of amusement machines, has been operating from temporary headquarters this past week due to the quarantine necessitated by the serious illness of his daughter with scarlet fever. Lane is able to carry on his business, as he is not personally restricted by the quarantine placed upon his family.

Charles G. Reichert, Detroit operator, has retired from the field to enter the automotive selling business. Reichert operated a route of automatic phonographs in the city under his own name.

Anything Might Happen in Calif.

CHICAGO, March 20.—Jim Buckley, general sales manager of Bally Manufacturing Company, is displaying a newspaper clipping which tells in bold-face type how "Ten Rides Bumper 15 Miles to Town." Some skeptics insist that the headline writer really meant "coo-catcher," but Jim points out that even our "feathered friends are riding high on Bumpers."

The clipping was sent in by Al Reisz, former well-known Chicago operator, now operating in Los Angeles. Al sends his regards to all his old friends in Chicago and adds that "your old Ballyho and Rocket operator is now one of Los Angeles' staunchest Bumper boosters... been running marble tables here since last summer and in all my six years' experience haven't seen anything take like Bumper. I set up my first Bumper January 20. It paid for itself by February 3, so help me!"

Lichtman Ready For Stop 'Em

NEW YORK, March 20.—Charles Lichtman, New York Distributing Company, says that he is making room on his floor for the new Patent novelty table, Stop 'Em. Lichtman, who distributes for Patent in this territory, claims the new table has a revolutionary form of pin-game principle.

"The Patent firm was the first in the field with the table without holes, where the ball hits an object and records on a backboard," Lichtman claims. "The new game being manufactured by these people has a new playing feature that, in my opinion, will catch on with the operators and players as did Bolo."

New York Distributing Company also distributes the A. B. T. Target Skill game with the five moving targets. Lichtman claims the Target Skill has caught on in his territory and the demand is heavy.

A QUARTET THAT SINGS SWEET PROFITS!

AMERICA'S FINEST COUNTER GAMES "Better Built by Buckley" ARE FAVORITES EVERYWHERE



ALWIN

Non-Automatic With Jackpot — Changing Odds — "3-of-a-kind" Awards. \$25.00 Tax Paid, F.O.B. Chicago Straight Sc Play.



De Luxe CENTAPACK

Greater Than Ever With Changing Odds. \$22.00 Tax Paid, F.O.B. Chicago 1c Play.



THE HORSE SHOE

The Counter Horse Game Machine With Odds for Win, Place and Show! 1c, 5c, 10c, 25c Play. \$22.00 Tax Paid, F.O.B. Chicago

BUCKLEY MFG. CO. 2156 W. MANHATTAN BLVD., CHICAGO, ILL.

NOTICE CARNIVAL, PARK, RESORT! and COIN-MACHINE OPERATORS! Get "GOLD RUSH GUN CLUB"

The New, Proven, Popular Profit-Maker for YOU

Not Coin-Operated, But a
Strictly Legal Shooting Gallery

Now Grossing Up To
\$150 Per Day On Location

Be First in Your Territory
To Operate "Gold Rush"
The Sensation of 1937

It's PORTABLE . . . easily moved on truck or trailer . . . can even be operated right on trailer on outdoor locations. It's RUGGED . . . made of steel, nothing to wear, no mechanical upkeep. It's STABLE . . . everyone likes to shoot, and when they may win a cash prize they "shoot plenty." It's SAFE . . . exclusively equipped with Caswell Patented Bullet Trap and Target Carrier!

ORDER NOW

DIRECT FROM THIS AD
AS LOW AS

\$164⁰⁰

COMPLETE

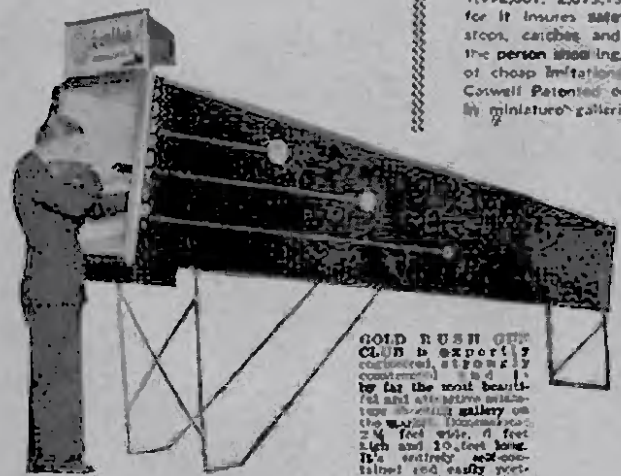
Try ONE Gold Rush and You'll "Rush" Your Order for More...and Get Advantage of Quantity Price

Order a Gold Rush Today at this special list price, then get the benefit of quantity reductions by ordering more within 30 days. For example, if you should buy 5 within one month you get the 5 quantity price on all, a substantial discount.

How Is This for an Investment?

Suppose you pay \$197.50 for one standard model Gold Rush and it only grosses \$40 average for thirty days. This will pay the cost of the equipment, the operating cost, including an attendant, and NET FOR YOU 80% on your original investment!

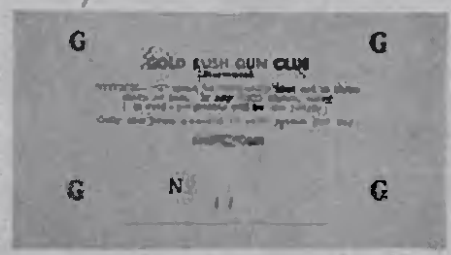
Gold Rush Gun Club is the only miniature shooting gallery equipped with CASWELL patented Bullet Trap and Target Carrier, protected by U. S. Patents Nos. 1,727,272, 1,992,001, 2,013,133. THIS IS MOST IMPORTANT . . . for it insures safety!! The patented Caswell Bullet Trap stops, catches and pulverizes the bullet, thus protecting the person shooting, the location and the operator. BEWARE of cheap imitations which do not control the flying lead! Caswell Patented equipment is exclusive with GOLD RUSH miniature galleries. It's SAFE!



GOLD RUSH GUN CLUB is expertly engineered, strongly constructed and is by far the most beautiful and attractive miniature shooting gallery on the market. Dimensions: 2 1/2 feet wide, 4 feet high and 10 feet long. It's entirely self-contained and easily portable, weighs only 700 pounds.

How "Gold Rush Gun Club" operates:

The gross receipts of Gold Rush justify an attendant. The player shoots a 22 rifle at a target (see illustration) on which four G's are printed in red. He pays 10c for three shots, and if he succeeds in shooting all the red eye of one of the G's with the three shots he wins the "jackpot." The "jackpot" is created by 10c from each 40c card being put into the pot. The player can win from \$10 to \$100.00 for only 10c and skillful shooting.



The Gold Rush Target Club, One-Half Actual Size, and Numerically Numbered for Your Protection Against Possible Cheats.

What Gold Rush Is Already Doing

One Location in a city of 300,000, 14 days' gross take, \$ 704.00
One Location in a city of 60,000, 7 days' gross take, 507.00
One Location in a city of 5,000, 7 days' gross take, 375.30
One Location in a city of 300,000, 65 days' gross take, 2,195.00
(Above figures verified on request)

Gold Rush should be a long life money maker, for its appeal is as old as man's desire to shoot a gun. Gold Rush has also proven valuable as a business stimulator for locations by attracting crowds.

De Luxe Model

Especially designed for Clubs, Hotels, Stores, Sportlands and Taverns, the De Luxe Gold Rush is accoutred with genuine Account Colorax, trimmed with chromium and equipped with nickel-plated legs, electric sign and the best Winchester rifle.

Price, De Luxe Model	
Lots of 1	\$295.00
Lots of 2	265.00
Lots of 5	247.50

F. O. B. Dallas

Quantity prices apply on all purchases made within 30 days. \$100.00 cash must accompany order, balance C. O. D.

Standard Model

Especially designed for Carnivals, Parks, Brews and other outdoor or transient locations. The Standard Model is exactly the same size and equipment as the De Luxe model, with blue coloration (if desired), chromium trim and nickel legs. The Standard Model has a metal sign bearing of an electric eye.

Price, Standard Model	
Lots of 1	\$197.50
Lots of 2	175.00
Lots of 5	164.50

F. O. B. Dallas

Terms, same as on De Luxe model.

ELECTRO BALL COMPANY, Inc.

Main Office: 1200 Camp Street, DALLAS, TEXAS.
Oklahoma City Waco New Orleans Fort Worth Houston
San Antonio Wichita Falls Memphis

EXCLUSIVE MANUFACTURERS OF GOLD RUSH GUN CLUB and BAT 'EM, America's Indoor Baseball Game!

Weekly MUSIC Notes

Ex-Boxing Champ Chooses Phonos

CHICAGO, March 20.—Carl King, one-time lightweight boxing champion of Indiana, today one of the biggest phonograph operators in that State, is proud of the fact that he now operates 208 Seeburg phonographs on his extensive route.

King developed his brawn as a mill hand in the American Steel and Wire Company at Elwood, where his father also worked. "You had to be able to take it in that sort of work," said Carl. "Naturally all the boys were plenty husky, and in a group of fellows like ourselves boxing was an important recreation. As I grew older I became more and more interested in the sport until I was finally devoting my entire time to it. As a source of livelihood boxing took me all over the country and eventually led to the lightweight championship of Indiana."

When he left the game and became an operator he was very careful in his choice of equipment, he says. "I looked around a good deal before I selected phonographs as the type of my operating business. I figured that in order to make operating a real success my equipment had to have championship qualities. It had to have box-office appeal and stamina and championship breed."

King still puts on the gloves several times a week for exercise, and, according to Pete Olix, Seeburg representative, who recently visited him, he can still give a

pretty good account of himself in the ring.

"Fortunately," said King, "I don't have to battle my way into any location that I want. I let a top-flight champion phonograph do it for me."

Forman Grows by Giving Service

WATERTOWN, N. Y., March 20.—Starting from a one-man operating business a little over four years ago, Morris Forman, of Watertown, N. Y., has steadily developed his operating activities, concentrating specifically on Wurlitzer products.

Showing the necessary energy and resourcefulness so characteristic of coinmen the country over, Forman has forged ahead rapidly. Music is the backbone of his activities, but in addition he operates sizable routes of cigar machines, scales and skill games, including Shes Ball.

At the present time he has six people in his organization. Recently he added two new trucks, especially selected for the handling of bowling games and phonographs.

This year, with general business conditions so much improved over what they were in the days when he started in the operating business, Forman looks for even better operating conditions for several years to come. To back up his conclusions, he attended the past Coin Machine Show and placed a big order for automatic phonographs and other types of amusement equipment.



CARL KING, one-time lightweight champ of Indiana, now operates Seeburg phonos.

Detroit

DETROIT, March 20.—City Music Company, operated by Fred Gersabeck, reports a general improvement in returns on music machine operation in this territory. Company has established a downtown office, with three display rooms, for the sale of records. This is being operated under the name of the Brunswick Record Distributing Company as a subsidiary of the City Music Company and provides a more central location for record service.

Gersabeck's daughter, Dorothy, is manager of this enterprise. A general distribution in the States of Michigan and Ohio is being established. In addition to the widespread operating activities of the company with its own machines.

"Music machines are holding their own in the Detroit territory," David Goldman, manager of the Legal Amusement Machine Company, said this week. "This is the condition even though the play on amusement machines generally is off for the time being."

Babe Kaufman Buys Trucks To Jack Up Firm's Service

NEW YORK, March 20.—Babe Kaufman informs that she has just purchased 10 new Chevrolet trucks to take care of her prolific operations. She has revised her entire operating system and claims that with the new trucks her men will be able to work more efficiently than ever before. The trucks are painted maroon and her chauffeurs and helpers are fitted with uniforms of the same color.

Babe will keep a few trucks handy to send hurried shipments of machines to jobbers and distributors in her territory. "I know," says Babe, "that other jobbers and distributors want new machines as soon as they come in. If I can get these machines on their display floors immediately it will benefit both of us."

Discussion of Bingo Legality

TORONTO, March 20.—The legality of bingo has been under discussion for the past three weeks, owing to the popularity of the game spreading throughout Ontario in the last few months, several organizations operating bingo games nightly, under the auspices of churches and fraternal organizations. The police called a halt on the games when complaints were registered by some religious organizations who consider it gambling.

The city of London has decided in favor of the game and has placed it in the same classification as raffles, which are legal under the criminal code. The raffles in all cases will be in the form of bingo or keno, and will be advertised as "Bingo-Raffles." Applications from Catholic churches, veterans' organizations and the Moose Lodge were approved by the City Council.

In Toronto the question is still under consideration by the City Council, but it is expected that a favorable decision will be handed down within the next few days, if not, local organizations are prepared to force the issue on the ground that the Ontario Government collected amusement tax.

Bleekman Sells Operating End

CHICAGO, March 20.—Information was received this week from sources considered reliable that R. S. (Bob) Bleekman had sold out his entire interests in the operating field. It is said that Bleekman will devote his entire time as district manager for the Rudolph Wurlitzer Company in the Chicago area.

Bleekman established a record year in 1936 in the sale of automatic phonographs in this district. When he first came to this section he was active in organizing a local association of music operators and helped to solve some of the problems facing them. He was given credit also for establishing music operation in many locations and small centers where other operators would not venture. He gathered a vast amount of information about conditions in this field and many operators enjoyed the privilege of sharing his counsel.

He stated recently in a conference that while 1936 was a record year for him, he expected to give his entire attention to the distribution of Wurlitzer phonographs and that he would make a still higher mark in 1937. There were about 4,200 phonographs in Cook County in 1936, he said, but there are still thousands of locations that have not been reached.

'Rhythm King' Essay Wins Student Prize

CHICAGO, March 20.—Officials of the Rock-Ola Manufacturing Corporation report an unusual experience with coin-operated phonographs recently at the University of Colorado. C. A. Hettis, of Greeley, a young student at the college, has been paying his way for the past two years by servicing phonographs for a large Colorado operator. He recently decided to use the Rock-Ola Rhythm King as a thesis for an essay. His article proved so interesting to the faculty and student body that he was awarded first prize.

Hettis' paper is too lengthy to reproduce in its entirety, but one of his paragraphs was:

"All the world loves a lover, and all lovers love music. That is best evidenced by the constant creation of love songs. The immortal Victor Herbert, looked upon as the greatest song composer America has ever had, always used as a thesis in his songs a theme of a love story. Music is, therefore, one of the great inspirations of life, and with the Rock-Ola Rhythm King phonograph a fine reproduction of clear tone quality enables the machine to contribute materially as a pleasing, yet potent, inspiration when it is called upon to reproduce the world's most popular songs by the world's most outstanding orchestras."

MODEL "T"

RECAPTURES THE TRUE TONAL VALUE

THE Seeburg 1937 M T-SE CTOR

MELODY KING

J. P. SEEBURG CORP.

1510 DAYTON STREET • CHICAGO

THE SEEBURG FRANCHISE IS MORE VALUABLE

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT:

- 2,000 Perfect Plays
- Longer Record Life
- High Fidelity Reproductions
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

PERMO PRODUCTS Corp.

4311 RAVENSWOOD AVE. CHICAGO

The New "SHARP SHOOTER"

The Only FOOL-PROOF Ray Gun on the Market!



- Beautiful target cabinet and gun stand of hand-polished oriental wood.
- Standard size light weight rifle - satisfies experienced gunmen, yet easily managed by women and children.

"Shoot" your service troubles with a SHARPSHOOTER. Mr. Operator - shoot them as dead as that old, troublesome machine you "wish you'd never bought!" Watch your customers - attracted by the downright beauty and the new exclusive 'Unlimited Shots' feature of SHARP SHOOTER - crowd 'round this marvelous Ray-Gun; then watch your profits soar - for the "trouble-free" SHARP SHOOTER will operate continuously 24 hours a day!

"FOOL-PROOF"

Wait - it's not impossible! It's taken more than two years of research - constant experimenting, testing and retesting to perfect the simplified, smoothly operating mechanism of SHARP SHOOTER, because we refused to offer you anything less than the best. And the delay is justified by the marvelous performance of SHARP SHOOTER - completely "fool-proof" and "trouble-free".

You'll be amazed what a small investment is necessary to install SHARP SHOOTER in YOUR place of business! Write, wire or phone today - we'll send complete details and quote you a price you simply can't resist!



FAST PLAY - RAPID TURN-OVER!
SHARP SHOOTER is the only Ray-Gun on the market that does not limit the number of "shots" or "hits" a customer may make. One coin purchases 45 seconds' time. The customer may shoot as often as he can pull the trigger within the time limit - he can always better his own score as well as compete with other patrons. A great drawing card - and this means increased customer action, fast play, quickly piling up profits!



CLARE PRODUCTS CORPORATION
666 LAKE SHORE DRIVE, 21st Floor Chicago Office CHICAGO, ILLINOIS

"A suggestion for operators in the doghouse: hustle up some good locations, time goes fast while occupied with this pleasant pursuit. Nothing like showing the good wife that you have been busy. Take her out and introduce her to the new locations while playing the new machines. Try it. It's easy on the nerves." -Silent Bill Cohen, the Sphinx of Minneapolis.

Damon Runyon, columnist for Hearst papers, recently filled his space with an interesting discussion of player psychology in relation to "the hidden percentage" in games of chance. Runyon is devoting a lot of attention to sports and gambling and is quite liberal and humorous in his statements.

Charley Lichtman, New York Distributing Company, says a few months ago he was bemoaning his fate. A. B. T. Target: Skill has changed all that, he says, and bigger things are yet to come.

Max Hurrich gets a letter by mail with only a picture of his mug as it appeared in *The Billboard* pasted on the envelope and caption for the address. Proof of the pudding will be in reproducing a cut of the envelope as soon as we get a chance. Envelope is postmarked Tuscaloosa, Ala., February 28, 1937.

"Pardon us for addressing you so often for information. . . . We desire to know

PHONOGRAPHS
RECONDITIONED READY FOR LOCATION
10 WURLITZER, MODEL P-10
10 SERRINO SELECTOPHONES-35;
\$90.00 each
3 MILLS TROUBADOURS - 12 Record
Selection, Walnut Cabinet, Mechanically
Perfect.
SPECIAL \$35.00 each
One-Third Deposit.
Automatic Amusement Co.
101-103 N. Fulton Ave., Evansville, Ind.

MEN MACHINES



what company produces the new penny cigarette machine with the automatic payout checks which are exchanged with location for cigarettes. This inquiry from an operating firm in Paducah, Ky. Apparently the flood is over and the fellows are expanding their business. The whole industry wishes them well.

Read the questions for the Operators' Forum this week. Here is the big question. What's bringing the novelty games back? Is it due to popular demand, to tightening legal restrictions or to the cute bumper-type springs? Truthful answers to this question should be recorded for future use by the trade.

Dave Robbins, Brooklyn, is said to be really enthused about his 2-in-1 wonder. It vends candies, gum, toys, etc., and can be left out in the open in all kinds of weather without damage to the contents, he says.

Fred Halpern, Scientific Machine Corporation, Brooklyn, is one more of the coin-machine fraternity down in Miami taking it easy. The missus is with him.

Bob Copeland, representing H. C. Evans & Company, was seen around New York recently with George Powner, the Evans distributor in that territory. Copeland visited other cities near by, then stopped at Pittsburgh on his way back to Chicago.

Joe Fishman has been asked to take active part in a new organization for

jobbers and distributors which is being formed. A temporary organization is operating at present. Fishman, by the way, is quite busy with his own organization, Fishman-Schlesinger Company, handling the Pacific line.

"Will you please advise me where I can find information on how to properly set up and operate a sportland? If you do not have a few pointers handy perhaps you can refer me to one or more parties who can give me some good tips." -Little Rock, Ark.

The *Billboard* still has a few copies left of its handy booklet on sportlands.

The February 27 issue of *The World's Fair*, British coin-machine weekly, has an interesting example of constructive legal news reporting. The news item reports the charges, points made by the prosecution, arguments of the defense and most important perhaps the attitude taken by the association in the case.

Such courageous legal reporting is bound to make an intelligent group of operators among the British trade, and it is no wonder their business is reported to be staging a comeback under adverse factors.

The novelty table is back in the East stronger than ever. Operators are clamoring for the new bumper-type machines, the one difficulty seeming to be that manufacturers cannot supply them fast enough to go around.

As the office managers and private

secretaries to presidents of coin-machine manufacturers will have a chance to see the latest in modern office machinery and methods at the National Business Show, to be held at the Hotel Stevens, Chicago, March 22 to 27.

F. (Chippy) Waltz and Sam Waldor, Target Roll Distributing Company, Newark, N. J., plan to start on a trip soon to visit bowling-game operators. They will talk about Bowl-a-Fifty, a new electrical attachment proposed to boost the play on bowling games.

If you are not sure how you would like to live in England, by all means read the article on British hospitality, by L. V. Hodgson, in this issue. Hodgson is factory representative for Stokely Manufacturing Company in London. He gives an intimate picture of things English.

Our Pittsburgh reporter says that elderly and middle-aged ladies are taking to the coin-operated bowling games (See *MEN AND MACHINES* on page 91)



IRVING ORENSTEIN, Hercules Maching Exchange, Inc., Newark, N. J., leaning on a Bally bumper, which he calls a "moinsley"

Rock Bottom Prices on USED AUTOMATICS

TURF CHAMPS — \$57.50.
FLICKERS — SERIALS OVER 1500 — \$60.00
(These tables are like new—used less than two weeks.)

Pamco Ballot \$30.00	Tycoon Battery \$20.00
Pamco Bee Jay 55.00	Exhibit Giant 10.00
Pamco Bells 35.00	Silver Cup Ticker 20.00
Pamco Chase 30.00	Queen Mary 40.00
Pamco Galloping Plugs 29.00	Double Header 22.50
Pamco Palooka Sr. 37.50	Velvet 50.00
Tycoon Electropack 25.00	Grand Slam 40.00

MUSIC

Seeburg Selectophone \$75.00	1935 Capehart \$50.00
Seeburg Symphonic 95.00	Mills Dance Master 65.00
P12 Wurlitzer \$125.00	

SLOTS

Mills 5c Yellow Front \$42.50	Bally Multiple \$24.00
Mills 10c Yellow Front 45.00	Bally Hissless 19.50
Mills 5c Skyscraper 40.00	Bally Peerless Ticket 20.00
Mills 10c Skyscraper 42.50	Bally Bonus Ticket 22.50
Mills 5c FOK 32.50	Bally Jumbo Ticker 15.00
Mills 5c Gold Award 40.00	Bally Derby Ticker 25.00
Mills 5c 2T Green Front 37.50	Bally All Star 27.50
Pace 5c Comet 42.50	Mystery Three 15.00
Pace 10c Comet 45.00	Cocktail Hour 15.00
Bally Prearkness 78.00	Trojan 15.00

Cocacoinlets \$10.00

MISCELLANEOUS

Seeburg Ray-O-Life \$185.00	Ball Gum, 50 Boxes \$ 5.50
Harmony Bells 25.00	Hot Peanut Vender 5.00
A.B.T.-400 Coin Slots 1.40	(5c Slot—Slug Proof)
(Lots of 6)	Exhibit Shoot-A-Lite 165.00
Collection Book, each05	Permo-Point Needles43
(Lots of 12)	(Lots of 10)

NEW MACHINES
HOLD 'EM (original cartons) — \$25.00 to \$22.50
TRI-O-PACK — \$24.75 DOUBLE DECK — \$24.75
(Will allow liberal trade in allowance for used Daval Games on these two counter games.)

Complete Warehouse Stock of JENNINGS & MILLS SLOTS and WURLITZER PHONOGRAPHS.
105 W. LINWOOD BLVD. KANSAS CITY, MO.
CENTRAL DISTRIBUTING CO.

Newark

NEWARK, N. J., March 26.—George Pomer, distributor, reports that he greatly enjoyed his stay in sunny Miami Beach. He brought back a healthy tan and a lot of smiles. George claims that Florida is the best place in the world to rest weary bones.

Irv Orenstein, of Hercules Machine Exchange, Inc., is going to town in a big way with the new Daval Buttons game. Irv claims that it is one of the best. He reports that he was swamped with orders for the game from the first hour of its arrival. He also says that he is expecting another great game in a few days from Pacent called Stop 'Em.

Dave Engel, with American Sales & Distributing Company branch here, reports that the firm is moving into new and larger quarters.

Charley Polgaar is being called the "big egg and tease man" since his description of a successful pin game. Charley claims that the only way to know whether a game is going to click is to play it the first time. "And," he says, "if it eggs you on to play more, then you are playing a real hit game. But if it just teases you by its lack of action, then you are looking at a floppo." Charley is one of Newark's most successful operators.

Artie Handler, another fine op. who is also secretary of the newly formed association here, reports that the membership is increasing by leaps and bounds. Artie claims that the boys are at last getting together the way they should have done months ago. He reports that the new constitution and by-laws have been prepared after two committee meetings.

Irv X. Morris, of the George Pomer Company offices here, is well liked by the boys. But, the boys want to know, what does the X in Irv's name mean.

Anthony Falcone, one of Newark's best ops, is said to be the largest bowling

game operator in the city. Tony is one swell guy, too.

Sol Brown, well known and progressive op. is looking far ahead. He has just invented a machine that may bring back the good old times to many of the slot men in this territory.

Talking about crusaders, Jack Berger crusades against hurting the business. Jack is constantly campaigning against the sneak violation of existing agreements. He claims "it's dynamite."

Fredde Law has taken charge of the accounting department for Hercules Machine Exchange, Inc.

Murray Saltzman has just come back from Florida, where he had a great time. His organization work over in Union County is well known.

Charley (Duke) Sachs, well-known Elizabeth op. has been missing from jobbers' headquarters for some time.

The jobbers continue to meet every Wednesday for luncheon at the Hotel Riviera, where they enjoy a bowl of soup while discussing conditions.

Sab Broudy, of Jersey Trading Company, continues to show the boys the way to better profits by use of high-score merchandise awards.

Leo and Sam Waldor and P. (Chippy) Waltz are plenty happy about the way their Bowl-a-50 unit attachment for bowling games has clicked. All three boys are smiling in a great big way.

Dave Stern and Harry Wichansky, of Royal Distributors, Inc., are beginning to be envied by the ops here for the swell job they have done with Watling scales. The job gets bigger and bigger daily.

Al London, in a quiet sort of way, is getting back into the big time again.

Helen Fitzgibbons is well liked by the ops. The boys are making it a practice to call at the Fitzgibbons Distributors offices before starting the rounds of the jobber's offices.

Pittsburgh

PITTSBURGH, March 13.—B. D. Lazar office and the American Cigaret Machine Company, among other local coin-machine jobbers, reports excellent business with merchandising machines.

Sam Strahl, jobber, returned to his job in New York after a brief stay here.

Ruth Lautman is the new head book-keeper in the office of the American Cigaret Machine Company, succeeding Angi, who married.

Charlie Feldman, manager of the local Victor office, is taking an active part in the current drive to organize all music-machine operators in this territory.

Al Klodell moved into the Musicians' Hotel Club with a rifle range. It is one of the busiest spots in town.

Modern penny arcades are being whipped into shape at Kennywood and West View parks. The former is putting out most of its old equipment and furnishing the coin-machine headquarters with new stock.

Boston Distrib Adds Big Space

BOSTON, March 26.—Ben D. Palastrant, president of the Supreme Amusement Company of New England, Inc., has been signally honored by becoming New England's first and only Chieflain as a result of his recent initiation and enrollment in the Tribe of O'Toole Indian coin-men's fraternity sponsored by the Bally Manufacturing Company, Chicago. Palastrant became an Injun at the powwow of initiation at the Grand Wigwam during the recent coin industry convention at Chicago.

Additional 8,000 square feet of space has been leased alongside the establishment of the Supreme Amusement Company, to be used as a storeroom and display headquarters for Wurlitzer phonographs and Bally products in the company's program of expansion. Palastrant, head of the New England distributing company, notices a sharp rise in business of late.

Ten Best Records for Week Ended Mar. 22

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	86803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7840—"My Last Affair" and "You Showed Me the Way." Perry Wilson and orchestra.	25523—"Song of India" and "Marie." Tommy Dorsey and orchestra.	3431—"I've Got My Love to Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
2	86758—"Slumming on Park Avenue" and "He Ain't Got Rhythm." Tomco King and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
3	86861—"I've Got Rain in My Eyes" and "The Mood That I'm In." Dolly Dawn and orchestra.	7841—"Was It Rain?" and "Love Is Good for Anything That Ails You." Art Shaw and orchestra.	25530—"You're Laughing at Me" and "I Can't Break the Habit of You." Fats Waller and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Last Music." Red Jessup and Melody Maker.
4	86757—"This Year's Kisses" and "The Girl on the Police Gazette." Shep Fields and orchestra.	7839—"Sweet Lullaby" and "In a Little Hut Heaven." Jan Garber and orchestra.	25526—"September in the Rain" and "What Will I Tell My Heart?" Guy Lombardo and orchestra.	3456—"You're Laughing at Me" and "Where Are You?" Mildred Bailey and orchestra.
5	86562—"I Like You Best of All" and "Jealous." Boots and His Buddies.	7843—"My Wild Irish Rose" and "When Irish Eyes Are Smiling." Jan Garber and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3452—"Boogie Woogie" and "Lady, Be Good." Jovis-Smith Inc.
6	84438—"My Little Buckaroo" and "Moonlight on the Prairie." Mary. Johnny Hamp.	7842—"On a Little Bamboo Bridge" and "How Could You?" Miff Mole and orchestra.	25515—"I'm Sorry I Missed You Guy" and "Havin' a Ball." Fats Waller and orchestra.	3447—"Goodnight, My Love" and "Swing High, Swing Low." Phil Harris and orchestra.
7	86537—"Won't You Come Home, Bill Bailey" and "Songs That Are Old Like Forever." Ambrose and orchestra.	7833—"Swing High, Swing Low" and "My Little Buckaroo." Russ Morgan and orchestra.	25530—"Mendelssohn's Spring Song" and "Liebestraum." Tommy Dorsey and orchestra.	3440—"Please Keep Me in Your Dreams" and "If My Heart Could Only Talk." Billie Holiday and orchestra.
8	86849—"The Kid in the Three-Cornered Pants" and "You Oughta Learn to Dance." Jimmie Livingston and Hotel Charlotte Orchestra.	7838—"Swing High, Swing Low" and "I Hear a Call to Arms." Vocal, Dorothy Lamour.	25536—"The Meanest Thing You Ever Did Was Kiss Me" and "Back Up to Me." Fats Waller and orchestra.	3450—"Big Boy Blue" and "Old-Fashioned Swing." Sharkey and Sherick of Rhythm.
9	86806—"Oh, Say, Can You Swing?" and "Boo-Hoo." Wings Mannone and orchestra.	7836—"Who's Sorry Now?" and "Ma, She's Making Eyes at Me." Key Kyser and orchestra.	25511—"Limousine Blues" and "After You've Gone." Quintette of Hot Club of France.	3453—"After You've Gone" and "Where the Lazy River Goes By." Roy Eldridge and orchestra.
10	86310—"Lady With the Fan" and "Father's Got His Glasses on." Cab Calloway and orchestra.	7830—"What Will I Tell My Heart?" and "Sweet Is the Word for You." Hal Kemp and orchestra.	25519—"Melody in F" and "Buy My Violets." Tommy Dorsey and orchestra.	3438—"Seal It With a Kiss" and "To You, Sweetheart." Alvin Smith, Bullow, Eddie Kay and orchestra.

Bally Baseball Game Is Ready

CHICAGO, March 26.—Capitalizing on the popularity of the original Bumper game, Bally Manufacturing Company is increasing its factory facilities in order to bring into immediate volume production on a bumper type baseball game to be called Bally Booster.

"Altho Bumper continues to dominate the novelty market," commented Ray Molony, Bally's president, "operators and jobbers are clamoring for a baseball bumper game by Bally. In fact, we had approximately 1,000 orders on hand before we even announced Bally Booster—orders placed sight unseen, merely in the hope that Bally would come out with a bumper baseball game. Since our first announcement of Bally Booster additional orders have been pouring in, forcing us to go right into double-shift production.

"Bally Booster," Ray continued, "features the genuine bumper-action, as originated by Bally, with big metal balls bumping against giant coil springs on a playfield which has no pins and no pockets. Real baseball thrills are obtained by a novel arrangement on the lightbulb backboard, giving the illusion of players running bases. The player advances one base each time a ball hits one of the bumper-springs, and as each player gallops home his run is chalked up on the big lightbulb scoreboard. A feature of the Bally Booster totalizer is that it provides for as many as 16 runs. We have found that players like to run up high scores and Bally Booster follows player psychology in this respect.

"An outstanding feature of Bally Booster is the electric kicker, which insures last-ball suspense and has a triple-play function which greatly enhances the thrill of the game. The kicker is located directly in front of the out-hole at the bottom of the board. Frequently, instead of going out, the ball will hit the kicker and be batted back up the field. This in itself helps the player's score, as the ball is bound to hit several bumper-springs as it flies up the board or as it rolls back down again. Moreover, if the kicker is hit when there is already a man on base, he automatically romps home, scoring an extra run. And if the kicker hits the ball in a line-drive up the center of the board the ball hits the home-run bumper, scoring an extra home run. Thus the kicker is actually a skill feature, enabling the player to score two extra runs per ball. However, the main job of the kicker is to create the same last-minute suspense that prevails in a ninth-inning rally on a real baseball diamond. By hitting the kicker with his last ball the player can pull a hopeless game out of the hole and score enough runs to rate a skill award.

"As to appearance, Bally Booster is one of the neatest yet most colorful machines Bally has ever created. Herb Jones says in his circular that the bright green panel captures the spirit of the bally baseball weather and you'll agree when you see it. Enhancing the color appeal of Bally Booster is the fact that the board is large enough and roomy, allowing plenty of room for ball-action. Bumper is the world's greatest novelty game to date, but you 'ain't seen nothing 'til you see how the public stacks to Bally Booster."

Budin Says Home Run Makes a Hit

BROOKLYN, March 26.—Herman Budin, proprietor of Budin Specialties, reports that his office and showroom have been crowded with operators during the past month. The rush is due to a large way to the novelty game Home Run, which Budin is distributing for Chicago Coin. "Home Run has taken the fancy of the operators in the East and since the first shipment they have been clamoring for machines," Budin states. "Altho carloads have been coming in regularly, the demand is still great and we have our hands full in equally distributing the machines among the many jobbers and operators," he says.

In addition to the run on this machine, Budin is doing a large export business on used equipment. In order to handle this business, additional office and mechanical help has been employed. Budin expects to be in Chicago next week to take a look at a new game in process of manufacture.

New Orleans

NEW ORLEANS, March 26.—Continued cold and dry weather have been an unbeatable combination in helping coin machine play within the city and all location owners and operators say that business is up to peak of the year. Parks, outdoor dance spots and beaches are being lined up earlier than usual in the rush to get good locations in preparation for the time of the year when people seek fresh air.

President Pace of the local association believes that there are more machines on location in New Orleans than ever before and that alert operators are making money. President Pace of the music operators is equally optimistic and believes that the biggest spring and summer season in the history of the phonograph industry is just ahead. Both organizations held well-attended meetings during the week.

Frank Gleason, resident manager for the Mills Novelty Company, departed early this week for a fortnight business trip thru Louisiana and Southern Arkansas in the interest of Do-Re-Mi's and the Mills counter ice cream freezers. Before leaving Gleason was host to L. M. Thomas, district sales manager for the Mills company. Thomas having covered wide areas of Louisiana, Mississippi and Arkansas, where he says business was good.

In the city to look over new equipment and to see the races this past weekend was Joe Halinnie, prominent Baton Rouge operator. A horse owner of no little repute himself, Halinnie enjoyed the running of the card Sunday at the Fair Grounds. He reports good business in the State capital.

Ed Kramer, of the Great Southern Coin Machine Company, reports large sales of Gottlieb's new Score-Board in the Mobile territory, where he and Sam Gentilich find their newly opened office humming all day with operators of South Alabama interested in Gottlieb's latest ideas.

Officials of the Dixie Coin Machine Company predict a fine season for Bally's new Booster. The spring training season has salted the air with baseball and the Booster has arrived just in the nick of time, Harry Batt says. He has put in several new Bally ideas at the B. & M. Sportland on Canal street.

Operators of cigaret vending machines in Arkansas are pleased over the reduction of the tax on cigarets from 5 to 3 cents per package of 20.

Melvin Mallory, New Orleans branch manager for Stelle & Horton, has just returned from a business trip to the Strawberry Belt of Louisiana, where he says prospects are bright as the State begins marketing its \$5,000,000 berry crop. Operators thruout that area, Mallory says, are prepared for heavy business.

Robbins Tells Of Low Price

BROOKLYN, March 26.—Dave Robbins, of D. Robbins & Company, says the new Ricochet is attracting wide attention due to its comparatively low price. There are reasons for the price being so favorable, he claims.

"The fact that the Stoner Corporation makes its own cabinets," Robbins says, "and also practically all its



MORRIS FORMAN, Watertown, N. Y., expands his business by adding two new trucks to his service fleet.

Hood Comments On New Trends

CHICAGO, March 26.—Coin machine industry is entering an era of greater profits, according to H. C. Evans & Company, whose sales of Galloping Dominos, Bang Tails and Roletto Jr., have been setting a new record in recent weeks. "The present trend," said R. W. (Dick) Hood, president, "is toward bigger money play and that means bigger takes for everyone in the trade.

"We recently had so many orders for 25-cent play instead of the usual five-cent," Hood explains, "that we now furnish that equipment wherever desired. These games have been designed for big earnings, and now times have improved sufficiently to warrant the higher play in most top spots. That is where these games shine. The earnings at the five-cent play reached unbelievable figures, so you can imagine what they bring in at 25 cents. Evans games have interchangeable playing fields. When for any reason a roulette-type game, for example, would have greater appeal or timeliness than a horse-race attraction, or vice versa, the field can be quickly changed from one to the other at nominal charge. Likewise, the dice play, Galloping Dominos, may be converted into either of the other two by this simple change.

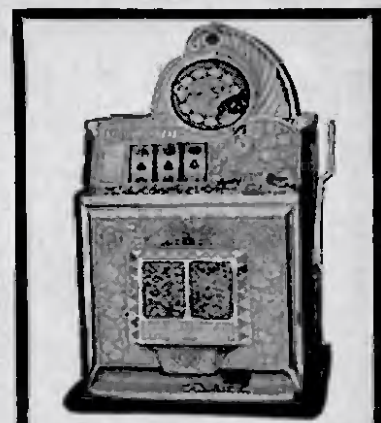
"Some localities, of course," Dick went on, "always prefer checks. For that reason we find a steady demand for the check-separator equipment which can be had for all our games. We also find operators paying more attention to cabinets than ever before. It must be remembered that these games go into some very exclusive spots where appearance counts considerably. There must be a certain harmony between the cabinets and their surroundings and for that reason we have standardized on the ebony-black silver-trimmed moderne style because it fits into any setting.

"It took our first 45 years of pioneering to learn what we know about building games," continued Hood, "but now that knowledge is priceless.

"The rush of business we've had on these games and their constantly growing demand shows the great importance of play-compelling features. Of course, precision engineering and mechanical perfection are absolutely indispensable to guarantee a game's uninterrupted performance, but here again our long experience is our greatest asset."

own hardware, accounts for the low price on Ricochet. The difference in price may therefore be attributed to the efficient and economical manufacturing methods used by the Stoner Corporation. A \$5 saving is passed on to operators and not carried as an additional profit. In this way the operator not only saves money but is assured of better co-operation when parts are needed, for he does not have to chase all over the country to get the various parts used.

"Ricochet has been going over so well that we are far behind in orders. Much of the success of the game is attributed to the simple scoring that the game features. The fact that the player instantly understands that he has only to light up three lights across any line simplifies the play and speeds it up tremendously. This is about the fastest action game that we have ever distributed. Locations tell the operators that one thing they like about Stoner games is the simplicity of scoring principles."



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.

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BARGAINS IN AUTOMATIC TABLES

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PANCO CHASE	15.00
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RED AWARD	5.00
POT O' TAKE	5.00
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One-Third Cash With Order, Bal. C. O. D.

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1315 N. W. 21st St., Oklahoma City, Okla.

Ponser Firm Is Boosting Wizard

NEWARK, N. J., March 26.—Genco's newest bumper-type novelty game, Wizard, met with the wholehearted approval of operators, jobbers and distributors just as soon as the first sample reached the Newark office of the George Ponser Company, according to I. X. Morris, sales manager.

Placed on location for test purposes, Wizard proved that it will be one of the hit numbers of 1937," Morris said. "The game is similar to Genco's 1935 success, Kings; is operated with five balls and has a beautiful backboard glass. There are 12 checkers on the board, which act as bumpers and light up as the steel ball makes contact with them.

"We predict that operators will sing, jobbers will hum and everybody is going to be happy because Wizard is like magic; it's going to make more money and stay longer on locations than just any ordinary game."

PONSER PROUDLY PRESENTS TWO SHASH HITS GENCO'S WIZARD

The only Silent, SMOOTH. Bumping Game. Makes money like MAGIC. A 5-ball game on a magic checker board. Holds the players' interest because it combines the age-old checker appeal—with the new thrills of bumping, kicking ACTION. \$62.50 F. O. B. Chicago.

and GOTTLIEB'S ELECTRIC SCORE BOARD

Wherever there's a baseball fan Electric SCORE-BOARD is the super hit they can't pass up. The baseball season opens April 20. NOW is the time to cash in with a Bumper Crop of SCORE-BOARD profits. \$69.50 F. O. B. Chicago.

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1140 Broadway, New York City
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11-15 East Runyon Street,
Newark, N. J. (BIC 3-6272)

Target Limits Player's Time

CHICAGO, March 20.—The new Sharp Shooter target machine recently announced has revolutionary principles in its operation, according to Charles D. Peet, vice-president of the Clare Products Corporation.

"The new Sharp Shooter has a number of exclusive and interesting features which place it so far ahead of the earlier ray guns produced and sold to the trade that there isn't any comparison," Peet says. "In addition to being fool-proof, an accomplishment brought about thru more than two years of constant research, it introduces to the trade a completely new and exclusive feature which is not only a great drawing card but which eliminates stalling, forces rapid play, fast turn-over and brings the operator quick and steady profits.

"Sharp Shooter is the only rifle range on the market that does not limit the number of shots or hits a customer may make. Each coin purchases 45 seconds of time. Within that time limit the customer may shoot as often as he is able to pull the trigger, which means that he is always trying to better his own score as well as compete with other patrons. Theoretically, the highest possible score is 111, but a person scoring as many as 30 shots within the allotted time is considerably above the average.

One glance at the simplified mechanism of Sharp Shooter indicates why this new ray gun is fool-proof and trouble-free, requiring so little attention on the part of the operator. Removal of a single front panel reveals the simplicity and smooth perfection of the entire mechanism. All working parts are fully exposed and easily accessible. On the rare occasions when replacement is necessary a minute's time, a turn of the wrist, and the trick is done, the ray gun is back in operation and the profits are piling up steadily.

"The fundamental principles of the shooting ranges which are so popular have always been sound. Their most objectionable features—noise, smoke and the element of danger—were thought to have been completely overcome thru the development of the first electric rifles, and operators everywhere greeted these with enthusiasm. They proved to have player-appeal of the most magnetic variety—drawing everyone from old-hand duck hunters to the greatest youngsters just learning to hold a gun.

"And judging from the enthusiastic crowds around these new Sharp Shooter rifle ranges, players simply can't resist the temptation to pick up the gun and shoot. Women love to try their luck, for there is no danger, no smoke, no loud report. It is simply a game of skill, legal anywhere, approved by the most exacting.

"In addition to other attractive details, the new Sharp Shooters are of

exquisite workmanship and design. Each target, with its scenic background, is individually painted by an artist skilled in building miniature theatrical sets. The massive cabinet and gun stand are of the highest grade hand-polished Oriental wood, an ensemble that definitely lends distinction to any room where it is installed. The perfected ray gun itself is standard in size and shape but extremely light in weight, satisfying the most experienced gunman, yet easily managed by women and children."

Gottlieb Says Op Comes First

CHICAGO, March 20.—Still smarting because his company fell behind in production, due to the unexpected rush of business on the new novelty game, Electric Score-Board, Dave Gottlieb, president of D. Gottlieb & Company, gave the following explanation:

"Our company has a hard, fast rule about quality that can never be broken, no matter what the rush. Each game has to go down the line for its grueling inspection and complete tests of every part, even tho' our distributors are clamoring for delivery. There is no such thing as makeshift inspected machines leaving the Gottlieb factory. We know too well what the operator is up against when a manufacturer delivers a poor quality or faulty game. The fact that our new baseball novelty, Electric Score-Board, is not a high-priced machine does not justify any cheapening anywhere. Because it is in such great demand does not relieve us from our full duty of having it perfect in every detail before it leaves our factory. I know that production speed is a nice thing, but we think operators' friendship and good will are worth a whole lot more.

"The Gottlieb policy," Dave continued, "has always been to help the operator make money. The only way to do that is to furnish him the games that the public likes to play, and to build them so they'll stand up under hardest use. We don't expect to fall behind in delivery again, but we'd rather do that any time than deliver machines even a little bit below our standards. Gottlieb games must always stand for the highest quality that can be built."

Company also reports very satisfactory sales of its payout machines and is highly optimistic over business indications for the coming spring and summer.

Harrisburg To Install Parking Meters Soon

HARRISBURG, Pa., March 20.—Mayor John A. P. Hill has announced that the city of Harrisburg will probably install all types of parking meters experimentally for a test of public reaction in the near future. For some time the city has been pondering the question of meter installation in the business district.



A GREAT TIME WAS HAD BY ALL. In spite of pressure of business at the Rock-Ola plant, David C. Rockola decided to take a much-needed vacation in sunny Florida and Cuba. He and Mrs. Rockola spent several enjoyable weeks visiting all thru Florida, down as far as the Keys, and Cuba. Picture on the left shows D. C. Rockola, Mrs. Rockola, Mrs. Norton, Mrs. Hyde, the boat captain in the rear, and on the extreme right H. G. Hyde, Rock-Ola phonograph distributor for Florida. Picture at right shows Mrs. Rockola, Mr. Rockola, Mrs. Frank Roswell and Frank Roswell, president of Guardian Electric Company, basking in the sunshine of Cuba. Rockola came back with a becoming coat of tan.

Acme NOVELTY CO.

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NOW! OUR NEW
PRICE LIST
featuring
**HUNDREDS
of BARGAINS**
it will pay you to
write for a copy
TO-DAY!

Lucky Seven Bell Is in Production

DETROIT, March 20.—A. C. Novelty is placing on the market its first machine, the new seven-play seven-jackpot bell, known for short as the Lucky Seven. Company has been developing the new product since the winter of 1933-'34 and now has it in full production.

Company is headed by well-known figures in the coin machine industry, including Arthur T. Galle, president and general manager; Harry E. Knupp, vice-president and designing engineer, formerly with the old Callie Brothers' Company; Gerald W. Rapin, general sales manager, formerly general manager of the Callie Brothers' Company; Fred C. Merrill, export manager, who held the same position with the old organization, and Henry J. Haberman, superintendent.

The new machine is described as seven machines in one. It has seven jackpot combinations so that seven people may play at one time. It has seven distinct jackpot awards, plus odds payout of from two to 20 coins. It combines advantage of the best machines now on the market. A. C. Novelty officials say, including a non-clogging coin detector exposing as many as 21 coins at one time.

It is a mechanically simple contrivance, designed to stand up under the severest usage. It contains fewer parts than the standard single slot jackpot bell, the makers say. The clockwork is equipped with a balanced weighted fan which revolves into the next play when the machine is operated steadily, giving an additional assurance of smoothness.

A sample installation at a prominent arcade in Miami a week ago drew such attention that the machine had to be moved several times. Placed near the door, it was moved back repeatedly to the back of the store in order to accommodate the crowds.

Fitz Off to Chi To Get New Game

NEW YORK, March 20.—John A. Fitzgibbons, president of Fitzgibbons, Inc., factory representatives for Bally Manufacturing Company, left this week to visit the Bally plant in Chicago. Purpose of his visit is to bring back the newest Bally game, he said.

Before leaving Fitzgibbons said: "Just tell the boys to wait until I get back with the new Bally winner. It is one of the greatest games ever built and will be the natural follow-up for the sensational Bumper.

"What's more, the new Bally game is based on one of the most popular play features in the industry. It is one of those games that operators know will earn more money for them and will continue to earn big profits over a long period of time.

"I have been in long-distance contact with the factory. After what Ray Moloney and Jim Buckley told me about the new game I can only say that the train is going to seem like a turtle getting to me there and back with the first production model of the machine. I am also sure that the operators are going to like the game, because it has an entirely new and different play feature."



EARN BIG MONEY GIVING AWAY AUTOS
SUPERIOR'S Fund Raising Series opens single sale to participating individuals (both men and women), giving away automobiles, trips to Europe, summer cottages, trailers, etc., in addition to thousands of cash awards.

SPECIALY PRINTED SERIES DEALS
 Specially colored series of small boards to be used in conjunction with American Legion, Elks Clubs, Old Fellows, Oddfellows, Charitable Institutions, Challenge Institute, etc., offer you a "superintendent" job. You merely show them how, as loyal members of the benefiting club and local merchants do most of the work.

CHARITABLE SPONSOR OPENS TERRITORY
 Decisions of charity or benevolent beneficiary, they are used exclusively, even in territory not previously open to regular saleboards.

PERMANENT PROFITABLE EMPLOYMENT
 Fund Raising Series opens the way to permanent, profitable employment. You can take your choice of travel or working nearby communities. Year Round Opportunity to Earn Big Money.

WRITE TODAY
 Don't pass up this rich field. Write today for the March issue of SUPERIOR'S SCOPES, recognized as the Official Paper of the Saleboard Industry. It's free and contains all the facts about Fund Raising Series in addition to the latest releases in the Superior Operating and Merchandise Lines.

START EARNING BIG MONEY
 Thousands of men all over the country are earning "really big money" operating Superior Saleboards. You can start with practically no investment in your spare time. Write for the "Scopes" and learn the facts.

SUPERIOR PRODUCTS, Inc.
 The World's Largest Growing Saleboard Factory, Dick, Ill., 14 North Perick St., Chicago.

COUNTER GAMES

BEAT IT DICE	8.00
3-CADIT	4.50
GET-A-PACK	4.50
I. O. U.	4.50
RIEL 21	8.00
RIEL DICE	10.00
RITHMATIC	8.00
SELECT UM	4.00
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Get on our mailing list
H. & D. SALES CO., Inc.
 410 N. Gay St., Knoxville, Tenn.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.50** Each

A. M. WALZER CO.
 426 Stinson Blvd.
 Minneapolis, Minn.

SELLING OUT ALL USED PIN GAMES

Ballie Bee	\$4.00	Obj. Supports	\$ 4.95
Line-Of	4.95	Big Games	7.95
Top-Line	8.95	Fifty Cards	7.95
Old Maccas	8.00	High Hands	7.95
Marshall	8.95	Exhibit's Street	
Cliff	8.95	A-Like	100.00
Old Pier	8.95	Rocky Mtn	
Reliance	8.00	Outdoors	120.50

TERMS: 1/3 Cash with Order, Bal. C. O. D.

OHIO SPECIALTY COMPANY
 128 W. Central Parkway, Cincinnati, O.

WILL BUY FOR CASH DAVAL PENNY PACKS or PENNY SMOKES

Any quantity up to 4,000. Write, listing quantity, make, condition.

H. GOLDWYN CO., MILWAUKEE, WIS.

Added Purses Are Spurring Demand

CHICAGO, March 26.—Although only a week since the first general announcement of the new Santa Anita automatic payout game with "added purses," by J. H. Keeney & Company, officials of the firm report an unprecedented demand for the game already overtaking their facilities.

Prior to a general announcement, intensive location tests on Santa Anita in various sections of the country had roused interest to so high a pitch that distributors who witnessed the tests placed orders for an aggregate of several thousand machines, according to Rog Becker, sales manager.

"There are a number of contributing factors to the popularity of Santa Anita," said Becker. "Present is the keen perception and prompt action of J. H. (Jack) Keeney, who saw in the added purse features of races at Santa Anita and other famous tracks a new attention-compelling principle for pin game players. The added purses incorporated into Santa Anita in the form of a Silver Horseshoe purse of \$2 and a Golden Horseshoe purse of \$4 provide a lure that's as strong as that of the fabled pot of gold at the end of the rainbow.

"Santa Anita employs the spiral springs made so popular in Keeney's Fire Cracker, which, by the way, after a month of overtime production still continues in undiminished demand. The application of the spiral spring to Santa Anita is fresh and novel, and when you add the intriguing light-up rack and award that Santa Anita provides even the most hardened players find it fascinating.

"Not the least of the reasons for the immediate acceptance of Santa Anita is the precision construction which has characterized all Keeney games. We recognized from the start that if a game is to earn any kind of profits and if an operator is to realize a profit on his investment the game he buys must stand up. We are proud of the fact that most of the games we have made are still in operation today. It's a real tribute to the high standards which Jack Keeney insists upon."

Payout Nearing Home Run Mark

CHICAGO, March 26.—Springtime, the bumper-type payout game with numerous exclusive features, is rapidly approaching the popularity of Home Run, say officials of Chicago Coin Corporation.

"We've built a game that would ordinarily sell for from \$10 to \$50 more than we asked for Springtime," they state. "An attractive low price plus the high standards of Chicago Coin construction has made Springtime instantly popular, and on our special payout production line we are turning them out in daily increasing quantities to take care of the many orders which are coming in. Shipments are being made promptly."

Entering the second month of high-speed production, Chicago Coin's novelty game, Home Run, continues to be one of the outstanding favorites among the operators of the country, according to Sam Wolberg, who heads Chicago Coin's sales force.

"Deliveries are being made at the rate of 250 games a day, day after day," says Wolberg. "There is absolutely no indication of a letup in the demand for Home Run. Every distributor has committed himself to weekly orders ranging from 25 to 100 Home Runs, and they report that with the opening of amusement parks and resorts for the summer season it might be necessary for them to double their weekly orders."

MEN & MACHINES

(Continued from page 87)

in hotel and club locations as a mild form of exercise. Maybe that is a business idea.

Plash! Following just signed up with Potash Gerber's baseball team: Joe Schwartz, tarpaulin boy; Joe Green, umpire; Hugh Burras, assistant water boy. Few holdouts left.

"We would appreciate your sending us copies you may have at hand or may be able to obtain of by-laws for operators' associations. We want to use them in

Get Your Sample \$139⁵⁰ F.O.B. Chicago

POST TIME

Mills Novelty Company

NEW ONE SHOT PAYOUT

Wire us at 4100 Fullerton Ave., Chicago

BARGAIN SPOT

Made with Electropas \$14.50

TERMS: 1/3 Down, Bal. C. O. D., F. O. B. Chicago.

BARGAINS IN PAYOUTS		RECONDITIONED MACHINES	
Paces Race Serial case 10000	\$215.00	Mullins	\$37.50
Rotary Merchandiser (list ser.)	\$124.00	Wright (6 ball)	32.00
Orchestrator	75.00	Sunshine Baseball	32.00
Pipes Duet	74.50	Bambino (10 ball)	20.00
Stewart-Black-Globe G.O. (new)	\$65.00	Ab-Lanes (10 ball)	22.00
Derby Day (no clock)	55.00	Peelies	27.00
Turf Champion	55.00	Round Up	27.00
Pancho Palooka	55.00	Baron	27.00
Br...	49.50	Hi-Jack (10 ball)	25.00
Top 'Em	42.00	Slap-A-Gee	25.00
Belmont	45.00	Ambo	22.50
Chickadee	39.50	Suprime Derby	20.00
Western Rides (10 ball)	30.50	Hi-Jack	20.00
Daily Races	35.00	Top Grand	19.00
Electric Eye (tick-a-pay-out)	37.00	Big High 10 ball	17.00
		Prospector Golden Harvest (10 ball payout)	16.00

NATIONAL COIN MACHINE EXCHANGE,
 First With the Latest New Games—Get Your Name on Our Mail List.

1407 Oberlin Blvd. Chicago, Ill. Reg. List.

LIKE THIS

Only \$39⁵⁰ each

GUARANTEED MECHANICALLY O. K.
 Wire \$10.00 deposit with order. We ship balance C. O. D. Instant shipment. Write for complete bargain list slots and games.

The Vending Machine Co.
 209-11 FRANKLIN ST. FAYETTEVILLE, N. C.



Mills 5c Silent J. P. FOX

drawing up a new set of by-laws for our association. Believe that the ones from organizations in cities smaller than Chicago would be preferable."

It seemed that operators' organizations were on the wane, but apparently the present tide of legislation is bringing a revival of such groups.

Upon announcing an increase in price on the Air Races game, Stoner Corporation officials stated that the increase is due to increasing costs of materials and production. The game has Stoner quality in workmanship, mystery chute, mystery odds, and plenty of player appeal, they state.

A patent has been awarded on a new milk and honey candy bar. It is made from a mixture of milk and inverted sugars and exposed to 270 degree heat. It looks like the ordinary candy bar, is chocolate coated and is called a plastic confection, whatever that means.

DAVAL BASEBALL
WITH BUMPER COIL

NO HOLES NO PINS

"DAVAL BASEBALL" IS NOT JUST ANOTHER BUMPER COIL BASEBALL PIN GAME! IT'S A THRILLING, SPEEDIER AND BETTER COMPETITIVE ACTION GAME! IT GIVES THE PLAYER EXACTLY THE THRILL HE WANTS—FASCINATING, BIG SCORES—AS HIGH AS 20 RUNS PER GAME!

TWO REAL SKILL SHOT ROLL-OVER PLAYS THAT SCORE ANYWHERE FROM 2 EXTRA BASES TO 2 EXTRA RUNS! COMPACT CABINET AND PLAYING FIELD FOR SPEED ACTION AND FASTER INTAKE! REALISTIC BIG LEAGUE BASEBALL ACTION SHOWING PLAYERS RUNNING AROUND THE BASES BY ANIMATED, LIGHT-UP, BACKBOARD! GUARANTEED PERFECT PAYOUT REGISTER WITH ADJUSTABLE STARTING POINT! NEW, AUTOMOBILE STYLE SPRING ACTION FOR BETTER, EASIER SCORING! QUANTITY DELIVERY NOW BEING MADE! BE FIRST!

TRUE BASEBALL ACTION
2 EXTRA SKILL SHOTS
SCORES MORE RUNS
PERFECT PAYOUT REGISTER

PRICE ONLY \$64.50 TAX PAID PAYOUT REGISTER \$5.00 EXTRA

Get Busy!
RUSH YOUR ORDER NOW!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

THE SENSATION OF SENSATIONS!

The only Bottle Ball of its kind, specially built to withstand the severest test. Latex Cover will not rip off. Absolutely guaranteed to last from two to four balls of its type.

We carry a great complete line of Ball Game, Novelty Stand, Corny Game, Plaster, Chroma, etc.

SEE US FIRST!
For Premiums, Specialties, Signs, Salesboards, Concession Supplies.

WISCONSIN DELUXE CORP.
1902 NORTH THIRD ST., MILWAUKEE, WIS.

No. 3030, New Do Lure Ball, Doz. \$1.25.

NOW READY
For Summer Attractions

Just completed—the new Memphis Outdoor Theatre. The best in the South and one of the finest in America. Located in beautiful Overton Park. Completely equipped for concerts, plays and other attractions. Large seating capacity.

For Information Write
J. J. BRENNAN, Memphis Park Commission
MEMPHIS TENNESSEE
"On the Mississippi"

OZARK EXPOSITION SHOWS
OPENING APRIL 5 UNDER STRONG AUSPICES, ON DOWNTOWN LOCATION, IN HEART OF MINING DISTRICT.

Have 5 Major Rides. WILL BOOK 3 nice Shows. Cook House and Stock Concessions. All address: OZARK EXPOSITION SHOWS, 319 West Fourth Street, Joplin, Mo.

Night Service Praised by Ops

CLEVELAND, March 20. — Compliments and praises are pouring in to the Avon Novelty Sales Company for the unusual service which that organization is rendering to operators in the Cleveland territory. Art Nagel reports.

"Four weeks ago," Nagel continues, "we began a night service for the purpose of taking care of operators' location difficulties and to help them to take care of last-minute location requirements. We have expert mechanics on duty at all times and two fast trucks are constantly available to serve our customers. This service has kept innumerable games in action and it has boosted earnings on hundreds of locations throughout the territory."

"Our night service has proved so successful that we are making plans for additional types of service not usually rendered by distributors and we hope to achieve the distinction of being the only distributor in America to offer a complete service that does not overlook any detail."

ROUTES
(Continued from page 35)

Black's, Lewis E. Bears; Greenfield, Ind., 20-Apr. 2.
Coward, Linden, Magician; (Auditorium) Farmington, Ga., 24-27.
Cronk's Show; Garrison, Mont., 24; Bacon 23-26; Wolf Creek 27.
Delmar, Hypnotist, Escape; (Arbuckle) Ardmore, Okla., 23; (National) Chico 24-27.
Dresser's Circus; Capers; Decatur, Ill., 24-30; Birmingham 31-Apr. 6.
Green's, Lew. Golden Gift Show; Corinth, O., 22-27.
Hansinger, Harry, Magician; Mansfield, O., 22-27.

Huntington, Magician; Leasburg, Tenn., 24; Tulsa, Okla., 25; Birmingham, Ala., 26; Livingston 28; Madison, Miss., 31; Waynesboro Apr. 1; Jettiesburg 2.
Lucy, Theo. Elmore; Nashville, La., 24-26; Lufkin, Tex., 31.
McGowan, Magician; Detroit, Mich., 22-27.
Mickens Show; Oak Park, Ga., 23; Norristown 24-25; Lenoxy 26-27.

REPERTOIRE

Myths Players; Bowers, Del., 22-27.
Hayworth, Beebe, Players; (Hospital) Kings Mountain, N. C., 23; (Cherokee) Olin, N. C., 24-27.

CARNIVAL

(Routes are for current week when no date is given. In some instances possible mailing points are listed.)

Baldwin United; Westminster, S. C.
Darfield's Cosmopolitan; Haines City, Fla.
Barker; Charleston, Mo., 2-10.
Barlow's Big City; St. Louis 23-Apr. 3.

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STUNDS, WRESTLING, PARKS, COUNTRY GAMES.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPCANOE CITY, OHIO

C. R. LEGGETTE SHOWS
CAN PLACE

SHOWS—Ten-to-One with own outfit. Western Squares, large or small; Magician, Musical Shows, Two Shows, with or without extras, Musical and Performers for colored, colored acts.

CONCESSIONS—Scales, Long Tables, Game, Football, Discharged Nails, Joke, Game, Ring Game, Ball Game, Dandy Game, Toy Game, all stock open. Great stock working copies.

Colton Kids and Wattle Kids for sale with or at once. Address: C. R. LEGGETTE SHOWS, 1111 Ark. Ave., Box 27, Hardin, Ark., 27 March 27.
(See ROUTES on page 38)

Acme NOVELTY CO.
 25-25 NORTH 12th ST.
 MINN. CAPITOL BLDG. MINN.

NOW! OUR NEW PRICE LIST featuring HUNDREDS of BARGAINS it will pay you to write for a copy TO-DAY!

ELANE'S EXPOSITION SHOWS
 Handling for Pennsylvania coal and steel fields. Can trace Rhinos, Bears and Dinosaurs in all tracks. Next 7 days of week. JOHN STOOMA, Mgr., Maintry, P. O. this week.

Stoneman's Playland Shows
 CAN PLACE good Advance Agent and Buyer Man that knows Shows. Want to hear from Vernon Eddy and John Heber. Also book Chair-planes and Lawn-Flies for amuse. Brighton, Ala. this week.

WANTED
 Talkers, Dancing Girls, Orchestras, Bands and Fan also want Association Player.

J. ROSEN
 927 No. 54, Clair St., Pittsburgh, Pa.

MAGNO'S NEW ITEMS
 GIANT NOVELTY MERCH or COMIC
 HOOD Ties, 10¢ King
 on 12" Spiky RED HOT
 card. Sells fast at 50¢.
 52-50 40¢. NOISE CHEST,
 very funny Action Novelty in
 wooden chest, 35¢. \$1.00
 50¢. NOY NOY a 1,000 times his with metal lock and
 chain, in a new SET WRAP box, \$1.20 doz.
 SHAME, The RUBBER GLOVE shoe (one started
 in and is spreading the country), 20.00 gross.
 SQUIRT CIGARETTES, best domestic, \$5.00 doz.
 (Foster Smith Co.) very new and new
 Tom & Fanny, doz. 25¢. IN STOCK AGAIN, The
 Best Parrot & West Coast Novelty, BIG 25¢
 50.00 doz. \$1.00. \$1.50. Light, Great Pen,
 Great Lighter, 50¢ doz. 50.00 of all above and
 more. Catalog, \$1.00.

MAGNOTRIX NOV. CORP., 150 Park Row, N. Y.

Ops Pleased by Billiard Table

PAYETTEVILLE, N. C., March 20.—Joe Calcutt, president of the Vending Machine Company, says that interesting and varied comment on the Aristocrat billiard table has been received from operators in all parts of the country since the 1937 model was placed on the market a short time ago.

"Operators state that the idea of reviving legal equipment is going to help the industry everywhere," Calcutt said. "One operator says the fact that we are awakening interest in legal machines is sure to help all territories. There has been plenty of trouble in his part of the country. Since this operator has started with the Aristocrat many other operators followed suit. The police chief complimented him, saying that he played the Aristocrat and that it was more interesting to him than the games formerly featured. Many other letters of this character have also stressed the legal angle of the Aristocrat billiard table."

Calcutt says that operators are awakening to the fact that the Aristocrat can earn just as much money as any other type of equipment.

BIRTHS—
 (Continued from page 30)
 at Santa Monica Hospital, Santa Monica, Calif., March 5. Father is an actor and sound engineer.

Divorces

Alden Scannell, New York burlesque chorine, from Frank Scannell, straight man, at Danbury, Conn., March 5.
 Panny Todd Mitchell Leontidoff, playwright and scenario writer, from Leon Leontidoff, ballet master at Radio City, New York, at Yerington, Nev., March 17.

Catherine Dale Owen, stage and screen actress, from Milton P. Davis Jr., non-professional, at Reno March 17.

Late Deaths

(The following items were received late press time. Store details in the next issue.)

KIRKLEY — Florida, 70, actress, March 19 in the Southside Hospital, Bay Shore, L. I., N. Y.

G&G ARE
NOW READY FOR DELIVERY!

with
DAVAL NO HOLES BASEBALL

NO PINS
THE MOST SENSATIONAL BASEBALL BUMPER ACTION GAME IN HISTORY!

YOUR MONEY BACK IF NOT 100% SATISFACTORY

LOOK AT THESE FEATURES
 1-5 BALL FAST BUMPER PLAY
 2-THRILLING EXTRA BASE SCORING
 3-PERFECT PAYOUT REGISTER (Extra)
 4-ANIMATED LIGHT-UP ACTION

WIRE YOUR ORDER NOW!
GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Want for Nine Days

Ride, Shows, Concessions, Free Acts, 3to Price on Fireworks Show.

VETERANS OF FOREIGN WARS' ANNUAL SPRING MARDI GRAS, WAKEFIELD, MASS.—SAME GROUNDS AND DATES AS LAST YEAR—
 APRIL 29 TO MAY 8.

Write to Fran in charge, HARRY INGALLS, Swampscott, Mass.
 Notice—He has four other good dates to follow our show if you want them.

"THE LORD'S LAST SUPPER"

Recreated life size in natural colors, wax composition, from da Vinci's masterpiece, complete in every detail with room setting, lighting effects, music, etc. Size 25x25x10. A wonderful reproduction that would be the talk of any fair, also any other Wax Museum Shows. For further details write
 JOHN MICHAEL SCHLISSER, 4364 Sunset Blvd., Hollywood, Calif.

MAJESTIC SHOWS WANT

Till-J-Whip, Whip or any flat ride that can give. Have nice outfit for Tom-In-On, Mary Wick and Bill Birchman also want Talker for minister. Also Musicians and Performers. Salary out of office. Can place Operators, Nail joint or any Concession that can work for stock. Want Second Man with car that will put up paper, Tuscaloosa, Ala. this week; Bessemer next week. Address HERBERT PASS or R. G. McHENDRIX.

WANTED FOR ANNUAL SCIOTS INDOOR CIRCUS

BENEVOLENT NATIONAL CONVENTION FUND. ENTIRE COMMUNITY BOOSTING. MUNICIPAL AUDITORIUM, LONG BEACH, CALIF. MAY 15 TO MAY 22, 1937.

Wanted Area of all kinds: Money can or more complete, Riding Acts, Flying Acts, High Wire Acts, Acrobatics, Trapeze, and all other Amusements, Clowns and others. Tell all and lowest salary in your territory.

Wanted: ALSO PLACE Concessions, Demonstrators, Side Shows, Ice Shows and other attractions. Please Men or Boys, Booths and Ticket. All Circus Acts contact ALFIEDA CODONA, Chairman Performance Committee, All Others

W. MAG INGANN, Managing Director, Municipal Auditorium, Long Beach, Calif.

Marks Shows, Inc. OPENING
 Richmond, Va., Saturday, April 10

WANT Motordrome. Will furnish complete outfits for Shows of Merit. Must be money-getting shows with high-class attractions. Can place legitimate Concessions. Want Feature Dancers for our Girl Revue. Must be young and attractive. Want Musicians for Colored Minstrel. Address Doc Anderson. Want Foremen for Merry-Go-Round and Chalrplane. Ride Help in all departments. Prefer those who can drive trucks and semi-trailers. Want Carpenter. Must have show experience.

All Persons Engaged Please Acknowledge This Call!
 Address JOHN H. MARKS, Box 771, Richmond, Va.

WANTED EXPERIENCED WAX SHOW MAN

OR GANGSTER MOLL to handle most up-to-date Wax Show on road. Percentage basis. Wire CHARLES SHEPHERD, care Rubin & Cherry Exposition, Atlanta, Ga.

Next Week—Marietta Spring Festival—Next Week

FOLLOWED BY THE BEST TWO MONEY SPOTS IN THE SOUTH, GAINESVILLE AND ATHENS, GA.

WANT Independent Shows with own outfit. We will furnish Showmen with Shows, new outfit. WILL SPOON. LEARN OR BUY Merry-Go-Round and Merry Ride. WANT Concessions of all kinds for these spots. Positively no make. Dependable Concessions can be secured of protection against any form of graft. Cook House and Dinner sold. Address ERIC B. HYDE SHOWS, Thomas, Ga. this week. P. R.—CAN USE two shows real Free Act.

STANLEY BROS.' SHOWS

WITH CAPT. CLIFF GREGG, THE HUMAN CANNON BALL.

WILL PLACE Flat Rides and Shows for 25% of gross. Concessions come on. Charlie Sutton will take care of you. Roy Lollar wants Corn Game and Grind Stone Arcatz. Cleveland, Tenn., this week; Etowah, Tenn., next week.

KEENEY'S new MAKE OR BREAK

THE FAMOUS OLD BLACK JACK OR "21" CARD GAME BUILT INTO A...

5 BALLS (or less)

over 21. When he decides to let score (or hand) "stand," Player pushes button in front of cabinet and number flashes in Dealer's hand on backboard. If Player's score beats Dealer's number, or if Dealer deals himself a BUST hand, then Player is awarded with Score Points ranging from 2 to 20 points.

NOVELTY GAME

First ball hitting first spiral spring post starts Player's hand off with 8—adding 1 for each hit thereafter. Player tries to get score (or hand) of not less than 16 and not

SANTA ANITA

1—Ball, Odds-Changing Payout with "added purses" of \$2 and \$4



IMMEDIATE DELIVERIES direct or thru Keeney Distributors
J. H. KEENEY & CO. 2001 CALUMET AVE., CHICAGO, ILLINOIS

"The House that Jack Built"

OTHER CURRENT KEENEY HITS: FIRECRACKER • LITE-A-PAIR • TEN STRIKE • BOWLETTE

MAKE OR BREAK

NEW KEENEY SPIRAL SPRING NOVELTY GAME ON DISPLAY—IMMEDIATE DELIVERY!
 BE FIRST WITH THE LATEST—GET YOURS NOW!
 WIRE—PHONE—WRITE

BABE KAUFMAN, Inc. (CIRCLE 2-1642) 250 W. 54th St., N. Y. C.

CASH IN ON THIS FITZGIBBONS SALE!

50 GRAND ROTATION PANAMA TOP MAT HI-HAND SYSTEM TACKLE TRICKS TIE UP TOTALITE MATCH THE DIAL

ANY 3 OF THESE GAMES ONLY \$22.50 For All 3

BANK NITE BROADWAY MAD CAP SCOTTY HOLD 'EM EXCEL NICK 'N NECK POCKETS RUGBY SHORT SOX

Any 2 of These Games \$22.50 For Both

Any 3 of These Games \$56.50 For All 3

1/3 WITH ORDER, BALANCE C. O. D. — ORDER NOW!

FITZGIBBONS DISTRIBUTORS, Inc., 458 WEST 47th ST., NEW YORK, 362 MULBERRY ST., NEWARK, N. J.

SENSATIONAL BARGAINS IN ALL LATEST AND BEST USED MACHINES—GET OUR PRICES FIRST!

Biggest Bargain in History in ALL Types of Machines! Here are a few examples: EVERY USED GAME GUARANTEED 100% PERFECT! WRITE OR WIRE NOW!

TURF CHAMPS (Tel. Payoff) \$55.00
SUNSHINE BABEROLL (Ticket Payoff) 75.00
 1/3 Cash, Balance C. O. D.

BANK ROLL (Game) \$110.00
WHEELER SKEE (Ball) \$6.00
 1/3 Cash, Balance C. O. D.

H. ROSENBERG COMPANY

156 ST. NICHOLAS AVE. (Between 117th and 118th St.) NEW YORK CITY. (The Monument 2-3580.)

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ROCK-BOTTOM PRICES!

TURF CHAMPS (Ticket) . . . \$54.50
JUMBO (Cash) 17.50
JUMBO (Ticket) 24.50
TYCOON . . . 22.50
PAMCO PARLAY . . . 22.50
ROCK-OLA ALAMO . . . 19.50
JENNINGS HIT IT . . . 19.50

SPECIAL FLICKERS \$39.50

STEWART MCGUIRE 7-Col. Cigarette Machine . . . \$69.50
RELIANCE 5c 32.50
RELIANCE 25c 37.50
HIALEAH . . . 22.50
DAILY RACES 27.50
PALOOKA JR. . . 27.50
PEERLESS (Ticket) . . . 32.50
LEATHERNECK 19.50
P12
WURLITZER 124.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

What do you need? LARGEST STOCK OF RECONDITIONED MACHINES IN THE EAST!

MACHINES GUARANTEED PERFECT — LOWEST PRICES! ALL LATEST MACHINES IN STOCK. WRITE — WIRE — PHONE IMMEDIATELY.

STILL BIGGEST NOVELTY HIT **HOME-RUN** IMMEDIATE DELIVERY

BUDIN'S SPECIALTIES, INC.

174 S. Portland Ave., BROOKLYN, N. Y. Tel. Nerwin 3-7524.

WANTED TO BUY FOR CASH

Late Serial Rotary Merchandisers

Line M — PRAIRIE \$64.50 — SPEED KING \$64.50.

1/3 With Cash, Balance C. O. D.
BOYLE AMUSEMENT CO.

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Now you need not wait to get COMBINATION to work for you! \$35.00 DOWN will bring COMBINATION to your door. . . . Its earnings will make the payment of the balance in 10 weekly installments easy and painless! THERE IS NO CARRYING CHARGE—NO INTEREST! Write, wire, phone today for further details on the most liberal plan ever offered in the amusement field. COMBINATION—1-ball automatic parrot game with SPINNING REELS!

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No charge for these features: Electrical or Batteries optional.

TAX PAID. F. O. B. CHICAGO

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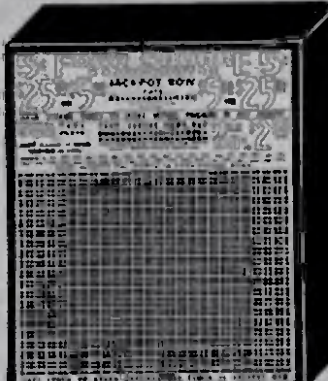
FOUR SQUARE JACK POT

TWO SHOTS AT \$25.00
500 FREE PLAYS

No. 2010 2000 HOLES
Takes In \$75.00
Average Payout 35.00
Average Gross Profit . . . \$40.00

A HARLICH JUMBO BOARD
PRICE EACH **\$3.96** 10" Tall

Price includes cash and Fraud-Proof Tickets.
Our New 4-Color Catalog Will Be Ready Soon—Send for Your Copy.



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127 BIG CASH PRIZES PAY TO \$10 EACH

POK-er-Bok

SMALL INVESTMENT IN UNITS BRINGS BIG PROFITS

NEW IMPROVED TICKETS

Large Marble Legs on Pouch Hands Operated in White Enamel Finish Removable Tickets Operated When Needed

New Tickets and Seals are TAMPER PROOF.

Big Cash Winners
Top 50 Jackpots—\$100 to \$1000 prizes and 37 \$5.00 prizes from \$14.00 to \$2.00 on market. Fastest returning game on the market.

SAMPLE \$6.50 AVERAGE PROFIT \$28

Get your Sample and Attractive Quantity Distributor and Operator prices and close up with POK-er-Bok.

WERTS NOVELTY CO., INC. Dept. U.S.-34, MUNCIE, IND.

Stoner To Buy New Monoplane

CHICAGO, March 20.—Ted Stoner, of Stoner Corporation, Aurora, Ill., made a brief dash to Chicago last week-end, accompanied by the Stoner sales manager, Clarence Adelberg. They were here to see the Spot-Lite golf device on exhibit this week at the Marshall Field & Company. The exhibit is in charge of L. O. Anderson, who is contacting manufacturers with a view to making the machine in the United States for the American trade. The golf device is a British development.

Stoner and his sales manager demonstrated their ability at golf, posed for pictures, then began seeking engagements for an evening of pleasure. It is reported they gobbled spaghetti with Eddie Ginsburg on Chicago's near Northside. Further reports are lacking.

Before leaving Chicago Stoner said that he would soon have a new monoplane and avoid initiate a new slogan, "Stoner's Sudden Service." Some members of the trade have already enjoyed hair-raising stunts in the old Stoner plane. What will it be like in a new plane piloted by Ted Stoner? some of them are asking.



TED STONER gracefully demonstrates his swing at indoor Spot-Lite golf.

PAY TABLE CLOSEOUTS

3 CHUCKALETTE	\$210.00
10 DAILY RACES, Mon-Fri . . .	30.50
2 TURF CHAMPS	65.50
8 BREAKNESS	82.50
3 DERRY DAY	72.50
3 JOCKEY CLUB	210.00
1 PANGO PARLAY, JR.	17.00
1 PANGO PARLAY, SR.	27.00
4 ALAMO	29.50
5 DAILY RACES, Mon-Fri . . .	25.00
4 FENCE BUSTERS	29.50
5 TOP HONOR	17.50
2 DOUBLE HUGGIE	10.00
2 PARAGON	25.00
4 DOUBLE HEADER	25.00
2 RED MEW	17.00
7 COCKTAIL HOUR	17.00
6 MONOPOLE	19.00
6 WHEELLESS	29.00
6 GAYNAIN KIDD	19.00
3 GRAND SLAM	29.00
1 HAINBOW	25.00
2 SIX HIGH	29.50
2 NATURAL	25.00
1 ALL STARS	29.50
1 AIR LANE	29.50

» » SLOTS » »
A Large Stock. Big Selection Always Available. Inland and Fronts. Write for Prices.

YOU CAN'T GO WRONG WITH STONER'S GAMES!

RIGGHEEY \$59.50
AIR RACES \$149.50
Write for Quantity Prices on All New Games!

AMERICAN NOVELTY COMPANY
City's Leading Game Machine Distributor
2548 Prospect Ave., Cleveland, O.

YOU CAN'T BEAT AVON Values!

CLEVELAND TERRITORY OPERATORS!

NOW AVON VALUES HAVE THAT ADDED PLUS!

You Can Earn **BIGGER PROFITS** With The AVON "SERVICE THAT MERITS SALES"

Don't hesitate to take advantage of the AVON night service, available to keep your games in action and to keep your profits growing!

OPERATORS EVERYWHERE!
Make operating easier — more profitable with
PERFECTLY RECONDITIONED GAMES FROM AVON!

AUTOMATIC PAYOUTS
DAILY RACES . . . \$28.50
MULTI-PLAY 24.50
CHALLENGERS 21.50
HIALEAHS 27.50
GALLOPING PLUGS. 27.50
BALLY DERBYS . . . 24.50
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One Third Deposit with orders; Balance C. O. D.
Write for prices on the best new and used equipment!

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 1341 FROM ST. CLEVELAND, O.

Salesboard Operators

NEW! BEAUTIFUL CHROMIUM CANDY CHESTS

FILLED WITH HIGH GRADE CHOCOLATES

The perfect sales-board deal for Mother's Day, May 9.

SELLS ON SIGHT! APPEALS TO ALL!
With Attractive Description-Playboard, Occasional, Sample Deal, \$1.75, Lot of 3 or more \$1.50 Each.

Write for Data on Other Novel Deals.

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800 S. Ada St. CHICAGO, ILL.

Acme NOVELTY CO.

2225 NORTH 12th ST. MINNEAPOLIS, MINN.

NOW! OUR NEW PRICE LIST featuring **HUNDREDS of BARGAINS** it will pay you to write for a copy **TO-DAY!**

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4000 ITEMS FREE WHOLESALE CATALOG

See all the great worldwide Bargains, 24 pages of Fast Sellers of Every Description—Hobby Plans, Toys, Catalogs, etc. Call for it today.

SPORS CO.
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Sample Jar, 36 Games, \$1.50, Profit, 100% (Retail, \$3.00), \$2.15. Write for details 33 1/2 W. Clark, YOM TOWN, Dept. 60, Nashville, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

НОВЕЙШАЯ ИГРА ЭТОГО ГОДА

Which means, in plain English



\$59⁵⁰
ELECTROPAK
EQUIPPED



(Pronounced RICK-O-SHAY)

RICOCHET

IMMEDIATE DELIVERY
RICOCHET | AIR RACES
• \$50.50 • Write For Price •

PERFECTLY RE-CONDITIONED PIN GAMES
Bills \$14.00 | Nickels \$16.00 | Brass Nick. \$8.00
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WRITE FOR OUR COMPLETE CATALOG OF NEW
AND USED GAMES AND VENDING MACHINES.

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DOUBLE YOUR PROFITS WITH
DOUBLE DECK
DAVAL'S NEW DOUBLE HAND
POKER PLAY COUNTER GAME

Remember the "Gold Medal" Chicago Old House? NOW—2 Old Houses in ONE—TWICE THE PROFITS! Rush Your Order for DOUBLE DECK! Enclose \$5 Deposit—Balance Shipped C. O. D. TAX PAID

\$22⁵⁰

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2117 THIRD AVE., NO., BIRMINGHAM, ALA.

Midwest's Most Reliable Distributors
WHO??? WILL NOT BE UNDERSOLD???

AUTOMATICS		LIVE SHOTS		LIVE WIND (New)	
Mc Coy	\$17.50	Over Leap	4.75	Lucky Star	4.50
Wickham	27.00	Over Leap	4.75	Winkac	4.50
Wickham (T&L)	37.50	Cross Crest	4.50	Poppy	3.50
Third Chance (T&L)	39.50	Cyclone	3.00	Rapid Transit	8.50
Hamble	19.50	Cue	4.50	Rollator	21.50
Ten Grand	19.50	Double Knupper	7.50	Rushy	31.50
Wickham	21.50	Five and Ten	4.50	Amey Time (New)	4.75
Baswell	21.50	Prize Medal	4.75	Scoromo	11.75
Races	27.00	Gold Medal	2.50	Big Blast-Off	7.75
(T&L)	60.00	Great Game (Pat.)	4.75	Shot Set	2.75
Mechanical		Head Light (Pat.)	2.50	Signal	4.50
		Play!	4.75	Torped	4.50
		High Hand	4.75	Total	

50 PENNIES

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

PATTON, PENNSYLVANIA

BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
On 300-Node B. Board, Runs Out \$2.10 in Cigarettes (10¢ Pack) - Brings in \$10.00 NET TAKE \$12.00.

No. 0115—Sample, \$3.25. 12 Lots, Each \$3.00.
No. 0114—Same Assort. on a 200 Node Out Out Board brings in \$12.50. EACH \$2.50. 12 Lots, Each \$2.35

25c. With Order, Balance C. O. D.

OPERATORS! Write Us for Catalog on All the Latest Coin-Operated Counter Games and Table Board Amuse. At the Lowest Prices.

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Slugg Visible Slotted Coin Counter
The Operator's Friend, Transparent, with slot giving absolute accuracy in count, shows up slugs, easily omitted into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing games.

ACCURATE COIN COUNTER CO.

PLAY BALL WITH A WINNER

BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.
DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets.
"GRATED" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.
SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your inquiry will be appreciated.

WERTS NOVELTY CO., Inc. DEPT. BRB-3A, Muncie, Ind.

ROUTES

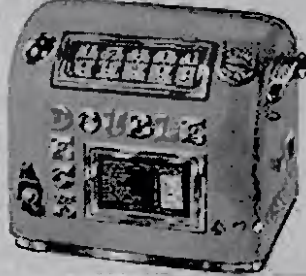
(Continued from page 93)

- Bloo Light: Bennettsville, S. C.; Cherax 29-Apr. 3
- Blue Ribbon: Columbia, Ga., 27-Apr. 3
- Brown Family Rides: Midville, Ga.
- Brown Novelty: Valdosta, Ga., 27-Apr. 3
- Black Am. Co.: Camden, S. C.; Whitman 29-Apr.
- Barke, Harry: Mear, La.
- Campbell United: Hogansville, Ga.
- De Laze: Darlington, S. C.
- Dale Expo: Mobile, Ala.
- Dyer Greaser: Ackerman, Miss.
- Elmer's Expo: Manning, S. C.
- Evergreen: Ola, Ark.
- Fairly-Martone: Texas, Tex., 27-Apr. 3
- Florida Expo: St. Petersburg, Fla.
- Georgia Attr.: Swains, S. C.
- Golden State: San Pedro, Calif., 23-28, Santa Paula, 29-Apr. 3
- Great Olympic: Jackson, Tenn.
- Great Superior: Jonesboro, Ark.
- Greater American: North Little Rock, Ark.
- Greater United: Marlin, Tex.
- Hansen, A. G.: Columbia, Tenn.
- Happy Days: Hartselle, Ala.
- Hick, J. J.: Birmingham, Ala.
- Hildebrand's United: (Washington at Vermont) Los Angeles 23-28; (Vermont) at 24th Los Angeles 29-Apr. 3
- Hyde, Eric B.: Thomaston, Ga.
- Imperial United: Amarillo City, Ala., 27-Apr. 3
- K. O. Am. Co.: Coalhill, Ark.
- Krause Greaser: Miami, Fla.
- Lang, J. Des. Famous: St. Louis, 29-Apr. 3
- McMillan: Dyersburg, Tenn.
- McKee Am. Co.: Davis, Okla.
- Martinez: Tuscaloosa, Ala.; Bessemer 29-Apr. 3
- Miller Am. Co.: Kenilwood, La.
- Model Expo: Tifton, Ga., 27-Apr. 3
- Orange State: Live, Ga., 27-Apr. 3
- Park, J. J.: Augusta, Ga., 27-Apr. 3
- Phelan & Carpenter: Wyandotte, Mich., 27-Apr. 3
- Reed Greaser: Jacksonville Beach, Fla.
- Rogers Greaser: Nashville, Tenn., 27-Apr. 3
- Royal Palace: Mobile, Ala., 27-Apr. 3
- Santa Fe Expo: Las Vegas, Nev.
- Shenandoah Valley: Elwood, S. C.
- Sherbrand Bros.: Vianita, Cal., 26-28
- South Greater Atlantic: Columbia, S. C.
- Stanley Bros.: Cleveland, Tenn.; Elwood 27-Apr. 3
- State Fair: Miami, Ariz., 23-28; Phoenix 30-Apr. 4
- Texas: San Benito, Tex.; Lyford 29-Apr. 3
- Thiwell, T. J.: Sweetwater, Tex., 27-Apr. 3
- Timber: Greenville, S. C., 1-10
- Wallace Bros.: Dyersburg, Tenn.; Union City 29-Apr. 3
- Ward, John R.: Baton Rouge, La.
- West Bros.: Am. Co.: Cape Girardeau, Mo., 29-Apr. 3
- Western State: Crystal City, Tex.
- Wick, R. H.: Charleston, S. C., 29-Apr. 3
- World Am. Co.: Philadelphia, Miss.
- World of Fun: Painesville, Ind., S. C.
- Zelig, G. P.: United States, Ariz.
- Zimora: Gretna, Memphis, Tenn.; Blytheville, Ark., 29-Apr. 3

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Double Value at No Extra Cost

GET COIN! DOUBLE Your PROFITS! With Daval's DOUBLE TRUMP! DOUBLE DICK is a 5 Real DOUBLE HAND POKER PLAY Country Game! Deals and shuffles TWO COMPLETE POKER HANDS for ONE COIN! DOUBLE DECK is DOUBLING the tremendous success of the "Gold Medal" Daval "Chicago Club House" because it gives the player DOUBLE THEIR MONEY'S WORTH OF BIG THRILLS and BIG, JUICY, TEMPTING ODDS! ORDER NOW! Enclose 1/3 Certified Deposit, Balance shipped C. O. D. Order a SICKING TURNTABLE with every DOUBLE DECK!



\$22.50
Per Set

SICKING'S NEW TURNTABLE

The greatest counter game help ever built! In-able storekeeper to check awards from any position in store. Player swings it around without effort to show storekeeper. An ABSOLUTE NECESSITY IN ALL LOCATIONS!! SAVES TIME! SAVES MONEY! STIMULATES PLAY! Made of two steel plates on adjustable swivel bearing. Four rubber suction cups anchor it to counter. Stays to fit all counter games.



\$1.25
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RUSH YOUR ORDER NOW! Full Cash With Simple Order!

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

CALLING CALLING

ALL SHOW CARS, SHOW AGENTS AND SHOW MANAGERS, FAIR SECRETARIES AND WHAT NOT

Radiating from our broadcasting station, believe it or not, Roy Gray in person, has retired from operating shows and at present has opened his main office at Dallas, Texas, branch office at Houston, Establishing Representative in Mexico. Now in position to represent anything pertaining to show business, fairs and parks.

ROY GRAY, 1012 PACIFIC AVE., DALLAS, TEXAS. Phone 22847

TEXAS LONG HORN SHOWS

Mexia, Texas, week March 22; Corsicana, week March 29. Wanted, join on wire, Ten-in-One Manager to put on complete show and finance same. Wanted to Buy Monkeys, Baboons or Apes by dozen or single. Will consider well-trained Monkey Act with Trainer. Can use good Talker and Grinder on Monkey Show. We furnish outfit for these shows. Work through office. Will book Sidrome, Speedy Babbs preferred. Good proposition to right party. Address E. J. SPENCER.

ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

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LARGEST LINE OF FAIR - CARNIVAL - BAZAAR - AND BINGO MERCHANDISE. Sum of Every Description. No Catalogue.

CIRCUS AND WILD WEST

Barnes-Bell-Photo: Riverside, Calif., 23; Alhambra 24; Pasadena 25; (Hill & Washington St.) Los Angeles 26-Apr. 3

Coe Bros.: (Hippodrome) New York City until Apr. 11.

Hall's Animal: Marlow, Ga., 23; Rincon 24; City 25; Gay 26; Dayton 27

Kale, Walter L.: Montgomery, Ala., Apr. 2

W. E. A.: (Theatrical) New York City 21-23 and 31-Apr. 4

Additional Routes
(Received too late for classification)

Adlerer Show: Douglas, Ariz., 22-27

Bell Show: Phoenix, Ga., 23-27

Cannon Show: Cleveland, Ga., 22-27

D'Arcy Otis: (Fairly-Martone Shows) Texas, Tex., 27-Apr. 3

Daniel, Magellan: Wise, Va., 24; Big Stone Gap 25; Oak City 26; Jenkins, Ky., 27; Whitesburg 28-30

DeMar, Hypnotist: Escape: (Fox) Napa, Calif., 28-29; (Mentis) Menlo Park 30-31

Howell Variety Show: Dyer, Tenn., 22-27

McNally Variety Show: Frankfort, Del., 22-27

Miller, Al H.: Show: Bluffton, Ga., 22-27

Nearns, Magicians: Logansport, Ind., 29

La Fayette 30; Frankfort 31; Lebanon Apr. 1; Crawfordville 2

Van Adams' Radio Barn Dance: Sebring, Fla., 29

CALL CALL CALL

WHITE CITY SHOWS, Inc.

7 Rides Show Will Play 30 Weeks in the Northwest. **7 Shows**

OPENING APRIL 3 TRINIDAD, COLO.—TWO SATURDAYS

Want legitimate Concessions. Shows with or without own outfits. Special inducement to good 10-in-1. Want to hear from good Free Act. State in first letter. Can use experienced Ride Help. Will book Rides that don't conflict. All communications, C. F. COREY, Mgr., Box 397, Trinidad, Colo.

BILLY BOZZELL WANTS NOW

REAL LIVE HUMAN FREAKS for FOLEY & BURK SIDE SHOW. One Freak strong enough to featurc. Dalie Weeder, wire. Show opens April 10. I pay top salaries. BILLY BOZZELL, Olympic Hotel, 2d Ave. and E. 12th St., Oakland, Calif.

B 4 "B" SPECIALS B

IN RECONDITIONED AUTOMATIC PAYOUTS

\$10.00	PEARL HARBOR
\$12.00	CARROCA
\$12.50	BIG CASHIO
\$12.50	ACE
\$12.50	DOUBLE UP
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\$20.00	SUNSHINE DEICY
\$20.00	DAILY RACES (Mojica)
\$20.00	TYCOON
\$20.00	DOUBLE SCORE
\$20.00	CREDIT (Texas)
\$22.50	ALL STARS
\$25.00	DAILY EONUS
\$25.00	JUMBO (Texas)
\$25.00	SUNSHINE HARBOR
\$25.00	WESTERN RACE (Mojica)
\$25.00	PEPPER'S CHECKS
\$25.00	DAILY RACES (Mojica)
\$25.00	DRURY DAY (Mojica)
\$25.00	1/3 Deposit, Balance C. O. D.

BESSER NOVELTY CO.
2020 OLIVE ST., ST. LOUIS, MO.

SAVE LIFE SAFETY SIGNAL

ATTENTION AGENTS PITCHMEN - DISTRIBUTORS

Clean up with this fast-selling necessary for Autos and Trailers. Start now for spring season.

RETAILS \$1.25 **COSTS \$1.38** **Case of 24 \$32.64**

Catalogs, Circulars FREE.

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For The

BARKOOT BROS. SHOWS

OPENING APRIL 17 AT TOLEDO, O.

Can place a few high-class Shows of all kinds. Can place Ride Rides for Ferris Wheel, Loop-the-Loop, Merry-Go-Round. Will book Talker, Whip, Chain-Plane, Kiddy Rides or any other Ride not conflicting. Can place high-class Mer-chaudise Concessions of all kind. Early returns. We are local from you. Wanted Free Attention and high-class Band. Address BARKOOT BROS. SHOW: 463 1/2, 4th St., Toledo, O.

Account Disappointment WANT

Ph Show, Naples, Okla. Offer shows with. Ride Help come on. Opening Cape Girardeau, Mo., March 28 for 10 days.

WEST BROS. AMUSEMENT CO.

WANTED—Minstrel Show Performers

Also five-foot Band, Concessions, Shows Girls that sing and dance.

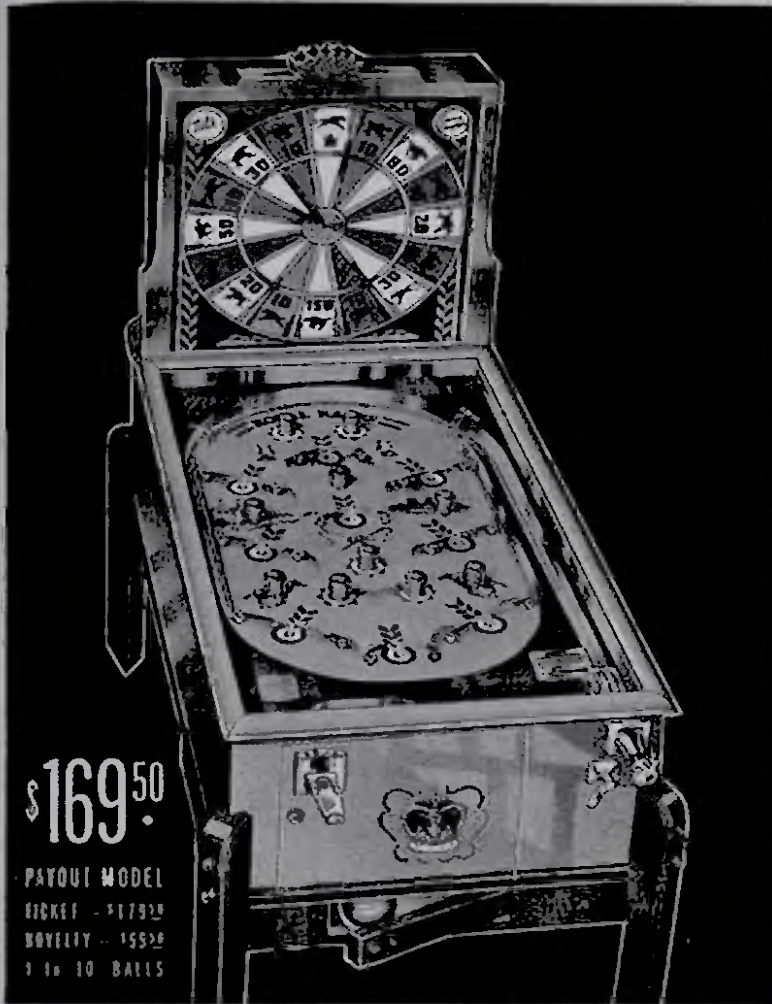
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WANTED TO BUY

Kiddie Auto Ride. Factory built preferred. Address FRED HENRY, Jacksonville, Fla., or LEW HENRY, Chocoma, N. C.

WANTED FOR GIRL REVUE MILLER BROS. SHOWS

Can give job opportunities. Postage Drivers, Piano Singers, Specialty People, Piano Accordion, Top or live piano entertainers if possible. Guaranteed for a long season's work. All come by mail. Application state what you do. Send photos. **HARRY GREENE, 4438 N. Franklin St., Philadelphia, Pa.**



\$169.50

PAYOUT MODEL
 TICKET - \$179.25
 NOVELTY - \$55.25
 1 in 10 BALLS

"Royal Races"

"Best Pay Table Ever Built!"

SIGNED, American Operators

A sell-out! American operators are quick to recognize a product of merit. Four production releases completely sold out in ten days. Operators certainly know a good thing when they get it. And to judge by the orders and repeat orders, "ROYAL RACES" is tops for fast and steady money. The secret, of course, is its flashing whirling lite-up board. Biggest in the business with big odds out in the open.

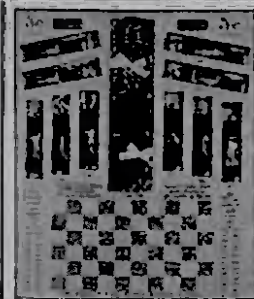
★ ★ ★ and the ★ ★ ★ Sweetest of all Novelty Games

Pacific's "Three Star." It's good looking. Every spot on the board is alive. Bumper springs plus double-post flags. Alive from top to bottom. Special "Three Star" award a big come-on. Doubles score. Magic dial counts automatically on lite-up board. "Three Star" is making good money for operators and everybody's happy. It's a honey!

3 STAR NOVELTY \$64.50

PACIFIC MFG. CORPORATION

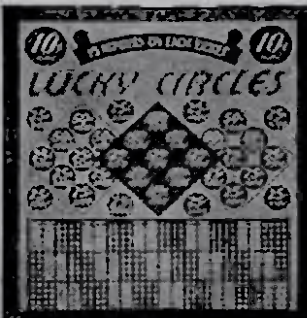
4223 Lake St. • CHICAGO • Los Angeles Office, 1320 S. Hope St.



OPERATORS PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00. Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00. Lots of 10 or more, \$4.50.

H. G. PAYNE COMPANY
 312-314 Broadway, Nashville, Tenn.



ANOTHER NEW ONE LUCKY CIRCLES

15 NUMBERS ON A TICKET
 600 HOLES 10c A PLAY THICK BOARD

TAKES IN — — — — — \$60.00
 PAYS OUT — — — — — \$6.50
 \$5.00 AND \$10.00 PRIZES PROTECTED.

PRICE \$1.28
 Plus 10% Tax.
 GLOBE PRINTING CO.
 1023-27 RACE ST., PHILADELPHIA, PA.
 Send For Catalog.

CASH IN ON THIS MONEY-MAKER



Genuine SOUTH
 BEND Casting
 Outfit Deal
 No. 6282 B

\$4.25
 Complete

INCLUDES FISHING OUTFIT ILLUSTRATED AND ONE 110-HOLE SALEBOARD.

Board features 50 Free Rem. Bets—each pay 1c to 22c—with winning number in Grand Prize 50c, and Bonus for calling customer's names. Total \$250.00 when sold!

Fishing outfit contains the following genuine South Bend tackle: one 3-piece rod; one first winding reel; one good quality line; two peculiar casting reels; one wire leader; and one fish stringer. The high quality and value of South Bend fishing equipment is known everywhere—that's why this outfit deal sets the profit and the play.

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WHAT'S YOUR BID? SALESBOARDS ARE THE FASTEST SELLER TODAY.
 IT'S SIMPLE — PAYS BIG AWARDS — MAKES BIG PROFITS.

Believe It Or Not Board is Always a Complete Sellout. As High as \$90.00 Has Been the Take-In on One Board. Payout, \$24.00.

One Sample Will Convince You It's a Winner. Shipped Anywhere, Express Prepaid. — \$3.95 C. O. D.

ORDER YOURS TODAY.

PEACHY NOVELTY CO.

BOX 264B, POPLAR BLUFF, MO.

BASEBALL TICKETS NEW DAILY SYSTEM

Play gives winning and losing teams only. No dead tickets or split payoffs. Virgin field. Territory going fast.

SMART MEN WILL WRITE DAILY GAMES

FINDLAY, OHIO

NOT WILD PROMISES BUT PROFIT PROVEN!



IT MUST BE GOOD TO BE SO WIDELY IMITATED!

HOME RUN

The Original Bumper Baseball Game

Only \$62.50
F.O.B. CHICAGO
TAX PAID

Here's the best ad in the world—not what we think about HOME RUNS but what the purchasers of them say: "HOME RUNS averaging \$40.00 a day." Bill Lucets, Kenosha; "HOME RUN doing marvelously," Triangle Novelty Company, Indianapolis; "We sold everyone, expect repeat business today." B. D. Laxar and Company, Pittsburgh; "Please add 25 more HOME RUNS to order." Advance Automatic Sales, San Francisco; "How many have you shipped and how many can we expect every day this week?" B. D. Laxar and Company, Pittsburgh; "Rush today more HOME RUNS." Jerry Kertman, Rochester . . . also many other unsolicited testimonials? De luxe size, de luxe finish, de luxe cabinet. Electropak equipped. The Original Bumper Baseball Game Priced Less Than Competing Imitations!

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1725 DIVERSEY BLVD. CHICAGO ILL.

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174 So. Portland Ave., Brooklyn, N. Y.

SPRING CLEAN-UP SALE ON USED GAMES

We Have Never Offered Games at Prices Like These. All Used Machines Shipped in Perfect Mechanical Order, Regardless of Their Low Price.

Mascop. Electropak . . . \$10.00	Game Protection . . . \$12.50	Excelsior . . . \$ 4.00
Flagcap. Battery . . . 10.00	Game Zapper . . . 7.50	Line-O . . . 3.00
Short Box. Electropak . . . 18.00	Dart's Entrance . . . 22.50	Tarps . . . 4.00
Short Box. Battery . . . 12.50	Totals . . . 6.00	Dart . . . 4.00
Lights Out . . . 20.00	Esplan Trap Line . . . 15.00	Cold Medal . . . 3.00
David Cook. Real Buy . . . 17.50	ESPLAN Counter . . . 15.00	Esplan . . . 2.00
Fire & Top . . . 5.00	Esplan Sr. Trolley . . . 15.00	Happy Day . . . 22.50
Game easily . . . 10.00	Thriller . . . 8.00	

DAVAL RACES . . . \$7.00
GROETCHEN HIGH TENSION . . . \$4.00
GROETCHEN HIGH STAKES . . . \$7.00
One-Third Deposit in Cash, Cashier's Check or Money Order Must Accompany Order. Mention Method of Shipment Preferred.

WRITE! WIRE! PHONE!
MORRIS NOVELTY COMPANY
4505 Manchester Ave., ST. LOUIS, MO. Phone: Franklin 0757.

LADY LUCK

1200 Hole Form 4190
Takes In . . . \$40.00
Pays Out . . . 19.00
Price With Escal . . . 1.22
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Handing.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



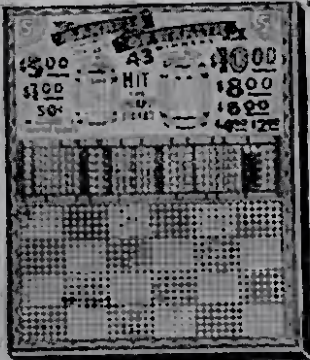
BARRELS OF WEALTH

ANOTHER GARDNER HIT
A 720 HOLE THICK BOARD

720 — WFF (5c) . . . \$16.00	720 — WLT (10c) . . . \$22.00
5c . . . \$16.00	10c . . . \$22.00
Aver. Payout . . . 20.22	Aver. Payout . . . 40.44
PROFIT . . . \$15.78	PROFIT . . . \$31.56

Check, \$1.75. Plus 10% U. S. Tax

Write For Literature — State Your Business.
GARDNER & CO.,
2309 ARCHER AVE., CHICAGO, ILL.



9-FOOT TARGET ROLL \$69.50

NOLO . . . \$12.75	QUICKER . . . \$18.75	HANAMA . . . \$ 3.75
BANK NOTE . . . 0.75	RUSHY . . . 10.75	GOLD MEDAL . . . 3.50
HECK 'N' NECK . . . 17.75	MAD CAP . . . 0.75	BIG GAME . . . 4.25
HOLD 'EM . . . 10.75	BROADWAY . . . 10.75	FINANCE . . . 4.75
SHORT BOX . . . 15.75	SCOTTY . . . 10.75	FLYING COLORS . . . 3.75
EXCEL . . . 18.75	BIG SHOT . . . 9.75	FIFTY GRAND . . . 3.75
HAPPY DAYS . . . 22.75	BITTO . . . 4.75	LINO . . . 4.75

1/2 Deposit With Order. Balance C. O. D. P. O. O. N. E. N. E.

ACE VENDING CO., 1125 BROAD ST., NEWARK, N. J.

<p>8-ways, Electropak Radio, E. O. U. Y. N. T. Merry Go-Rounds Sensation, Relay Sensation, 6-ways Dazzling, Olympia Dazzling Golden Gates Orion-Orion-Lites Great 6-ways Scrambles Chicago Express Mini 2ts. Real Dice</p>	<p>\$3.00 EACH</p>	<p>Dealer, Spotlights Par Oils, Manhattan Compass, Starlight Track-O, Pipette Cross Roads, King Tiger-Yates Zip Castle-Lites, 21,000 King of Hearts Thunder-3-ways Whirlwind, Battles Lombard, Cannon Fire Double Six Sales</p>	<p>\$4.00 EACH</p>
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1/2 Deposit With Order. Same for Our Complete List.
CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Wabash St. Waukegan, Ill.

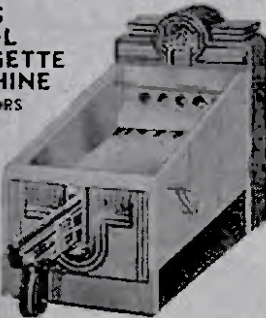
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WE HAVE IN STOCK

ABT'S PISTOL TARGET MACHINE OPERATORS PRICE

39.50

Subject Matter Operator Price



PACES RACES

- 1 NICKEL PLAY GASH PAY-OUT 20 to 1, 5000, 1114, 2002 Each \$210.00
 - 2 CHECK REPARATORS, 20 to 1, 4000, 2102, 2711, 2800, 2800, 2710, 2802, 2800, 4070, Each \$20.00
 - 3 CHECK REPARATORS, 20 to 1, 4000, 2577, 4250, 4250, 4147, Each \$20.00
 - 4 Be 30 to 1, 4000, 3402, 0, P. 5320, 5320, In Loss of 500, Each \$30.00
 - 5 200, 20 to 1, 3754, 3754, 1037, 20 to 1, P.S. PACES RACES, Cash Payout, Each \$34.00
 - 6 Extra for Check Repara-tors, 20 to 1, 4000, 3754, 3754, 1037, 20 to 1, P.S. PACES RACES, 350.00
 - 7 Grand New 50 Check Repara-tors, 20 to 1, Par. 300.00
- Best Two Items Are In Original Cases, No. 1000000000

Slightly Used Machines Offered Subject to Prior Sale

- 1 PAMCO BARATODA \$2.50
 - 1 SKY HIGH, TRAIL \$18.00
 - 1 LEATHERNECK \$22.00
 - 1 PHEAKRERS, TRAIL \$70.00
 - 1 BREAKERS, Cash Payout \$72.00
 - 1 PALOOKA, JR. CRUISE \$20.00
 - 1 PALOOKA, JR. Cash Payout \$20.00
 - 1 PAMCO PARLAYS \$17.50
 - 1 AGE WASHINGTON, Like New \$10.00
 - 1 BIG FIVE \$7.50
 - 1 SHRAPPY, Like New \$49.00
 - 1 JUNIOR \$17.00
 - 1 PAMCO HANDICAPS, Like New \$8.00
 - 1 GOLD GASH PAYOUT, New \$50.00
 - 1 YONK CHAWPS \$55.00
 - 1 PRODUCTIONS \$7.00
 - 1 ROCKOLA RHYTHM MASTER \$100.00
 - 11 GARDLS \$32.00
 - 1 NEEL "IT" BLACK JACK \$7.00
 - 1 RACK 'EM UP, Brand New \$45.00
 - 1 CHUCK-A-LETTE, Brand New \$20.00
 - 1 GALLOPING DOMINOS, P.S. \$200.00
 - 10 DOZEN DUCK SOUP (Brand New), Per Dozen \$10.00
- All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. All used machines are offered subject to prior sale.

We have all the New Machines in Stock - Write or Wire for Prices. If you see a Job-ber we will quote you Job-ber's Prices.

MOSELEY VENDING MACHINE EXCHANGE

50 Broad St., Richmond, Va.
Day Phone, 3-4511 - Night Phone, 5-5528
Write and ask us to put you on our mailing list.

WANTED!

500 USED WURLITZER PHONOGRAPHS
25 PHOTOMATICS
Will pay spot cash. Write or wire, giving model and quantity to
GERBER & GLASS
914 Diversey Pkwy. Chicago, Ill.

5 GENCO 'BANKROLL' SKEE BALL

Machines for immediate sale. Three units on display available. Will sell for \$150.00 a machine, cost \$23.00 new.
MALONEY VENDING, INC.
207 W. CHERRY ST., DIMMICK, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Pacific's Game Has the Spirit

CHICAGO, March 20. — Climaxing a long period of development, Pacific's Ball Game is now ready to release to the operators and distributors of America. It promises to loom as a strong contender for operator patronage in accordance with forecasts made by Fred C. McClellan, president of Pacific Amusement Manufacturing Company.

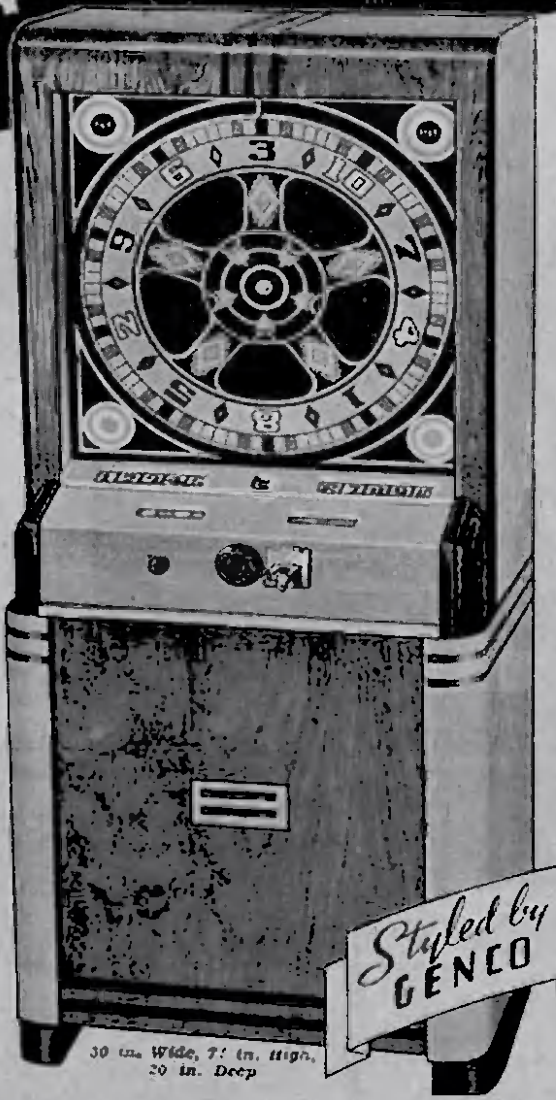
The game of baseball itself is said to be one of Fred McClellan's pet hobbies. In fact, Fred is known to be personally acquainted with many baseball stars. He has talked over the fine points of baseball with players of big caliber and feels that he knows a thing or two about our own great American pastime, having gleaned his knowledge by trading viewpoints with famous men of the outdoor diamond.

In building Pacific's new Ball Game, McClellan claims to have incorporated the plays and principles of baseball as realistically as human contrivance can possibly accomplish this end. So much so, says Fred, that it is his earnest belief the new game gives even more animation and thrills in a half minute than one would get in an hour-and-a-half sitting in the grand stand at the ball park watching the big-time boys perform.

In describing the realistic features of the game, McClellan said: "I firmly believe that the right type of thrills and lifelike animation will cause a baseball game to continue indefinitely. Pacific's Ball Game, to my way of thinking, is that very game. Take the fact that the game is not a pin table for your first consideration. Then observe the layout of the playfield. A ball is thrown to the hitter, fast, medium or slow, offering a splendid change of pace. The player controls the bat with a manual twist of the wrist. He can knock the ball on a line, high or low, and can virtually control the direction of his hit within certain limitations of human consistency. Directly above center field the home-run area of scoring presents itself. Here a rectangular opening in the outfield fence takes those long, lofty drives that bring the crowds to their feet just the same as fellows like Babe Ruth, Lou Gehrig, Hartnett and other heavy hitters clean up the socks. Every play, each hit is recorded on the big electric scoreboard in motion picture effects.

Before the game goes into play the entire team is represented in light-up formation. A single shows a man dirt for first base and hold it. Another single and you see him actually leg it for second with the hitter going to first. When the bases are full and the player gets a home run, you see every player scamper from base to base, with the clean-up man chasing them all in. Hits, runs, outs, everything is posted on the light-up board automatically. There are triples, doubles and singles aplenty. Nothing in the playfield to disturb even the slightest element of skill."

STEP RIGHT UP FOLKS AND GET INTO THE BIG MONEY
WITH *Genco's* ORIGINAL
PADDLE WHEEL



Styled by GENCO

30 in. Wide, 7 1/2 in. High, 20 in. Deep

READY for IMMEDIATE DELIVERY

Paddle Wheel—More Fun Than a Circus—and the Best Easy-Money Maker on the Market! Irresistible in Appeal—Sensational "Take" Average!

TAKES 10 NICKELS AT A TIME! As many as ten people can play at once . . . or one person can play up to ten nickels.

FULLY AUTOMATIC PAYOUT! Pays out in coins or slugs . . . the sums range from 20c to \$1.00.

Beautifully designed walnut and maple cabinet. "Styled by GENCO," makes it the most attractive, modern flash on the market.

ALMOST HUMAN IN PERFORMANCE!

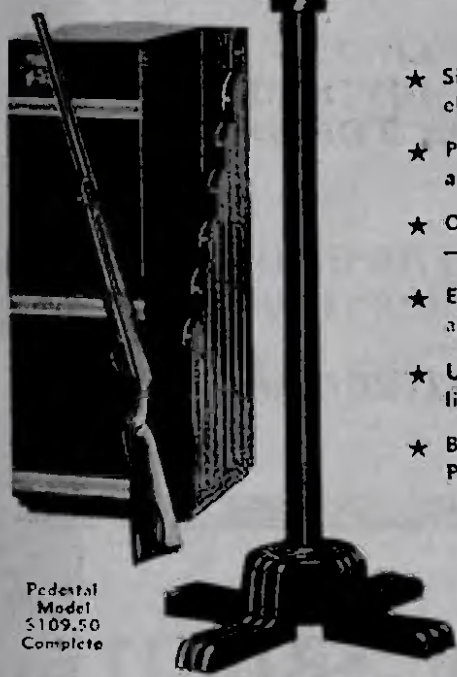
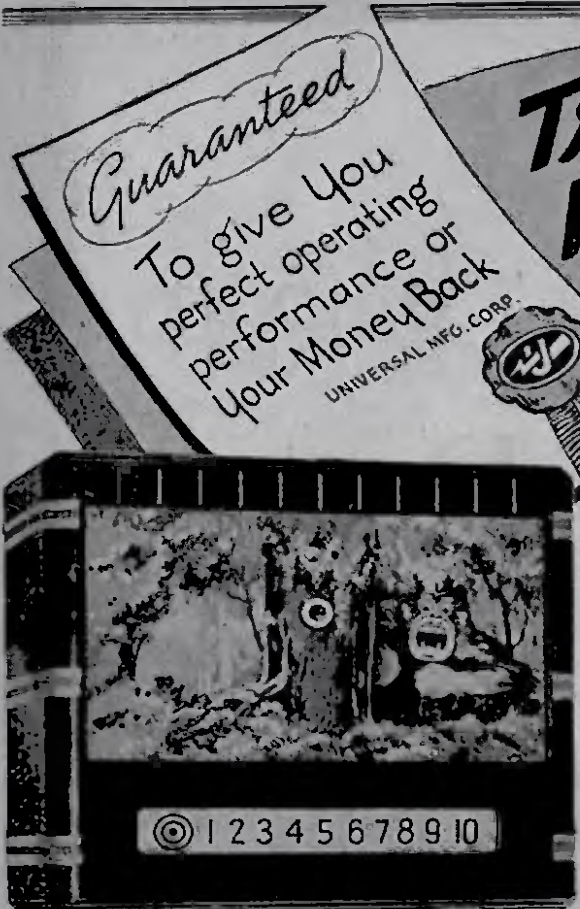
Just like the famous Paddle Wheels you've always seen at circuses and carnivals . . . the player selects the number, puts in coin, presses the button, and the wheel spins . . . finally stops. The pointer at the top shows the winning number . . . the color line dictates the pay-out odds.

TESTED AND APPROVED
Another GENCO Winner!



THEODORE TRULSON, prominent operator of Madison, Wis., and **W. J. Ryan**, general manager of O. D. Jennings & Company, discussing Jennings' new counter machine. Grandstand, Ryan is explaining the merits of the popular little machine. Grandstand is a 5-cent play counter machine of the cigar type.

GENCO INC.
2621 N. ASHLAND AVE., CHICAGO



Pedestal Model \$109.50 Complete

Guaranteed
To give you perfect operating performance or your Money Back
UNIVERSAL MFG. CORP.

Try This Trouble Free Money Maker Five Days AT OUR RISK!

the **Jungle Dodger**
ELECTRIC EYE RIFLE RANGE

Believe it or not, it's really HERE! A rifle range which doesn't cost a fortune . . . operates WITHOUT ANY mechanical trouble . . . pays for itself quicker than any game on the market and gives you a STEADY dependable income.

\$ 99.50
Complete including Tax!
Wall Model

(Pedestal Model as Shown \$109.50)

- ★ Simplified mechanism eliminates service!
- ★ Play appeals to men and women alike!
- ★ Operates any distance—6 feet up!
- ★ Easy or hard to hit adjustment!
- ★ Unaffected by flash-lights, cheatproof!
- ★ Bull's-Eye for Counter Pay Out!

Immediate Delivery!

All Orders Shipped 48 Hours After Receipt

Built UP To A Standard Not DOWN To A Price!

Here are the REAL FACTS: You don't have to be an electrical wizard when you operate the JUNGLE DODGER. Actual location operation PROVES it gives PERFECT operation day in and day out without service calls! Every operator who has tested a JUNGLE DODGER is telegraphing or phoning for large quantities to cover his territory quickly and tie-up the "cream" locations. Easy to install in any type location. Place it on the pedestal, hang it on the wall, back bar or balcony—20 feet high if you wish! Any boy can service it! The JUNGLE DODGER takes in MORE CASH than games costing FOUR TIMES the price and pays for itself in a surprisingly SHORT TIME!

DON'T judge this precision built instrument—built by America's pioneer makers of photo cell devices—by the low price. Rush your order today! If you are not COMPLETELY SATISFIED with the Jungle Dodger's perfect operation, after a five-day test, simply return the unit and YOUR MONEY will be REFUNDED. YOU are the sole judge!

DISTRIBUTORS! — Wire or Write For Our Brand New Deal!

UNIVERSAL MANUFACTURING CORPORATION
Makers of Quality Electrical

Magnetic Relays Amplifiers
Counters Controls
Photo Cell Devices

ORDER TODAY! BE FIRST TO GRAB THE CHOICE SPOTS IN YOUR TERRITORY!

UNIVERSAL MFG. CORP.
419-425 S. St. Joseph Street
SOUTH BEND, INDIANA Date:

Ship immediately, via

JUNGLE DODGERS (Wall Model) \$99.50 tax paid
(Quantity)

JUNGLE DODGERS (Pedestal Model) \$109.50 tax paid
(Quantity)

Enclosed is Certified Check for 1/3.
Balance To Be Paid C. O. D.

NAME

ADDRESS

CITY

STATE

In Tribute
to
Bally Manufacturing Company
for
BUMPER

A GAME THAT INSTANTLY REVIVED THE ENTIRE
EASTERN COIN MACHINE INDUSTRY.

A GAME WHOSE POPULARITY AND APPEAL IS
LEGEND AND UNABATED AND WHOSE PLAY IS ATTRACTING THE
BIGGEST AND STEADIEST PROFITS IN ALL AMUSEMENT GAME
HISTORY.

A GAME THAT ANSWERED THE FERVENT PLEAS
OF THOUSANDS OF OPERATORS, JOBBERS AND DISTRIBUTORS
AND THAT IS HELPING THE AMERICAN BUSINESS WORLD TO A
NEW AND PROSPEROUS EAR.

A TRIBUTE THAT COMES FROM THE HEARTS OF
ALL THOSE CONNECTED WITH THE COIN MACHINE INDUSTRY
IN THE WORLD'S MOST POPULOUS SECTOR.

JOHN A. FITZGIBBONS.

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th STREET, NEW YORK, N. Y.
362 MULBERRY STREET, NEWARK, N. J.

AND NOW EVEN GREATER TRIBUTE
BALLY BOOSTER

BALLY'S SENSATIONAL BASEBALL BUMPER PIN GAME
READY FOR IMMEDIATE QUANTITY DELIVERY
WIRE OR PHONE YOUR ORDER NOW!

A nationwide scoop! Presented herewith is the first picture ever taken of Pacific's new BALL GAME! Look at it closely. Very closely. Note the beauty of every line. Pacific's BALL GAME was styled by Paul Fuller, one of the country's most noted designers. Without a doubt, the coin machine business has seen nothing like it to date. Location tests prove it to be one of the fastest and steadiest money producers this side of the Atlantic. It is completely automatic. And so life-like it is almost human. It combines superb field play with the magic of moving pictures on a giant electric score board! It does everything but

walk and talk. It is a natural for all territories everywhere in every county of America's forty-eight States. It is a thousand dollar quality job priced down to the ground. \$199.50. Pacific's BALL GAME will, in all likelihood, prove to be one of the major sensations of all time. Production plans are now under way. First releases become effective in 72 hours! Is it necessary to add that the first to holler will be the first served and that you should write, wire, phone, shout or come in today!

PACIFIC MFG. CORPORATION • 4223 Lake St., CHICAGO
 Los Angeles Office • 1320 South Hope Street



Pacific's
**BALL
 GAME**

Only
\$199.50

ORDERS NOW BEING BOOKED FOR ADVANCE DELIVERIES! TELEPHONE YOUR DISTRIBUTOR IMMEDIATELY!

★ PHENOMENAL EARNINGS

WITH THE GREATEST BASEBALL NOVELTY HIT!

ELECTRIC SCORE BOARD

BUMPER-SPRING • 5-BALL
NON-PAYOUT

★ **ADJUSTABLE MECHANICAL AWARDS**
Operator Has Positive Invisible Control of Odds!

★ **MYSTERY SLOT**
The Outstanding Feature of Gottlieb Payouts!

★ **FLASHOGRAPH**
Movie-type Projector records Hits and Runs!

● All the best features of both Novelty Games and Payouts are combined in ELECTRIC SCORE BOARD. It's the ONLY NON-PAYOUT that gives operator POSITIVE MECHANICAL CONTROL of odds. You can even check against locations' claims of top payout!

ELECTRIC SCORE BOARD'S colorful field represents a major-league ball park. The player's at bat to beat the visiting team. Insert a nickel in the Mystery Coin Slot, the Flashograph Scorekeeper throws "Play Ball" on the Screen. The Visitors' Score and Odds turn up on the score board. 5 balls to shoot. Every time the ball bumps a bumper spring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score and turns color to match visitors' score when score is tied. One run to go to win! When the last ball is played, "Final Score" appears under the Flashograph. Odds up to 40 to 1!



FEATURES

Flashograph, Movie-type score projector, Mystery Slot the outstanding feature of Gottlieb payouts.

Positive mechanical adjustment of odds for light or liberal awards. Entire Mechanism mounted on sliding Chassis in back of Scoreboard, removable in a jiffy.

Tilt-toler on score-board lights up and cuts off all playing lights when tilted. Illuminated A. B. T. Coin Slot, Last coin visible.

22" x 44"

\$69⁵⁰

A. C., Current Only.

IMMEDIATE DELIVERY!

—And Gottlieb Still Leads in Payouts!

D. GOTTLIB & CO.

2736-42 N. PAULINA, • CHICAGO

You'll cop the PROFIT PENNANT with
BALLY BOOSTER

**5 BALL "BUMPER" TYPE
 BASEBALL NOVELTY GAME**

FIRST few hundred BALLY BOOSTERS on location are actually earning more money than Bumper, smashing all previous profit-records!

BALLY BOOSTER is the kind of game you've been waiting for! It's got genuine Bally Bumper Action on a big, roomy pinless, pocketless play field . . . real Baseball Thrills . . . "players" running bases on the Light-Up Backboard . . . 10 RUNS POSSIBLE in one game, giving players the big scores they love . . . and ELECTRIC KICKER insuring "Last Ball Suspense" and all the thrills of a "ninth-inning rally" on a real diamond!

Order Today for Quick Delivery!

BALLY BOOSTER will positively exceed your wildest dreams of sensational profits. Try at least a sample and let the cash-box convince you. And order now while you can still get IMMEDIATE DELIVERY!



\$69⁵⁰
 F. O. B. CHICAGO

CAROM
 "BUMPER" ONE SHOT



Combines 1-Shot Appeal and "Bumper" Spring Action—plus Electric Kicker and CHANGING ODDS! No wonder it's topping all previous profit records!

PAYOFF
\$159⁵⁰
 NET, \$48.50
 F. O. B. CHICAGO

54 IN. by 26 IN.

BUMPER
 WORLD'S GREATEST Novelty HIT



Thousands on location 60 days or more still earning \$150.00 per week and up! Smart operators demand the one and only Bally BUMPER!

\$64⁵⁰
 F.O.B. CHICAGO

44 IN. x 20 IN.

SKIPPER
 AUTOMATIC FREE GAMES or PAYOUT
 New REMOVABLE PAYOUT

Player can play off his Free Games without depositing coins—or press button and get payout. Genuine "Bumper" action insures record-smashing play!



Only
\$109⁵⁰
 NET, \$30.00
 AUTOMATIC PAYOFF
 NET, \$24.00
 F. O. B. CHICAGO

44 IN. by 22 IN.



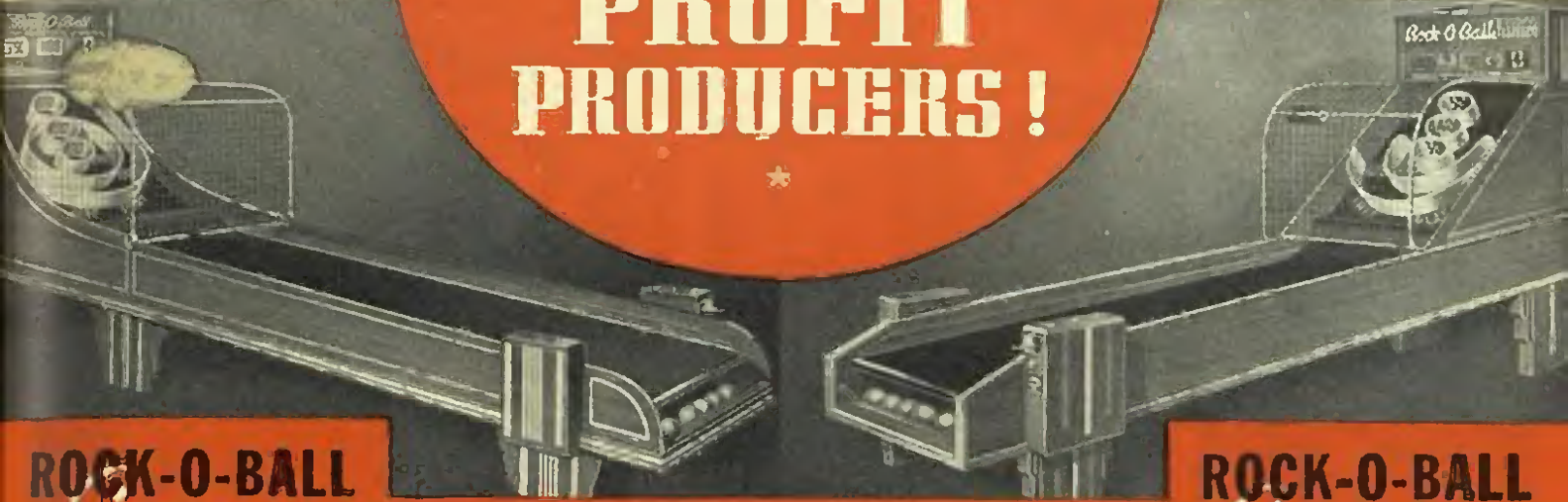
BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE
 CHICAGO, ILLINOIS

John A. Fitzgibbon

Eastern Distributor

452 W. 47th St., New York, N. Y.

PERFECT PERFORMING PROFIT PRODUCERS!



ROCK-O-BALL

Senior

THE BOWLING ALLEY BUILT FOR ALL TIME TO COME!

WAS NEVER IMPRESSIVE! Yet so PORTABLE that every location is removable as well as sections.

AS EASY TO PLACE ON LOCATIONS AS A PHONOGRAPH!

CAN IT BE PERFECT? YOU BET! ASK ANY OPERATOR WHO HAS THEM!

"BUILT TO LAST FOR LASTING PROFITS!"

ROCK-O-BALL

Junior

Just the Right Size for Those Crowded Locations Where Space is Scarce! Accommodates a Full-Size Alley!

Only 9 Feet 7 1/2 inches long! Yet Embodies All of the Wonderful and Exclusive Features of The ROCK-O-BALL SENIOR.

ROCK-O-BALL JUNIOR is Also Equipped with the TRIPLE SCORE FEATURE—Also Embraces Best Functions, Both Mechanically and Electrically.

Those Locations That Said "Too Big"—When You First Talked Bowling Alleys—Will Welcome ROCK-O-BALL JUNIOR With Open Arms—WRITE YOUR DISTRIBUTOR TODAY!

* Rock-Ola's TOM MIX RADIO RIFLE

Still producing big profits, for that name "Tom Mix" is not only magical, but also definitely permanent!

CONSTANT REPEAT ORDERS PROVE ITS PERFECTION!

LET YOUR DEALER TELL YOU WHY IT IS YOUR BEST INVESTMENT IN A RIFLE!

* Rock-Ola's SCHOOL DAYS

THE "BIG NOISE"—RADIO RIFLES!

NEW! DISTINCTIVE! DIFFERENT!

Not only embracing the usual skill and appeal, but also the added charm of amusement and continuous novelty—which operators find so FILLING THEIR COIN BOXES!

A RADIO-RIFLE AT THE COST OF A PAYOUT PIN TABLE!

* GLOBE TROTTER

The New Monthly 3-Ball Game with the CHAMP SIX! Rockboard—Mechanical Can See from Any Part of His Store.

Embracing a New Principle—GLOBE TROTTER is One of the Most Appealing Games Ever Produced.

Will Be Pleasing and Profitable in Locations Three or Four Times as Long as Ordinary Games!

EVEN ONE SAMPLE WILL IMMEDIATELY CONVINCE YOU! WRITE YOUR DISTRIBUTOR TODAY!

* Rock-Ola's 1937 WORLD SERIES

NOW THE REGULATOR OF THE ENTIRE COIN MACHINE WORLD! NOTHING LIKE IT EVER PRODUCED FOR PROFITS!

Manufactured Under Exclusive Patents Nos. 1,802,331 — 1,842,343 — 1,975,374.

THE "BIGGEST COIN BOX 'STUFFER' OF ALL TIMES! WRITE YOUR DISTRIBUTORS TODAY!

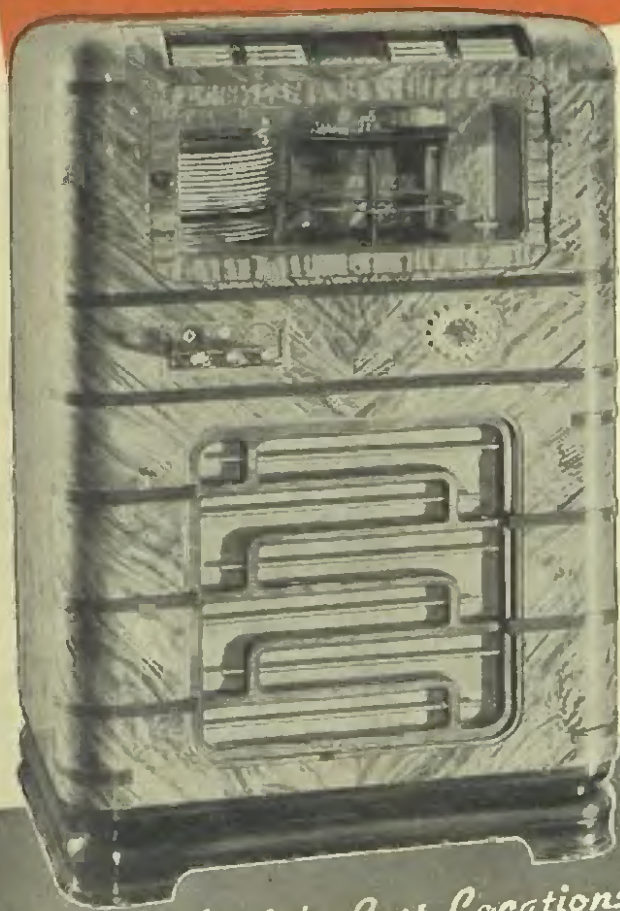
ROCK-OLA MANUFACTURING CORP.

100 NORTH KEDZIE AVE.
CHICAGO, ILLINOIS, U.S.A.



LOCATIONS DEMAND IT!

Successful Tavern and
Restaurant Men Replacing
Phonographs that do not
measure up to Wurlitzer
Performance with a
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH



Get and Hold the Best Locations
with
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPHS
Sold Only to Operators



Charles Kessler, proprietor of a tavern in Eastern Missouri, dancing to the music of the Wurlitzer in his place. Read what he says below—

"Customers Spend More Money With Us"

Just as it takes the right kind of motion picture to fill a theater, so we have found that it takes the right kind of music to draw a big crowd to our tavern. As you know, we have had two other makes of automatic phonographs in our place previous to the time we installed a Wurlitzer-Simplex. Believe me, this Wurlitzer-Simplex is the "McCoy" and customers like it better. This is reflected in more customers who stay longer and spend more money with us. Personally, I would not be without it. The Wurlitzer-Simplex is an asset to any tavern owner—will take in more money and increases bar and food business.

CHARLES KESSLER
Proprietor of tavern in Eastern Missouri
(Address on request)

Read how location owner, Charles Kessler, increased his bar and food business, took in far more money by permitting a Simplex operator to replace a phonograph that did not measure up to Wurlitzer performance with a crowd drawing, profit producing Simplex. His experience is typical—his success the reason why Wurlitzer-Simplex operators not only get and hold the best locations but are replacing less appeal-

ing phonographs everywhere. Don't waste your time, limit your income by operating any phonograph that lacks the "box office" of a Wurlitzer-Simplex. Find out if there is room in your territory for another Wurlitzer-Simplex operator. Mail the coupon to-day! The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Company, Ltd., Montreal, Quebec, Canada.

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y.

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality

NAME _____

ADDRESS _____

CITY _____

STATE _____

PRESENT OCCUPATION _____