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The World's Foremost Amusement Weekly



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The Billboard

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The World's Foremost Amusement Weekly

May 22,
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UNION FOR CIRCUS WORKMEN

Governor Expected To Veto Dunnigan Censorship Bill

NEW YORK, May 17.—Further indication that Governor Lehman is considering vetoing the Dunnigan Bill, which would grant the license department power to close any theater housing what it feels to be an "immoral" show, was seen yesterday when he signed several State bills and held the censorship bill in abeyance.

Yesterday's mass meeting at the New Amsterdam Theater, sponsored by all branches of the legit theater, saw an audience of over 1,500 unanimously disapprove the bill in response to the denunciations of prominent speakers. Among the speakers were Marc Connelly, George Middleton, Helen Hayes, Peggy Wood, Maurice Evans, Arthur Hopkins, John Anderson, James Brennan and Morris L. Ernst.

A telegram was sent to the governor signed by 24 organizations comprising every important theatrical group except the Catholic Actors' Guild. Telegrams in objection to the bill were sent to the meeting by Eugene O'Neill, Alfred Lunt and Lynn Fontanne, Maxwell Anderson and Katharine Cornell.

NEW YORK, May 15.—Governor Herbert H. Lehman will veto the State bill which would give the licensing authorities power to revoke theater licenses at will for presenting alleged immoral

shows, according to authoritative sources in Albany.

This quick action, rather than submitting to public hearings as requested by groups opposing the bill, is the result of reconsiderings of senators and assemblymen, opposition from important organizations and from the entire legitimate field and its allied industries, as well as the city-wide press. Indirectly (See GOVERNOR EXPECTED page 91)

Cole-Beatty Wows, Packs 'Em in Cincy

CINCINNATI, May 17.—Cole Bros.' Circus, featuring Clyde Beatty and Ken Maynard, here yesterday (Sunday) and today on the Fourth and Smith streets lot, is packing and wowing 'em. This is the third visit of the show to Cincinnati and with each succeeding year it has been improved and the business has increased. Attendance at the matinee yesterday was great—folks were seated on the ground and it was necessary to stop the sale of tickets. At night the house was full. Weather was even threatening at times yesterday. (See COLE-BEATTY WOWS on page 96)

Chorus Equity and AFA May Make Joint Cabaret Drive

Authorized by Four A's meeting which also votes to oppose Dunnigan bill and to protest "unfair" treatment of burlesque performers—officers re-elected

NEW YORK, May 15.—The Four A's (Associated Actors and Artistes of America) directed the American Federation of Actors and Chorus Equity Association to look into the possibility of a joint drive to unionize cabaret performers, voted to oppose the Dunnigan bill, and also decided to protest to City Hall the allegedly unfair treatment of burlesque performers during the recent burly shutdown. These were the major actions of the Four A's annual meeting held in the offices of Actors' Equity Association yesterday. The meeting re-elected its officers: Frank Gillmore, of Equity, president; Jean Greenfield, of Hebrew Actors' Union, first vice-president; Dorothy Bryant, of Chorus Equity, second vice-president; Otto Steinert, of the German White Rats, treasurer, and Paul Dullzell, of Equity, executive secretary. Delegates present included Earle Larrimore, of Equity; Harold Koeningberg, of the AFA, and Nino Ruist and Armando Malbini, representing the Grand Opera Artists' Association.

The question of interchangeability of membership cards among the various Four A's unions again aroused a hot discussion, it is reported.

For the second year since it received its special charter from Equity, the Screen Actors' Guild did not send delegates to the meeting.

Gillmore said, after the meeting, that it was "very peaceful" and that there were no important decisions and there weren't any squabbles.

Int'l Convention at Paris

PARIS, May 10.—Tenth International Convention of the Theater will be held in Paris from June 5 to 10. Delegates from 22 countries have already notified the arrangements committee of their participation in the meetings.

AFA Taking Unorganized, Except Office Employees, Under Its Wing

New division being set up by actors' group—Gumpertz promises co-operation in unionizing Big Show—Amicable arrangement expected soon—AFA lists demands

NEW YORK, May 15.—That all unorganized employees except financial and clerical men on the Ringling Bros. and Barnum & Bailey Combined Circus would soon be members of the American Federation of Actors became apparent yesterday when Samuel W. Gumpertz, senior vice-president and general manager of the show, and Ralph Whitehead, executive secretary of the AFA, reached an amicable agreement in the latter's Broadway office. Gumpertz assured Whitehead that the AFA would be officially recognized by the show, that he would personally request all employees to join the union and that he would co-operate with the organization in every way possible. A Circus Employees' Division is being set up under the direct supervision of the AFA, which holds the American Federation of

IA To Grant ATAM Charter

Agents, mgrs. sign Treasurers' Club members in anticipation—fear of CIO

NEW YORK, May 15.—Association of Theatrical Agents and Managers is signing up members of the Treasurers' Club preparatory to obtaining a Class B charter as a local of the International Alliance of Theatrical Stage Employees. James Brennan, president of IA Local 1, was authorized by George Browne, IA president, to go ahead on the proposition. Close to 200 Treasurers' Club members were reported already in the ATAM fold by Brennan this week. When negotiations are completed the Treasurers' Club will still retain its identity, only the individual members going over to the ATAM.

Activity is understood to be the result of the avowed intention of the Theatrical Business Representatives' Guild to obtain a CIO affiliation.

Off to Washington

NEW YORK, May 17.—Ralph Whitehead, executive secretary of the American Federation of Actors, and George W. Smith, AFA circus organizer, departed for Washington on Sunday to work out union details with Sam W. Gumpertz, general manager of the Ringling-Barnum Circus, playing a three-day engagement there. Whitehead announced that Gumpertz has informed him that he will call a meeting of the entire circus personnel in the big top on Tuesday, at which time employees will be asked to join the AFA.

Labor charter for all indoor and outdoor performers, to take in all the non-performers.

Gumpertz and Whitehead discussed the circus situation at length. Before departing the Big Show's general manager put his signature to the following written agreement:

"Mr. Ralph Whitehead, executive secretary (See UNION FOR CIRCUS on page 98)

Film Strike on Last Legs; Early Settlement Expected

HOLLYWOOD, May 17.—Entering its third week, strike of Federated Motion

Picture Crafts against film studios appears on its last leg. Washup of the walkout—one way or another—is expected any day, with the probability that striking unions will be on the short end of the settlements.

Several new peace proposals by Federated Crafts were turned down during the week by producers because of union shop clauses, and other return proposals by the studios were refused by strike leaders for lack of union shop insertions. Producers are reported to have told strike leaders the way is still open for men to return to their jobs, but no negotiations for union shop or any other matters would be entertained until strikers were back at work.

Strike situation was reduced to a very minor threat last week following producer-Screen Actors' Guild settlements and is not interfering with production of 38 films. According to insiders, there is no shortage of labor to fill strikers' jobs, but studios are working on skeleton labor crews until some settlement is reached. All necessary work, however, is being satisfactorily handled. These facts, combined with producers' insistence that workers now filling strikers' jobs be admitted to the unions before wages and working conditions may be

(See FILM STRIKE on page 91)

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SAG Activity Hits New High

Closed shop news brings swarm of new members — pact ready this week

HOLLYWOOD, May 15.—Screen Actors' Guild activity struck an all-time high this week following announcement last Saturday night that major studio producers had accepted SAG demands for Guild shop and wage tilts for lower bracket players. News of establishment of closed shop brought a swarm of unaffiliated extras, bit and featured players down on actors' headquarters to file applications for membership or reinstatement at the rate of 450 per day. Line of applicants, many of whom were under the impression that Guild shop conditions took immediate effect, extended several hundred feet down Sunset boulevard, with possibility that it in-

(See SAG ACTIVITY on page 91)

Owner Builds Ship Model

MADISON, Wis., May 15.—Add to hobbies of night club impresarios that of George Fields, one of the owners of the Cuba Club here. Last December Fields started work on a model of the Queen Mary, which he hopes to have completed by the end of June. Patrons are frequent visitors to the spot's basement, where construction of the model is under way on a scale of one-sixteenth of an inch to a foot. Fields has made models of several other famous boats, including the Seth Parker and Old Ironsides.

Equity Parties Air Platforms

NEW YORK, May 17.—Platform of the Administration Party of Actors' Equity Association includes review and revision of the association's constitution, with particular reference to outdated provisions, according to Edward Fielding, chairman of the Administration elections committee.

Together with this, it is the avowed intention of the administration to do something about organizing radio actors as soon as the press of current business is over.

Release of the platform of the Progressive Equity ticket, headed by E. J. Blunkall, lists, among other points: a selective membership, upward adjustment of the minimum wage, organization of radio, a WPA Federal Theater for professional theatrical people, adjustment of rehearsal pay, stoppage of mass reading and closer affiliation with other theatrical unions.

Postponed Guild Election

HOLLYWOOD, May 15.—Annual election of officers and board of directors of Screen Actors' Guild is slated for tomorrow night. It had been held over from last week's session because of the wild demonstration following producers' acceptance of Guild shop demands, which made voting impossible. All officers and majority of directors have been renominated.

Cincy Feds To Do "Mikado"

CINCINNATI, May 15.—Local Federal Theater group will present *The Mikado* at Emery Auditorium for 10 days, beginning May 31. Oldtimers who attended the first Cincinnati presentation of the play at the Highland House 52 years ago are to be guests of honor during the engagement. Cast will be headed by Carolyn Moffett, Mabel Jaunay, Joseph Schenke, John Drury, Bernard Schroot, Stanley Montfort, Edward Bolton, Mary Moore and Helen Williams.

Moffett Answers Peggy Wood With Denial of Mud-Slinging

NEW YORK, May 17.—Harold Moffett, spokesman for the Independent Actors' Equity party, answering charges made by Peggy Wood in an article in the current issue of *Equity Magazine*, today stated: "There has been no mud slinging by the Independent candidates. Our campaign has been based on facts and our platform speaks for itself. If Miss Wood is so confident that she knows who wants Mr. Dulzell's job she should be confident enough to name him." Reference here is to Miss Wood's statement, "I give you three guesses as to who wants Paul Dulzell's job. And in my mind that's what all the shootin's for." Answer of the Independents also points out that their party has nominated nobody for the posts of president or vice-president. Apropos of the secret ballot and other points of dispute, Miss Wood in her

More Summer Cafe Openings

New spots opening in New York, Bridgeport, Detroit, Canton, Wheeling

NEW YORK, May 15.—Latest batch of hotel spots in town and near-by resorts to join the parade of summer openings includes the Roof Garden atop the Hotel McAlpin, due to open May 31 with Johnny Messner's Band; the Majdstone Club, Southampton, L. I., opening for weekends only May 22 and permanently July 3, with Eddie Davis supplying music; the Viennese Roof, St. Regis, opened this week with Jacques Fray; the Skywalk Cafe, Hotel Astor, May 24, with Rudy Valle officiating; Hotel Montclair's Skytop this week with Hal Hope; the Marine Roof, Bossert Hotel, Brooklyn, May 20; the Pennsylvania Roof with Bunny Berigan's Band June 1; the Surf-side, Atlantic Beach, May 28; the Sky Gardens, St. Moritz, this week, with

(See MORE SUMMER on page 91)

"Frederika" Tour Planned

NEW YORK, May 15.—An extensive tour for *Frederika* has been booked for next season, beginning in Chicago in September. Dennis King, Helen Gleason and Ernest Truex will remain in the cast. Tour is to include the principal key cities with the exception of those towns visited by the play before its Broadway appearance, except Philadelphia, where a return engagement will be played during the Christmas Holidays.

Folly, Brooklyn, Goes Pix

NEW YORK, May 15.—Folly Theater, Brooklyn, will drop its split-week vaude policy tonight and go straight pix for the summer. House will return to flesh early in September, with the Dow office again booking.

Johnstown Spot Hits United Front

PITTSBURGH, May 15.—Bookers turned the tables on the sit-down and black-list policies usually indulged in only by employees and this week closed shop on Johnstown club. Spot's owner had been booking acts from one member of Entertainment Managers' Association of Western Pennsylvania; then one night, phone agent collect from his site, 75 miles away, de-

(See JOHNSTOWN SPOT on page 104)

Off Again, On Again

HARRISBURG, Pa., May 15.—State Senate this week amended a bill to tax chain stores by placing chain movie houses definitely within the scope of the proposal. Decision was made at 1 a. m., and when the senators met again that same afternoon, presumably under more serious conditions, they promptly reamended the bill by striking out the clause to include picture houses.

NBC "Night Spot" Cuffo, Sans Eats

CHICAGO, May 15.—Competitive stations indicate that they will watch with interest the new NBC night club show which will originate here starting Thursday. Idea is to turn a studio into a night spot for the duration of the weekly program, with the floor cleared for dancing. First 100 writing in for reservations will be given free admissions, entitling them to free entertainment and dancing Thursday evenings, 10:30 p. m. Admission will be limited to 100. Acts for the floor bill will be selected from the chain's artists' service here. Morey Amsterdam will be emcee.

Few night club operators are yet aware of this new idea. Those informed do not worry, claiming that the lack of food and liquor service cannot make this program popular as far as the attendance is concerned, plus the 100 limit.

Program will be broadcast over the NBC Blue.

Dance idea in studios has been used by other programs, notably the National Biscuit Company five-hour dance marathon series, which helped launch Benny Goodman to stardom.

Keith, KAO Show Profits

NEW YORK, May 15.—B. F. Keith Corporation and subsidis for the 53 weeks ended April 3, 1937, report a net profit of \$1,232,918.34 after deducting all charges with the exception of surtax and undistributed earnings. For the 53 weeks ended April 13, 1937, Keith-Albee-Orpheum Corporation and subsidis report a net profit of \$1,539,495.42 after deducting all charges and undistributed earnings. This is equal to \$23.94 per share on the 64,304 shares of 7 per cent cumulative convertible stock now outstanding.

Figures above are in part estimated and subject to adjustment at end of calendar year.

Detroit WPA's "Cradle"

DETROIT, May 15.—Detroit's WPA Theater opened its near-all-girl production, Martinez Sierra's *The Cradle Song*, Friday night for a two-week run, with an opening house of about 700. The difficult nun's role of Sister Joanna was capably done by Peggy Fenn. Show marked the debut of Virginia Barrie, late of the New York project, in the ingenue role, and Robert Lowes, who appears in one scene only, behind the grating.

BARNEY RAPP (This Week's Cover Subject)

BARNEY RAPP began his career as musical director and emcee at various Fox theaters in New Haven, where, after acquiring a noteworthy reputation, he built his own organization and initiated his first tour. The next 10 years found Barney Rapp and his New Englanders a feature attraction on practically every major circuit, the unit playing for Fox, Loew, Warner, Publix and RKO. Additionally the band has played top hotel spots in many key cities, including the New Yorker, New York; Gibson Hotel, Cincinnati; Book-Cadillac, Detroit; Muehlebach, Kansas City; St. Paul, St. Paul; the Chase, St. Louis, and a host of others. Many of these engagements were broadcast nationally on the three major networks. The band, which has also recorded for Victor, is known as both a dance and show group.

Laws and Lawsuits

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

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AFA Wins WPA Booking Protest

NEW YORK, May 15.—American Federation of Actors' protest to the Federal Theater Project this week that it was permitting booking of vaude units into club jobs brought a promise from Assistant Administrator William Farnsworth that FTP units would not play jobs that displaced non-project acts. This followed the AFA's resolution at its annual meeting Monday calling for continuance and expansion of the FTP thruout the country.

Annual meeting also elected officers for three years. They are Sophie Tucker, president; Rudy Vallee, honorary president; Joe Laurie Jr., Ben Bernie, Chick York and Harry Richman, vice-presidents; Ralph Whitehead, executive secretary, and Charles Mosconi, treasurer.

Paris Press Agents Elect

PARIS, May 10.—Association of Secretaries of Theaters and Concerts (the French equivalent of press agents) has elected the following officers: honorary president, Jules Brasseur; honorary vice-presidents, Georges Ricou and E. Duberry; president (for three years), Henri Klotz; vice-presidents, Edouard Beaudou and Charles Catusse; secretary, Robert Layus, and treasurer, Charles Quinel.

Bartley, Barclay Team Up

CHICAGO, May 15.—E. Ross Bartley and George A. Barclay, publicity men, have formed the firm of Bartley & Barclay, publicity and public relations. Bartley was in charge of publicity for A Century of Progress and at the present time is in charge of publicity for the Great Lakes Exposition, Cleveland. Barclay handled special events publicity for A Century of Progress and until recently was with the Western Newspaper Union here.

Coast Exchange Union

LOS ANGELES, May 15.—In line with IATSE plans to unionize film distribution and theaters, film row exchange workers here have organized a chapter for collective bargaining and plan to apply for affiliation with I. A. First organization meeting drew almost 100 per cent turnout. Scale of demands calls for \$40 for head shippers, \$35 for head poster clerks, \$32.50 for assistant shippers and \$25 for assistant poster men. Forty-hour week is demanded. Officers of chapter are slated to be chosen at next meeting.

Williams Home Election

NEW YORK, May 15.—At the annual election of officers of the Percy Williams Home, which was held at the home at East Islip, L. I., May 11, the following officers were elected for the ensuing year: President, A. O. Brown; vice-president, Walter Vincent; treasurer, Sam A. Scribner; secretary, Jacob I. Goodstein. The following committees were appointed: Committee on admissions, Raymond Peck, chairman; A. O. Brown, Priestly Morrison, Sam A. Scribner, Edwin Milton Royle; finance committee, A. O. Brown, Sam A. Scribner and Jacob I. Goodstein.

Ames Books Larchmont Spot

NEW YORK, May 15.—Harry Ames is now booking the Blossom Heath, Larchmont, N. Y. Spotting five acts week-ends with the Dave Schooler Band. Spot goes into full week after Decoration Day.

BERT LYNN, originator of the electric guitar and who is now playing the Vibrolynn, has returned to New York after a run at the Club Patio, Palm Beach. Myla, dancer, has joined his act.

Upsetting Traditions

PARIS, May 10.—One more Paris tradition going overboard—the much-maligned compulsory tipping of the ushers in playhouses. ABC, vaude house, and several theaters have abolished the tips and apparently others will follow suit as new labor contracts with the theatrical employees go into effect. Undoubtedly this foreshadows raise in admission prices, as managers must pay the help increased wages and the 40-hour week necessitates more employees.

Picketing De Luxe!

HOLLYWOOD, May 15.—Newest stunt in picket technique was set in operation on the film studio strike front this week. Strikers have set up a two-way short-wave radio system to control interchange of picket lines and communications between striked headquarters and a mobile unit. So far most of the air time has been taken up with directions for the rationing of cigarets and coffee. Call letters are W6KBR.

Det. Theater Workers Form Canadian Unit

DETROIT, May 15.—Negotiation for new contracts for all Detroit theaters was scheduled to start some time this week with Local 199, Projectionists' division, IATSE. This is the earliest by a month that discussions for the biennial September 1 expiration have ever started. Smooth sailing is expected, according to Roger M. Kennedy, business agent, and the early starting date will avoid last-minute delays as in previous years.

Progress of unionization among theater cashiers, ushers and other employees took a new turn Sunday night with a mass meeting at Windsor, Ont., which is apparently the beginning of a drive for unionization thruout the Dominion of Canada. Meeting was called by A. H. Bennett, business agent of Local 580 of the IATSE, which has jurisdiction, altho a separate Class B local will be set up for the theater employees.

SAG-Agent Contract Up

HOLLYWOOD, May 15.—Negotiation of a standard form of contract between Screen Actors' Guild and agents is on the books for early attention, following signing of the producers-SAG pact for Guild shop. At the same time, it is believed, Guild officials are going to look very closely into the agency situation in an effort to clean up abuses and arrange for cancellation of agency permits being held by chiselers. Possibility is that SAG will keep a censoring eye on agent activities or arrange for a permit system similar to Equity's handling of the legit situation.

Billy Stone Adds Bookings

DETROIT, May 15.—Billy Stone, associate booker of the Harry Russell office, reports nine night spots on the books for full and split weeks. These include Oakwood Tavern, Sturgis, Mich., and the Seenic Inn, Morey's Gardens, Major Riviera and Ash-Trumbull Cafe here.

Nude Dancing "Intolerable"

DETROIT, May 15.—Calling nude dancing at the Corktown Tavern by Princess Chang Lee "intolerable," Recorder's Judge Thomas M. Cotter found the girl guilty of "indecent and obscene conduct" and deferred sentence.

Atlantic City Spots Dusted Off for Heavy Summer Trade

ATLANTIC CITY, May 15.—Resort night spots this week began preparing for openings about May 30. Opening recently of Babette's marked the 10th change since it was taken over in 1921 by Dan Stebbins. Each season Stebbins has enlarged until now he has a complete Yacht Bar, with the whole building done over in Marine style. Billy Arnold will again present the revues, which will include Eric Cornea's Orchestra.

The Ritz Merry-Go-Round is going in for a face lifting, with new setup to give more floor space, while the Ritz is getting together this week on policy for the Gardens. Ambassador will keep Roger Kay, to be augmented by several name bands.

Phil Barr's 500 Club is getting renovated and will again book names, while the Bath and Turf Club is featuring Allen Gale, of Tracey, Gale and Leonard. Lou Shapiro, who got the prize from the beverage association for having the best and cleanest show of the season, is keeping the same policy and his shows are going to be regular acts with a line-

Vaude, Clubs Like Sit-Down Gags, But Radio, Films Don't

NEW YORK, May 15.—Latest run of gags stemming from serious politico-economic sources is based on labor's newest and most novel weapon, the sit-down strike. The commercial humor boys, tho, are showing some hesitancy in cashing in on the timeliness of the subject, and certain fields of entertainment seem seriously struck with the impropriety of getting belly laughs via misfortune. Radio and movies, most influential of all the entertainment categories, are steering clear of humor possibilities inherent in sit-downs, but

whether this restraint is due to ethics or to the growing articulateness of labor is doubtful. Maybe a combination of both.

Vaude and night clubs, fields more limited in influence than radio and pix and therefore more free of censorship and other forms of restraint, have seized upon the idea without fuss or feathers, with the result that such shows are featuring plenty of squatters. Outstanding among the new numbers at the Hollywood Restaurant show is a "sit-down" by the showgirls. Paradise Restaurant has a dance team doing a sit-down waltz. Eddie Mayehoff, at the Hotel Wellington, has been offering prizes to couples doing the most dances per evenings—by way of discouraging sit-downs. Cab Calloway vaude show introduces its Tramp Band turn by a sit-down on the part of the regular ork. The Debonaires, novelty hoofing quartet playing the Hollywood, are doing a piece of sit-down business.

Columnists have been getting a few gags out of the idea, and there's talk of a legit book on sit-downs making the rounds—reputed to be no social study but strictly farce.

Couple of the boys in front of the Bond Building are thinking of planting their posteriors on Morris chairs for the summer, but they are not strikers, merely layoffs waiting for vaude to revive before their eyes.

Talent Shortage Worries Bookers

PITTSBURGH, May 15.—Shortage of stage and club talent has begun to worry bookers here. Joe Feldman, of Warner Bros.' Stanley Theater, only house playing flesh, stated today that stage shows are wanted all summer, but management is uncertain because higher caliber acts in sufficient quantity are unavailable.

Name-band policy is meeting occasional setbacks, because altho booked to appear "when available," most music organizations are tied up on radio commercials and ace solos are heading Hollywood way. Last year stage was busy weekly until Labor Day, when contractual difficulties with musicians' union forestalled flesh appearance for six weeks.

Club booking agents are crying about talent shortage, too. Larry Kenneth, secretary of Entertainment Managers' Association, this week issued a blanket invitation to acts to "come to Pittsburgh. We can use you."

Mixing in Chicago Niteries Spreads

CHICAGO, May 15.—Compulsory mixing with night club patrons has mushroomed in a number of local spots despite the ordinance prohibiting hostess work in niteries in this area. In most cases acts affected by this demand do not want to bring action against club proprietors, fearing the consequent publicity. American Federation of Actors office volunteered to bring charges against such spots, but acts involved preferred to let the matter drop.

While some spots engage hostesses in addition to performers, the less reputable ones have the performers do double duty. In several cases girl acts canceled their engagements when, following their opening show, the proprietor ordered them to join a men's party.

PERSONNEL of Dick Fee's Orchestra at the new Roseland night club, Bridgeport, Conn., is Dick Fee, George Kaplan, Red Burns, Ray Bissonette, Hank DeSanty and Mickey Polo. Fee and Margurete De Santy are doing vocals, and Red Burns, comedy and impersonations.

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Leading Man, Ingenue, young General Business Man, State II do Specialties or double Orchestra. Would consider organized Dramatic or Musical Comedy Company. WANT Working Boys that drive trucks, good Mechanic. All state age, height and weight. BUD HAWKINS, Campbellville, Ky.

YOUR FACE REJUVENATED

Facial Lines Made to Disappear. YUTH TOAN The Marvelous Face Lifter, tightens, holds and strengthens sagging Facial Muscles. Effect Immediate, GUARANTEED HARMLESS. Price, \$1.00, plus 15c postage. YUTH TOAN LABORATORIES, 201 West 51st, New York, N. Y.

QUALITY STOCK TICKETS ONE ROLL... \$ 5.00 FIVE ROLLS... 25.00 TEN ROLLS... 35.00 ROLLS 2,000 EACH. No. C. O. D. Orders Accepted.	AMUSEMENT TICKETS Roll, Strip and Machine Folded OF ALL KINDS

"EXTRA" 15% AGITATION

Philly Negro Churches Selling Breaks During WDAS Broadcasts

Believed first time religious groups have allowed outside sponsors to share time on spot basis—six groups on station Sunday eves—churches want more time

PHILADELPHIA, May 15.—A number of Negro churches here appear to have gone into commercial radio, somewhat at a tangent, but commercial radio nevertheless. Churches are selling spot announcement time during their broadcast sessions, mostly on WDAS, as a means not only of paying for the broadcast time, but also to support their religious activities. Regarded as starting this is the program, begun several months back on WDAS for Liberal Stores, a downtown 10-20-30-cent store, called *Negro Spiritual Hour*. A different Negro church was presented each week. Apparently other church organizations felt radio sponsor income would help them. Philadelphia has many Negro churches and, accordingly, deals were made with various merchants specializing in Negro trade. Churches pay \$45 for their half-hour programs, plus line charges.

Station appears to find itself in a peculiar situation. Obviously it wants to sell time, yet, to a measure, the churches are now in some opposition to the station by selling the religious spots. But the station has too many churches on its schedule, apparently, to take steps to cancel its contracts.

In addition to the Sunday afternoon periods, WDAS has the following Negro churches on Sunday evenings: 7-7:30, First Union Church of God; 7:30-8, St. Joseph's Baptist Church; 8:15-8:30, Copernicus Church; 8:30-9:30, Friendship Baptist Church; 9:30-10:30, Wesley African Methodist Episcopal Church, and 11-11:30, Faith Gospel Mission.

Philadelphia situation is believed to be the first of its kind in radio, altho there have been some commercial arrangements made with Negro religious organizations, such as Solomon Lightfoot Michaux and a New York group which was sponsored for a short time on WMCA recently.

Les Joy Approves Kickbacks' Razzoo

PHILADELPHIA, May 15.—After hearing of squawks made by Donald Withycomb over artists' commissions and kickbacks, Leslie Joy, station manager of KYW, declared, "I heartily agree with statements to the effect that excessive commissions and kickbacks have no place in the broadcasting industry."

It is the aim of the station (KYW) and has been since NBC took over its operation last September to create a definite opening and real opportunity for local radio talent that so frequently hitherto has sought New York as an outlet.

"In the short time that the station's artists' service has been in operation it has been of definite benefit to talent as well as to sponsors and station. The result has been that worth while local talent has flocked to KYW."

"Every artist under contract to KYW is paid a sustaining fee according to the worth of the particular program to the listening audience."

"Our artists' service is maintained on a cost basis. Commissions charged by the bureau for bookings of talent outside the studios are sufficient only to carry the overhead. . . . Thru this service talent receives additional benefit of publicity which leads in turn to more bookings and obviously more money."

Withycomb, who made the charges against artists' bureaus, is general manager of WFIL, also NBC affiliated.

World Broadcasting To Build West Coast Studio

LOS ANGELES, May 15.—World Broadcasting System has completed negotiations for purchase of property at Beverly boulevard and Third street, Hollywood. Construction will get under way shortly for October completion.

P. L. Deutsch, of WBS, reported that Hollywood studio will facilitate recordings by artists doing film work.

Fred Allen Top Publicity Name

NEW YORK, May 15.—Fred Allen is cited as the number one publicity getter in radio today, rating a weekly national average of about 2,500 newspaper clippings. Additionally, Allen is said to be doing better in the number one publicity spot than any other individual performer has in a long time. Major Edward Bowes, leader until the amateur thing started to drag, has slipped accordingly, as far as free space is concerned.

With Phil Baker quoted as bettering Jack Benny, Baker rating second and Benny rating fourth, a surprise is in the Lux Radio Theater coming in third. Dramatic show, however, features major film names on weekly changes, to explain its high position. Fred Astaire is given in the fifth clipping spot.

Radio Syndicate Lands New England Dailies

NEW YORK, May 15.—Broadcast Features Alliance, Inc., is syndicating a radio column, *Dial Logging With Sam Robins*, to newspapers, Lynn (Mass.) *Telegram*, Stamford (Conn.) *Advocate* and Danbury (Conn.) *News-Times* are among the dailies that have contracted for the column. Syndicate is attempting to eradicate publisher prejudice against radio by stressing news value of column.

Robins, formerly of *The New York Times*, organized Alliance several weeks ago. Other members are Betty Heydemann, formerly of *The Brooklyn Eagle*; Edward B. Regensburg and Henry A. Birnbaum.

KOB-NBC June 25

ALBUQUERQUE, N. M., May 15.—KOB, which signed with National Broadcasting Company last February, will become an optional outlet for Pacific Coast NBC Blue or NBC Red programs starting June 25. Station, a 10,000-watt, will have its new transmitter and high-fidelity plant ready for the dedication exercises.

Hearst's "American" To Start New Ad Form for Air Sponsors

NEW YORK, May 15.—A new system for advertising of radio programs in daily newspapers is to be inaugurated shortly by Hearst's *New York American*. Idea, which in various forms has been around some time, is similar to the ABC classification started some years ago by New York dailies for legit theater attractions, listing them alphabetically, each taking approximately the same amount of space. *American's* idea is based on the suggestion of Alfred Weisenbach, manager of the amusement department of the daily, and copyright is called "Dialphabet."

Minimum space to be sold radio advertisers under the plan, with a number already set to go when the sheet starts the new listing, will be six lines, maxi-

Spy Stuff

NEW YORK, May 15.—"Shipwreck" Kelly, the flag-pole sitter-on-top-of, took a perch Thursday as a press gag for the Broadway Theater, 53d street and Broadway, squatting on top of the theater's flag stick. Kelly can look from where he is into the office of Bert Lebar, WMCA sales manager. Gang at WMCA now claim that Kelly is there spying for WOR.

Cleveland All Set For Webs; MBS-WJA

NEW YORK, May 15.—Mutual Broadcasting System has set a deal with United Broadcasting Company of Ohio for UBC's Cleveland stations, WHK and WJAY, to join Mutual. WHKC, in Columbus, O., owned by the same firm, will it is expected, similarly join Mutual. Cleveland stations go Mutual as participating members, rather than affiliates, meaning the new stations will share line expenses and the like. No stock deal is involved, it is claimed.

WHK recently concluded a long pending deal to act as the basic Blue outlet in Cleveland for NBC, switching away from CBS, with which network a three-year deal, signed in 1936, had been nullified. WHK, however, while taking some Mutual programs, will run second as the Mutual outlet in Cleveland, WJAY will take most of the Mutual shows, as well as originating a number in its status as a full-time MBS outlet. WHK, it is understood, will also continue as key station of the Buckeye network. Replacing WHK, CBS is getting WGAR. Deals will become effective by December 1, this year, at the latest. WGAR likewise ceasing to represent MBS. MBS, by the deal, has materially bettered its position in the city, the fifth United States market.

Fred Weber acted for Mutual, with Joseph McCarren and H. K. Carpenter representing WHK and WJAY, operated by *The Cleveland Plain Dealer*.

Helen Morgan Gets Air Commercial in Europe

LONDON, May 8.—Helen Morgan, playing a successful theater tour here, has been set for a four-time commercial series on Radio Normandie. Sponsor is Lever Brothers, soap manufacturers, for Rinso and Lux.

American songstress has also closed a deal with the British Broadcasting Corporation to star in a BBC program, *Little Show*, to be aired May 18.

Salter Set for Lucky; Audition Steeden, Himber

NEW YORK, May 15.—Harry Salter takes over the orchestra-leading spot on American Tobacco's *Hit Parade* (Lucky Strike cigarettes) June 18. It's Salter's third repeat.

Giggle firm will also audition two more bands for future takeovers. Peter Van Steeden will be heard May 29, with Richard Himber auditioning June 9.

Coast Canning Wax for Flesh

LOS ANGELES, May 15.—Live talent shows are due locally for an increase this summer, boost already started. KHJ-Don Lee network started this week a new *Frank Watanabe* and *the Professor* nightly series and a musical program by the Sunshine Girls. KNX newcomers are a musical series built around Lloyd Pantages and his movie chatter, starting on the Coast web May 19. Sustaining murder mystery series, starting May 19; tooth-paste show headed by Charlie Hamp; an unset show for Sutliff Tobacco Company, San Francisco, starting May 27, and *Cassandra*, dramatic series, for Sylmar Figs bowing May 25. NBC also has a new Maro-oil Coast show on the books.

In the indie field great strides are being made to eliminate transcriptions and hillbilly music, with idea and production shows favored to succeed. KEHE, Hearst outlet, which recently moved into new quarters, and KMTB, slated to occupy new studios soon, will probably lead the independents. Both stations decided to fill evening hours with live productions wherever possible.

KMPC, recently acquired by G. A. Richards, Detroit and Cleveland operator, is currently preparing several variety and dramatic shows for release after June 6, when the outlet passes into Richards' management. Station will increase personnel, especially writers. KPWB has a new show on the summer books to be handled by the Warner studio talent and writers, a Havens MacQuarrie program and a new Eddie Peabody variety routine.

Featured Spot or None, Say Ork Men

CHICAGO, May 15.—Local agencies who have succeeded in lining up prospects for network commercials are finding it difficult to land name orchestras to supply incidental music. Prospective sponsors who want to feature a comedian, dramatic skit or singer in their programs have been insisting on big-time musical outfits to furnish whatever tunes are needed. Name leaders and their biz managers, however, have been fighting against subordination, claiming that a band used incidentally on a 13 or 26-week program finds it difficult to land a profitable hotel or night club engagement afterwards.

As a manager of one of the leading bands put it: "We must look ahead. A network show job is not enough for an established band if it is cast in a second-fiddle role. Our outfit refused spots in several shows because of that condition. We will not sign a contract for a radio program unless we are assured that the boys will be featured in at least two numbers at each airing."

WFIL Using Binaural System in New Plant

PHILADELPHIA, May 15.—Binaural audio system of sound broadcasting, developed by the Bell labs, will have a practical application in radio when WFIL moves into new studios July 15. Frank V. Becker, former chief field engineer for NBC and WFIL's head technician man, has been testing the system in laboratory fashion for the last few months.

In using two mikes, two loud-speakers, two amplifiers; in fact, two of everything connected with sound transmission from studios, Becker aims for reproduction that will have a broader expansion. If practicable, binaural system will be to sound as third dimension is to an image on the screen.

Becker is also providing himself with an experimental lab at the new site for his entire staff of technicians, working along the same lines for radio broadcasting so that this sound expansion will be possible with the use of a single transmitter on a single wave length. Present research along these lines calls for two distinct wave lengths to simulate the sound.

Claims All Wax Firms Infringe

NEW YORK, May 15.—In a letter sent to transcription firms, Frank L. Dyer, of Radio and Film Methods Corporation, alleges the e. t. companies are infringing on his patents but that he is willing to consider licensing such firms before his suit is tried. In his letter, dated May 10, Dyer states the case will probably be heard this fall.

If Radio and Film Methods Corporation wins the suit in the Second Federal District, including New York, similar action will probably be taken on the West Coast. Correspondence follows: "Gentlemen:

"Please take notice that the electrical transcriptions made and/or sold and/or used by you having more than 110 lines per inch and turning at 33.3 r.p.m. are, in the opinion of counsel, infringements upon my patent No. 1,570,297, dated January 19, 1926, for Art of Recording and Reproducing Sounds, and patent No. 1,628,658, dated May 17, 1927, for Talking-Machine Record.

"A suit based upon the first of these two patents is now pending in the District Court of the United States. . . . I must ask that you desist from your infringing operations and account to me for your profits derived therefrom. . . ."

Blair Gets Another

CHICAGO, May 15.—John Blair & Company, national representatives for WLS here, were appointed to represent KOY, Phoenix, Ariz., effective today. KOY was bought last fall by a corporation headed by Burrige D. Butler, president of WLS and publisher of *Prairie Farmer*.

ACCOUNT PLANS

MITTON BANK Trust Co., of Philadelphia, takes a five-minute period weekly over WFIL, Philadelphia, using a dramatic skit to plug its small loans department. Placed by Harry S. Goodman Agency, New York.

TRIANGLE FURNITURE COMPANY, Haenlein and Esch Wines and Liquors and Dr. Benjamin Schwartz have signed for German musical program and announcements on WBNX, New York.

HECKER H-O Company is using three announcements weekly on a WBNX, New York, German program as part of a test campaign. Erwin, Wasey & Company placed this account thru Roessler & Howard, Inc.

WBT, Charlotte, N. C., has signed the following accounts: International Harvester Company, American Oil Company, Free State Beer, Case Bros.' Piano Company and Godley Bros., live-stock dealers. All spot announcements. Reliance Manufacturing Company has inked for a weekly quarter-hour program for 10 weeks. Will then use six 15-minute programs on the Musical Clock for two weeks.

INTERNATIONAL Harvester Company has taken 26 one-minute announcements on KRNT and WMT. Account is handled by Aubrey, Moore & Wallace.

ASSOCIATED Serum Manufacturers have taken 26 one-minute announcements on KRNT. Fairall agency, Des Moines, handles the account.

ALLIS - CHALMERS Manufacturing Company, of Milwaukee, has contracted for a series over WHO, Des Moines, starting May 18. Tuesdays and Thursdays at 12:15 p.m. Bert S. Cittens Agency is handling.

ESTABROOK & EATON, Boston (E&E Cigars), using series of daily sports headlines weekly and three time signals daily, thru Huber & Creedon, Boston, over WEEL, Boston.

FELLOWS MEDICAL Manufacturing Company, New York, time signals extended for one year on WEEL, Boston. Placed by Radio Sales, New York.

AMERICAN GAS Machine Company, three-weekly discs; *Kitchen Kook Time*, placed thru Greve Advertising Agency; on WEEL, Boston.

DEVOE & REYNOLDS CO., Inc., platters, thru Radio Sales, New York, for WEEL, Boston.

Monkey Biz

DENVER, May 11.—KLZ's latest was the broadcasting of a monkey's birthday party from monkey island at City Park Zoo. A Denver woman gave the party for her pet monkey's first birthday, furnishing cake and ice cream for all the monks on the island.

KLZ caught all the proceedings with an announcer on the spot. Over a thousand persons gathered to watch the doings. Stunt made the newsreels, both dailies, and was used on the press wires.

Postal Telly on N. Y. Hearst Net

NEW YORK, May 15.—Postal Telegraph returns as a radio time buyer with a year contract with Hearst's New York Broadcasting System. Wire firm is spending \$7,000 total for weekly airings on WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. Program will begin May 24.

Last time Postal paid for time was in 1928-'29, when Cosmo Hamilton spied and interviewed over NBC and CBS. A cleanup of the ticket brokerage biz was current at that period and Postal, just entering the ducat industry, employed radio to tell about it new service.

Since that time sustaining tieups have been used by the cable company almost exclusively. Station has three programs on locally. WHN and WINS have interviews with theatrical celebs, arranged by Postal and with wire firm taking a bow. Stations get a boost in Postal Telegraph's *Guide*, weekly throwaway listing amusement spots. *Guide* has a 75,000 circulation.

WNEW's *Milkman's Matinee* has a tie-up with Postal, calling for listeners who want special request numbers played to wire their requests in, via Postal, of course. Special wire is used. Show pulled 28,453 telegrams in a year and \$4,829.52 worth were sent in a seven-month period.

Foreign Language Reps May Merge After Splitup

NEW YORK, May 15.—Latest merger talk in station representative field is of J. Franklin Viola joining hands with Roessler & Howard. They all are foreign language station reps. Robert E. Howard, of Detroit, now officed in New York, may return to the auto city, with Viola representing firm locally.

Norman B. Furman, formerly Viola's partner, has opened offices at 505 Fifth avenue.

UP Asks Time To Answer Transradio in Monopoly Suit

Charge levied against Transradio of taking news from dailies—smokescreen, answers TR, denying authenticity of UP's "10 missing witnesses"—decision reserved

NEW YORK, May 15.—Transradio's suit against several newspaper wire services and two major webs got under way again this week when United Press filed a deposition calling for more time to round up statements from 10 witnesses located from New York to Washington State. Transradio argued against the delay. Judge John W. Clancy, of the Southern District of New York, United States District Court, reserved decision. Suit, against Associated Press, United Press, International News Service, American Newspaper Publishers' Association, Columbia Broadcasting System and National Broadcasting System, charges "conspiracy in violation of the anti-trust laws of the United States," and was instituted May, 1935.

WJBK Loses to Western Union

DETROIT, May 15.—WJBK's petition to compel Western Union Telegraph Company to furnish it with play-by-play baseball news was denied by Federal Judge Ernest A. O'Brien. Radio station claimed that Western sold such news to WWJ, and because wire company was a public utility it could not sign contracts restricted to favored parties.

Judge, in denying WJBK's petition, ruled that a contract between Western Union and the American League prevented the former firm from furnishing reports to any organization which had not first obtained the approval of the eight clubs.

Station also squawked to Federal Communications Commission, and is still awaiting word from Washington.

Preview Atwill Show; Swanson, Janney, Pend

NEW YORK, May 15.—Transamerican Broadcasting and Television previewed its program *The Uncrowned King* this week for the trade press in its New York office. Series, put on wax, stars Lionel Atwill and is based on Lawrence of Arabia adventures. Impressed as effective meller, best described as Dick Tracy stuff for adults.

Building its program setup, TBT also has, in addition to a variety show starring Dick Powell, another dramatic series with Gloria Swanson in the main role, script based on Mata Hari spy business. Another series will have Leon Janney headlined, in an as yet untitled series written by Booth Tarkington.

"We're Wearing Long Pants," Says Radioman Dave Nowinson

Radio boys didn't take too kindly to criticism noted last week under the head, "Put on Long Pants, Boys," which suggested that radio stations stop crowding about their activities in connection with coverage of public events of great import, especially catastrophic events, floods, etc. Among the more eloquent objectors was Dave Nowinson, of *The Des Moines Register and Tribune's* Iowa Broadcasting System, who upped and said:

"OUR PANTS ARE JUST AS LONG AS YOURS! They're just as well-pressed, even if newer than those of the newspaper boys. When you call radio juvenile because stations naturally like publicity on scoops and exclusives and when you ask 'Do newspapers do it?' you're just asking for it.

"Do newspapers do it? Most emphatically. In their own papers, in *Editor and Publisher*, in any other space possible. 'As exclusively reported in this paper yesterday' is common wordage in most any paper that's scored a beat. When Winchell scoops his fellows, he doesn't hesitate to mention it in his column.

"Trying to get publicity for public service, you say, is pretty bad. But radio stations frequently shell out plenty of coin to reach scenes of disaster and aid victims. They frequently drop commercial commitments in order to broadcast these public service features. And if they beat competitors to the coverage, why shouldn't their efforts be known to the trade? Radio is a public service, but it's a business, too. Why shouldn't national advertisers know of the stations alert and aggressive enough to be giving public service on a scale that builds audiences and makes for better advertising outlet? The proposition really isn't as crassly commercial as I've stated it. A station rushing to the rescue in a disaster has no thought primarily of possible commercial advantage in so doing. But if one station is wide-awake and another is asleep, the wide-awake station has a right to its little share of recognition. If it loses money, as frequently happens, to be of greater public service, it has a right to recognition and possible preference revenue. To a sleepy competitor when the time comes to collect advertising revenue.

"There's nothing shamerful, juvenile, unethical nor even particularly unidealistic about such an attitude. Virtue is its own reward in the copybook maxim, but it isn't a business maxim. Radio is a business. And so it the newspaper.

"Cordially, DAVE NOWINSON, Iowa Broadcasting System."

Witnesses

Counsel for United Press requested time to take depositions of "certain witnesses." "Many of the witnesses named or referred to," said UP counsel, "were at one time in the employ of one or the other (Radio News Association, Inc.) of the plaintiffs. Each of the witnesses named or referred to is familiar with the manner and method whereby plaintiffs have carried on their business of gathering news and disseminating it to their customers. Each of said witnesses is acquainted with and will testify that such manner and method followed by plaintiffs and each of them in gathering a very great quantity of news disseminated by them (particularly domestic news) was to obtain said news from newspapers as and when the various editions of said newspapers first reached the street and began to be sold or from newspaper offices before publication or from one or more of the wire services of the defendant press associations which were furnishing news to newspapers and radio stations and wrongfully and unlawfully disseminated it for plaintiffs' profit to their customers as news gathered by plaintiff."

Transradio's counsel, Isaac Digges, in objecting to UP's motion for more time, declared that such testimony "has nothing to do with the issues in the present case."

Transradio also claimed that witnesses were available in New York City and that the costs to Transradio in having itself represented if depositions were taken out of town would be excessive. Attorney for Transradio said: "Your defendant respectfully asks this court to take notice that the acts claimed in (United Press') affidavit to have been performed by the plaintiffs in

(See UP ASKS MORE on page 12)

Hearst Coast Spots To Get Rate Boosts

LOS ANGELES, May 15.—Hearst station here, KEHE, gets a rate-card boost June 1 which practically doubles present time prices. New scale will be \$170 per hour and \$60 per quarter hour. Current schedule is \$90 and \$30 for the hour and fifteen-minute periods, respectively.

At the same time a price hike goes into effect at KYA, Hearst, San Francisco outlet, with the probability that remainder of the California Regional system will also jump rates soon.

Jordan Heads Radio CIO

LOS ANGELES, May 15.—First organization meeting of Local 15, American Radio Telegraphists' Association, since advent of the CIO was held here this week. About 85 announcers and technicians from Los Angeles and near-by indie stations attended and elected C. H. Jordan, CIO representative, to the post of temporary business manager. Appointment covers organization period.



KNABE . . .
Acknowledged the
World's Best Piano!

WHN

(Dial 1010)

**ACKNOWLEDGED
NEW YORK'S BEST
SHOWMANSHIP
STATION . . . Chosen
by Variety—approved
by wise advertisers...**

**WHN 1540
BROADWAY**

The most effective and economical
medium for covering the New York
market—the richest in the world.

REPRESENTED BY E. KATZ
SPECIAL ADVTG. AGENCY

thanks to

**THE GRIFFIN
MANUFACTURING CO.**

and the

**BERMINGHAM
CASTLEMAN & PIERCE
ADVERTISING AGENCY**

**BARRY
McKINLEY**

baritone

Griffin "All-Wite"
Tic Toc Revue
WIZ and NBC Blue Network
Monday 7-7:30 EDST

Management

**NBC ARTISTS' SERVICE
30 Rockefeller Plaza, N. Y.**

Personal Representative
JAMES L. SAPHIR
1270 Sixth Ave., N. Y. C.

Printed Retraction Refused ARNEW

CHICAGO, May 17.—Association of Radio News Editors and Writers' demand for a retraction in *The Saturday Evening Post* on statements made by Richard Ames on news censorship drew a refusal from Wesley Winans Stout, editor of the weekly. Writing ARNEW's president, John Van Cronkhite, Stout said, in part: "If you and the other signers of the resolution adopted on April 25 say that you never have known of censorship of radio

news to have been suggested by a sponsor or tolerated by a station we should not think of questioning your sincerity. I am satisfied, however, that it has been attempted and tolerated and that Mr. Ames' statements can be proved."

ARNEW, thru Van Cronkhite, replied to Stout's letter, appealing to him to correct "the unfortunate implications which you have allowed one man's experience to dictate." It is reported that if no printed retraction is made some 250 members of ARNEW, located thruout the country, will attempt to air the entire story and prove the falsity of Ames' statements regarding news censorship.

The weekly carried Ames' story several months ago and since then has been the cause of conflict between ARNEW and SEP.

NAB'S Station Warning

WASHINGTON, May 15.—A warning has been issued by National Association of Broadcasters to "examine carefully" the proposal made stations by the Gospel Pencil Company. NAB reports that correspondence indicates that firm's proposal "is a scheme to obtain free time on radio stations."

Three Times Seven

PHILADELPHIA, May 15.—Ed Wallace, WIP production director, will always have a warm spot for the number "21." Gwen Ross, aged 21, of Grand Islands, Neb., came to Philadelphia on a visit last December 21. She and Wallace met on January 21, at the "21" Club.
They'll marry June 21.

Air Briefs

New York

A NEW program, perhaps to be called *Alexander's Arbitration*, is being submitted to advertisers by A. L. Alexander. Nature of the show is to have prominent laymen act as arbitrators and decide on cases brought before them, all proceedings to be broadcast, parties participating, except the arbiters, to be kept anonymous. One feature is that, unlike *Good Will Court*, the arbitration idea enables both sides to have their claims presented. . . . Last week will be one long remembered by Dave Driscoll, Johnny Johnstone, Bill Maloney and some of the other WOR bunch. The Merrill flight kept 'em on the go for the whole week, with Driscoll working around the clock, without sleep, several times and capping the climax by being mauled by the crowd at the airport when the pair landed. Incidentally, Driscoll lost about 15 pounds during the week.

Ferde Grofe will conduct the Hollywood Philharmonic July 22 in the Hollywood Bowl. The next night he'll be back in New York for the CBS bank series, which he takes over June 4. . . . Leonard Bercovici (Billy and Betty author) off to the Coast last week on a playwriting mission. . . . Edith Dick is another to go West, with Buddy Clark leaving June 8. Successor to Clark on the *Hit Parade* will most likely be Barry McKinley, Barry Wood or Larry Taylor, altho further auditions may increase the list this week. . . . Miriam Adelson, of the WOR sales promotion department, engaged to W.

Howard Trowbridge, of Nutley, N. J. He's an engineer, but not a radio engineer.

Reform Dept. Item: WBNX scheduled a prisoner-rehabilitation program for last Saturday night. Program was intended to aid in telling fans about the hardships ex-cons face in trying to go straight. A real, dyed-in-the-wool reformed prisoner was listed to appear. He told his story to the script writer and the radio dramatist, suspicious, decided to check. He found that the man was doing time when he was supposed to be, as the books say, gainfully employed. Show was postponed a week to give station a chance to unearth a more honest ex-crook. Or is it just a good story?

WNEW's newest announcer is Murrell Wright, who hails from Rochester. . . . John Runyan, of KRLD, Dallas, in for a quick visit after seeing Washington. . . . Jean Paul King and family to Long Island's south shore for the hot weather months. . . . Acme Sunshine *Melodies* goes off from July 4 to August 29. Then returns for another 62 weeks. . . . *Popeye* show expecting a new fall sponsor. . . . Welcome Lewis motored to Coast on a combo biz and fun trip. . . . Marge (Mrs. Gene) Kretzinger mother of a son. The second. . . . Radio golf tournament Friday at the River Vale Country Club. . . . Weed & Company opened their third office last week. In Detroit.

Chicago

JOAN BLAINE is scheduled to do two dramatic shows in the near future. Gal has been busy holding conferences with agency and station heads and prospective sponsors. William Morris Agency here is handling her. . . . Jimmy Dudley, recently in from Pittsburgh to join WJJD as sports announcer, started a new series of nightly sports reviews on that station. . . . Charlie Gilchrist, *News* radio ed, back from the Coast. . . . Johnny Olson, former announcer for WTMJ, Milwaukee, now free-lancing. . . . WLS's Hoosier Hot Shots fill a week at the Chicago Theater, starting May 28. . . . John Thompson in from Fort Dodge, Ia., to act as new assistant to Ken Fry, NBC's news broadcast editor. . . . Hal Culver, of KWK, St. Louis, now announcing for WLS.

A new weekly commercial over WBBM, starting Sunday and sponsored by the Lavens Corporation, features Lynn Cole, tenor, and Hank Winston and Jesse Sutton, pianists. . . . Carlton Kelsey, CBS musical director here, reports rejecting an offer to go to Cinema Land. . . . Tommy Ott, formerly with WLW, is the new organist on WIND. . . . Herb Morrison and Charles Nehlsen have been

showered with praise for their 40-minute recording of the zep disaster which they made at Lakehurst, N. J. . . . Paul Small and Jack Brooks are heard in a new thrice-weekly commercial over WGN. . . . Stanley MacAllister and John D. Fitzgerald, with CBS in New York, have been visitors here.

Three times weekly, for the next year, WGN will carry a mike from one store to the other to pipe its new *Woman in the Store* show. Idea is to give the woman an opportunity to have her say, men being barred from this program. Jess Kirkpatrick handling it. . . . Cheri McKay, the Three Notes and Norman Ross started a new commercial series Friday over WBBM. Nippersink Country Club, of Wisconsin, footing the bill. . . . J. Walter Thompson Agency is planning to experiment with the idea of producing a regular opera on a half-hour program. During the season's final *Firesteel Theater* show June 2, *The Mikado* will be aired, with members of the Chicago Light Opera Company enacting the cast. Success of this move will prompt agency to adapt other operas for 30-minute commercials.

From All Around

SOUTHLAND TALK: . . . Fox Lightfoot new WJBY, Gadsden, Ala., announcer. . . . A little gal is the new visitor at the Bob Holbrook's home. WSB, Atlanta, crowd still congratulating Bob. . . . Vacations getting under way at WPTP, Raleigh, N. C. Graham Poyner, Jimmy Little and others of the production department planning motor trips. . . . Dubs String Band back on WDNC, Durham, N. C. . . . Big doings in Charlotte, N. C., where the newspapers are just finding out about radio. For years the dailies have tried to play down radio. Yet today two columnists are devoting space as to whether Charles Crutchfield or Reginald Allen, both of WBT, is the better dressed.

Gene O'Fallon, KFEL, Denver, to chairman Elks' radio committee. Fraternal order convenes in Denver in July. . . . Paul Hammen left *The News-Bee* for Central States Broadcasting System, Omaha. . . . New daily five-minute spot on KFOR, Lincoln, is labeled *Information Desk*. Includes weather report, temperature, time, police, State sheriff

bulletins, news flashes and lost and found items. . . . August Richard Maekel, berghse, Belgian organist, new at WWJ, Detroit. . . . Curtis C. Bradner, of that Detroit outlet, has a new Broadway news show, with a sponsor. . . . John McCormick, new general manager at WKRO, Cincinnati. . . . Lyle DeMoes, program director of KFAB, Lincoln, new head of the Exchange Club.

Los Angeles: Irving Parker, head of Earle Ferris' Hollywood office, back in his home town after a New York visit. . . . Joe Parker has left KOFJ to join NBC announcing staff. . . . If the deal goes thru, Joe Fenner will be in a comic strip feature. . . . M. F. Tate jumped from KKH to KMPC executive spot. . . . Kin Platt added to the Ken Murray-Oswald scripters. . . . Matt Brooks, who quit the Cantor gag staff, has been tabbed by RKO for a writing spot. . . . Lindsay MacHarrie, Transcription Company of America production boss, off to catch some fish in Mexican waters.

CHURCH SPOT COMMERCIALS

WNEW Nixes Phone Bank Night Games

NEW YORK, May 15.—Telephone version of "screeno," wherein telephone numbers of listeners are used as the basis of an ether version of bank night, has been rejected by WNEW. New York station was expected to get the show sponsored by Finlay Strauss, jewelry credit house. Program has been used with considerable success in Cleveland.

WNEW management consulted with its Washington attorneys and found that the FCC was supposed to be "frowning" upon programs of this type. Accordingly, station nixed the idea as a matter of policy.

Promotion Shorts

NOW that Atlantic Refining's sponsorship of baseball broadcasts are under way, N. W. Ayer agency is turning its attention to promotional activities. Local Atlantic dealers in the towns are being supplied with schedules of the home teams for distribution to customers. Schedules contain the roster of the ball club, picture of the team's manager, an institutional plug for the local station airing the games and advertising copy for Atlantic products. Window posters, banners and newspaper copy complete the supporting campaign.

In devising a plan so that staff members may get police courtesy when parking their cars on assignments, WFIL, Philadelphia, is also keeping in mind a publicity angle for itself. All employees get a license plate tag which will be displayed next to their auto tags. Plates have electrical impulses radiating from both ends to show up the station's call letters, baked in blue on a white background. Tag is also topped with NBC and Mutual markings, WFIL's net affiliations.

With every listener a G man at heart WCAU, Philadelphia, will be gathering saloons from both the police department and citizens in its plan to broadcast all police calls that involve robberies ordinarily requiring a short-wave set to be picked up. Arrangement has been made with the police bureau for a relay of "calling all cars" announcements which will break in on all sustaining shows as is the policy with news flashes. By broadcasting an alarm for listeners to be on the lookout, police figure the radio will do a good deed in helping the apprehension of criminals and at the same time serve as a crime preventive.

Two co-operative shows, Teddy Bergman's programs on 52 stations and Hollywood Room Recipes on 75 outlets, both prepared by Radio Events, Inc., for Bigelow-Sanford Carpets, offer special dealer promotional material. Bergman's stanza is regarded strictly as entertainment, tho there's an offer of an interior decoration chart, while Recipe shots are more in the way of a service program.

Gus Edwards' *Schooldays of the Air* on KFWE is getting a promotion buildup thru giveaway of "Game of Kings" by the sponsor, White King Soap. Game is free with soap wrappers or box tops and played with spinner and numbers.

WHIO, Dayton, recently decided to see how much attention folks paid to early-morning programs. An offer of free theater tickets was made to all who listed advertisers using announcements from 7 to 7:30 a.m., along with the correct time of each announcement. The first announcement of the test was made at 6:40. Repeats were aired at 6:50 and 7 a.m. Only rule was that all entries must be mailed by midnight. Total mail count amounted to 445, with 153 fans being correct. Station dug for the tickets.

Boake Carter's new book, *This Is Life*, is serving the basis for a promotional campaign by Philco, his sponsor. Thru special arrangement with the publisher, Philco is able to supply dealers autographed copies at such a price they may be used as giveaways in connection with radio set sales. Only 50 books are given to a single dealer. Figured that the es-

Mystery

NEW YORK, May 15.—Radio actors, for one time not wanting to talk, are keeping mum on the plans reported recently for a radio performer union apart from Actors' Equity. This week, however, some of them said they had received "mysterious orders" to stand by—that something would be doing by June.

established limit will speed up action on part of the purchasers. A complete merchandising setup has been prepared for putting across the promotion, including newspaper ads of the free book offer, a window streamer printed in two colors and spot radio announcements.

Two big shows originating at Frisco's NBC are using musical numbers for promotional purposes. *House of Melody*, Bank of America's Coast show with Meredith Willson's string symphony and commentator John Nesbitt, uses a selection by that name for signature music. Sponsor had it published and is giving a copy free to anyone who writes for it. Number is also on sale at Sherman & Clay, who published it. Music by Willson, words by Nesbitt.

Other show is *One Man's Family*, Standard Brands' tea party. Some weeks ago author Morse saw fit to have Clifford Barbour fall in love with a lovely young pianist. Their love, according to the script, has been the inspiration for a song, *The Dream in My Heart*, supposedly composed by Ann Wait, the lovely young pianist. In reality it was written by Edna Fisher, a fact which hasn't yet been publicized. Number has been worked into the show each week for a couple of months.

New system of station plugs is being instituted by Hearst Radio on the West Coast. Plan, which got under way the past week at KEHE, has a series of floating spot announcements urging listeners to tune in the local Hearst outlet when they are in various cities. When going full swing promotion stunt will have all the Hearst stations plugging each other.

Hixson-O'Donnell ad agency, producers of *Calling All Cars* on Don Lee and CBS Coast networks, is getting out an eight-page tabloid newspaper as exploitation for Rio Grande gasoline, sponsor, and program. Sheet, published twice monthly, has crime news, cartoons, detective stories and giveaways. Distributed at service stations.

Indorsement Puzzle on Merrill Flight; NBC-MBS-WOR Dog Fights

NEW YORK, May 15.—With watch manufacturers contradicting one another by way of commercial announcements tied up with Dick Merrill's successful round-trip transatlantic flight, Merrill's jaunt, with Jack Lambie co-pilot, was another one of those situations developing into a radio dog fight. When the pair left New York, flying to London for Coronation photos, WOR-MBS gave blanket coverage to the departure and followed the plane, staying on the air all night to do so. MBS had made similar plans for coverage of the return flight, when NBC stepped in the day the pair left England and, by paying \$2,500, got Merrill exclusively. NBC deal was arranged thru Ben Smith, a backer of Merrill, and is said to have started thru John F. Royal, NBC vice-president. NBC also got an option on Merrill for a commercial one-time shot, which was sold to Woodbury cosmetics for tomorrow. NBC thus getting back part of its dough. NBC had two interviews with Merrill: one when he landed (Friday afternoon) and another later in the day from his hotel.

Meanwhile, it was difficult to figure what was what in connection with watch indorsement Merrill might have made. Thursday evening, on NBC-WEAF, a

NAB To Get Station Opposition To Commish for Service Groups

Fees paid to World Broadcasting, Transamerican are no longer necessary, stations argue—seek to limit fees to ad agencies and station representatives

NEW YORK, May 15.—Scheduled for airing at the NAB convention next month, with a view to its discontinuance, will be the "extra" 15 per cent commission being paid by stations for business booked by World Broadcasting System, Transamerican Broadcasting and Television and similar organizations. Stations hope to eliminate extraneous commissions, limiting the cuts on rate cards to network reductions, network (such as MBS) sales commish, agency and sales representation commissions. Proposal at the NAB meeting will come thru the NAB commercial division, it is understood.

CBS Teaches Tele To Coast Players

HOLLYWOOD, May 15.—First local attempt to establish what will later be a television theater will be made here by CBS May 19, with the first of *Take the Witness* crime stories broadcast from Columbia Music Box. Show is experimental and goes sustaining. Scripts by Ashmead Scott.

Idea is to prepare players for television. Players work in costume, have full run of stage and memorize lines. In addition to using television connection as exploitation, CBS plans giving first few rows of orchestra over to candid cameras.

Chi CBS 5-Day Week

CHICAGO, May 15.—All CBS employees here, from execs down, have been placed on a five-day-a-week schedule. A similar plan is being worked out at NBC, where the production and sound effects men, announcers and engineers have been given two days off for the last three weeks. Following a regular procedure, all office help will be off week-ends during the summer season.

WASHINGTON, May 15.—Juan Piza's application for a construction permit for a new Puerto Rico outlet received an okeh from Federal Communications Commission's examiner, F. W. Seward. Application requested permit for a 1,500 kilocycle station, 250 watts day and 100 watts night, with unlimited time.

Chief beef against the extra fee is that it means too much coming out of the stations' end. With network, agency and rep's fees, the broadcasters wind up with almost half of rate card price paid out to get business, and it doesn't pay. Additionally, they charge, it's highly debatable if the three commish collecting ends have worked on behalf of the station. Argument is that in the earlier days of radio it was okeh for World to get its commission, inasmuch as World serviced the advertising agency, and in that way helped the station. Now, with practically all ad agencies embracing radio and with their own radio execs and departments, it is claimed that it is no longer necessary. This 15 per cent proposition is one of numerous proposals the commercial division will bring up, others being standardization of discounts and other rate problems.

Commission angle if offered as one of numerous problems now being worked on by World Broadcasting System. Another is that stations are now objecting to contracts they claim are too tough in connection with World's program service, altho World denies having the turnover in stations the trade reports. NBC's Thesaurus now tops World as to station subscribers, with World's fee higher than the network's library. This is one of the reasons the stations are more independent than formerly; when WBS started its library, there were practically no other similar services in the field and the stations needed it to solve their programing problem.

Kick on the 15 per cent from the stations is given as the reason behind World's continued campaign to make deals with station reps, one such, with Free & Peters, being reported as dropped. Arrangement was for a split of the 15 per cent between F. & P. and WBS.

Station reps point out that Scott Howe Bowen had a similar problem as World now supposedly has, eventually accounting for Bowen's loss of income when stations refused to pay him and the ad agencies 15 per cent each.

WFIL Makes Third Newspaper Swap Deal

PHILADELPHIA, May 15.—Donald Withycomb, WFIL general manager, announces a fourth space-for-time swap between station and a paper. Deal was consummated with *Radio Press*, local fan weekly, giving the sheet five five-minute periods weekly in return for a full page. Station has swaps with *The Philadelphia Record*, *Inquirer* and *Ledger*, dailies, and as the case with the others, new space will be used for merchandising and promotion of commercial shows.

Norman Jay, *Radio Press* publisher, will use the new periods for shop specials. Marks the second time WFIL engineered a swap with a fan mag, having a deal along the same lines last year with *The Microphone*.

SCRIPT LIBRARY BILLBOARD

"THE OLD FAMILY ALMANAC"
By KARL ZOMAR

Selling Everything From Pop to Shoes
A Great Daily Feature Over Great Independent Stations

The SCRIPT LIBRARY A Division of RADIO EVENTS 535 Fifth Avenue, N.Y.C.

John Griffin

Reviewed Tuesday, 6:45-7 p.m. Style—Tenor. Sponsor—Thomas J. Lipton, Inc. Agency—Frank Presbrey Co., New York. Station—WNAC (Boston).

This Boston Tea Party originates in Gotham, is piped to Hub NBC Red, outlet and stars John Griffin, tenor soloist of St. Patrick's Cathedral, New York; featuring Don Albert and his ork.

Griffin commands the ear immediately with his beautiful robust lyric tenor pipes. They have that full-bodied quality that only top tenors possess. His high notes are sustaining and strong and add much to the impetus of his click song selling, which is varied.

Don Albert crew gave Griffin nice accompaniment and went on its own to give out a first-class and novel arrangement of *Wedding of the Painted Doll*. Interpolation and weaving of *Wedding March* treated effectively. Chimes are used to separate tunes.

Commercial credits are the most intelligent heard in months. Short, effective headlines, each spiced differently, with one a bit lengthier about midway.

S. J. P.

Chase & Sanborn Program

Reviewed Wednesday, 8-9 p.m. Style—Variety show. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson Co. Station—WEAF (NBC network).

New program will do much to keep summer audiences near the dials Sunday evenings, and makes up for Chase & Sanborn's lapses from grace in recent offerings. Well-garnished program of comedy, music and drama will make a welcome Sunday night dish.

Coffee firm is using this array of talent: Edgar Bergen, W. C. Fields, Don Ameche, Ray Middleton, Werner Janssen and Dorothy Lamour, for the entire length of the show. Plus weekly guest stars. Ann Harding visited on the opener and, with Don Ameche, turned in a well-polished scene from *The Guardsman*. Janssen's Ork set the tone and pattern of the production with its sophisticated playing. Miss Lamour lent vocal grace to the show. Richard Mack has done more than well with the writing chores, especially when working with Fields.

Comedy, wholesome and deft, overshadowed the other fine contributions on this program. That is as it should be. With such prime funny men as Bergen and Fields, this was a field day for fun. Fields and the dummy, Charlie McCarthy, carried on a feud unlike most of the current battles, but a funny one in its own right.

While *All Points West*, written by Rogers and Hart and sung by Ray Middleton, dragged somewhat, Middleton's vocalizing was colorful and warm. Slow-motion drawback can be easily remedied. Good material, fine performers make this show outstanding.

B. H.

"Richfield Reporter"

Reviewed Tuesday, 10-10:15 p.m., PST. Style—News broadcast. Sponsor—Richfield Oil Co. Agency—Hixson-O'Donnell. Station—KFI (Los Angeles) and NBC Coast network.

Two pattern innovations mark this new series of newscasts. First is the handling of the broadcast by two announcers, rather than one, and the other is the reading of "headlines" before swinging into the events of the day. Present series is handled by John Wald and Ken Barton, succeeding Sam Hayes. Handling of the show, from headlines to news and commercials, is in alternating style, with both announcers taking turns. Material is briefly and dramatically rewritten from United Press and is

Program Reviews

EDST Unless Otherwise Indicated

delivered in rapid-fire manner. This, it appears, is the broadcast's only weak spot, for it is evidently synthetic and designed to create an air of excitement even when not called for. Broadcast is still tops in its field on the Coast, but the presence of two voices reading alternately may prove a bit confusing, especially when attempts are made to cram too much script into allotted time. Announcers do not get credit lines as in previous series.

S. P.

"Ole King Cole"

Reviewed Friday, 5:45-6 p.m. Style—Children's show. Sponsor—Bachman Chocolate Manufacturing Co. Agency—E. W. Hellwig Co. Station—WFIL (Philadelphia).

This one is designed to build up a personality for the younguns to entertain 'em while the dinner table is being set, under sponsorship of the Bachman Company and product, a nickel "Athlete Sweet Milk Chocolate" bar. Wayne Cody, who is put up to all this, follows the same pattern he uses to catch the kids before they run off to school in the early morning. Known as the "Jolly Man" earlier in the day, Strawbridge & Clothier department store bankrolling the sessions.

Piping to his own pianology, Cody peddles songs and verses for juvies' tastes. Finds enough time to ring in a birthday list and Boy Scout stuff. All in an informal manner that is thoroughly satisfying. Kids can further become members of the Ole King Cole Club, which helps station building a mailing list.

Commercial palaver is in a so-help-me manner, and kids are further asked to scout the nabes for stores not handling the product, making marketing for the membership a cinch. Hits the air thrice weekly, and following *The Singing Lady*, is grooved just right.

Oro.

Bob Wilson

Reviewed Monday, 6:30-6:35 p.m., D.S.T. Style—Sports talk. Sponsor—Bond Clothiers. Station—WICC, Bridgeport, Conn.

This is a new series of daily five-minute sports broadcasts by Bob Wilson, dean of Connecticut's sports writers. Wilson, sports editor of *The New Haven Register* for years, is now with *The Bridgeport Sunday Herald*. He knows his sports, having received much of his training from Walter Camp, internationally known authority, for whom he was personal secretary for eight years. He has a nice voice and altho he was a bit nervous on this broadcast his enunciation is good and his stuff interesting. Touches on sports relating to Connecticut listeners.

and this broadcast was a review of the individual work of the Connecticut players on the various major league baseball teams. Broadcasts are being made the first part of the week from the New Haven studio and the latter part of the week from the Bridgeport studio of WICC.

S. A. L.

Mac Parker

Reviewed Monday, 10:45-11 p.m. Style—News commentator. Sponsor—Booth Bottling Co., of Philadelphia. Station—WCAU (Philadelphia).

Mac Parker, former feature writer for *The Philadelphia Record*, is now using his pipes instead of pencil, hitting the ether thrice weekly with straight news chattering for sponsor's Pale Dry Ginger Ale. Sticks to the daily headlines found on front pages and in spite of his long newspaper experience is minus the personal impressions on the story behind the news. Reserves all high-pressure stuff for sponsor, leaving the news as cold as the type. At least, listeners have someone to read the front page for them without asides of smart-aleck commenting or editorial preachings.

Oro.

"See Our Stars"

Reviewed Tuesday, 12-12:15 p.m. Style—Gossip. Sponsor—The Cleanser S. O. S. Company. Agency—McCann-Erickson, Inc. Station—WMAQ (Chicago).

Norman Ross, chatterer, and Florence Starr, soprano, are featured in a four-a-week quarter hour, the former giving gossip highlights of local radio notables and the latter dressing the show with pop tunes.

Ross does not do enough to afford him any real opportunity to make this really interesting. Musical offerings and commercials eat up too much of the time. In subsequent programs, he announced, local headliners will guest-star on the program.

Miss Starr delivered *Where Are You?* and *I Think It's Wonderful*, in addition to telling of her recent experiences in England singing before royalty.

Commercials handled by Bob Brown. Hon.

"Gus Edwards' Schooldays of the Air"

Reviewed Monday, 8:15-9 p.m. PST. Style—Variety show. Sponsor—White King Soap Co. Agency—Barnes Chase. Station—KFWB (Los Angeles).

Despite Gus Edwards' knack for picking and bringing out the best qualities (See PROGRAM REVIEWS on page 32)

FOREIGN REVIEW

"Almonds and Raisins"

Reviewed Tuesday (April 27). Style—Variety program. Sustaining on the British Broadcasting Corporation.

Almonds and Raisins, one of the choicest of the week's programs presented by the British Broadcasting Corporation, is the second of the series and comprised a Jewish revue with vaude acts, Jewish folk songs and dialect. This particular program marked the radio debut of Marion Ross, the "girl with the most perfect speaking voice." Her diction and intonation are a pleasure to listeners. This initial broadcast should put her in line for a berth as a commentator for future programs.

More familiar to listeners-in were the voices of Lola Shari and Afrique. Miss Shari, an excellent soprano vocalist, came over splendidly and put a wealth of feeling into her Jewish songs. Afrique, vocal impersonator, was swell. Impressions ranged from an old Jewish market woman to a flawless take-off of Eddie Cantor. He had other acceptable items in an impression of Arthur Tracy, "The Street Singer," and singing *My Yiddisher Mother*.

Hector Abbas partnered Miss Ross in a domestic dialog typifying the thoughts of a Yiddish husband and wife, exiles from their homeland. Abbas acted sympathetically and played his part well. Joseph Halter, who produced and presented the program, did not shine too well with his gagging and announcements. The Jewish Revue Choir and the B. B. C. Theater Orchestra rendered excellent accompaniments, but a flag-waving epilog, topped by the *Hallelujah* chorus, was unnecessary. On the whole the program was good and should become a regular weekly feature.

B. R.

Male quartet is full-bodied and quite individualistic in style and its selection of unforgotten favorites is well chosen. Balance of humor and sentimental songs is well suited for the a.m. fans.

Carefree Carnival, presented by the Signal Oil Company on KPO and a Coast NBC Red network each Friday at 8, is picking up. Ned Tollinger, who has been emcee on the half-hour fun show for three or four years, has more expression, more life. The Meredith Willson music, as always, is good; only complaint is that numbers are too short. Fewer of them with more time devoted to each would be better.

Last week's show paid tribute to Edna Fisher, pianist-composer of Frisco's NBC staff for years. Three of her compositions were offered, all good. The Williams Sisters deserve bigger and better spots on more important shows; one of the best gal trios on the air locally.

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.

The British Coronation is over and so is the longest one-time sustaining show ever to be carried by United States stations. As was inevitable, the show dragged badly at times; nevertheless, it had long periods of true interest-holding material. With reception, especially in the earlier parts of the morning (that is, over here), good, the British announcers, save on those occasions when overcome by nationalism, did a crack job, conveying a word picture that kept activities clear almost all the time. There was none of the excitement, phony or real, in the announcers' voices, to which American radio listeners are accustomed from their spellers.

STANDER is filling the comedy spot. His delivery is effective radio stuff. Too bad, tho, that his lines failed to match the usual merit of this show's dialog.

The man's view on foods is presented during a woman's morning program on WXYZ, Detroit. *Wishing Ring*, sponsored by Sunrays Wheat Selex Company, uses an announcer to represent the men and a discussion of a recipe is heard each day. Views of both sexes on various dishes are heard. Stanza also goes to Michigan network and WSPD, Toledo.

H. R. Gross, news editor of WHO, Des Moines, has opened a campaign for an adequate weather forecasting system. Gross claims that two weather maps a day, now supplied by the U. S. Weather Bureau, is practically a 50 per cent service to the agricultural industry and points that major nations of Europe prepare at least four weather maps each day for weather forecasting.

NBC has a pleasing morning sustaining program in its *Dandies of Yesterday*.

MATERIAL PROTECTION BUREAU-- A Free Service for Readers

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

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

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

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

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

VINCENT LOPEZ

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

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

PHILLY PREPARES ISSUES

Bandmen Take To the Woods

Summer trek of hillbillies on—802 working to improve conditions—feedbag

NEW YORK, May 15.—Musicians' Local 802 is making a vigorous campaign to improve working conditions for its members securing summer jobs in the Catskill Mountains. Towns in this area come under the jurisdiction of Local 809, Middletown, N. Y., and Local 215, Kingston, N. Y. Policing of this area during the summer has always been a problem for 802, and President Jack Rosenberg is negotiating now with the two locals in an effort to pave the way for better conditions for his would-be hillbillies.

Price list for Local 809, Middletown, and Local 215, Kingston, are effective beginning May 15 and June 1, respectively. Breakdown takes in class A, B, C spots, the prices ranging from \$35 per four or more days a week for band leaders down to \$8 for one night per week. Side men salaries go from \$25 per four or more days a week down to \$5 for a one-night-per-week job.

These prices are the local scales for the jurisdictions of Middletown and Kingston and members of 802 must charge 10 per cent over these figures to take care of the traveling tax.

In contracts for the hotel spots under the jurisdiction of Middletown local, a stipulation is required stating that satisfactory meals and room conditions must be furnished.

ASCAP Problems Up for Airing

NEW YORK, May 15.—Representatives of the American Society of Composers, Authors and Publishers will meet in conference in the Radio City offices of ASCAP Monday thru Wednesday. Get-together is for the purpose of having the reps meet John G. Paine, new general manager of the Society, and to discuss problems facing ASCAP.

Specifically, discussion will center around national and State legislation affecting ASCAP, public relations, tariffs and different aspects of ASCAP licensing. Confab on the latter will include discussion on the system as it affects both large and small users of music.

About 80 are expected to attend.

Whiteman Set for Return at Drake

CHICAGO, May 15.—The smashing comeback Paul Whiteman made at the Drake Hotel by hanging up new attendance records there recently earned him an indefinite return engagement in the hotel's Gold Coast Room, starting November 9. Whiteman will bring his entire outfit and furnish music for dancing and floor show.

Fred Waring and orchestra are slated to follow Jack Denny's Band, now filling a month's stay in the hotel.

May Merge Copyright Bills

WASHINGTON, May 15.—According to Senator F. Ryan Duffy, of Wisconsin, a copyright measure incorporating the various provisions of the Duffy, Guffy and Sheppard bills now pending may be introduced in Congress in a month.

Disc News in This Issue

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

Says Irving Mills

NEW YORK, May 15.—According to Irving Mills' observations, the film industry far excels radio in the art of scoring and synchronizing music. He points out that whereas in the films music is selected carefully and intelligently, especially in the case of "background," which must express a mood or color a situation, on the air there is little collaboration between musical directors and writers of programs so that frequently numbers for commercials are such misfits that they are ludicrous.

Geneva, O., Ballroom Sold

GENEVA, O., May 15.—Casino dance pavilion at Geneva-on-the-Lake, for many years operated by Johnson and Glick, is reported sold to Mr. and Mrs. E. Pera. The Peras operate the Pier, only other dance spot at the resort.

Lou Breese Gets 45 Weeks

NEW YORK, May 15.—Lou Breese, band leader at the Casino Parisien, Chicago, was signed by CRA to a 45-week contract with the French Casino here and will open on Broadway September 1.

ASCAP Win Copyright Infringement Suit

MADISON, Wis., May 15.—Judgment in favor of ASCAP was ordered by Federal Judge Patrick T. Stone in a copyright infringement suit, pending since June 10, 1933, against N. P. Batz, Sun Prairie, proprietor of the Golden Lantern.

The court, by agreement of attorneys, dismissed two other actions against Bruce Stetzer, proprietor of the Silhouette Inn on Lake Hallie, Chippewa County, and J. Felton, proprietor of the County Ballroom, Marshfield.

Muriel Martin's Girl Band

NEW YORK, May 15.—Muriel Martin, *Follies* girl who replaced Gypsy Rose Lee in Chicago, has been engaged by Will Weber to head an all-girl show with an all-girl band scheduled to open at Mario's Mirador here June 3.

Ohlman Joins Harry Moss

NEW YORK, May 15.—Lewis R. Ohlman, brother of Val Ohlman, ork leader, and of Chauncey Ohlman, attorney and band manager, has joined the staff of Associated Radio Artists as associate to Harry Moss.

Reviews of Records

By M. H. ORODENKER

Victor

It's honey dripping from the horns for GUY LOMBARDO'S treatment of *It Looks Like Rain in Cherry Blossom Lane*. And to make it a smash seller B side has *Toodle-oo* (25572), brother Carmen's follow-up on *Boo-Hoo*. EDDY DUCHIN is back again, abetted by Jerry Cooper's pash bary pipes, for *Let's Call the Whole Thing Off* and *Without Your Love* (25569) in that familiar duchinesque manner.

And whether it's delving into the classics or the deltas, TOMMY DORSEY further encroaches upon Benny Goodman's crowd with a duo of doubles that make dandy dansapating. *Wake Up and Live* has Dorsey dropping the stick for a trombone takeoff and Bud Freeman's ride tenor saxing, and *Sleep* as Fred Waring never dreamed his signature could be swung out (25573). Second platter brings the Dixie shuffle stuff up to date with *Satan Takes a Holiday* and the parlor piano show piece, *Nola* (25570). Dave Tough turning in an ace lift job at the drums. FATS WALLER is minus his ubiquitous grunts and groans for *Sweet Heartache* and *I've Got a New Lease on Love* (25571). Gene Sedic blowing some sweet heat horn on his tenor sax when they double up the tempo on the *Heartache* side.

Bluebird

TEDDY HILL adds his interpretation of *Twilight in Turkey*, following Raymond Scott's arrangement faithfully, but it comes off the wax ragged. Turnover, *A Study in Brown* (6943), is a stock study in stompin' with riding horns. For that Harlem style of keyboarding Hill has *China Boy*, piano taking three choruses, and a cut-up commercial side in *The You and Me That Used To Be* (6941). SHEP FIELDS ripples along in grand style for *Kitchy-Mi-Koko Isle* and *At a Carnival in Venice* (6942). JIMMIE LIVINGSTON, who hails from the Charlotte Hotel in that North Carolinian town, merchandises capably and sweetly *Some Little Someone* and *I've a Question in Mind* (6944).

Decca

Cashing in on the demand created by Bing Crosby's Hawaiian excursion in flickerland, label's Los Angeles studio is turning out a string of Hawaiian guitar strummings. The soft-voiced tenoring of RAY KINNEY is responsible for six sides, a double with Andy Iona and his Islanders for *Tropical Madness* and *When the April Showers Reach Hawaii* (1135), and the remaining with Dick McIntire and his Harmony Hawaiians: *It Happened at Waialae, Honolulu*

Honeymoon (1137). By an *Old Sugar Mill in Hawaii* and *Hawaiian Souvenirs* (1138). Tunes on the latter double are by Johnny Noble and rate commercial consideration. LANI MCINTIRE and his Hawaiians, with George Kainapuu for native yodeling, make for the dreamy stuff with *Kamalani-o-Kaukaha* and *He Mana'O He Aloha* (1242). And for a sample of the swing they strum to send you on those island beaches. AUGIE GOUPIL and his Royal Tahitians give out Tahitian stomping with a native double of *Faa Navenave* and *Papio* (1133).

Decca is also filtering in the British bands, but the current releases fall to please. HARRY ROY'S double of *Jubilation Rag* and *I Stole Back the Gal* (1241) is under the standard set by Ambrose waxings. And JOE DANIELS and his Hot Shots in *Drumsticks for After You've Gone* and *I Got Rhythm* (1240) is only interesting for an insight on British jam when a clary and trumpet match up with the conventional four rhythm instruments.

BING CROSBY'S pipes cut in neatly for *My Little Buckaroo* and an ad libbed *What Is Love?* (1234). Victor Young's Ork backing up advantageously. ABE LYMAN continues in the top drawer with the waltzer *A Love Song of Long Ago* and *The Moon Is in the Sky* (1235). LES BROWN and his Duke Blue Devils have a truck-on-doubt in *Don't You Go Worryin'* 'bout the Judgment Day, an original ditty that's to the makings of nitery warblers who sing scat, and *Rigamortel* (1238), trumpet man waxing familiar licks for 36 bars to the beats of only the drum.

GLENN MILLER does things to the feet with spirited syncopating for two oldies, *Moonlight Bay* and *How Am I To Know?* (1239). ED FARLEY, who used to make the music go around with Mike Riley, sports a commercial combo now for *There's No Two Ways About It* and *To a Sweet Pretty Thing* (1237). Has plenty on the instrumentation end, but keeping the brasses heavy and open makes for bad balance. The INK SPOTS, crack male sepiu quartet, whose vocalistics have that za zu za zip to a guitar accomp. double *Swing High, Swing Low* with *Whoa Babe* (1236).

Brunswick

For that moon-june-spoon feeling LEO REISMAN skillfully knits the melody fabric of *Where Is the Sun?* and in a spirited tempo. *At a Carnival in Venice* (7880). KAY KYSER shows a fine flair for the easy and breezy syncopating with *Spring Cleaning* and *I'm Hatin' This Waitin' Around* (7881). JAN

Local 77 Eyes AFM Convention

Will push strollers, colored pit band issues at Louisville convention

PHILADELPHIA, May 15.—Annual convention of the American Federation of Musicians next month will face issues to be brought up by A. Anthony Tomei, Local 77 prexy. Two of the immediate local problems concern union policy affecting colored musicians and night club strollers.

In dealing with the night spots here Tomei has always hit a snag where the strolling combos were involved. Spots have found it possible to get around union regulation by hiring the strollers, while in reality the strollers serve as musicians, in many instances even playing for dancing. Tomei has no quibble with those acts that confine their activities to the floor shows. But when they hang around for the entire evening plugging waits with their music, Tomei feels that they are depriving opportunities of regular union musicians and should be required to join the American Federation of Musicians. The strolling situation has come up in both New York and Chicago and the issue will undoubtedly be a live one at the convention.

Tomei also revealed that he will seek legislation curbing colored musicians from working spots that ordinarily would come under the jurisdiction of his local. While the issue affects only a few night spots it is primarily aimed at variety houses which seek white patronage but employ a pit band of colored musicians to keep clear of the local union. Action of this sort would hit Sam Stefel's Nixon-Grand and Lincoln houses and any possible colored burlesque houses rumored to open here this fall.

GARBER has a couplet of yesteryear's hits that's rhythmic enough in *Rose Room* and *Do You Ever Think of Me?* (7879). ANTOBAL'S CUBANS are rowdy for the rumba rhythms of *Let's Be Gay* and *The Moon Over Cuba Was High and So Was I* (7882).

Vocalion

SAMMY KAYE, crossing the Lombardo-Kyser styles with *Dreamy Eyes* and *It Looks Like Rain in Cherry Blossom Lane* (3531), makes for an ear-pleasing and foot-lifting couplet. ISHAM JONES gives forthright consanation for *The Lady Who Couldn't Be Kissed* and *I Know Now* (3532). From out California way PHIL HARRIS brings *That's Southern Hospitality*, which would never be missed. Failure of the wax to catch the rhythm intros and endings mars both sides. Turnover, *Jammin'* (3533), packs all the musical meat. RAY PEARL gives in true Lombardo fashion *Choir Boy* and *The Moon Is in the Sky* (3536). ED FITZPATRICK makes mill-rum music for *To a Sweet Pretty Thing* and *The Gentleman Awaits* (3535), a tune that can't stand vocal treatment as waxed on this side. FLETCHER HENDERSON, in spite of some ace soloists, has not as yet hit the right groove in their exhibition of *Great Caesar's Ghost* and a revised version of Fletcher's famous stomp, *Stampede* (3534).

Melotone

DICK McDONOUGH, one of the better swing guitarists, drops his pick to install a lift in fronting a capable studio crew thru *Spring Cleaning*, and from Little Jack Little's pen, *I'm Never Blue Where the Grass Is Green* (7-06-03). CHICK BULLOCK, with a band cutting in that is only ordinary, provides the choral filler-inners for *I'm Hatin' This Waitin' Around* and *On a Little Dream Ranch* (7-06-01). GENE KARDOS cuts it with distinctive swing arrangements for *Marie and Lovin' Sam*, the *Sheik of Adam* (7-05-29). CAB CALLOWAY has his *St. James Infirmary* and *Nobody's Sweetheart* (7-06-05) re-pressed, which is of historical interest only.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS) from Friday, May 7, thru Thursday, May 13, and also, for comparative purposes, from Friday, April 30, thru Thursday, May 6. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs			
			May 7-13	Apr. 30-May 6		
			Net. Ind.	Net. Ind.		
1.	September in the Rain (F)	Remick	30	23	25	35
2.	Where Are You? (F)	Feist	29	22	22	21
3.	Carelessly	Berlin	27	20	34	21
4.	Too Marvelous for Words (F)	Harms	24	21	22	19
4.	There's a Lull in My Life (F)	Robbins	24	16	21	11
6.	Never in a Million Years (F)	Robbins	23	24	27	20
6.	It Looks Like Rain	Morris	20	3	16	2
7.	Sweet Lullaby (F)	Select	19	16	9	8
7.	Boo Hoo	Shapiro, Bernstein	19	15	20	18
8.	They Can't Take That Away From Me (F)	Chappell	18	21	13	12
8.	Let's Call the Whole Thing Off (F)	Chappell	18	19	18	17
8.	Little Old Lady (M)	Chappell	18	16	17	13
8.	Wake Up and Live (F)	Robbins	18	12	11	9
9.	They All Laughed (F)	Chappell	17	25	14	7
9.	Love Bug Will Bite You	Santly-Joy	17	20	16	21
9.	Blue Hawaii (F)	Famous	17	11	16	6
10.	Was It Rain? (F)	Santly-Joy	15	11	11	13
10.	That Foolish Feeling (F)	Feist	15	9	20	14
11.	How Could You?	Remick	14	22	16	17
11.	Swing High, Swing Low (F)	Famous	14	22	15	11
11.	On a Little Dream Ranch	Shapiro, Bernstein	14	13	22	10
11.	When Two Love Each Other	Popular	14	3	12	5
12.	Turn Off the Moon (F)	Popular	13	9	9	6
12.	Maybe	Donaldson	13	13	10	16
12.	Where Is the Sun? (M)	Mills	12	15	10	19
12.	Spring Cleaning	Berlin	12	10	8	11
12.	Toodle Oo	Words & Music	12	6	4	2
13.	Sweet Is the Word for You (F)	Famous	11	14	21	11
13.	I'm Bubbling Over (F)	Robbins	11	5	13	6
13.	I Dream of San Marino	Crawford	11	4	12	8
14.	What Will I Tell My Heart?	Crawford	10	18	10	16
15.	You're Precious to Me	Marks	9	17	11	11
15.	Where or When? (F)	Chappell	9	13	12	13
15.	Big Boy Blue	Schuster	9	10	3	17
16.	My Last Affair (F)	Chappell	9	9	4	7
16.	Dreamy Eyes	Words & Music	9	6	4	7
16.	Coronation Waltz	Major	9	6	4	1
16.	My Little Buckaroo	Witmark	8	12	14	10
16.	Jamboree (F)	Feist	8	12	13	11
16.	I've Got My Love To Keep Me Warm (F)	Berlin	8	12	4	24
16.	Cause My Baby Says It's So	Remick	8	8	3	2
16.	I'm Hatin' This Waitin' Around	Harms	8	7	9	10
16.	To a Sweet and Pretty Thing	Shapiro, Bernstein	8	6	16	2
16.	Wanted	Sherman Clay	8	5	11	0
16.	Rockin' Chair Swing	Red Star	8	5	8	6
16.	Vienna, Dreams (F)	Harms	8	4	5	2
16.	Havin' a Wonderful Time	Faulst-Pioneer	8	0	7	3
17.	It's Swell of You (F)	Robbins	7	18	13	11
17.	You're Looking for Romance	Agee, Yellen	7	15	7	12
17.	Serenade in the Night	Mills	7	11	8	13
17.	Moonlight and Shadows (F)	Popular	7	10	10	14
17.	You Showed Me the Way	Robbins	7	7	14	12
17.	The You and Me That Used To Be	Berlin	7	7	9	5
17.	You're Here, You're There, You're Everywhere	Marlo	7	8	11	10
17.	Scatlin' in the Kit Kat	Mills	7	6	3	4
17.	Seventh Heaven (F)	Hollywood	7	4	8	1
18.	Slap That Bass (F)	Chappell	6	12	3	6
18.	Love Is Good for Anything That Ails You	Santly-Joy	6	10	8	8
18.	Sweet Sue	Shapiro, Bernstein	6	6	5	9
18.	I'm Riding High (M)	Chappell	6	6	1	10
18.	I Hum a Waltz	Miller	6	5	6	5
18.	Shall We Dance? (F)	Chappell	6	5	5	8
18.	Without Your Love	Miller	6	2	3	1
18.	Dreamy Melody	Remick	6	0	4	0

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended May 17.

Club Sues Fletcher Henderson for \$16,350

DES MOINES, Ia., May 15.—Fletcher Henderson has been served with notice of a suit, an outgrowth of Henderson's failure to appear here for a scheduled engagement Thanksgiving evening. Plaintiff is Attorney J. Nelson Thompson, manager of the El Producto Club, where the affair was to come off. Defendants, besides Henderson, are Ed Fox, owner of the Grand Terrace Cafe, Chicago; Consolidated Radio Artists, Inc., and Fletcher Henderson Orchestras, Inc.

The original notice states Thompson claims \$16,350 with interest and costs for alleged failure of the band to appear as per contract.

Thompson was recently granted an award of \$500 by the American Federation of Musicians against Jesse Johnson, St. Louis dance promoter, for the latter's activities in connection with the date.

Musicians' Benefit For Perform

PHILADELPHIA, May 15.—Local musicians' union No. 77 figures that one good turn deserves another and on May 24 is sponsoring a benefit for Margie Coate, night club entertainer, at union headquarters. She was instrumental in recruiting picketers among the night club corps last fall when the musicians waged their campaign for live entertainment in the vaude houses. Miss Coate was recently incapacitated by injuries met in an accident while rushing to the side of her dying husband at a local hospital.

REPUBLIC will introduce three new tunes in its forthcoming musical, *Rhythm in the Clouds*. One of these, *Hawaiian Hospitality*, is the work of Harry Owens. Other two, *Don't Ever Change* and *Two Hearts Are Dancing*, are by Lou Handman and Walter Hirsch.

Band Once-Overs

BOB CHESTER'S ORCHESTRA, reviewed Sunday, 10:15-10:30 p.m., over WXYZ, Detroit, is a smooth combination that rather resembles Lombardo in style. Is a dance favorite at the Webster Hall. Horns especially deserve mention for smooth performance, taking up the melody at points without assistance in an individual orchestration and giving bell-like clarity to the tone. Sax section blends in well and got in some exceptionally fast finger work on the lower registers on this broadcast. Chester does his own announcing smoothly. Vocalist Madelon Baker, who has a good night club reputation, certainly failed to score on *This Year's Brand of Kisses*. Slim Branch, tenor, did *Riding High* with plenty of rhythm but was minus on melody.

H. F. R.

CRA Lands 2 More in Chi

CHICAGO, May 15.—Consolidated Radio Artists here corralled two additional local spots to open around June 1. Office will spot bands and talent into Dolly Weisberg's Colony Club and Ed Fox's Grand Terrace. Milt Pollock, who was recently engaged to handle publicity for CRA here, will publicize bookings in those spots.

Other spots using CRA music include Drake Hotel; Congress Casino, which started yesterday with Don Bestor's Band; La Salle Hotel, Casino Parisienne and Oriental Gardens.

Salt Lake Ballroom Set

SALT LAKE CITY, May 15.—County commissioners of Salt Lake County have granted a license to Ruel Walker to operate a dance hall and confectionary business, despite a recommendation by Sheriff S. Grant Young that a license either be denied or a public hearing called.

S. L. Inn Adds Ballroom

SALT LAKE CITY, May 15.—Pinecrest Inn in Emigration Canyon has opened for the summer. Hy Summerhays is promotion manager, and Mrs. E. H. Chapman, resident manager. Jerry Jones and his "Round the World Orchestra will play for dancing. This popular resort has built an outdoor dance hall.

Sheet-Music Leaders

(Week Ending May 15)

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

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

1. Little Old Lady (Chappell) (1)
2. September in the Rain (Remick) (5)
3. Will You Remember? (Schlimer) (3)
4. Carelessly (Berlin) (12)
5. Love Bug Will Bite You (Santly) (4)
6. Sweet Lullaby (Select) (7)
7. Boo Hoo (Shapiro) (3)
8. Blue Hawaii (Famous) (6)
9. Never in a Million Years (Robbins) (11)
10. Moonlight and Shadows (Popular) (9)
11. There's a Lull in My Life (Robbins) (14)
12. Where Are You? (Feist) (2)
13. They Can't Take That Away From Me (Chappell)
14. Too Marvelous for Words (10)
15. Was It Rain? (Santly)

PHONOGRAPH RECORD best sellers will be found on page 83.

Band Reviews

Howard Woods and Royal Crest Orchestra

Reviewed at Donohue's Roadhouse, Singac, N. J. Style—Dance music.

Playing a smart hand, this band caters to those who are fed up on the swing and jam stuff and offer instead a distinctive version of the sweet music of the past. Style is centered about Woods' celesta playing and adaptation of Lombardo's sax. Heidt's electric guitar, Kemp's triple tones and Osborne's slide trombones. At no time, however, does the band play more than a bar of the other maestros' styles, but rather blends them all into a new and pleasing combination that is easy on the ear and stimulating for dancing.

Crest ork, 11 pieces in all, is one of the few top-notch bands working under a co-operative arrangement. John Banner, sax player, being the boss of the outfit. Aside from Woods and Banner, the band includes Charles Weber and Herbert Brown, saxes; Joe Hammer, trumpet; Joe Kemp and William Bork, trombones; Sol Marcus, piano; William Griffiths, drums; Dave Elliot, electric guitar, and Fred Exner, string bass and tuba. Elliot and Woods are featured vocalists, with both boys doing swell jobs. Woods, Brown and Marcus turn out the arrangements.

Outfit has been playing at the present spot for the last nine months and has proved a great drawing card. The boys are young and are set for a long run. All they need is a class-spot booking to build up the name—they've definitely got the band.

Kern.

Jimmy McHale and Orch.

Reviewed at the Brown Derby, Boston. Style—Dance and show music.

Ork of 12 men, including McHale, specializes in smooth music. They can play swing but don't particularly care to. Band has been on the air nightly for four years and here three seasons. McHale, once a banjo plunker, now leads and does solo vocalizing, forming a trio with George Roy and Paul Clementes. Dick Wise comes out for scat singing. Dreamy and smooth dansapation achieved.

Spot has a mighty WHDH-WMEX wire, with a novel way of airing the music. The closing signature of the WHDH show from 6:45-7 p.m. is the opening theme for the 7-7:15 p.m. program. Lap-over is interesting. Then nightly the WMEX-Intercity Broadcasting system carries a half-hour program.

Ork has an effective intro, a soft tempo featuring a Will Baxter piano arrangement and using modulations.

McHale is a solid, handsome, gray-temped lad, making an indelible appearance with his neatness and easy directing.

Instrumentation includes Will Baxter, piano; Jackie Adams, drums, vibraphone; Al Sabine, bass; Paul Clementes, guitar, fiddle; Al Waitte, lead tenor sax, flute, arrangements; Joe Shallow, second tenor sax; George Hanellus, third alto sax, flute; Walter Mahoney, first trumpet; George Roy, second trumpet; Dick Wise, trombone, and Irving Borrisson, fiddle.

Faine.

Ballroom Becomes Night Club

KENOSHA, Wis., May 15.—Wonder Bar, formerly the Twin Lakes Ballroom, opened here Saturday with a floor show presented by Al Marney and including Jean Farrar, Little Johnnie Jones, the Marshfields, Dixie Trio and Madeline Thomas. Music by Dave Davis Orchestra.

UP ASKS MORE

(Continued from page 7)

obtaining news from newspapers after they had reached the news stands, even if true, would not constitute unclean hands. In accordance with fundamental principles of common law, once literary material has been published without the benefit of copyright it falls into the public domain and may be republished by any member of the public, at will.

Transradio also claimed that only four of the 10 persons sought as witnesses "could possibly be in any position to testify as to the general practice of Transradio in the conduct of its business."

Libel suit instituted recently against United Press by Transradio will probably not be heard until monopoly suit is settled.

Music Items

E. B. MARKS, thru a deal with Viking Press, Inc., announces that spirituals and other Negro songs edited and arranged by J. Rosamond Johnson and his brother, James Weldon Johnson, are for the first time available to broadcasting stations. This procedure also represents transcriptions, syncope and sole selling rights to the music trade of first and second books of American Negro spirituals; also another publication, *Rolling Along in Song*, released by Viking Press, Inc., described as a complete anthology of Negro music in the United States.

ABNER SILVER AND AL SHERMAN are ocean bound. Sailed this week for an extended trip to England, Ireland and France.

Comedy songs are having an encouraging lining these days. Not that publishers have great faith in finding a smash or even a fair success among the pickings, but chiefly because they have a certain lure in attracting artists and others to catalogs. Recently a number of these compositions have been heard with frequency over the ether, which means additional points for ASCAP members, besides adding a lighter touch to some of the more serious programs.

BENNIE DAVIS is out for another success with *Is This Going To Be My Lucky Summer?*, written in conjunction with Ruby Bloom. In order to start the song off Davis will sing it over the air via CBS May 23.

WORDS AND MUSIC is sponsoring new folio books by John Martell, known for his many mandolin and guitar methods and arrangements.

CLIFF FRIEND AND DAVE FRANKLIN believe that lightning will strike twice as far as they are concerned. The writers of *When My Dreamboat Comes Home* are pinning their faith on *The Merry-Go-Round Broke Down*, published by Harms, Inc.

JOHN REDMOND AND LEE DAVID have completed a cycle of compositions which they have placed with Exclusive Publications. Numbers are *Speaking of Dreams*, *You Haven't Got Those Eyes for Nothin'* and *Rhumba, Please*. Stan Meyers has made a record of the last named.

GEORGE WALLACE, lately with Broadway Music Company, has gone to the Coast as professional manager of Miller Music Company.

Despite the fact that unknowns have a difficult task crashing the gates of publishers with their creations, because most large firms depend upon staff writers, an effort is under way to give ambitious tunesmiths a real chance. One establishment has set aside two hours weekly to listen to and appraise new songs. This schema was inspired because of the success of songs authored and composed by unknowns. Not so long ago an unknown got his initial number in the running for a smash hit, "It's a Sin To Tell a Lie." About six years back another concern accepted a song from a then obscure musician, Billy Hill, who has since swept the nation and abroad with profitable numbers.

HOWARD WARREN SPRAGUE, of Jacksonville, Ill., has released *Just Someone To Call My Own*. Sprague did both words and music.

MEL MORRIS, contact man with Jack Mills, is a grandfather. He is passing around the cigars to celebrate the arrival of a girl born to his daughter at the Park West Hospital, New York, May 10.

MAJOR MUSIC COMPANY, now installed in its new quarters in the Brill Building, is already on the job plugging two new songs, *In an Old Venetian Garden* and *Shame On You*. Firm has opened a Chicago branch, with Joe Burns, formerly of Burns and Klissen, vaude team, in charge. Estelle Kissler has been added to the contact staff in New York.

WHITNEY BLAKE, New York, writes that his latest release, *You're a Hit*, is beginning to move nicely. Same pub's *London on a Foggy Afternoon* is being offered as comedy relief from the usual crop of Coronation tunes.

Paine-FTC Code Talks

NEW YORK, May 15.—John G. Paine, general manager of American Society of Composers, Authors and Publishers, is endeavoring to arrange a meeting with the Federal Trade Commission in Washington Friday in order to arrange for consummation of the projected music code of fair trade practices. Question of the code is a hangover from Paine's previous post as chairman of the board of Music Publishers' Protective Association.

Paine's effort to bring the matter to a successful finale follows closely on recent reports that the publishers were sowing wild oats again, the voluntary agreement having insufficient force to keep them in line.

Florida-Nebraska Anti-ASCAP Moves

LINCOLN, Neb., May 15.—Bill prohibiting organizations such as American Society of Composers, Authors and Publishers from operating in the State of Nebraska was passed by the Legislature Thursday and sent to the governor.

While ASCAP is not mentioned in the measure, the society would be classified, in the event of the governor's ok, as an organization operating in restraint of trade.

Philly Ballrooms Book Name Bands

PHILADELPHIA, May 15.—New Paramount Ballroom, operated by Chappie Musero, is adding band attractions during summer. Blanche Calloway initiated the new policy Tuesday. Next name, set for May 27, is Rita Rio.

Reese DuFree is spotting names for his Strand Ballroom here and his other in Atlantic City. Lucky Millinder comes here May 28, and the first Eastern appearance of Miss Eddie Crump and her Harlem Play Girls is listed for a June date.

Bob Crosby Band Booked

CHICAGO, May 15.—The Bob Crosby outfit, which closed a three-month engagement at the Congress Hotel Thursday, is set for the entire summer. Manager Gil Rodin reports. Following two weeks of Midwest one-nighters band goes into the Aragon Ballroom here for a week and then heads for Georgia and Texas for more one-nighters. Succeeding engagements include the Eastwood Park, Detroit; a month at the Ritz Carlton, Boston, and the remainder of the summer at the Ambassador, Atlantic City.

Ohio Ballroom Opens

UHRICHSVILLE, O., May 15.—River-view Park, near here, inaugurated weekend operation of the dance pavilion. Opening attraction was Gil Crest's Band, with Hal Goodman and Emil Velasco penciled for later in the month. After Decoration Day pavilion will go on an increased schedule.

Opens Jacksonville Season

JACKSONVILLE, Fla., May 15.—Jack Wardlaw and orchestra will open the summer season at the Pier Beach here May 30. Wardlaw comes here after a series of college dates set by Southeastern Orchestra Service.

Lunceford Set for Larchmont

NEW YORK, May 15.—Jimmie Lunceford will again play the summer at Larchmont Casino, Larchmont, N. Y., opening June 2. Harold Oxley, manager of the band, is interested in the spot, which will stick to a straight band policy this summer.

La Crosse Ballroom Opens

LA CROSSE, Wis., May 15.—Avalon Ballroom, recently damaged by fire, reopened Thursday with Charlie Agnew and orchestra. The Viking Accordion Band, of Albert Lea, Minn., played the spot yesterday.

Anatole Friedland's Costly Song Pluggers

NEW YORK, May 15.—Various "committees" set up to plug the song *The Greatest Enemy of Love*, co-authored by Anatole Friedland and L. Wolfe Gilbert, represent tops from the standpoint of name song pluggers. Friedland made his song-writing comeback after a recent leg amputation.

"Publicity committee" consists of Walter Winchell, Louis Sobol, Ed Sullivan, *The Billboard* and *Variety*.

"Vocal radio committee" consists of Eddie Cantor, Al Jolson, George Jessel, Burns and Allen and Jack Benny, for vocal plugs.

"Orchestra committee" consists of Rubinooff, Ted Lewis, Paul Whiteman, Victor Young and Jimmie Grier, for ork plugs.

"Arrangement committee" has Eddie Kay, Jack Mason, Paul Weirick and Nat Shilkret.

CIO-AFL Tie Aired in 802

Communist musicians' group hands out circulars with "lowdown" on fracas

NEW YORK, May 15.—Circulars titled *Musicians and the CIO*, purporting to come from the musicians' section of the Communist party, were distributed on the exchange floor of AFM Local 802 this week. Spiel on the sheet advocates healing the breach between the American Federation of Labor and the Committee for Industrial Organization, but favors the unification to be done on the basis of industrial unionism, chief CIO philosophy.

Posing the question: "Is the Communist party in favor of musicians leaving the AFL and joining the CIO?", the circular claims the CIO unions did not leave the parent body voluntarily, but were suspended against their will by the AFL executive council and are now threatened with expulsion. A progressive AFL, sheet says, will reunite the ranks of labor and will take a direct interest in building industrial unions. Further states a fight to bring about such an AFL setup is a fight in the immediate interests of the musicians.

Parting shot exhorts the musicians to "demand democracy and progress at the American Federation of Musicians' convention."

New Bands in Sacramento Clubs

SACRAMENTO, Calif., May 15.—Carroll Sweesy's Band in at Marg Ogle's Bungalow. Vern Phillips, drums; Glenn Kerr, bass and vocals; Ken Burt, guitar, and Sweesy, sax, make up one of hottest tune crews in city. Bungalow offers five-act floor show.

Musicians' local went to town on Silver Bowl, top night spot. Prevented management from bringing in San Francisco band, and Les Poe, emcee and ork leader two and one-half years, stayed. Poe has revised band, with Wally Landis featured on guitar; Art Yohs, drums; Bob Gregg, trumpet, and Lee Artz, sub trumpet.

Maxine Stone, vocalist, still knocking 'em dead at Cotton Club. Paul Olsen is pianist.

Dave's Tavern, suburb spot, remodeling. Bernie Faunce leads three-piece ork that keeps up to the minute on tunes. Tom King and Oscar Hittman round out crew. Dave and Mary Peterson hosts-owners.

Twin Gardens, Juanita's Chateau, 11-99 Club, roadhouse spots, going strong Saturday nights. Florida Inn does good biz every night.

Sherman Set for Summer

CHICAGO, May 15.—Maurie Sherman and orchestra have been set by CRA to play the summer at the Riviera on Lake Geneva, Wis., opening May 28.

Opens Denver Band Season

DENVER, May 15.—Opening the season for the Lakeside Amusement Park will be Little Jack Little and band May 22.

WANTED GIRL BAND

Join on wire. State lowest. We pay transportation and hotels. Those that wrote before, wire now. Address

DIRECTOR STATE PUBLICITY CAMPAIGN, Roosevelt Hotel, Jacksonville, Fla.

MUSICIANS WANTED

One Alto or Tenor Saxophone, one Flute and Piccolo, one 1st Cornet and one Snare Drum. Others write. Good openings for young, sober and industrious men. Must be single. Duties musical. Five post within short distance of Washington, D. C. Baltimore, Philadelphia and New York. Write to ADJUTANT or BANDLEADER, 1st U. S. Engineers, Fort Dupont, Del.

Petrillo Eyes Musical Acts

CHICAGO, May 15.—James C. Petrillo, head of the Chicago Federation of Musicians, is tightening up on acts using musical instruments. Regardless how much time or importance instruments are given in a vaude or night club offering, Petrillo insists on AFM membership cards. Only exceptions are performers using a ukulele, a four-string banjo used for uke effect and the harmonica.

Recently the musicians' union forced Owen and Parco, song act, to cancel their engagement at the 885 Club because they were not members of the union. Team works in Van and Schenck style and uses a piano in a minor way.

Pittsburgh Spots Compete for Bands

PITTSBURGH, May 17.—Cuthroat night spot competish expected to blaze in suburbs this week when Husk O'Hare's Band opens at New Balconades, next-door neighbor on Route 51 to Bill Green's profitable Casino, where Charley Gaylord is current, and not far from Lou Passarello's New Penn, featuring Clyde McCoy. And Barnie Conroy will add fuel to fire next week when he reopens remodeled Willows on Allegheny River with Art Shaw's Orchestra.

New club, operated by J. Bronelli, is latest development in name-band policy of district spots that threatens to relegate to the land of forgotten men bigger resorts trying to cash in with strictly local outfits.

Chi Music Notes

CHICAGO, May 15.—Teddy Garratte, music dealer, and wife in town from Johannesburg, Africa, to pick up a line of accordions. Ray Zaher, manager of Forster Music, Inc., showing them the sights.

Words and Music, Inc., is publishing the score for Warner's *Varsity Show*, new musical featuring Fred Waring and Dick Powell. Fred Dempsey, local manager, says the hits will be *It's Raining Sunshine* and *My Fraternity Pin*. Bronislav Kaper and Walter Jurmann wrote the music for the new Marx Bros. picture, *Day at the Races*. Robbins publishing.

Powder River Jack and Kitty's Lee's *Songs of the Range* is a new compilation of cowboy balladry published by the Chart Music Publishing House, Chicago. Jack has long been known as the cattle country's "poet laureate" and the songs, many of his own composition, have the true cow-camp flavor.

Besman Joins Detroit Agency

DETROIT, May 15.—Bernard Besman, manager of the orchestra department of American Attractions, has added Abe Morrison as field man.

TALLAHASSEE, Fla., May 15.—House judiciary committee is considering a bill which if passed would put the American Society of Composers, Authors and Publishers out of business in this State. Measure is similar to anti-ASCAP legislation pending in other States.

DETROIT CLEANS UP

Cafes Threaten To Dump Shows

Nudes must cover up—female imps out—admissions hit—owners sore

DETROIT, May 15.—Detroit's cleanup of floor shows came to a head this week with a conference between cabaret operators and the Detroit police department, resulting in the statement by managers that they would like to cut out floor shows altogether. Their stand is based on their claim that they put in shows "only because the public demanded them," which is a pretty good left-handed boost for the acts.

Superintendent of Police Fred W. Frahm issued the edict that female impersonators are out. He suggested that one spot, having such a show under contract, could permit the show finish out the contract but in trousers.

Lieutenant Lester Potter, police censor, restated his instructions that dancers must wear trunks and an opaque brassiere in reference to the case of Princess Chang Lee, arrested twice at the Corktown Tavern for alleged nude dancing.

An attack on admission fees was also made by Potter, who said: "Some of you charge admission fees, which makes theaters of your places. And that's against the law."

Referring to comedy material, Potter complained that acts started to ad lib as soon as police left the night spots, resulting in some of the alleged offenses.

At this point Police Commissioner Heinrich Pickert, apparently misunderstanding Potter, remarked, "What's blib?"

Sligh-Tyrrell Books 40 Weeks

CHICAGO, May 15.—Sligh & Tyrrell Agency here reports over 40 weeks of consecutive bookings for its acts. Phil Tyrrell states that its many dates in the Midwest and South enable it to sign acts under personal management contracts and book them solid for a lengthy time.

Among leading spots handled by S.-T. are the Edgewater Beach Hotel, Yacht Club, Mayflower Casino, Colosimo's and Hi-Hat Club here; the Roosevelt Hotel, New Orleans; the Park Plaza Hotel, Chase Hotel Roof, Jefferson Hotel and Biltmore Country Club, St. Louis; Claridge Hotel, Memphis; Webster Hall Hotel, Detroit; Commodore Club and Washington-Youres Hotel, Shreveport; Coconut Grove and Sixty Club, Omaha; Belvidere Club, Des Moines; Pere Marquette Club, Lexington, and the Berghoff Gardens, Fort Wayne.

Agency, according to Tyrrell, also wants to build up unknown talent under contract with the office.

Pittsburgh Agents Push License Bill

PITTSBURGH, May 15.—Entertainment Managers' Association of Western Pennsylvania has started lobbying for Bill (See PITTSBURGH AGENTS on page 32)

Beef Trust Beefier

DETROIT, May 15.—Detroit's Beef Trust surplus will be partially liquidated this week when Harry Russell opens Harry Russell's Famous Detroit Beef Trust Revue at the Paddock Club, Louisville.

Russell's regular emcee, Hal Heeney, is suffering from a broken arm, received at Fort Wayne when Tiny Mulhall, a member of the Beef Trust, fell on him.

Ain't Love Grand?

GRAND RAPIDS, Mich., May 15.—When Gilbert Euker, trumpet player with the Rowe Hotel Orchestra here, was recently fined for reckless driving in Detroit and sentenced to a three-day jail term he was saved from serving the time by the quick thinking of his fiancée, Betty Burns, dancer. Traffic Judge Thomas F. Maher had sentenced Euker when Miss Burns appeared and stated that she and Euker were planning to be married May 8 and that a jail sentence would interfere with their plans. Upon hearing this the judge changed the sentence, and after paying \$30 Euker was free to go thru with the marriage plans.

AFA Nicks 2 on Contract Breach

CHICAGO, May 15.—American Federation of Actors' office here secured judgment against two parties who allegedly breached contracts held by AFA acts.

One week's salary was ordered paid to Hubert Dyer, novelty act, by Al Borde, agent, who, according to the claim, let the complainant out of the contract without giving him due notice.

Kniffen and Dell, dance team, were awarded judgment against Jimmy Purcell, operator of the Silver Cloud Club, who held a week's contract with the act but used them opening night only.

Plan "World's Largest Nitery"

PHILADELPHIA, May 15.—World's largest nitery is being planned by Jimmy Toppl, local fighting and wrestling promoter. Night club is to be transplanted at a downtown sporting arena and known as the 7-11 Club. Architect plans transcend anything previously attempted here. In addition to the main grille room with a 1,500 seating capacity there will be a banquet hall and a cocktail room, each holding 500 people, and six bars.

Entertainment policy is not set, but a deal is in the wind to bring in New York's Cotton Club shows.

Jackson, Mich., Spot Opens

JACKSON, Mich., May 15.—Ocean Pier, at Clark Lake, will again be under the direction of Joe H. Wilson, who piloted the popular summer dance gardens last year. Spot has been completely redecorated, with Ducky Edwards and his Harlem Ducklings slated to open the season tonight.

Singer's 17-Month Run

PHILADELPHIA, May 15.—Jane Farrar, singer at 1523 Locust Street Club, holds a record at the spot. She has been there 17 months. Previously Miss Farrar played three months at the Village Barn and seven months at Tony's, both in New York.

Club Chatter

New York City:

BOBBIE JOYCE, currently at the Paradise, will do a short for Warners. . . . HALE SISTERS opened at the Mirador May 15. . . . JIM MOOREHEAD began a return engagement at the Hickory House May 11 after a four-month absence.

YVETTE RUGEL opens at the Yacht Club May 19. On the same day Bert Frohman starts at the Paradise. Booked by Will Weber in conjunction with the William Morris office. . . . TONI LANE was signed by Warners thru the Will Weber office to a seven-year contract.

MARTINEZ AND ANTONITA have just arrived from Hollywood, where they were engaged for a dance sequence in the Paramount pic, Carmen. Martinez was formerly a partner of La Argentina.

MITTI FERVAR, chanteuse of England and France, will make her New York debut June 2 at the Rainbow Room. Miss Fervar is a cousin of Pola Negri. . . . UPTOWN HOUSE, in Harlem, conducts jam sessions every Sunday from 4 p.m. to closing. . . . AILEEN STANLEY, of musical comedy, sailed on the Ile de France for an engagement at the Berkeley Hotel, London, and for a series of broadcasts.

Chicago:

THE DUANOS have left for Cleveland to fill a two-week engagement there. . . . ROBERTA ROBERTS has left for Kansas City and a stay at Dante's Inferno. . . . FRANCES MADDUX followed Lillian Roth into the Stevens Hotel. . . . GARNER, WOLFE AND HAKINS open at the Coconut Grove May 28. Irene Bordon will headline the bill there.

TOMMY KEARNS, Casino Parisienne press agent, left for New York over the week-end. His assignments will be handled by Milt Pollock, of CRA. . . . ED GOREY, of the Drake Hotel, has severed his connections as press agent for the hotel's Gold Coast Room. . . . RODRIGO AND FRANCINE, dance team, postcard from Boston that they are playing the Mayfair Club there.

COLLEGE INN is conducting a Varsity dance contest, \$300 in cash prizes being offered.

Here and There:

THEODORE AND DENESHA have been held over at the Royale Frolics, Chicago, altho show was changed three times in four days. . . . WOODS AND

BRAY left the Congress Hotel, Chicago, for a four-week run at the Syracuse Hotel, Syracuse, N. Y. . . . DORYCE AND FREDDY DREW are appearing currently at the Arcola Inn, New Jersey. . . . JOHN BOOTH, magician, is currently featured at the Bismarck Hotel, Chicago, together with Shalita and Carlton.

PERZADE AND JETAN have been held over for a third week at the Hotel Jermy, Scranton, Pa. . . . DANNY BROWN and his revue have moved to the Club Eldo, Youngstown, O., after a 38-week run at the Frontenac, Detroit. Cast includes Vern Valdez, John Lonas and Bobbie Lamarr.

JERRY GOFF, formerly of Goff and Kerr, opened as a single at the Adelphia Hotel, Philadelphia, May 17. . . . CECIL BRONSON began an engagement at the 20th Century Club, Philly, May 11. . . . REEVES SISTERS AND MORRISON have been at the Coconut Grove, Bridgeport, Conn., since May 14.

CARVINO REESE and Yovita Acele, dance team, are held over at the Casino Club, Chicago. . . . SID WARD is now in his eighth week as emcee at Club Milwaukee, Miami. . . . FELICIA AND DELREY opened at the Lotus Club, Washington, for indefinite run.

JUDITH LAWTON, NBC radio name, heads the new floor show at Ben Rafalo's Cat and the Middle, Cincinnati.

THE CHESTERS, wire-walking trio, have been re-engaged for the University Grill, Albany, N. Y. Freddy Engle's Ork is still furnishing the dance tunes at the spot. . . . VIRGINIA LEE, who has been doing club and picture work on the Coast the last two years, is heading back east. She is slated for club dates in Kansas City, Minneapolis, Chicago and Cincinnati en route east. . . . JACKIE MERKLE, 9-year-old mentalist, is a new addition to the floor show at Jimmy Brink's Lookout House, Covington, Ky. Others on the bill there are Hershel Martin and Virginia Watkins, the Stroud Twins, Zang and Todd, Gayle and Lloyd and Nedoff and Mack.

THREE BO BRUNNELLS signed by F. & M. under five-year personal management contract. Opened at Mounds Country Club, St. Louis, May 6. . . . DAVE JEFFERY, Margie Norris, Lee Shirley and Ada Louise provide the variety to Johnny Murphy's Dutch Mill, Binghamton, N. Y. . . . HARRISON KAYE, Miram Miller and George Hellem's Band are held over at Steve Hodges' Restaurant, Binghamton, N. Y.

Add Possibilities

CHICAGO, May 15.—There is always the possibility of the smart performer turning a brief engagement into a permanent job.

Several entertainers booked into local spots befriended the steady patrons in such a manner that the operators retained them on their pay roll as waiters, hosts, and in some instances even business managers. Most of them continue to participate in the floor bills.

Atlantic City Bans Strippers

Ordered out of night clubs—break for regulation floor shows and burlesque

ATLANTIC CITY, May 15.—Believing that the New York burly situation would have an effect on night spot entertainment here this summer, with banned strippers flocking to local late spots, the city has definitely banned "nude revues" and "strip acts." This about throws the local night club world in a turmoil, as leaders are featuring this type entertainment, and there is talk of several all-nude revues preparing to open soon.

First hint of the doom of strippers came at a meeting of the Atlantic City Licensed Beverage Association, composed of the better class hotels and cafe operators, who went on record as opposed to this type entertainment and as preferring a revue of variety acts with a chorus to fill. The ACLBA took its beef to City Hall and Thomas Sweeney, in charge of liquor licenses, stated: "Each applicant for a C license, which means a spot where music and entertainment are provided, will be handed a questionnaire, and among the questions will be very definite ones pertaining to the kind of show intended. If there is any suggestion of a nude dance in the answer the applicant will be refused a license. If it's found that a license holder is conducting this form of entertainment not specified in the questionnaire his license will be revoked." Licenses are issued July 1.

Two places featuring strippers have been ordered to take their "nudes" from the lobby picture frames.

This, of course, will find approval with local burly operators, of which three will be at least two this season, as the burly shows had their thunder stolen the last part of last summer.

There are a number of conferences on and it is an even bet there will be a hot time until the thing is straightened out.

Atlantic Beach Club Set

NEW YORK, May 15.—Surfside at Atlantic Beach, L. I., built at a cost of a half million dollars, will open May 27. There will be a private beach and boardwalk for guests and an unusual admission plan will be practiced whereby, for three dollars, the guest will be given a private locker, admittance to either pool or beach for entire day and a full-course dinner and dancing in the main dining room.

Chez Paree Issues Denial

CHICAGO, May 15.—Chez Paree ops deny that they object to ad positions of competitive spots in local dailies. Because of the papers' fundamental policy to give the larger ads top positions the sizable Chez Paree ads rate prominent locations in the amusement page advertising columns.

One Drink and Bingo!

PHILADELPHIA, May 15.—Figuring to cash in on the current craze for games in movie houses, Albert Del Bon, former mixologist at Benny the Bum's, has concocted a new bracer for the bar-fishes. He calls it a Bank Night Cocktail.

One drink, he says, and "bingo."

2 Burly Spots Look to Vaude

Oriental and Gaiety, N. Y., ready to go—AFA working on deals for closed shop

NEW YORK, May 15.—Indications this week point to at least two of the now darkened burlesque theaters in the city switching to vaude policies, houses being the Oriental and the Gaiety. Was indicated by meetings this week between the operators of those theaters and the American Federation of Actors, latter group negotiating for a "closed shop" agreement and planning to help the houses get their licenses. A third house, the Republic, will probably be one of the early entries among the burly houses switching to vaude, and many others may follow later if no luck is had in being permitted to reopen with burlesque.

Morton and Herbert K. Minsky, operating the Oriental Theater, met with Ralph Whitehead, of the AFA, yesterday, with other unions sitting in at the meeting. The labor representatives were Joseph Basson, president of Local 306, movie operators; James J. Brennan, head of Local 1, stagehands, and James Brereton, delegate from Local 802, musicians.

The Minskys declared that they are practically ready to open immediately with variety revues and stage bands, colored and white, and are willing to sign up with the AFA. It is expected that favorable word will emanate from the license department early next week as to a license for the theater, which has filed its application for a vaude license.

I. H. Herk, operating the Gaiety in partnership with Abe Minsky, has been conferring with Whitehead also. His house is set to sign up with the AFA and present variety shows, figuring on vaude units. However, the deal is being held up pending a decision by Herk and Minsky as to what policy will be installed at their newly leased Fulton Theater.

Other burlesque operators in town, who have designated Herk as their spokesman, have been talking vaude policies also, but they are temporarily shelving the matter in view of their hopes that they will be permitted to reopen with burlesque shortly.

Music Hall Loses Million and Half

NEW YORK, May 15.—The Radio City Music Hall suffered a net loss of \$1,563,778 in a four-and-a-quarter-year period, beginning February 1, 1933, and ending April 30 this year. Center Theater showed a loss of \$2,857,814 during that period. This was revealed by John E. Hansen, comptroller of Rockefeller Center, to Special Master George W. Alger at a hearing Wednesday on the RKO reorganization plan.

It was revealed, however, that if certain items of real estate taxes, rents, interest on fees, investment, depreciation and amortization were eliminated, the Music Hall's loss would be turned into a profit of \$2,823,281 for that period. The Center's loss would have been reduced to about \$27,000.

Organists Pulled From RKO Houses

NEW YORK, May 15.—American Federation of Musicians' Local 802 pulled out its organists yesterday from RKO theaters here in an effort to bring more pressure to bear on the circuit to compel re-employment of musicians.

Among the houses losing the organists are the 58th Street and 86th Street in Manhattan; Keith's, Flushing, and Keith's, Richmond Hill.

Demand of the musicians is that RKO employ two orchestras in each of the employ boros.

HOLLYWOOD, May 15.—Joe Sullivan has opened an office in West Hollywood under the name of United Booking Office. Among his associates are Lew Cantor and Terry Martino. The office is handling all branches of show business.

It Happens

NEW YORK, May 15.—Buddy Clark, singer, is the subject of amusing booking relations with Paramount. A while back he was to have appeared at the local Paramount with the Lud Gluskin Ork, getting a nominal salary. But he only played a rehearsal, being canceled when he missed the first show. Altho he has been clicking on the air, he got more extensive publicity buildups as the singer for Jack Haley in the *Wake Up and Live* ptx. Paramount sought to buy him again, offering double what he would have got the last time, but he nixed it and asked for \$700 a week.

Tax Evaders Turn Club Men

Operate niteries to eat up outside profits — gamble on profitable sideline

CHICAGO, May 15.—Income tax demands are indirectly responsible for the employment of many acts in night spots in this area. Many operators engaged in profitable business ventures outside the show business are spending their surpluses in running clubs. They figure it more profitable to invest the bank roll in night spot operations rather than kick back most of it to the government. In this way, with any kind of breaks, they stand a chance of building up a profitable sideline.

Lowering of income and corporation taxes would mean the definite closing of several spots and hotel rooms using entertainment. Business has been bad the last few months, with decent crowds turning out only on Saturdays. Veteran ops blame it on oversteering. Cover charges cannot be collected and food and liquor prices must be kept within reasonable limits.

In the meantime talent is in demand and the money for standard acts in the larger spots is not half bad. Several operators who are in show business to evade heavy income taxes are giving employment to as many as 40 to 50 entertainers weekly. Most acts at these spots do only one or two numbers each show. On many nights performers doubled the number of patrons, but that doesn't seem to worry the pay-check signers any.

"Red" Skelton Held Again

CHICAGO, May 15.—Richard (Red) Skelton, comedian and emcee, has been held over for two more weeks at the Palace, giving him a consecutive five-week engagement. Starts hold-over date on Friday.

AL ROGERS, now that he's booking Friday night flesh into the Paramount, Brooklyn, has moved his New York offices from the Bond Building to the Paramount Building. . . . Dixieland Band didn't stay for the second week of the Paramount, New York, show, which featured Xavier Cugat. Mary Small, on that show, holds over for the new one, headed by Ina Ray Hutton and ork. . . . Gene Autry, movie cowboy, will go into the Chicago Theater, Chicago, week of May 28. . . . California Collegians have been booked by George Oberland, of F. & M., into the Earle, Philadelphia, and Earle, Washington, May 21 and 28; Roky, New York, may follow. . . . Johnny Dugan, of the Simon Agency, is headed for a September marriage, bride-to-be a nonpro. Barbara Textor. Another marriage about that time will be that of Carolyn Wolfenstein, secretary to John Schultz, of Fanchon & Marco, to Fred Lippman, nonpro.

BENNY FIELDS has definitely set his week for Loew's State, New York, date being June 10. . . . Stepin Fetchit will go into the Earle, Philadelphia, this

Warner Is Ousting Flesh At Seven Philly Theaters

Fox, Allegheny, Kent, Alhambra, Frankford, Cross Keys and Nixon get the ax—Oxford being trimmed from split to one day—outlook for fall pickup not bright

PHILADELPHIA, May 15.—After making a fresh start on the road back, vaude locally is taking a turn for the worse and dwindling down to a mere pittance. Warner Brothers have already served notice to the musicians' union, Local 77, that their film-fleshers will for the most part revert to straight pix, and Warner has the majority representation in making this town the liveliest vaude section in the country. Eight houses are being affected by this vaude sloughing, and whereas Warner now has about a total of five weeks' playing time here it will only have

one week and a day by next month. Furthermore, the prospects for vaude in the Warner houses in the fall does not look promising.

Fox Theater, downtown de luxer, went straight pix yesterday. However, pit musicians hang on to play a concert overture, efforts to yank them out entirely being stymied by A. Anthony Tomel, Local 77 head, whose rulling on the matter was sustained by Joseph N. Weber, American Federation of Musicians' president. Union agreement with the Fox calls for a minimum of 45 weeks for 15 men playing a show, and 30 non-consecutive weeks for 35 overture men.

It is in the neighborhoods that vaude is hit hardest. The Allegheny, which started as a split-week and cut to three days, goes straight pix today. House has fulfilled its guaranteed minimum of 15 weeks. Also going straight pix today are the Kent, Alhambra and Frankford, two-day vaude stands, and the Cross Keys, one-dayer. The Nixon, split-week house, goes into an all-picture policy May 28, while the Oxford will trim from split-week vaude to a single day June 26. However, the Oxford is expected to resume as a split-weeker August 19. The Commodore, which had only an organist, will drop the latter May 22.

The Earle remains the only mid-town full week of flesh among the Warner houses. Whether there will be a cut in the pit crew or a salary slice for the present crew, in accordance with union agreement, will be determined later in the month.

Among the indies in town, the Carman promises to continue with its full-week policy. Fay's closes shop entirely May 21, in keeping with its usual summer shuttering. While it is hardly probable that the Nixon-Grand will be able to carry on during the summer with its policy of colored shows featuring "name" bands, Sam Steffel, operator, will milk the season as long as possible.

Pitt Niteries Plan To Weld

PITTSBURGH, May 15.—In unprecedented co-operation, a dozen top night-spot representatives met yesterday in an attempt to set a cover, admission or minimum charge scale for the summer and eliminate bottle toters.

Called by Gerry O'Neill, manager of William Penn Hotel, session was attended by Greta Harbaugh, The Pines; Jack McCarthy, Longview Farms; Bill Green, of Green's; Bernie Conroy, Willows; Lew Mercue, Harlem Casino; Etzi Covato, Plaza Cafe; Lou Paerello, New Penn; Ed Flynn, William Penn; J. Bronelli, Balconades, and proxies from the Nixon Restaurant, Anchorage and Union Grill.

Tentative plans call for the formation of an official organization next Tuesday (18); also the election of officers, together with adoption of a group legislation favoring members and indorsement of action against competitive holdouts. Compulsory adherence to code is expected thru posting of cash bond, to be forfeited if club breaks rules.

Move is prompted, says O'Neill, because of rising operating costs plus heavier expenses for music and entertainment being borne by majority of owners. Increase in price, tho expected to be resisted temporarily by a few night owls, will eventually prove profitable and also be accepted as indicating higher standard of spots, once uniform policy is maintained.

Last attempt to unite clubs and hotels on price policy was December, 1935, when unlike this year's brother-and-pal feeling, owners ended session in figurative cat fight.

Undress Act on Tour

LOS ANGELES, May 15.—How To Undress act, current at the Orpheum, will be sent on a five-week tour on the Coast by Sherrill Cohen, manager of the theater and owner of the act. Bookings will be set by Bert Levey office. Act is made up of two girl undressers, Jane Ellison and Betty Bernard, and a commentator, Jack Sherman.

Vaudeville Notes

Friday, his first date since his auto accident in New York. . . . Bill Robinson has been set by the Simon Agency for the Fox, Detroit, week of May 28. . . . Charles Koerner, in charge of Boston theaters for RKO, left for the Coast Saturday with his wife on a vacation trip. . . . Among those signed for the St. Louis Municipal Opera shows are Al White Jr.; Harris, Claire and Shannon; Jack Arthur, Ross Wyse Jr. and Eric Mattson the last named recently at the Gay Nineties in New York under the name of Rudy Madison.

GEORGES AND JALNA have been booked by Paramount for the Chicago, Chicago, week of May 28. . . . Heloise Martin will play out her contract at the Oriental, Chicago, opening this Friday. . . . King's Scandals unit has been booked by Paramount for New Haven, Conn., and Springfield, Mass., current in New Haven and next week in Springfield. . . . Ethel Morical and August Fraul have been playing lodge dates and clubs in and around Indianapolis since teaming up six months ago, the girl being Fraul's second partner in 20 years.

British Battle Over Doubling

LONDON, May 8.—A battle is waging between the Variety Artists' Federation, British performers' union, and the Union Cinemas, Ltd., which operates over 100 picture houses using acts weekly or at intervals. Battle is over doubling of acts. Peculiarly, the VAF sanctions doubling and even playing three or four dates the same week in the local area.

Union Cinemas has two houses, the Ritz, Maldstone, and Ritz, Chatham, which are eight miles apart and over 30 miles from here. Both houses opened a month ago and acts were booked to play both houses at one and a half of their usual salary. Booking of Elsie and Doris Waters, radio act, into those theaters last week resulted in picketing by VAF members.

General Theaters Corporation had five acts doubling last week between Holborn Empire and Finsbury Park Empire, a distance of three and a half miles. Two of the acts are headliners, Morton Downey and Lucan and McShane.

Will Harris Produces Radio Show for Vaude

CHICAGO, May 15.—NBC's *Lights Out*, Wednesday night half-hour light-raiser, is being adapted for the stage by Will Harris, local producer.

First one to be produced is labeled *Across the Gap*, booked to open at the Riverside Theater, Milwaukee, early in June.

Harris expects to have about 30 people in the cast and book each unit for at least 15 weeks in combo houses.

Loew's State, New York

(Reviewed Thursday Evening, May 13)

Paul Whiteman comes into this spot after a too-long absence from Broadway and offers in a 50-minute presentation his symphonic dance music and his array of old and new entertainers. Noteworthy is the fact that this time Whiteman uses no others besides his doubling musicians, without a single femme entertainer or even a dance team. Altho at the conclusion of his offering one is conscious of the lack of these customary embellishments, entertainment is of such high order and so presented that they are not missed. Also apparent is the fact that Whiteman, except for the opening few minutes, did at no time after that attempt to center attention directly upon himself or upon the band as a dancing unit, but confined himself to building up his several specialists and in providing such grand and colorful background, advantageously distinguishable even as such, that one is inclined to believe that Com Paul has a shrewd and showmanly method in his madness.

Signature opening of *Rhapsody in Blue*, beautifully set and lighted and featuring Roy Bargy's scintillating ivory-tinkling runs, was followed by *Waltzing Thru the Ages*, a cavalcade of a dozen more or less immortal waltzes, effectively

employed to bring out outstanding instrumentation from every section of the orchestra, violins in the *Minuet*, muted trombones in *Kiss Me Again*, piano and violins in *Merry Widow*, the band as a whole in *Blue Danube* and so on. Special symphonic arrangements also brought into play the many instruments incorporated in the 27-piece group that are not to be found in any other commercial dance band.

Recent addition, Jimmy Brierly, Irish tenor, does a good job of *A Pretty Girl* and *Where Are You?* with smooth and delicate delivery, and altho his is not a great voice it has color and blends in pleasingly with masterful backing by the band.

Jack Teagarden does a good enough opening to his *Basin Street Blues* in a modulated baritone and then does the same thing on the slide, but better. The Three T's (Traumbauer and two Teagardens) give out with smooth but sizzling rhythms, the kind that has made them a byword for swing and has warranted their appearance as a separate combo in town. Lightning runs on the sax with Nola and a special arrangement of *Stardust* on the clarinet by Al Gallodoro were followed by that really funny trumpeter, Goldie, in Dutch dialect song and a German band leading bit. Pingatore got a tremendous hand for a short bit of solo banjo plucking.

Best received offering was that of Bob Lawrence, baritone, late of *Thumbs Up* and *Jumbo* and featured on all Whiteman broadcasts. A specially written (Rodgers and Hart) dramatic number with recitation interludes, *All Points West*, was richly and vividly rendered, with quite a bit of dramatic ability, necessitating an encore. *The Night Is Young*. Lawrence, it was announced, had been set already for the coming Cleveland expo.

Pix on screen was *Personal Property*, and biz good last show. George Colson.

Chicago, Chicago

(Reviewed Friday Afternoon, May 14)

Coronation-struck on the verge of boredom, house has gone in heavily for British talent this week. Looks like a losing proposition despite the fact that Sybil Jason heads the revue. Unusually poor house second show opening day bolstered that thought.

Augmented house line opens with a breezy Fred Evans routine, ushering in the 12 Ensigns in choral work. Boys are gifted vocally but handicapped thru lack of production. A setting with *Student Prince* atmosphere, for example, would have enhanced their work far more than the blank drop behind them. Do a few musical comedy selection, singling out several voices, and close with a group of college songs.

Mady and Cord had a tough time selling the sparsely populated house their falls, acro and knockabout work. Have a few nice bits of comedy but it takes a nice crowd to appreciate them.

Owen McGivency, British actor, had a novelty with his quick-change artistry, portraying a few Mark Twain characters. He makes his changes in front of the audience with the help of assistants, and the speed of his transformation is amazing. His act, however, is a bit too long. A screen trailer introduces Sir McGivency and the characters he is to portray.

Sybil Jason, screen mite, sings *The Captain's Kid*, *The King Is Still My Prince Charming* (which local patrons cannot be expected to take to heart); *Mike, My Little Black Scotty* (touching) and *I'm Rolling in Money*, which she concludes with Garbo and West take-offs. Returns for the *Changing of the Guard* finale, a pale carbon copy of the number which featured her in a Warner two-reeler. Kid handles herself like a veteran.

On screen, *Turn Off the Moon* (Paramount). Sam Honigberg.

Vaudeville Reviews

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, May 13)

The opening tix of the Fred Astaire-Ginger Rogers play, *Shall We Dance?*, looked disappointing, the third show playing to many empty seats and the start of the fourth doing better, tho the rain kept them away. Stage show is a good one, running 34 minutes, having rhyme and reason, sufficient entertainment and the usual spectacle. Of course, the house devotes one of its numbers to the Coronation in England. Even the symphony ork fares better this week, giving a splendid 10-minute account of itself with *Roumanian Rhapsody*.

Merry May is the title of the show, the sub-billing mentioning that it concerns colorful events of the month. First is *The Circus Is in Town*, highlighted by the beautiful novelty act of Cilly Feindt and her white horse. A study in white, the femme and horse, with the animal observing minutely every command. It is a dancing animal, following tempo as well as most humans. Nicholas Daks is the ringmaster in this session, wielding the whip over the ballet corps in a cute horse number. It's a number more for the Rockettes, considering that the ballet wasn't there on the previous, altho handicapped by bulky costumes.

The Aristocrats of the Road, dedicated to hobos, is a repeat of a number by Maurice Baron and A. Stillman. Worth repetition, tho, for it's highly entertaining, showing the glee club as hobos singing about themselves, holding a hobo convention and riding a freight train.

Jan Peerce solos with his overused *Bluebird of Happiness* song, but he does it very well. Ray and Trent are spotted very cleverly and go exceptionally well for this house with their sight act of comedy acrobatics. A lot of good tricks, but what's more, clever presentation.

Finisher is the Coronation spectacle, in London, with the sides of the house and the stage decorated with flags and the like. The Rockettes have their inning here and they are their usual precision selves in a snappy military number. Sidney Harris.

Oriental, Chicago

(Reviewed Friday Afternoon, May 14)

Slums of Paris, typical French-flavored one-hour unit, played to good business first show opening day and seemed to please with its variety of talent. Most of it is entertaining, only weak spots being some rehearsed comedy talk in the early scenes.

An excellent 16-girl line, fittingly costumed in well-staged scenes, proves one of the highlights. Open with a *Can Can* routine against a Paris skyline backdrop, return for highly pleasing toe parade in army costumes and close with graceful prouetting.

Bes Bert deuced with comedy juggling and netted a big hand. Works smoothly with three clubs and three balls, latter done in Stan Kavanagh fashion. Dot and Dash, colored tappers, do a fast five minutes of difficult taps and steps.

In the ensuing sidewalk cafe scene Michaels, capable accordionist, brings mirth with *A Fine Romance, Let's Go Slumming*, which he ends with a tapping combination, and closes with a light operatic medley.

Sid Marion handles the comedy and does not come into his own until he scores with his regular act in which the developed Olive Sibley comes thru with grand straight work. She also reveals a good soprano voice, miking *Play, Fiddle, Play*. Their strong woman-weak man nonsense is funny.

Closing cafe scene makes way for an excellent and exciting apache routine by Billy Branch and Company. It is perfectly timed and the included knife throwing and stabbings give the number a novel touch. Included in the act are Johnny Scott, Georgie Brent, Mrs. Branch and another male.

Mlle. Renee Villon follows with a tasteful fan dance, which she executes in a gauzy gown. Includes a few acro and control tricks and has the two fans lighted for a finish. Roy Williams is the tenor in the final scene.

The Thirteenth Chair (Mreto) on screen. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, May 14)

Stage presentation this week has as its most timely element a Coronation pro-

duction number, a lavish piece of business. Together with the individual acts, this lifts the show into the category of fine entertainment, despite the bill's lack of sock comedy material.

Skating turn, Four Comets, comprising two men and two blondes, provides the opener. Work as a foursome, in threes, doubles and singles, and go thru their routines with pace and sparkle. Two femmes dress the act considerably and this, in addition to the general ability of the quartet, sends the show off to a fast start.

Lowe, Hite and Stanley, whose sizes range from midget to giant, offer comedy knockabout for the major portion of their act and then come thru with a nice bit of tapping. Legwork, done first in unison, is neat and precise, and is then topped by the midget's turn atop a drum. Closed strong.

Steve Evans, ace impersonator, first offered imitations of Bob Burns, El Brendel, Joe E. Brown, Popeye and John D. Rockefeller. Ability showed to best advantage in the latter half of act, during which he did versions of a drunken laborer, Mussolini and Lon Chaney. Latter two were encores, the act closing to a wonderful hand after a slow opening.

Chester Fredericks and Gloria Lane, peppy hoofing and singing mixed team, do their work against a background of Gae Poster girls involved in the intricacies of *Coronation Swing*. It's an eye-filling spectacle, blending motion, color and song. Fredericks does his usual brand of acro-tap, working hard and giving the show plenty of hpyo. Bobby Thompson, straight tapper, is fast and clean, tho unfortunately spotted for a short stint.

Gae Poster line dresses the show beautifully, and in addition to the Coronation number appears in formal, top-hatted customers for slow and fast stepping.

Pix, *Talk of the Devil* (GB). House fair. Paul Aalerman.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 14)

Earle again has a name band for the lion's share of the stage fare. Accent this week is on the sweet in instrumental harmonies. Guy Lombardo and his Royal Canadians make the music that is restful to both the spirit and soul. Bad weather held down attendance at the second matinee on opening day, but with the Earle remaining the only combo house within the center-city area box-office barometer should hit a high mark for the week. Screen attraction has marquee strength and should contribute to the grosses, feature being Stan Laurel and Oliver Hardy's full-length *Way Out West* (MGM).

Brother Guy has discarded his figurative fiddle since last batoning here, now waving the regulation wand. Band's music is familiar to all, via air lanes and recordings, and the stubholders shell out for the "in person" angle. Save for an impressionistic *Midnight in Mayfair* by the two piano knucklers, tooters concentrate on the major pop hits of the day. Brother Carmen and the vocal trio take their bows for the lyricizing. Victor gets the spot for a solo bary sax chorus to *Stardust*, and Frere Liebert stands up for trumpet footings, but is strictly in the alleged class when he steps out front to croon a chorus in his most uncertain voice.

Two fillers are both top drawer. Gower and Jeanne, youthful mixed dance duo, click with a fine medley of ballroomatics. Lombardo lads earn an added bow for their musical backup on this turn, building up the tricks in a manner that would reek envy from suspicious trench tooters.

For a socko session that rings down the house Rufe Davis walks off with the honors on that score. In rube getup and to his own guitar accomps Davis gives a series of sound impersonations that range from instruments in a band, thru a barnyard fantasy, to a tap dancer, with an airplane and the put-put of an outdoor motorboat to boot. Had to beg off after a trio of returns.

Clocked at three-quarters the hour, which doesn't overstay the meager outlay. Oro.

ABC, Paris

(Week of May 3)

Looks like old home week in Paris, what with Cecile Sorel at the Empire and Mistinguett generously displaying her legs at the ABC. Besides Mistinguett's legs the ABC is offering a copious bill, which is for the most part pleasant entertainment.

Two Romeros, American hoofers, are ace tappers, offering a routine of good

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hoofing. Unfortunately the boys go in for comedy, and that's another story—a sad one. Birdie Dean, American bender, clicks solidly in brief but superb session of acro-contortion dancing which is expertly routinized.

Zolga and Rachel rate a few superlatives. Originally a dance duo, having practically played themselves out in Paris, they return with a series of laugh-pulling imitations and dance bits that assure them a good reception on any bill. D'Anselmi, ventriloquist, also rates special mention for his clever patter and imitations.

Mistinguett stars in tab revue, taking up most of the second half of the bill. Sings in her usual manner, displays her over-rated legs and reveals a newly developed tendency to sidestep too many encores and bows. Working in the revue are an excellent acro dance duo, Silva and Ferrara; the excellent orchestra of Fred Adison; the nut comedian, Zibral; a mediocre hooper, Machado, and an unintentionally funny chorus.

Less than the usual quota of crooners and warblers, only three, Rolande Ryber, talented concert vocalist; Agnes Capri, dead-pan warbler of goofy ditties, and Gabaroché, who escapes any classification. The Rigoletto Brothers held over from preceding bill. *Ted Wolfram.*

Holborn Empire, London

(Week of May 3)

Current vaude program is made noteworthy by the English debut as a single act of Rudy Vallee, who doubles between this house and Finsbury Park Empire. Despite the drawbacks of a general bus strike, Vallee drew good attendances for his opening performances.

Ruth and Ella Myles, English girl acrobats, fare well as an opener. Further attention to costuming and routinizing would help their act considerably as the talent is already there. Peter Fannan is an English comic working in one and strictly for home consumption. Does a monolog as a parson and his talk is raw at times. George and Jack Dornmonds are the first hit act in the lineup. Many belly laughs with their antics on one-wheeled cycles. Plenty clever, too. Boys took four bows at this show. Al Stone and Ann Lee, American comedy team, make their first English appearance in this program. Act is a hit from the word go, and their unusual talk, with the girl's cute mannerisms, gets solid returns out front. Couple are okeh for any spot in England.

Rudy Vallee entered to a big reception and soon had his auditors hanging on to every line. Sang four numbers in excellent and reposable style and consolidated his success with saxophone excerpts and a dandy takeoff of Maurice Chevalier. Took many bows and had to make a curtain speech, finally getting a huge floral tribute.

Michaelson, comedy cartoonist, opened intermission and fared well. Battie and Foster, colored comedians, have nothing new to offer. Talk is below standard and dull. Hoofing of Walter Battie is the act's best bet. Draper and Shires, English girl and boy dance team, strive for the ultramodernistic in ballroom and other steps. Fairly good but too much sameness in the routine. Wright and Marion, who are as much English as they are American, are a capital choice for next-to-shut position. Whole-hearted comedy in one, with hat-smashing and slaps to accentuate the talk. Work fast and get dirty at times, but the laughs are there always. Gordon and Lester, Continental comedy trampoline act, do well as the closer.

Bert Ross.

Wintergarten, Berlin

(Month of May)

Current program is about the best staged this year and holds some good novelties.

Sovereign is one of the few diablo players still making a living with this unusual line of manipulation. He's highly skillful and makes his performance very entertaining. Hiller Ballet, local terpsichoreans, make three appearances in the program. Their work is smart and the costuming commendable. All of their dances are typically German and, of course, appreciated here. Two Tibbs, youthful equilibrists, go thru an exacting routine with surprising ease. Annemarie Korff and Wilma Beckendorf, German film stars of the younger generation, make a personal appearance. Nothing to rave about in their act, which is strictly local in appeal. Five Carlton Sisters, the Juggling Jewels, are the applause hit of the first half of the show. Girls manipulate clubs at lightning speed and without a single miss. Their formations are cleverly arranged and the act wins added approval by reason of bright costuming and some unusual lighting effects. Denise Watton steps out of the ensemble to score on her own with a slick tap dance while juggling three clubs.

Helmut Tonnessen is a young German who, with the aid of a small girl, gives his baffling version of the much-debated Indian rope trick. Trick is smartly presented and the rope is unusually thick and taut. Albert Powell, American trapeze contortionist, is a sensation here. Works over the audience and has them applauding loudly at his intrepid feats. A solid hit. Edith Crocker does an act with a small bear. Animal is cute, but its routine of tricks is limited. Adolf Gondrell, typical German humorist, is a big name on the bill. Appeals greatly to the outfronters and scores solidly. Mae Wynn and Zella Company, American tap dancing ensemble, have struck something new with their flash act, which holds some corking and clever numbers, including their giant typewriter dance. A great act with all four members scoring individually as well as in the ensemble. Rolf Hansen, comedy conjurer, offers nothing new, but his tricks are expertly performed.

Bert Ross.

London's Nudity Wave Due for Early Curbing

LONDON, May 8.—Following the debut here of Diane Raye, American strip teaser, the town has fallen for a wave of nudity and resultant publicity. Iris Young, English stripper, opened at the Paradise Club and from there went into the Palace Theater, East Ham. Windmill Theater, which has been presenting nudes in tableaux, last week presented Marie Van Damm in a *Dance of the Seven Veils*, with all the veils being discarded. Andre Charlot's show, *Red, Bright and Blue*, is strong on nudity also.

This avalanche of nudity has provoked strong protests from the clergy and authorities, and it is anticipated that steps will be taken soon to check its growth.

Indianapolis' Combo Clicks

INDIANAPOLIS, May 15.—Tom Devine, presenting a combo policy at the Indians, which had previously been dark for four months, reported a good first week with the Count Bernal Vici *Spices of 1937* unit. This week the stage attraction is Jan Garber and orchestra. Starting Friday, Devine will present Fletcher Henderson and an all-colored revue. Devine says he will probably close down in a week or two to reopen again next fall.

Philly Flesh Demand Rises

Nitery talent booking unprecedented, due to weak legit, vaude, burly marts

PHILADELPHIA, May 15.—With legit and burly sleeping and vaude houses headed in the same direction, live entertainment here centers along night spot row. Instead of billing air-conditioning systems, niteries are splurging to meet the crying demand for flesh. Former seasons found a retrenchment policy in effect as soon as the heat wave set in. Now the activity is greater than that usually found during the heralded fall openings.

Kit Kat Klub, striving all season for a click policy, starts off with a floor extravaganza. Opening Wednesday, Al Brown brought in the entire Hollywood Restaurant unit of New York, including Jack Waldron, Iris Adrian, Jeanne Landis and Jerry Kruger. At the 1214 Club Boo Boo Hoff is stacking up with floor names. Frances Faye opened Thursday for a limited run, with Henny Youngman set to follow.

At the 1523 Club the unusual happened, spot operating two niteries under the same roof. Ben Bash bonifaces the front floor at the Piccadilly Room, lighting up on Wednesday with a septa show headed by Gladys Bentley, with Julia McKenny, Tiny Bradshaw, Phil Scott, Lula Mae, Lillian Johnson, a girl line and Johnny Hamilton's Band. Ike Beifel carries on at the same address with a show including Bubbles Shelby, Jane Farrar, Hazel Harman, Linda Rae, Pepper Garet, Kay Lavery and Peanuts Stewart. Other class spots are out shopping.

Russian Krotchma, a new intims haunt, is set for a premiere this week.

MacQuarrie's Air Act Tour

HOLLYWOOD, May 15.—Haven MacQuarrie opened his *Do You Want To Be an Actor?* 10-week p.-a. tour Thursday at the Denham, Denver, going into the State-Lake, Chicago, this Friday. Other bookings are being arranged by M. D. (Doc) Howe, working in advance. Max Schall accompanies MacQuarrie as manager and Bill O'Donnell as assistant director. Vaude version of his air act will select one person in each town to be sent back to Hollywood for Warner screen tests.

Australia Show Sailing

LOS ANGELES, May 15.—Bill set by Sam Kramer for a tour of the Tivoli Circuit, Australia, sails from here May 28 aboard the Monterey. Acts are Hickey Brothers and Alice, Ted and Al Waldman, Lafayette and LaVerne, and Herbert Loe.

Palace, Chicago, Ailing

CHICAGO, May 15.—Palace Theater here is seeking heavy "name" attractions as hypos for an ailing box office. Harriet Hootor is current at the house, following a poor three-week run of the Astaire-Rogers film, *Shall We Dance?*, in which she appears. Paul Whiteman and ork have been booked to open there June 4, while Cab Calloway is scheduled to come in on the following week.

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Evidently trying to capitalize on the remarkable success and novelty appeal of the recently departed Yanyego Voodoo Dancers, Frank Cerutti is attempting to duplicate feats by showing *Rhapsodic Noir*, an all-colored spectacle, a crossed offering of Harlem, Congo, Ball, Savoy Ballroom and a smattering of alleged ballet. It is intended to show some sort of transition, but just what is not quite clear.

A line of 12 girls, attired in G-strings and gauzy brassieres, act as chorus to the terping of Santu and Molya, whose interpretations run from stately ballroom to Lindy hopping. To music written by Duke Ellington, the chorus and an unbilled head dancer set a contrasting native background for Santu and Molya, in evening clothes. The team offers a slow-tempoed, interpretative dance, then follows with a ballroom number in which their main concern and achievement is rhythmic weaving, quite graceful.

In direct contrast and very timely is a zippy and lively eccentric hoofing bit which precedes the *Dance Rituals of the Balinese*, for which the weird and intricate accompanying musical background was supplied by recordings over the p.-a. system. Again the chorus and the head dancer precede the team with temple dancing. Santu and Molya conclude with a miscast rumba, lively and fast and with plenty of movement but not spectacular as far as finish goes.

Complementary cast includes Charles Neal, Irish tenor, possessing all of the conventional Gaelic warbler attributes, who scored the best impression of the evening with two numbers, *Sing, Baby, Sing*, and *Did Your Mother Come From Ireland?* Possesses a rich full tenor besides his prepossessing appearance. Rilla Dau, tall, brunet and attractive, is imbued with enough personality and selling ability to put over her three numbers. Her voice is rich in expression, fairly dulcet in middle registers and clear in the high notes. Offering consisted of *Valentine* (in French), *Sweet-*

Night Club Reviews

heart and Jai, Jai, Ja. Jim Karney did a straight-laced job of pacing the show and also attempted an impersonating bit *Gone With the Wind*, very ordinary and with no striking resemblance in either voice or mannerisms to the characters attempted, the three Barrymores. Harry Horton and his six-piece band come across adequately with everything that the spot or the show demands of them. **George Colson.**

Hollenden Vogue Room, Cleveland

Illiana, temperamental Russian singer with an F above high C, opened her Monday night and acquitted herself in true Cossack fashion. She quarreled with the orchestra, complained of this and that, interrupting herself to do so, and finally broke off to rebuke one of the patrons. Maybe this is good stage stuff and quite hokey-dokey for stealing the spotlight, but it is not entirely to the taste of cash customers. However, Illiana is attracting them quite on the basis of a battle royal. You never can tell what is going to happen next.

Backing her up are Charles and Celeste, a svelt ballroom couple with a nifty routine. Hank the Mule is a comedy turn by two fems that adds variety.

Sammy Watkins and orchestra continue for the evening, while Tarkov and his players work the cocktail hour.

Accordianist Joe Baldi, who scored so heavily with his solos with Watkins, has tricked up a five-piece orchestra of his own and moved into the Streets of Paris Room in Fenway Hall. For the last year Baldi has worked the various hotels of the Theo DeWitt chain. **H. R. Hoyt.**

Cocoanut Grove, Park Central Hotel, New York

This big dining and dancing room has come along nicely the past year. Business has built up tremendously and the special dinner has been upped from \$1.25 to \$1.50. In addition, the Royal Palm, adjoining cocktail lounge, has been reopened with the Batiste Gypsy Trio providing the entertainment.

Current new show, produced by Bill Powers, is called *Voodoo Revels* and is an entertaining concoction of sprightly dances and pretty gals. There's not much voodoo in it, but just enough to justify the title. Brown and Ardsley, a couple of shapely gals in gleaming black paint plus a G-string and an African headdress, provide a dance specialty flash that had the customers standing up to get a good look. This number, called *Voodoo Blues*, also had the girls out in fetching costumes.

Then there's Sandra, a vivid brunet acro-contortionist specialist, whose twistings atop a table held close interest and brought applause. The girl line comprises eight chorines and six parade girls, all nice looking and all sporting handsome costumes, mostly of the sparkler type. Their three Powers numbers were interesting, being mostly of the formation type.

Outstanding is a young dance team, Elaine and Barry, a holdover from the last two shows. The youngsters are exceptional at tricks, especially at vigorous lifts and spins, which brought applause. Their musical comedy numbers are not as punchy, but they're strong nevertheless. James Costello is the emcee and a fair one. His announcements are

straight, his singing is okeh and his impersonations only fair.

Dorothy Jeffers, a cute brunet, steps out of the line for a smiling tap specialty. Between-show entertainment is provided by the Four Crackerjacks (Larry Kogen, violin; Jerry Bleeker, guitar; Johnny Tatum, accordion, and Frank Granato, bass fiddle). They provide pleasing music and vocalizing, emphasizing special arrangements. A good and versatile combo.

Jerry Blaine and his "Streamline Rhythm" Band, in its sixth month here, keeps getting better. Band accompanies the show well and comes thru with dance music that lifts and intrigues. Phyllis Kenny is still canarying the choruses and in sweet style, too.

There's a gypsy fortune teller, Nubi, who tells you what's what. And then, of course, there's the view, the good food, the service and the genial Lester Nelson at the door. **Paul Denis.**

ers in the lithe and polished team of Estelle and Leroy, the last word in rhythmic motion. Jack Powell, original black-faced drummer, remains here and, he's a sensation, with laughs and applause coming to him in plenty, while the Arnaut Brothers are popular with their familiar musical clowning and whistling.

Antonio and Renee De Marco entrance with their faultless dancing at the Grosvenor House, where they are immense favorites, while Paul Gerrits scores heavily with his monolog on roller skates and Gall-Gall conjures effectively and amusingly.

Hildegarda, the unusual songstress, is a great favorite at the Ritz Hotel, where she is forced to eight numbers at each session.

The Duffins, rag-doll dancers, are immensely popular at the Majestic, Harrogate, best of out-of-town spots. Act runs smoothly and is marked by the interpolation of some dandy tricks.

Florence Desmond, English comedienne and impressionist, hits at the San Marco, and Diane Raye partly strips but hardly teases at the Paradise.

No changes at the London Casino or Trocadero Grill Room, but business is capacity. **Bert Ross.**

London Night Spots

With the Coronation festivities here, London night spots are enjoying the biggest boom for years and it's difficult to get a table at even the smallest spot.

Tops of all entertainers here is Harry Richman, who packs the Cafe de Paris from floor to ceiling, despite the fact that the cover charge is over \$5 and all prices are raised. Richman, whose salary is \$5,000 weekly, plus 50 per cent of the takings above a certain figure, is a sensation, and eight numbers and a flock of wisecracks seem too little a contribution. Spot temporarily enjoys a 70 per cent American trade.

Regent Palace Hotel runs cabaret for this week only. Two outstanding acts here are the Dollinoffs and Raya Sisters with their corking and novel choreographic revue and Hal Menken, whose taps on miniature drums and steps rate as top class.

Crawford and Craskey, American dance team, command attention by reason of their versatile and novel dances, all smoothly performed, at Piccadilly Hotel, where the Three Kanes are also outstanding with their acrobatics.

Savoy Hotel has a corking pair of danc-

Carlton Hotel, London

Carlton Hotel, one of London's classiest establishments, falls into line by opening its floor show in time for the Coronation. Acts are smartly presented and keenly enjoyed.

New to London, Muriel Gardner and Marvin Kane, versatile American dance team, come here via Australia and India. Team has everything from appearance to talent and showmanship and their five numbers are plenty versatile with no clashes. Act insists on doing five numbers straight off instead of between other turns. This is unusual and commendable.

Atrique, South Africa impressionist, does takeoffs of film, stage, concert and political celebrities of two continents. Special gems are his Eddie Cantor, Richard Tauber and John McCormack, but all rate high in applause returns.

Evelyn Hayes, who came to England some four years ago and has since built up a reputation in vaude, club and on the air, is a corking blues singer and puts over a bunch of numbers to fine returns. She's recalled for encores and requests and is very popular. **Bert Ross.**

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This is one of London's better class nighteries. Entertainment is provided twice nightly by acts working from a platform. No elaborate staging and just plain tabs. Program has from two to five acts, changed weekly, altho most acts stay two or more weeks here. Sole booking is in the hands of Eric Wollheim, who greatly favors American acts.

Current show is 100 per cent American and corking entertainment. Jack Powell, black-faced drummer, is a clinch for applause and quite a few laughs. A solid hit despite a flock of would-be imitators. Cavdini, suave prestidigitateur, has also had plenty of unauthorized imitators, but he is well above them all and his reception here is enormous.

Estelle and Leroy rate high as classy and graceful dancers, with an ease and charm of movement that entralls. Girl is a stunning looker.

Marie Hollis is a dandy acro-dancer and slow-control contortionist with a bunch of new tricks. Bert Ross.

Royale Frolics, Chicago

Denis Cooney is another club operator who deserves a big hand from the profession. On the small floor of his 350-seater he offers 70-minute floor bills, employing over 60 people. Uses some 25 chorus and showgirls only for the opening and finale and features six standard acts. Henri Lishon and his 10-piece orchestra supply the dance and show music.

Opening is a dressy affair labeled *Gone With the Wind*, featuring the silver-voiced tenor Jack Hilliard. Rosalie Roy, vivacious and shapely soubret, follows with a tap strut atop a drum, closing to a nice hand. Returns for the finale to do the rhythmical *When Miss Rhythm Marries Mr. Swing* in an engaging manner.

Bobby Pincus, emcee, does a highly amusing takeoff of a bashful 6-year kid reciting. Follows with a satire of Helen Morgan and takes plenty of punishment with an eccentric dance while watching an instruction sheet.

Jackson and Nedro prove a novel tap team. They open with a full dress *Rocking Chair* routine that has both speed and originality. Then go into their clever tapping on a cymbal. Have a fancy exiting trick, Jackson carrying out his partner in sack-on-back fashion.

Margot and Libby Robin, veteran impersonators, are ahead of the parade by dressing their impersonations with individual routines and skits. Their best was Arliss and Pitts doing an Astaire-Rogers dance. Libby scores with her Katharine Hepburn swinging *Mr. Paganini* bit. The Ed Wynn-Mae West skit went overboard on melodramatics. Their *Good Earth* highlight scene is suitable in the more select spots.

Theodore and Denesha, dance team, held undivided attention of the diners with their risky and well-routined adagio. The girl is a lovely dancer, capably handled by her talented partner. Have a foot merry-go-round trick and a spinning turn at the close that are quite original. At other shows the team is seen in waltz and ballroom work.

Dolly Kay, blues singer in her 10th consecutive month here, stopped the show with her gracious personality and an unusually sturdy set of pipes. Stayed on for *Wake Up and Live, There's a Lull in My Life, Shanty Town* (by request) and *You Let Me Down* (by choice). A thoro showman.

A *Swing Wedding* is staged for the finale, bringing back Jack Hilliard to sing *Those Wedding Bells*, Rosalie Roy and Theodore and Denesha to parade as groom and bride. Well staged. Sam Honigberg.

Grosvenor House, London

New Coronation program at this ritzy London niter is confined to a floor show of three acts and a band.

Returning here after an absence of eight months the De Marcos, Antonio and Renee, chalk up a triumph with their grand ballroom dancing. Couple are exceedingly graceful and top all rivals. Their new number, the *Coronation Waltz*, is lavishly applauded and rates tops with the smart set. Renee's costuming is dandy.

Paul Gerrits makes his English debut in this show. Clicks heavily with a peach of a routine performed on roller skates. Puts in a funny monolog and some expert dance steps. The fact that he is a dead ringer for Robert Montgomery puts him well ahead with the femmes.

Gall-Gall, Egyptian conjurer, is the only act held over from the previous shows. Does some great tricks in an individual style and at times works from table to table.

Sydney Lipton and band are a good aggregation and hit as a dance band, in addition to playing accompaniment.

Business capacity—a sure indication of the draw for Coronation visitors. Bert Ross.

Penthouse, Boston

New England's only theater-restaurant, with current three-week housing of Ann Seymour's revue, tagged *Meet the Girls* (40 minutes), goes into a policy of buying out-of-town units. Penthouse fare is always lavish in production. This Noel Sherman-Billy Arnold staging features Miss Seymour's *Life Begins at 8:40* and Rudy Vallee air shows. Singing-comedienne does *I Gotta Get Hot*, a talking Adam-Eve thing, and some gal-guy gags. Got away with an appreciable hand.

Barbara McDonald, of *Strike Me Pink*, song-tapstress, is too pretty to have the mike hiding her face while warbling *Wake Up and Live*. She's capable of exploiting better tap routines. Her leg flip-ups were best. In the finale she

warbles a top hat tune as the line (10) breaks thru a tall top hat prop for some chores. Gals are decked out in some catchy black-silver satin apparel and go thru various routines to pave the way for Miss McDonald's tap offering in briefs.

LaVerne Twins is the billing for three lads and a fem, first on with a rough-neck apache sequence, which took a while to get started but eventually kept the trade on their seats' ends as guy and gal alike were tossed all over the stage. Lads portrayed snarling, grimy French riff-raff. Second appearance was a Seminole Indian ritual dance, introduced by six of the line going thru a tomahawk war dance, later embellished with four show gals parading with ankle-length Injun chief head-dress. All this is effective, but routines are conventional and team needs a bit more finesse.

Billy Payne, tenor-emsee, has been held over again, and his enraptured warbling of *When the Poppies Bloom Again* and *Sweet Is the Word for You* was reason enough. Carries his duties effectively. Sidney Paine.

Gold Coast Room, Drake Hotel, Chicago

This swanky spot moved its orchestra stand to the center of the room for the advantage of its diners and booked in a show that is in keeping with the atmosphere and taste of upper-crust patrons. Jack Denny and orchestra are in for a four-week stay, and his soothing danceable arrangements keep the floor well populated. There is a minimum of blasting from his 14 musicians and a maximum of pleasing musical-tone blending. Bob Pace, youthful and capable tenor, is the ork's new vocalist. Sings with proper restraint and feeling, and an addition of a little more salesmanship should graduate him from the average class. The femme vocalist, Helene Miller, is not strong on voice. Is a decorative asset, however.

The floor bill, repeated twice nightly, is opened by Serge Flash, juggler, who goes thru the usual ball and stick balancing routines. Keeps the customers on the go by having them toss the ball in his direction.

Harriet Hctor, the toe and ballet artist, is a fitting act in this room. Appeared twice for two whirlwind toe turns to the music she performed to in *RKO's Shall We Dance*.

Orchestra followed with a medley, including *Sweet Madness, Carioca* and *Did You Ever See a Dream Walking?*, the latter tune featuring the harpist in a solo. Gale Page, local radio contralto with a lovely voice and smile, scored with *There Is a Lull in My Life; His Majesty, the Baby, and Cheek to Cheek*. Lacks the artificiality of some of her competitors.

Four Californians, strolling musicians, augment the entertainment. Make a nice clean-cut quartet and are suitable for work in the better class spots. The boys are Fred Wall, guitar, violin and vocalist; John Frigo, bass; Victor Abbs, trumpet, and Dialmo Tonia, accordion.

Gold Coast Room tariff has a \$3 minimum week days, with an additional 50 cents Saturdays. Sam Honigberg.

Cat and the Fiddle, Cincy

Located on Cincy's roaring Central Avenue, this spot, managed by Benny Rafalo, who also handles the emsee duties, is the most heavily advertised and one of the best known of the village's West End night haunts. With its name slightly blemished by a few past excitements, the Cat and the Fiddle has succeeded admirably during the past year in bringing it to a considerably higher status. With the rougher element eliminated by efficient management and policing, the club is drawing a noticeably better clientele. The slightest rowdiness is the invitation for a quick bounce. Located in a brawl neighborhood, the spot is a natural for the high-hats on a slum, who contribute the biggest share of the spending.

Shows are changed weekly and are well advertised. Medium-priced acts, with an occasional "name," are booked by the Gus Sun Detroit office. Carl Frank and his swing combo, furnishing the type of music that appeals to club's trade, are in their third year there. Drink prices are scaled in the popular brackets, with 10-cent beers getting the biggest call. Spot offers a 40-cent chicken or steak setup that can't be beat in town. Band is ensconced on a roomy stand, with the acts working on a novel and sizable stage that slides beneath it for the dance sessions. With new spots springing up almost daily in the neighborhood, business at all of them, including this one, has suffered as a result. However, the Cat and Fiddle management is determined to stick it out until the weaker ones do a foldup.

LAYOUT caught was not up to the usual Cat and the Fiddle standard. Flo and Helen Murphy, in their final week of a six-month stay, pleased immensely with a bit of double warbling on *Blue Hawaii* and *Sweet Lellani*. Stopped things and encoored with *Smiles*. Another smash hand at the blowoff. Ollie Whitney took a good hand with his eccentric dance work and returned later for a fast acro routine, highlighting some swell shoulder twists from the floor. Zeke and Elmer clicked fair with their song and mandolin work, but their chatter efforts fell flat. Chee Ling, Chinese looker, well garbed, pleased with walk-dance, *Smoke Dreams*, wherein she produces about a dozen cigarettes. Needs polish and the trick would be more effective if all the fags came out lighted. Val Dao and Yvette, personable ballroomers, closed in able fashion with a pair of nicely done routines. A modern rumba with a whirlwind finish sent them away to sound applause. Benny Rafalo paces the show in fair fashion. Bill Sachs.

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JOE MERCER and band are new at the Wagon Wheel, Alexandria, La. Bob Hogan's Orchestra alternates with Mercer, playing for Sunday afternoon tea dances.

Orchestra Notes

PAUL W. CAREY, ork leader of Peoria, Ill., is asked to communicate immediately with his uncle, Earn Wilson, 454 North Avenue B, Canton, Ill. Wilson informs *The Billboard* that Paul's father passed away recently.

JACK STANFIELD and ork have replaced George Wiessner's Band at Schlitz Gardens, Hammond, Ind. James Featherstone, drummer and singer, leaves the band to join Noble and Donnelly's outfit, slated to open at the Mayflower Casino, Chicago. Kenny Matts takes his place.

HEINIE AND HIS GRENADIERS, of WTMJ, Milwaukee, have signed for programs at the Fourth of July celebration in Watertown, Wis.

JOE GUMIN, Milwaukee orchestra, played for the opening dance May 13 at the Fair Pavilion, Black River Falls, Wis.

JACK JOY'S Orchestra has been named to augment the Oscar and Elmer show three times a week over WHBL, Sheboygan, Wis.

FRED ADISON'S jazz band and Lily Mathe's gypsy orchestra are on the stage at the ABC, Paris.

RAY VENTURA and his Collegians are at the Alhambra, Bordeaux, France.

T. H. CRONE and orchestra, featuring Pearl Randal and "Smokey Joe," are playing at Rainbow Inn, three miles out of Jackson, Miss.

RICHARD DIGGONS and band are now at the Casino, Memphis, Tenn. Band plays every Wednesday and Saturday night.

DUB JENKINS and ork are being featured at the Oak Lodge, Memphis.

SORROCI and his music are being featured in the Cherokee Terrace Room, Hotel Francis, Monroe, La. Opened there April 24.

JERRY JONES and orchestra will shift from Rainbow Ballroom, Salt Lake City, this summer to Pinescrest Inn.

VERDY BREINHOLT and orchestra will play their second season at Lagoon, Salt Lake City, this year.

SALTAIR, Salt Lake City, will again go MCA this year with traveling bands.

MILT TAGGERT has organized a new orchestra in Salt Lake City and is playing the Country Club for the summer.

LARRY SIRY and orchestra will play again at the Atlantic Beach Club, Atlantic Beach, L. I., for the 1937 season, opening informally May 29 and formally June 25.

HOWDY WILCOX and band, playing in Illinois, Texas and Louisiana for the past year, are closing in Lafayette, La., and will vacation until June 10, when they open a Michigan resort.

NAN WYNN has joined the Hudson-Delange Band as vocalist and will be heard via NBC network from Playland in Rye, N. Y., starting May 28.

JOHNNY MESSNER and his new ork will open the Roof Garden of the Hotel McAlpin, New York, May 31, with Jeanne D'Arcy as vocalist. Present outfit contains some men from Dick Messner's old band.

"FATS" WALLER will begin a national dance tour after his date at the Apollo Theater, New York. Tour dates set by Harry Moss' Associated Radio Artists, with special arrangement with Phil Ponce.

LEE ELLIOTT and Queens of Rhythm are set for the Hollywood Theater, Atlantic City, May 23. Just completed a three-month run at the Four Towers, Cedar Grove, N. J.

HENRY KING has been engaged for the season of 18 weeks at the Westchester Country Club, Rye, N. Y., and opens May 29.

EDDIE DAVIS will divide his time between the Restaurant Larue, New York, and the Maidstone Club, Southampton, L. I., N. Y. Larue's will close over the week-ends during the summer.

KEN HARRIS and band have completed 12 weeks at the Hotel Ben Lomond, Ogden, Utah, and are current at the Club Rendezvous, Battle Creek, Mich., opening April 27. Eddie Brown is the new trumpeter.

RUDY BORUP and orchestra are set till September at the Grande Vista, Michigan, run and owned by the House of David. Band has already worked spot for 36 weeks.

CHICK WEBB and orchestra waged the music "battle of the century" against Benny Goodman recently at the Savoy Ballroom, New York, breaking all attendance records with more than 4,000 present.

GLENN MILLER opened at the Reymor

Ballroom, Boston, May 15. Set by Rockwell-O'Keefe office.

JOE VENUTI has been booked by Rockwell-O'Keefe for the Great Lakes Exposition, Cleveland, beginning June 12.

LEE SCHELLEY took over at the Van Cleve Hotel, Dayton, O., May 13.

BOB CROSBY goes into the Ritz-Carlton Roof, Boston, July 6. Booked by Rockwell O'Keefe.

GLENN GRAY goes into the Palomar, Los Angeles, May 28 and follows that date with one at the Eastbrook Park, Detroit, August 20.

ERNE FIELDS' ORCHESTRA, colored combo, expects to spend most of the summer in the West, returning to Chicago in the fall to record for Decca. Hortense Aiken handles the vocals with the 14-piece ork. They have been appearing two nights a week on the *Bo Jazz Revue* program over KTUL, Tulsa, Okla.

MAX WILSON and band, featuring Darlene Dell, are now at the New Colonial Club, just outside of Jackson, Miss.

THE ROTTSERIE, Jackson, Miss., night spot, has as its feature attraction Tucker Key, comedy magician, and his 12-piece dance band.

STRECKFUS LINE'S S. S. President is announcing a new policy in music on its biggest pleasure boat, having a lively new white band on this season. For the last 10 years they have had colored bands. This season they are featuring "Hot Lips" Tommy Trigg and his Streamliners, featuring lovely Ellen Claire and Trigg with his hot trumpet.

CLOSING NIGHT of the Mirror Room at the Hotel Philadelphia, Philadelphia, was designated as Joe Frassetto Band night in honor of the completion of his third season.

CALLING ON local bands for the summer policy, Arcadia International House, Philadelphia, hands the assignment to Milton Kellem. Merlon Mansion adds week-end supper dancing to the music of Bradley Rogers. Jack Adcock moves back to the College Inn after a stay at the Continental Room, replacing Rol Parke, who moves his music to the Lexington Casino.

IMPERIAL HAWAIIAN BAND, featuring Rita Lopez, dancer, opens at the Genova Cafe, Camden, N. J., prior to its return to the Steel Pier, Atlantic City. Larry Martino brings his brand of music to another Camden spot, Club Lido. Don Martin gets the call to open the season at Almonesson Amusement Park.

MICHAEL COVERT'S Orchestra, for several months at the Hotel Ten Eyck, Albany, N. Y., closed its engagement there May 15 and moved to the Onondagua Hotel, Syracuse, N. Y. Ten Eyck management does not expect to book another orchestra until June 5.

AL KAVELIN, Mark Hopkins, San Francisco, maestro, is being ribbed. His wife gave birth to a daughter and all he could say when notified was "H—, how old is she?"

FRISCO HOTEL strike hard on local bands. Out of work during the layoff are Al Kavelin, at the Mark Hopkins; Herman Waldman, at Sir Francis Drake; Paul Pendarvis, at Palace, and Joe Reichman, at Fairmont.

JACK TRENT to replace Ray Tellier at Sweet's Ballroom, Oakland, Calif., end of the month.

DON BESTOR and orchestra follow Bob Crosby into the Congress Hotel, Chicago, May 16 with an NBC wire. Bestor is a CRA outfit and the hotel is a Rockwell-O'Keefe spot.

DEL COURTNEY opens at the Book-Cadillac Hotel, Detroit, May 25, for an indefinite engagement. Booked by Rockwell-O'Keefe office.

JO TYLER and his concert band have taken on Sid Dickler, band leader and news commentator, as press agent and personal rep. Tyler was General John J. Pershing's musical director.

CHIC SCOOGIN and orchestra opened at the Iroquois Gardens, Louisville, May 11, replacing Carl (Deacon) Moore. Band came from the New Casino, Walled Lake, Mich., and returns to it later in the summer.

KAY KYSER is trying up with Willys Overland dealers in every city he covers on his one-night tour. He broadcasts for W-O. every Sunday over Mutual.

EMIL COLEMAN will not play any one spot this summer but go in for special engagements, including a month's stay at Monte Carlo.

HUDSON-DELANGE have changed a trumpet and two sax men.

JACK SHERR, whose band is playing

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GUS MAYHEW, arranger, who recently left the Hal Kemp Band, has joined the Nye Mayhew Band, going into the Glen Island Casino, New Rochelle, N. Y.

Reviews of Acts

Wilkey and Rae

Reviewed at Oriental Theater, Chicago. Style—Knockabout. Setting—In one. Time—Five minutes.

Dennis Wilkey and Jimmie Rae are doing a brief and clever knockabout act, mingled with amusing comedy talk and applause-getting tricks.

The boys work in tails and open with a fast tap routine to tune of *Carolina Moon*. Then go into a face-slapping and falling routine topped by Rae's back somersault, landing on his hands following a full and a half twist in the air. Close with individual show-off feats. Well received. Hon.

Florence Hin-Lo

Reviewed at Oriental Theater, Chicago. Style—Dancing. Setting—Front of band. Time—Three minutes.

A Chinese acro and contortionistic dancer who offers a very difficult routine but with too much ease. Attempt to display more effort will improve the reception of her turn. Is shapely and personable. Hon.

Mariori

Reviewed at Chicago Theater, Chicago. Style—Juggling. Setting—Full stage. Time—Seven minutes.

A female juggler whose smooth work is marked with speed and enthusiasm. Works in tennis briefs and juggles three and four tennis rackets, five rubber balls and does some difficult ball balancing on various parts of her face while in a back-bend position. Was well received when caught. Hon.

Al Bottorf

Reviewed at State-Lake Theater, Chicago. Style—Xylophone. Setting—In one. Time—Six minutes.

A youthful and capable xylophonist who features a moody arrangement of *Moonlight in the Chapel* and closes with a fast pop tune medley. Deuced at this spot and earned a nice hand. Makes a nice appearance in an ice-cream suit. Hon.

Mlle. Corinne

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

Nude dancer working in almost invisible shorts. Has a tasteful routine, labeled *Dance to the Morning Sun*, in which she displays some modernistic dancing talent. Her small shapely form bathed in a pale spot held the fancy of the patrons at this showing. Does not play up any shake or other off-color bits. Hon.

The Three Samuels

and HARRIET HAYES

Reviewed at State-Lake Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Twelve minutes.

Disguised as the Rhythm Commanders at this stand, act stems as one of the nicest dance flashes seen here in a long time. Colorfully costumed in military outfits and boasting fast, neat routines, the offering is loaded with pleasant entertainment thruout its distance.

Phillip, Mildred and Barney Samuels open with hoke tap to tune of *When I'm With You*, the boys following with a soft-shoe tap turn in which they sandwich in several amusing bits of nonsense.

Mildred Hayes, formerly of the Collette Sisters, does an excellent acrobatic turn featuring falling splits and finishing with a couple of one-foot cartwheels. Big hand. Rest of turns strutted to military airs, with plenty of funny bits between tricky steps. Hon.

Three Elites

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

A new dance satire trio still lacking in polish and complete smoothness. The two boys and gal partner have nice routines, however, and more practice will add speed and subsequently entertainment to the turn. Amusing bits are the

act's time was filled in with the usual glad-to-be-here chatter. Then did two dance numbers, both displaying her strapping ability. Closed with the *Jammin'* strut which she does in her latest picture, *Turn Off the Moon*. Hon.

Garner, Wolfe and Hakins

Reviewed at State-Lake Theater, Chicago. Style—Comedy. Setting—Full stage. Time—Seventeen minutes.

Paul Rosini

Reviewed at Oriental Theater, Chicago. Style—Magic. Setting—In one. Time—Ten minutes.

Paul Rosini stands out from the average crop with his informal and at the same time highly puzzling routine. He gives the impression of being at a family party, entertaining the guests with some clever tricks. And he has some dandy ones. At this stand he was assisted by a few of the girls traveling with the same unit in which he is appearing. Had them do a few simple tricks which added a little flash to his act. Speaks with a slight foreign accent that goes well with his offering. Hon.

Act is also billed as Ted Healy's new stogees, and for this reason confuses the average theater patron. He expects to do the original stogees and when he sees this act starting out on the same order, with rough comedy and face slapping, he holds it against them.

The boys are clever entertainers, however, and will be better off to forget about the stogee-billing angle. They go on their own with a Four Mills Brothers satire, using a tricky flour-spitting guitar. Follow with more nonsense, using a piano, accordion and harmonica for musical interludes. Have a fast *Nakasaki* finish. When caught warmed up enough to be called back to do Ed Wynn and Al Jolson carbons. Hon.

Three Peppers

Reviewed at 125th St. Apollo Theater, New York. Setting—In two. Style—Singing instrumentalists. Time—Six minutes.

Long on the NBC networks, this colored trio of guitar, bass and piano go to town with scat singing and hot handling of the instruments. The boys strike a slightly different style in both vocals and playing, and their breezy manner of delivery makes them as appealing in person as they sound on the air, if not more so. Vocals are usually handled by rotating the singing of the lyrics with the other two chiming with harmony phrases and hi-de-ho. Often bass and guitar interchange instruments. Opened with *Swinging at the Cotton Club* and followed with *Get the Gold*; *Yes, Yes, Yes*, the latter, with a comic twist, giving them a chance to flash personality and comedy besides straight singing and playing, and wound up with a swiny arrangement of *Serenade in the Night*. G. C.

Rose Veronica Coyle

Reviewed at Metropolitan Theater, Boston. Style—Song and dance. Setting—Full stage. Time—Six minutes.

It is an axiom that a Miss America just possesses the beauty that wins her a title. But the 1936 edition of Miss America from the Quaker City has an appealing charm and engaging smile that will do her much good in her pursuit of a theatrical career. She's a brunet and has warbling and taps to sell. Warner Brothers have optioned her for feature flickers. Proper grooming will bring her potentialities to the fore.

Did some kibitzing with Johnny Perkins, comedian-emcee. Then sang *I've Got My Love to Keep Me Warm*. Her tap routine was okeh in a fetching spangled outfit. Appearance, warm personality and effort leave impression. S. J. P.

Anderson and Allen

Reviewed at Oriental Theater, Chicago. Style—Hand balancing. Setting—In one. Time—Six minutes.

A fast hand-balancing act, standing out with above-average tricks and showmanship. The boys are smart by not staying on too long for the routines. Following a few opening routines they go into a brief bit of acrobatics. The running jump into one of the partner's hands is well mounted by missing in the first attempt. Hon.

Heller and Riley

Reviewed at State-Lake Theater, Chicago. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes.

Helene Heller and George Riley are doing a gay and pleasing musical comedy session. Open with comedy talk before George is left alone for some amusing gags and a nice song delivery of *What Will I Tell My Heart?* Miss Heller returns for a musical comedy duet, *Everybody Knows I Love You*, and proves herself a charming prima donna. She does another number for an encore, while Riley does some sidedish mugging. Three bows. Hon.

Intermission Acts Liked in Chicago

CHICAGO, May 15.—"Intermission" entertainment in night spots is furnishing an increasingly large market for singers, strolling musicians and pianists in this area. Night spot operators, who have long been complaining of the gaps between dance sessions and floor bills, have of late been filling them with so-called "intermission entertainers."

Most popular are strolling musicians. Smaller clubs use singles, the more classy ones employing two and three-piece outfits. The bigger hotels have these acts doubling between the night club room and the bar.

Another favorite gaining favor around here is the singing pianist who has a large repertoire of songs. Still another is the vocalist, male or female, warbling during the calm sessions.

Several spots here that feature bar service, such as Harry's New York Cabaret, are using a bar tenor when other activities stop. Keeps the drinkers happy.

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100 Consecutive Weeks
HOLLYWOOD, May 15.—Billy Gray and Jerry Bergen closed at the Casanova after 100 consecutive weeks. Bergen will stick for pix, while Gray goes east for bookings. New show comprises Earl and Josephine Leach and Rex Weber.
 Calgary Brothers, currently at the Ambassador Hotel, have been contracted for Paramount's *Double or Nothing*.

Paris Gets Blue Mondays
PARIS, May 10.—Recent strike of musicians and theatrical employees has resulted in the decision of the syndicate of dance hall and cabaret operators to close their establishments Monday nights, so as not to be obliged to hire bands to replace musicians having the day off stipulated in new labor regulations.

Des Moines' Smash Year

4,500-seat Shrine Auditorium sells out often—plenty advertising brings 'em in

DES MOINES, May 15.—The 1937 season, which brought more road-show attractions to the Shrine Auditorium here than had been booked for many years, also brought the best season from the box-office standpoint in the history of the auditorium, according to Mrs. George Clark, manager. Not only were box-office records broken on such productions as *Ziegfeld Follies* and *The Great Waltz* locally but also nationally. The Shrine has many times taken in a great deal more money in one night than taken in by the same show playing in Kansas City and cities of equal size for three days.

This season's productions, numbering 15, showed excellent gains not only on musical productions but also on concert and ballets. Admitting that it is the same class of customers year after year who attend the concerts and ballets, a larger number demanded more expensive seats than in former years.

In commenting on the plays, Mrs. Clark said customers are always attracted to such stage personalities as Leslie Howard, Helen Hayes, Katharine Cornell, etc., no matter what kind of play. The actor or actress is the thing that brings money to the box office; ordinary customers don't care two hoots what the play is; it's the "name" star or stars that count.

Well located in the center of the State, 70 per cent of the box-office business of the Shrine is mall order, and the out-of-town customers will drive more than 100 miles any day in the week to see a show that has been advertised.

Mrs. Clark has a mailing list of 5,000 which she uses. She contacts the drama departments of all schools and colleges in the State. Good-sized space is used in the advertising columns of over 40 newspapers in Iowa regularly.

Despite the fact the Shrine is known to have the largest overhead of any theater in the country (the building covers an entire city block) and that the corps of janitors alone would almost fill the stage of the auditorium, said to be the largest stage west of New York City, the 4,500 capacity has been inadequate time after time because the productions have been "sold."

Mrs. Clark has already tentatively booked 10 productions for next season. The current season closes with Lunt and Fontanne in *Idiot's Delight* Monday. A week ago there were no desirable seats to be had and only a few of any description.

One-Act Group Sets B'way Plans

NEW YORK, May 15.—One-Act Play Theater, sponsored by *The One Act Play Magazine* and a group of prominent persons connected with the drama and the first theater of its kind in New York where one-acters, both old and new, written by known and unknown playwrights, will be presented, announces that its chief objectives are to stimulate fresh interest in the one-act play among professional authors and to try to encourage. If not to discover, new, young playwrights who have something to say. The venture will be launched by September, when the first bill of one-act plays will be put on. Negotiations are now being effected for a theater on Broadway.

The One-Act Play Theater will foster the production of varied plays; it will not be a partisan or dogmatic theater carrying to one particular kind of dramatic taste. *The One Act Play Magazine* will serve as the official organ of the theater. The magazine and the theater, jointly, will at the time the project is completed announce a series of prizes to be offered for the best one-act plays.

Five for Providence

PROVIDENCE, May 15.—Aaron Richmond, Boston promoter who brought

From Out Front

By EUGENE BURR

Now that the Drama Critics' Circle has decided that *High Tor* is the best play of the season and the Pulitzer Prize committee has decided that *You Can't Take It With You* is the best play of the season and this corner has had this and that to say about both awards, it seems about time to present *The Billboard's* own private choice for the mythical and somewhat dubious honor. The drama critics (their choice was better than that of the Pulitzer committee on one point anyhow; it uses up far less newsprint)—the drama critics rushed early into the field, as is their wont, deciding that the season was over a month or so before it actually ended. That hardly seemed fair at the time and it seemed even less fair a week or two later when *Excursion* opened. The Pulitzer committee, more temperate, waited around until just a few weeks ago. This corner, habitually unwilling to call a dog around until signs of decay have set in, still held off, but there seems to be little use in waiting any longer. A few musicals are still on the schedules, but the only plays set for the near future are this week's *Abie's Irish Rose* and next week's *Damaged Goods*. The fact that they are revivals would rule them out, even if it had appeared that they might stand a chance. It hardly appears so.

The season from which the 10 best plays are to be chosen was dubbed now and then in this precinct the worst season, in regard to quality, within memory. When the time came to draw up the list such abortive plaints were amply justified. Heretofore when the mythical 10 were to be chosen 14 or 15 or even 20 plays jostled for place. This year for the life of me I can't think of more than seven plays that could conceivably be regarded as worthy of best-10 honors. Even those at the top of the list don't seem as strong as those at the tops of previous lists. It was, the recapitulation amply proves, an extremely bad season.

Ten, for some reason or other, seems to be the sacred number when we chose plays or performances or anything connected with the theater. This list (which, heaven knows, isn't sacred anyhow) will become particularly iconoclastic by naming only seven plays. The three that rate next will have their names duly listed—but they should not be considered, by any stretch of the imagination, as rating in the first 10. They achieve the honor numerically, but not thru quality.

The seven, then, in the order of merit, according to the purely personal reactions used to evaluate shows in this corner: 1, *The Wingless Victory*; 2, *Marching Song*; 3, *You Can't Take It With You*; 4, *Daughters of Atrius*; 5, *Excursion*; 6, *200 Were Chosen*, and 7, *Stage Door*.

The next three, if you insist on having 10, are *Brother Rat*, *Night Must Fall* and *Yes, My Darling Daughter*. They seem pretty shoddy inclusions in a best-10 list; for that matter, even some of the first seven are pretty shaky.

As usual, my list shows a few radical departures from the orthodox, regarding both inclusions and omissions. As for inclusions, they had best speak for themselves; the merits of the seven plays chosen are obvious enough; they have all been discussed in original reviews, and several of them have been forced to undergo additional discussion since. *The Wingless Victory*, as the best play of the season, is a distinct break from current opinion—but the majesty of Mr. Anderson's ponderous, powerful and sweepingly human tragedy can be seen by anyone who manages to discount Miss Katharine Cornell's ranting, shallow and loudly ineffective performance in the leading role. *The Wingless Victory* is not so fine a play, perhaps, as Mr. Anderson's *Winterset*, but it has attributes that raise it high above the ruck of this or any other Broadway season. Certainly it is far better, far finer, far more powerful and far more important than the year's two other Anderson entries, the foundering and ineffective *High Tor*, which won the Critics' Prize evidently on the basis of its painfully self-conscious fantasy, and the lumbering and pedestrian *Masque of Kings*, which never allowed either its material or its fundamental concepts to break thru the murk of the worst verse that Mr. Anderson has ever written.

The omissions are probably more startling than the inclusions. For one thing, I may as well confess at the outset that I haven't seen *The Women*; there were two openings that night, and I never got around to the Clare Booth Lusk play. I probably shall get around to it eventually—and it's quite possible that I'll then feel that it deserves inclusion in the first 10.

Another confession: an ingrained dislike of summer camps and all that goes with them made the realism of Mr. Arthur Kober's *Having Wonderful Time* seem pretty painful to me. That is obviously unfair, but it's the way I feel. Everyone says that it's a good play; it probably is a good play; but I didn't like it.

The Eternal Road, as a play, may have been fine; there are indications, even in the tasteless and egotistical Reinhardt production, that it was. But the Master turned a powerful, simple and very lovely script into a springboard for his lumbering directorial somersaults—and the script must therefore suffer because of its production. *Tovarich*, a popular piece, is a badly constructed merry-merry that has clicked because of its fine players and the lack of competition. The nine playlets included in *Tonight at 8:30* were coy exhibitions of the too-too-divine Mr. Noel Coward regaling the regular members of the determinedly sophisticated Coward kaffeeklatch. As for *Johnny Johnson*, that posing, ineffective, ridiculous, mannered, self-conscious, boring and pretentious fake which received several critical votes as the best play of the season, it belongs (if it belongs on any list) in a compilation not of the season's 10 best plays, but of the season's 10 worst.

Which brings up the 10 worst. Leaving *Johnny Johnson* out of the running in deference to those upright but rather pitiful gentlemen who thought they discerned greatness beneath its phony New-Art poppycock, it is still hard to choose 10 plays. This time the difficulty comes, not from a scarcity of material, but from something of a plethora. However, a reviewer who has suffered endlessly during the season rates at least this chance to hit back, and a tentative list of the 10 worst is hereby appended:

Arrest That Woman, *Stork Mad*, *Don't Look Now!* (along with the two other "theatrical" plays that were endured not by me but by the unfortunate Mr. Ackerman). *Around the Corner*, *Behind Red Lights*, *Fulton of Oak Falls*, *Arms for Venus*, *Farewell Summer*, *Bet Your Life* and *Curtain Call*.

These are given in the order of their production; you can arrange them in whatever way you want. Tho, if you insist upon picking rock-bottom, I respectfully nominate *Bet Your Life*.

That, incidentally, is the season's only play to receive the honor of a rewritten second presentation. There's probably a moral there, if you care to seek it.

Providence its only legitimate offerings of last winter and was rewarded with complete sellouts of the 4,000-seat Metropolitan Theater here for one-day engagements of *Idiot's Delight* and *Great Waltz*, capacity business for a three-day stand of *Boy Meets Girl* and satisfying business with *Othello* for two days, has announced he will bring at least five shows to Providence next fall and winter, with *You Can't Take It With You*, *Victoria Regina*, and Maurice Evans, in *Richard II*, on his tentative booking list.

Philly Season to Showers

PHILADELPHIA, May 15.—Local season went to the showers today (15), marking the earliest closing date in years. Houses are already beginning to figure on next year's attractions, and both *Richard II*, with Maurice Evans, and *Victoria Regina*, with Helen Hayes, have been assured. Town will be included in the transcontinental tour for *The Eternal Road*, playing here at the Metropolitan Opera House.

OUT-OF-TOWN OPENINGS

"The Dog Beneath the Skin"

(Boston)

American premiere of a comedy-fantasy with music, in three acts, 13 scenes, by W. H. Auden and Christopher Isherwood; staged by Francis R. Hart Jr., choreography by Martha Bigelow Eliot, music composed by Lester Steinberg, settings designed by Howard R. Patch Jr., singing chorus directed by Esther Miller, speaking chorus directed by Henry Urrows; presented as its 54th production by the Harvard Dramatic Club at the Copley Theater, May 7 and 8.

Cast: L. John Profit, Robert Solo, Agnes Love, Alice Plimpton, George Firestone, James J. Storrow III, Richard Seymer, Samuel Cole, Roger Sheppard, John Barnard, Frances Rischin and others.

Program slip-sheet of *Dog*, or *Where Is Francis?*, peddled this English three and a half-hour effort as a romp thru three acts. Not only was it a romp, but it bespoke hops, skips and jumps in this potpourri concocted by the two English poet-authors. Piece of course runs too lengthily. Characters in play total 106, and it must have been some job to piece everything together.

Action runs from a vicarage garden to a saloon of a channel steamer, a palace, a lunatic asylum, railway train, Ninevah Hotel, Miss Vipond's bedroom and back to the vicarage garden. From the names of various characters in the play, it looks as tho all God's chillun were rounded up, with the vicar, curate, sergeant, bus conductor, journalists, amsee, king, queen, prisoners, First Mad Lady, First Lunatic, naked lunatic, lunatics with and without flags, noise, climp, eagle, bubble girl and Destructive Desmond, to name a handful.

Line (nine) of girls appears frequently to chant highlights at offset of most scenes. Story takes on semblance of a fable, with a dash of Gilbert and Sullivan, musical comedy revue and vaudeville bits injected.

Plot is Hollywoodish. A youthful hero annexes a pretty gal as his prize if he seeks her brother Francis in foreign lands. Lad starts out with Francis, a kind-looking canine.

Sleuthing junket takes this pair to the above action rampage. In the siren's boudoir, Alan Norman's (John Barnard) hound comes to his rescue. Francis reveals his pedigree, allows Norman to step into his skin and the duo beat the hostelry which is out, lock and barrel, for Norman whose ardent love fiesta has caused a beef trust bill to yeast up.

Corking good scene is the nut factory where Lunatic Leader (Claudius J. Byrne Jr.), duped up in track trunks and stovepipe, outlined in a frame, gives an okeh version of President Roosevelt going thru one of his head-gesticulated speeches. Recent fireside chat snatches are injected to make a hilarious sequence.

Frederic Rogosin stopped the house with his soft-voiced baritone. Semi-operatic warbling from an operating table was sock. Radio networks could use this potentiality.

Hard-working cast is to be commended, one and all. *Sidney Patric*.

"Sea Legs"

(Boston)

A nautical musical in two acts, book and lyrics by Arthur Swanstrom, music by Michael H. Cleary, dance routines staged by Johnny Mattison, book staged by Bertram Harrison; musical director, Frank Cork; scenery designed and painted by Mabel A. Buell, based on an original play by Lawrence Johnson and Buelah King; presented by Albert Bannister and J. Edmund Byrne at the Colonial Theater, for one week, beginning May 10.

Cast: Dorothy Stone, Charles Collins, Charles King, Roscoe Ates, Mary Sargent, Walter N. Graza, Rosie Moran, Derek Fairman, Kathryn Mayfield, Patricia Knight and others.

Third-night patrons received this new one with a glad hand, gave various members of the cast applaudable recognition, and Charles Collins stopped the show with his hoofing. But *Sea Legs* is wobbly around the joints and should get quite a revamping before Gotham audiences view it. Book is a long way from brilliant, with many of the love-making sequences just a lot of kid stuff. Small company did its best, with the comedian, Ates, pleasing all the way (*See Out-of-Town Openings on page 25*)

Summer Theater News

There'll be one summer theater less this season. The country playhouse at Lake Skobarghe, Me., in which Vincent Travers, French Casino musical director, recently purchased a half interest, burnt to the ground early last Friday morning.

Richard Skinner, manager and press representative of the Westchester Playhouse, has opened the theater office at Lawrence Farms in preparation for the eighth annual season which Day Tuttle and he will present for 10 weeks, beginning Monday, June 21.

Members of the acting company of the Westchester Playhouse will again live at Skywood, the former Moses Taylor residence at Lawrence Farms. Among the members of the company who will return to the Westchester Playhouse this season will be Mildred Natwick.

Maryverne Jones has taken an option on Ghost Owl, a new mystery play by John and Louise William, and will show it at her Starlight Theater, Pawling, N. Y., the week of June 21, with Isobel Rose and Miriam Battista in the leading roles.

The first production, Across the Blue, with Pauline Frederick as guest star, opens the 16-week season May 31. The second week's play is a revival of Shannons of Broadway, featuring Maida Reade, and the third production, opening June 14, will be Sidney Howard's They Knew What They Wanted, with Ralph MacBane and Starr West playing the leads.

Francis Joannes announces the opening of the Stony Creek Theater, Stony Creek, Conn., June 28, for a 10-week season of revivals and new plays under the direction of Richard Bender.

Susanne Fisher, John Gurney and Margaret Daum, the latter of the Metropolitan Opera, and Harris, Claire and Shannon, dance trio, and Al White Jr., dance director, have been signed by Henry Wesse, of the Pauline Cooke office, to appear at the St. Louis Municipal Opera during the summer.

William Lovejoy, leading man at the Deer Lake Theater in Pennsylvania last summer, has been engaged to manage that theater this season, which opens about June 14 and runs for 12 weeks.

Stage Associates, a new producing group of former 47 Workshop students of Professor Baker at Yale, announce that negotiations are well under way for the Spa Theater, Saratoga Springs, N. Y., during the coming racing season. The opening bill will be a gala revival of Bronson Howard's smash farce of 1870, Saratoga. In conjunction with the opening, the group will sponsor a revival of the famed Saratoga Fancy Dress Ball, to be given in the Spa Ballroom, and it is hoped that the opening night audience will arrive in barouches and tilburies. The remainder of the season will be devoted to tryouts of new plays prior to Broadway.

(43rd Anniversary)

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New Plays on Broadway

Reviewed by Eugene Burr.

IMPERIAL

Beginning Tuesday Evening, May 11, 1937

ORCHIDS PREFERRED

A musical comedy, with book and lyrics by Fred Herenden and music by Dave Stamper. Additional music and lyrics by Henry Russell and Morry Olsen. Staged by Alexander Leftwich. Dances directed by Robert Sanford. Scenery designed and painted by Frederick Fox and constructed by Barney Turner. Orchestra conducted by Louis Gross. Presented by Charles H. Abramson.

Gertrude Devereaux Hilda Knight
Violet Manning Frances Thress
Billie Doris Vinton
Elsie Elsie Edwards
Margie Margie Conradi
Sally Lillian Carson
Edith Lilian Carson
Sunny Lucille Rich
Marion Brown Vicki Cummings
Bubbles Wilson Eddie Foy Jr.
Bobbie James Babbit
Doorman William Chalmers
Penelope Halchester Celia Krebs
Evangeline Landreth Julie Sterling
Henry Warrenton Jack Clifford
Hortense Chatfield Frew Donald
Mary Ann Miller Audrey Elliott
Lillian Mahoney Benay Venuta
Chauffeur Bill Pillick
Footman Jack Curry

Helene Windsor Fay Long
Goldie Phyllis Avery
Dr. Sommers Bob Berger
Dorothy Charters Verna Long
Teddy Barber Henry Russell
Henry Monroe Bob Rice
Eve Verda Twiford
Eva Dilys Miles
Helen Helen Martin
June Joanne
July Jules Walton
Richard Hope Jr. John Donaldson
Elmer Traum Jack Whittridge
Elizabeth Hope Helen Leftwich
Richard Hope Sr. Leslie Austin
Act 1—Scene 1: A Suite in the Waldmore.
Scene 2: The Motor Entrance. Scene 3: Corridor of the Crystal Bar. Scene 4: The Crystal Bar. Scene 5: The Corridor. Scene 6: Dick's Apartment. ACT II—Scene 1: The Walk in the Waldmore. Scene 2: A Passageway. Scene 3: The Solarium. Scene 4: The Emergency Exit. Scene 5: The Gardens.

Spring is here and the depression is over. Those two joyous and seemingly unrelated items were trumpeted forth at the Imperial Tuesday night, when Orchids Preferred, a musical that had been banned by Philadelphia's Galahadian mayor, had its first New York appearance. We knew it was spring, because Orchids Preferred could never have been produced at all in any other

BROADWAY RUNS

Performances to May 15, inclusive.

Table with columns: Dramatic, Musical Comedy, Opened, Perf. Lists plays like Abie's Irish Rose, Behind Red Lights, Boy Meets Girl, etc.

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LITTLE

Beginning Wednesday Evening, May 12, 1937

ABIE'S IRISH ROSE

A play by Anne Nichols. Directed by Anne Nichols. Settings by Cirkor & Robbins. Presented by Anne Nichols.

Isaac Cohen Bernard Corcey
Mrs. Isaac Cohen Bertha Walden
Rabbi Jacob Samuels John C. Bertin
Solomon Levy Alfred H. White
Abraham Levy (his son) Richard Bond
Rosemary Murphy Marian Stockley
Patrick Murphy Billy Fay
Father John Whalen E. J. Blunkall
Maid of Honor Barbara Beech
Matron of Honor Shannon Dean
Bridesmaids Doris Ardmore, Hope Chandler, June Milley, Lorraine Teatom

The Entire Action of the Play Takes Place a Few Years After the World War.

ACT I—Solomon Levy's Apartment, New York City. ACT II—Same as Act I (One Week Later). ACT III—Abie and Rosemary's Apartment, New York. (Christmas Eve. One Year Later).

Upon the abashed face of the very little Little Theater are 14 signs, no less, announcing that Anne Nichols is presenting what she calls a second engagement of her Abie's Irish Rose. It opened (or reopened, if we, like Miss Nichols, disregard the 10-year interval) on Wednesday night.

Abie's Irish Rose isn't a play; it's a theatrical legend. No schoolboy but has heard of the terrific pans it was given by critics who were forced to sit thru its original presentation; no moron but knows that it achieved the longest run in the annals of the theater. I managed to avoid seeing the piece during its original run and, when announcement of the revival came, I had a hunch that the legend was just that—a legend. For, as a matter of cold fact and newspaper, the play had received mixed notices on its opening; and it seemed that the atrocities committed by Miss Nichols in the name of Thespis had grown, as is the case with all legends, as they receded into the past. Abie's Irish Rose, I thought, couldn't possibly be as bad as it was supposed to have been.

I am now disabused. Abie's Irish Rose is not as bad as it was supposed to have been! It is much, much worse.

There is no use in going, at this late date, into the morass of bathos, the treacle-barrel of sentimentality, that makes up its plot; there is no use in describing the sublime flights of it (See ABIE'S IRISH ROSE on page 25)

Stage Whispers

Evelyn Herbert, according to reports, is looking for a show—but not a musical this time. . . . She wants to act in a straight play, and is supposed to have about settled on one. . . . On the other hand, Warners want a book show, and want it quickly, for Broadway production and subsequent filming. . . . Maybe they've gotten tired of screening the old stand-by, the chorus girl who fills in for the star on opening night. . . . This week the last theatrical properties owned by the estate of the late Charles B. Dillingham were auctioned off, thus marking the theatrical end of another great name. . . . The properties, old manuscripts of Mlle. Modiste, Hitchy-Koo and other musicals, were bought by Irving Berlin, Jerome Kern, Oscar Hammerstein II and Otto Harbach for a total price of \$10,500. . . . The Drama League, which breaks tradition and shows some sense by awarding its annual medal not to a playwright but to an actor, gave it this year to Maurice Evans for his performance in Richard II. . . . The medal is awarded by a vote of the entire membership, with Evans getting twice as many votes as his nearest competitor, John Gielgud. . . . Leader among those getting a scattered vote was Marta Abba for her work in Tovarich. . . . They say that Charles MacArthur may turn director early next season and stage a farce, tho it's conceded to be not too likely. . . . MacArthur wants to direct a stage play.

Hilary Phillips, who has made a name for himself as a director of amateur productions, is making his farewell appearance here next Thursday and Friday evenings in Rope's End at St. Martin's Little Theater, before sailing for Liberia, where he will be dramatic instructor at the College of West Africa and also at Liberia College. . . . Among others in the cast will be Annabel L. Walker, wife of the Liberian consul. . . . Alice Ross Colver, who has 16 novels to her credit, and Helen and Nolan Leary, who dramatized the much-touted Make Way for Tomorrow which is now clicking heavily at the Criterion in its flicker version, have formed a new writing team and have turned out a comedy-drama called Bad Penny. . . . It's definite now that the Center Theater will house, as its next production, Virginia, which is described as an American musical romance with book by Laurence Stallings and music by Arthur Schwartz. . . . Unlike previous Center spectacles, this one will be presented directly by the Rockefeller interests, with Leon Leonidoff in charge of production. . . . The deal has been on the fire for months. . . . Guthrie McClintic got back this week from Ireland, where he was gathering background for his forthcoming production of Blind Man's Buff, the Ernst Toller-Dennis Johnston collaboration. . . . Johnston, incidentally, is still remembered over here for his magnificent Moon in the Yellow River, which flopped for the Theater Guild about five years ago.

The Eternal Road ends its engagement not on Saturday night (15) as first announced, but on Sunday afternoon (16), the added matinee being, according to reports, in the nature of a benefit for Murray Welsgal, the promoter of the show. . . . The big spectacle, incidentally, amid all its talk of a road tour, also figures that maybe it will reopen at the Manhattan Opera House during the summer—which seems an odd time for it. . . . Depends on whether the cooling system of the Hotel New Yorker, across the street, can be extended to include the theater, and on whether the operating nut, now, cut to \$24,000, can be further reduced—but drastically. . . . Katherine Locke and Jules Garfield are now getting featured billing in Having Wonderful Time; it's said that the management wanted to star the Locke lass, but she, being sensible, figured it as too much of a jump.

Chorus Equity Notes Hub Shows Steady

Remember the annual meeting of the members of the Chorus Equity Association will be held at the headquarters of the Chorus Equity, 117 West 48th street, New York, June 7 at 2 in the afternoon.

Every member who can possibly do so should make an effort to attend. Membership cards must be shown at the door, and a member must hold a card good at least to May 1, 1937, in order to be admitted.

The constitution provides that only members in good standing may attend (See CHORUS EQUITY on page 27)

BOSTON, May 15.—Legit fare for the week is the premiers of Sea Legs at the Colonial Theater, vacated by the D'Oyly Carte Light Opera Company, here for a (See HUB SHOWS on page 29)

AMERICAN ACADEMY OF DRAMATIC ARTS

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TEACHERS' SUMMER COURSE JULY 12-AUGUST 20

FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNegie HALL, NEW YORK

Thru Sugar's Domino

SEVERAL weeks ago we covered the broad expanse of this pillar with a discussion of the apparently renewed convergence of interests between what is left of vaudeville and its performers and the picture-making plants on the Coast. From the comment received on this piece one stood out like a house afire. It came from a man who not long ago was a power in the vaudeville field and who occupies the unique position today of being the only gent of our acquaintance in Hollywood without an ax to grind. Because we are of the opinion that his thoughts possess the virtue of being blended with a valuable background; also because we are certain they will interest a goodly number of our readers, we present herewith a barely edited abridgment of them. It is regrettable, from the standpoint of giving the stamp of authority to the thesis, that our correspondent insists upon remaining anonymous.

The general attitude of most picture men towards those of vaudeville is one of contempt and scorn. That attitude has not undergone a change of late. This despite the fact that radio long ago saw great possibilities in vaudevillians and encouraged them. Witness the astounding success of what could have been considered a small-time team of Chicago home-guard caliber, so to speak—Jim and Marlon Jordan, now Fibber McGee and Molly. Not dissimilar are the cases of Burns and Allen, Block and Sully, Tim and Irene and so many others who rarely got better than \$350 a week in vaudeville as vaudeville people and who are now way up in the bucks in radio. . . . To list former vaudevillians now successful in radio would be taking undue advantage of you. Suffice to say that practically all of radio's topnotchers are of vaudeville.

About two or three years ago I attended a gathering at a chap's home in Beverly Hills . . . quite a shindig. . . . Present were important picture men of various branches. One of them—a comparatively recent arrival—made a contemptuous remark about vaudeville and its people, almost insulting. Two former vaudeville actors were in the gathering. Having become imbued with the spirit of Hollywood, which expresses itself in the form of going to extremes at times to heap contempt and contumely upon the head of vaudeville, they said little. So I popped up (this squirt's personality sorter got on my nerves) and proceeded to take him apart. I asked him whether he realized that motion pictures as we know the industry today was founded by vaudeville people—and mostly by 10-cent vaudeville people at that. Then I went on to mention such names as Zukor, Lasky, DeMille, Schenck, Chaplin, Reiser, Loew, Will Rogers, Huston and even the near-czar, Louis B. Mayer. To my utter surprise I discovered that most of those present had not been aware that their employers derived from vaudeville.

Just the same, Hollywoodians still feel that vaudeville is the sink hole of the show business. As I sense it they fear its resurrection, altho it is plain to see that it is almost completely interred. Yet a resurrection will be a saving grace for pictures because forsooth where will pictures get their musical talent of the future?

The personal agents out here, with very few exceptions, know very little about vaudevillians. All an actor need do to obtain Grade A discouragement is to mention that he comes from vaudeville. True enough, once in a while one encounters a picture exec who knows vaudeville and its artists, but here's the rub—the big shots like Mayer, Lasky, Schenck, etc., know the ability vaudeville actors had to possess. They may at divers times tell their strapons and cohorts of the need of that kind of talent, but the agents who hire the talent, directors, associate producers, casting office men are inclined—all of them—to overlook vaudevillians as actors, thinking of them only if a specialty be required for a sequence.

For me to tell you of the many excellent actors formerly of vaudeville and now in films as extras at \$5 and \$7.50 a day would be carrying coals to Newcastle. . . . Some of these gents and ladies do occasional one-day bits at salaries rarely over \$50 daily; generally they are in the \$25 and \$35 class—and any actor in this class is sure 'nough looked down upon in Hollywood and finds it plenty tough to make a living. There are simply too many of them.

So no matter how good an ex-vaudevillian may be he rarely gets an opportunity to do anything worth while. If he ever gets something down his alley it is a miracle indeed. Jim Toney's first job out here was as a hog caller. Maybe Jim is a hog caller but he can do other things rather well but he just doesn't get them to do. Helen Shipman was good enough a singing and dancing comedienne to be a Shubert star at 18 and a Keith's Palace headliner at plenty of kale. She has a grand sense of humor yet she has yet to get a comedy role and she has never sung or danced before a talkie camera. . . . I believe she is still battling for recognition.

Don't get me wrong. I am not trying to rewrite pictures. Far from it. They make millions and they must be right. I am on their side. But the purpose of this epistle is to acquaint you with the fact that despite rumors that might have come trickling back to you, Hollywood's film gentry for the most part sneer at vaudeville and its people. Yet some of the biggest smash hits of recent years—the sold, substantial actors—have entered pictures via the vaudeville route. Despite this, 9 times out of 10 the man who selects the actors will deliberately pass up the vaudevillians, altho the boss or owner has far different ideas. At the casting offices the former vaude actor gets short rift. He almost immediately becomes an extra unless he has some *dinero* to enable him to hold out. . . . Ignorance is behind all of this—ignorance and a sort of intolerant attitude and inability of such men to admit their ignorance of certain conditions when by making such admissions they might learn.

One of the great evils out here is enmeshed in the casting office system. Give a look over the assistant casting directors . . . few are the faces or names that are new. These fellows never leave Hollywood. Their viewpoint is strictly Hollywood . . . just as we had certain young men in vaude booking offices who had a New York or Broadway viewpoint. Both are bad. The average young assistant caster starts as an office boy and gradually climbs up . . . which is quite all right but he is book taught, so to speak, and his actor knowledge is that of one place only. . . . With somewhat dwarfed ideas of an actor's worth, value or antecedents he may go from one studio to another (following his boss as is the custom) and rarely learns anything new.

Too little attention is paid the understrappers in casting offices by the bosses. The assistant caster should be almost on a par with the first boss caster. Far too often have I seen actors of the Broadway stage (good actors but with not too much of a prominence or perhaps no recent hits to their credit) apply at a casting office for a job directly or thru an agent. If directly, they find a young man who never heard of the actor before; in some cases a youth who has never seen a stage performance. The casting cerberus naturally has a darn poor opinion of stage shows . . . well, you write the rest of it.

The answer to it all is that there are more actors from vaudeville not in pictures than there are in pictures. . . . Many more opportunities are available. Take the chap who recently married Winston Churchill's daughter—Vic Oliver. Born an Austrian noble tho he never used the title, he has the poise and manner of a gentleman in addition to being a good comedian. He is also a swell actor . . . fine personality and delightful accent . . . tall and good looking. I don't know whether he has ever tried to get into pictures but he'd be a good bet, wouldn't he? ("And how!" say we). And this is but one example.

I could go on all day gabbling like this . . . so now I leave you to your real work. There isn't much work to do, old friend. You've gone even farther than we had hoped. Thanks for filling more than a column. And here's wishing your colleagues in Hollywood will wake up to their senses before long.

The Broadway Beat

By GEORGE SPELVIN

BURLESQUE is in a bad way, what with the so-called clean-up campaign, but burly comics build gags even around the predicament of the field here in New York. . . . One of them said recently: "It's an old story that a rolling stone gathers no moss, but that's not the case with strip women." . . . Which is topped by Jack Chapman, who in his column said something about a rolling hip gathering Commissioner Moss. . . . *Wake Up and Live* (which doesn't need it) gets free subway advertising from a police safety sign that carries the film's title as its heading, with the additional message that the safety of the citizens depends on how they walk and drive. . . . Even walking and driving safely, tho, won't keep you safe on the Stem. . . . Elsie Coranges, daughter of a Greek florist who has a shop on Columbus Circle, is being groomed for a radio singing berth; already she's changed her name to Elsie Darling.

A. N. Smallwood, the realtor who is at present advertising log cabins in the town that bears his name up-State, has a piece of the forthcoming *Sea Legs*, musical due next week at the Mansfield. . . . And they say that Hilda Knight, minor principal in this week's *Orchids Preferred*, is responsible for getting some of the *Orchids*' backing. . . . Jack Osterman leaves June 1 for the Coast and Columbia, but not to act; he has a writing assignment. . . . Dr. Leon Adler and Harry Friedman both took bows at Marty White's testimonial dinner last week; sooooo, Friedman promptly got acquainted with Dr. Adler and ended by selling him a Chrysler car—but for cash.

The NVA Legion Post is pushing Sergeant Benny Franklin as a candidate for first vice commander of the Legion in New York County. . . . The James collection of photos, programs and books on New York stage history is now in the Main Public Library and is open to members of the public wanting to use it. . . . Kirsoff, of Tania and Kirsoff, is a descendant of the Russian nobility. . . . Which is unusual; most Russians over here claim to be the nobility itself. . . . Ola Humphrey, an old-time stage star, is being held up by red tape on Ellis Island, because her citizenship has to be straightened out; years ago, when she left the country, she married an alien. . . . Sometimes there's just a faint suspicion that maybe there's a wee bit too much red tape around these parts. . . . Vic Hyde, the comedy-instrumentalist, played a newspaper men's benefit in Detroit recently—and was more than mildly surprised when an official of the musicians' union waltzed in and fined him for doing a free show!

Picture companies are worried over the distribution of a *Red Reel* pamphlet in front of the Film Center Building; the pamphlet is ultra-Lettist stuff and the companies no like. . . . The companies, for that matter, no like plenty of other picketing and distribution, in connection with the strike of studio workers; threat of a nation-wide boycott has some of the boys' heads swimming. . . . Why is it that newspaper men, entertained and made to feel like big shots in Hollywood, immediately become tools of the entertaining companies and write home anything—but anything—that's calculated to break the back of any opposition? . . . It was particularly evident during the week the actors took to decide whether or not to strike; reams of perfectly good paper were ruined by the boys' phony attempts to set public opinion against the strike and to discredit the strikers. . . . But plenty of faces are red now.

Chicago Chat

By NAT GREEN

THE universal appeal of a colorful spectacle is well exemplified in the reception given the Marcus show in the antipodes, as reported by the New Zealand and Australian newspapers and by A. B. Marcus himself. Marcus, in a letter to "Chat," gives an interesting account of the debut of his show, *La Vie Paree*.

"Greetings," writes A. B., "from New Zealand, the land of the Maoris, glowworm caves and boiling mud—and terrific audiences. We opened last night (April 7) after arriving Sunday night via the Aorangi. Imagine my surprise when we docked at Suva, capital of the Fiji Islands, four days out of New Zealand, to be greeted by Ben Fuller Jr., in person, who had been in Suva six days awaiting our arrival. He is a grand person.

"The people here are about the best we have ever met. Altho the advance sale had not been so heavy, before the opening we were sold out and turned them away in droves. The house here is small, seating around 1,500, but stage is ample. Orchestra of 16 local musicians, very good. We were warned in advance that the New Zealand audience would be tough and they wouldn't like this or that. But, to my surprise, from the opening curtain on the hands were terrific, and they laughed and accepted every joke. The show went over like thunder, without a hitch, as we had rehearsed it well beforehand. The applause and laughter made my few hairs stand on end. Mr. Fuller sent his father, Sir Benjamin Fuller, in Sydney, a cable containing two words—"A Smash." Mr. Snyder and Mr. Dean, who are associated with Sir Benjamin, came over from Sydney to catch our opening and were enthusiastic in their praise. The seat sale (for Sydney) is going great for a week in advance.

"The newspapers here are very conservative, decidedly British in makeup, No news at all on front page, only want ads.

"Already there are a number of affairs arranged in our honor—about seven or eight parties scheduled ahead. Last night the managers gave us a very nice supper after the show. The people are certainly nice to us and it looks like everything is going to be fine."

The Auckland newspapers were loud in their praise of the show. "Quality in every phase of modern revue, exploited on a scale of magnificence in spectacle and specialty hitherto unattempted on local stages," said one notice, devoting nearly a column to the show, and others were in a similar vein.

Maurine and Norva, dance team which made a hit at the Stevens last winter, expect to be back in a Chicago night spot soon. . . . Tom Fizdale is thinking of opening a publicity office on the West Coast. . . . PECOC held one of its periodical "splash" parties last week at the Medinah Club and Edith Carpenter was the sensation of the evening in her bathing suit of the Gay 90s. . . . Blond and fragile Marion and Irma, sister team who, between 'em, get the scales up to 200 pounds, are doing swell acrobatics in the Jubilee Show at the College Inn. . . . Shalita and Carleton, playing a return engagement in the Bismarck's Walnut Room, are doing a grand job. . . . L. Lawrence Whitewing, better known as Chief Shee-Noo, is one of the authors of the popular tune *There's a Ranch in the Sky*, which he wrote with Larry Shay and Joe Goodwin. . . . Joan Blaine, radio actress, left for New York following the *Princess Pat* broadcast Sunday night. . . . No announcement as to when or where her new show will hit the air.

Communications to 1564 Broadway, New York City

"Shall We Dance"

(RKO-RADIO)

Time, 108 minutes. Release date, April 30. Producer, Pandro S. Berman. Director, Mark Sandrich. Screen play by Allan Scott and Ernest Pagano, from story by Lee Loeb and Harold Buchman. Music by George Gershwin; lyrics by Ira Gershwin. Ensembles staged by Hermes Pan, ballet by Harry Rosée. Cast: Fred Astaire, Ginger Rogers, Edward Everett Horton, Eric Blore, Jerome Cowan, Ketti Gallian, William Brisbane and Harriet Hector. Reviewed at the Radio City Music Hall, New York.

It is customary to compare new Astaire-Rogers films with old ones; by comparison the latest effort suffers. Not that Shall We Dance is weak entertainment—far be it from that. It's good and wholesome show, rollicking fun, but Astaire-Rogers films are more or less slimmering down to dance recitals, a hit parade of popular tunes and amusing comedy. Such it is in this case, with the story subdued, and fortunately so, for it is a trite thing that borders on the ridiculous.

There is sufficient, and then some, entertainment in the performances of Astaire and Rogers, what with their charm, dance talent and flair for comedy. Astaire in this feature offers lots of ballet, the turns his forte. Strong comedy is provided by Horton and Blore, a belly-laugh pair, who are provided with strong material and situations. These four are the mainstays of the picture, along with the clever direction and tuneful music. Songs are, Let's Call the Whole Thing Off, They Can't Take That Away From Me, I've Got Beginner's Luck, They All Laughed, Shall We Dance and Slap That Bass.

Astaire is in Paris, a Yankee turned Russian in ballet fame. He sets his hooks for Rogers, a famous revue dancer, and meets up with her aboard ship, but falls out when gossip ensnare the pair as being secretly married and scheduled for a blessed event. They're framed by bedside pictures, which prevent them from disclaiming the marriage. Rogers suggests marriage and then divorce, but it looks like the marriage will stick until Rogers catches him with one of his lady chasers. She starts out on the divorce, but doesn't go thru with it, winding up dancing with him in a revue in New York. That's the happy fadeout.

Astaire-Rogers fans will find this pic satisfactory, and it should mean the usual box-office. Sidney Harris.

"Mountain Justice"

(WARNER)

Time, 82 minutes. Release date, April 24. Directed by Michael Curtiz. Screen play by Norman Reilly Raine and Luci Ward. Cast: Josephine Hutchinson, George Brent, Guy Kibbee, Mona Barrier, Robert Barrat, Margaret Hamilton, Robert McWade, Fuzzy Knight, Edward Pawley, Elisabeth Risdon and others. Reviewed at the Rialto, New York.

First-rate houses will pass up this reel without qualms. Its hillbilly theme has been handled so clumsily by the authors that it is a flagrant bromide, certain to bore anyone but a gallery consoled by peanuts. By and large it is hash, the ingredients being the experiences of Edith Maxwell, publicized child marriages, stock lynchings and a rural health clinic. These in themselves could be tolerated even if distorted and exaggerated by Hollywood notions, because

the actors turn in some worth-while drama depicting backwoodsmen's animosity for "furiners." But the production includes a carload of irrelevances. (Trouble started with Ruth Harkins (Hutchinson) having had a taste of worldliness at a city training school for nurses. Natives resent Doc Barnard, Ruth and their modern medical ideas as evil elements. She falls into complete dispute for testifying against her father at his murder trial but gains a lover in Brent, the New York prosecutor. Not until she has fulfilled the ambition to establish health clinics among the hills, however, will she consent to marry. Receiving a brutal lashing from her father, she steels her determination. Her goal is almost reached when she has to kill her father in self-defense and to protect her younger sister from a child marriage. Her trial, conviction, escape from a lynching party and the dribble reunion with Brent comply with filmdom's bewhiskered formulas.

The incidental to the running austerity of the picture, Guy Kibbee and his fiancée for 20 years, Margaret Hamilton, offer well-timed comedy without appearing ludicrous. The cast as a whole can be exonerated for this picture's low appeal. Sylvia Weiss.

"Dr. Knock"

(FRENCH MOTION PICTURE CORP.)

Time, 60 minutes. Release date not given. From the play by Jules Romain. Directed by Louis Jouvet and Roger Goupillieres. Cast: Louis Jouvet, Palau, Le Vigan, Moor, Larquy, Alexandre Rigault, Sorges, Zélias, Magdeleine Ozery, Iza Reyner, Therese Dorny, Germaine Albert and Marguerite Ducoiret.

A saga of medical quackery, Jules Romain's Dr. Knock comes to the screen with the title role capably portrayed by Louis Jouvet, creator of the same role on the stage. Nominally a comedy, the story is really one of tragic import, illustrating how a normal and healthy French community is demoralized by Knock's quackery, to the extent that the entire population is "brought to bed" with imaginary diseases.

Buying the practice of the previous town physician, Dr. Parpalaud, a harmless gent who had collected fees only once a year—on St. Michael's Day—Knock proceeds to inculcate the town with the idea that everybody is a germ carrier. Parpalaud, astounded at the financial success of the newcomer and convinced of his quackery, comes to question him. But like the patients, Parpalaud succumbs to Knock's glibness and winds up in bed.

Jouvet's performance and that of Parpalaud are outstanding. Enjoyment of the film by English-speaking audiences is cut down somewhat by French dialog, even the English titles are superimposed. Pic will prove good box office for specialized patronage. Paul Ackerman.

"Make Way for Tomorrow"

(PARAMOUNT)

Time, 90 minutes. Release date, April 30. Directed and produced by Leo McCarey. Screen play by Vina Delmar, based on the novel "The Years Are So Long," by Josephine Lawrence, and a dramatization by Helen and Nolan Leary. Musical score by George Antheil. Reviewed at the New Criterion, New York.

Paramount offers a matured, meticulously directed version of the old theme—one mother (and father) can rear five children, but five children can't take care of one mother; or, there's no room for the old folks. So well has the story been produced that, tho it embodies the most sentimental and emotion begetting words—mother and home—it remains dramatic and penetrating. The screen play is simple, straightforward and mighty in subtlety. The actors follow thru with restraint. Among the picture's attributes, too, is its ability to lay bare a universal family problem and incorporate a philosophical text without becoming didactic. All told, it indicates careful editing and fearless projection. A producer must be courageous to release a tragic film whose conclusion is not a cure-all.

It is not the aim of the picture to hold the audience in suspense. Consequently, before 10 minutes has gone one knows full well that when Lucy and Bark Cooper have to separate to live with their children because the mortgage has been foreclosed they will never be reunited in their own home. Consistent with the age of the lead couple, action is slow and deliberate. Yet the reel maintains dramatic tension to the end.

When the burden of having to house their parents falls upon the children each one grumbles. One's husband's business would not warrant the additional expense. Another daughter has sleeping accommodations for one only. A son has to look after the college career of his 17-year-old daughter, and so on down the line. Ultimately the parents "visit," individually, with the latter two, hoping to be together again in three months. At the end of that period the situation is worse. Mother Cooper doesn't fit into the family picture at her son's, where she seems to be in the way of her granddaughter and daughter-in-law. Bark is much dissatisfied with his lot at Cora's. Since there are no funds with which they might return to housekeeping for themselves, Mr. and Mrs. Cooper become reconciled to the plan which pointed Bark off onto the daughter living in California and which sent Lucy to the home for the aged.

Episodes such as Lucy's long-distance telephone conversation with Bark, interrupting the daughter-in-law's bridge class, Max Rubens' reading aloud for Bark a letter from Lucy, and the parting session between the Coopers, who had never been separated in their 50 years of marriage, are classics. Sylvia Weiss.

"That Man's Here Again"

(FIRST NATIONAL)

Time, 58 minutes. Release date, April 17. Director, Louis King. Story by Ida A. R. Wylie. Cast: Hugh Herbert, Tom Brown, Mary Maguire and others.

What would otherwise have been a dull picture is lifted into a pleasant laugh session by Hugh Herbert, cast as an absent-minded rumhound living above his means in a snooty residential hotel. A friend of Tom Brown, the elevator boy, Herbert takes it upon himself to steer the latter thru the meshes of love, the female in the case being Mary Maguire, an orphaned waif. Miss Maguire, who is pretty, has a baby and makes a habit of being cold and hungry, gets a job as cleaning maid thru the kindness of Brown.

Under this setup love blossoms untrumpeted for a while, but Mary, accidentally breaking a vase in Herbert's room, is stricken with fear and runs away. She is found in a hospital on the safe side of pneumonia. A few minor tribulations precede the lyrical windup.

Herbert mugs and gesticulates thruout the pic in top fashion, his lines being very suitable for his talent. As a supporting feature pic is strong. Paul Ackerman.

OUT-OF-TOWN OPENINGS

(Continued from page 22)

thru at this showing with his stuttering Stewardship.

What plot there is concerns itself with Mrs. Alyce Wytycherly's (Mary Sargent) black cat, Henry VIII, who seems to be a Jonah. The captain of the yacht on which all action takes place, and Tuttle (Grezza), wealthy suitor, pay Ates to drown the feline. This makes more jinx, and Mrs. Wytycherly orders full steam ahead. Bill Halliday (Collins), a stow-away, follows Isobel West (Kathryn Mayfield), Mrs. Wytycherly's niece, but he soon finds out that his old home town gal friend, Miss Stone, is the one he really loves. Bill and Isobel are married, only to find later that King, as captain, married them under a Canadian master's license, nil in the Pacific waters. Ates picks up a cat, paints its white tail black and satisfies Mrs. Wytycherly that Henry has been found—but it soon

turns out to be a Henrietta, with a litter of four kittens.

Things right themselves for a happy ending. There are 10 tunes, with Ten o'Clock Town, Wake Me Up a Star, Opposite Sex, Catalina and Touched in the Head and Smitten in the Heart apt to get somewhere.

Costumes are refreshing. Line needs some polishing. Miss Stone has a sweet voice and does well with her dancing chores, particularly that Ten o'Clock Town sleepy dance routine, with illuminated small town props. Collins was okeh as her lead, and his dancing clicked no end. King shone thru with his experience of musical comedy selling. Others handled their parts capably. Kathryn Mayfield has nice pipes that can amount to something, Rosie Moran portrayed a mischievous maid quite well, and came thru with an eccentric acro routine, plus other specialties. Ben Yost's Catalina Eight can do better vocal chores.

An inventory is needed, however, before it's in the hit class. Sidney Paine.

ABIE'S IRISH ROSE

(Continued from page 23)

platitudes, the flat stretches of its humor, the unplumbed depths of its dialog. Enough to say that it is still the tale of Abie, the fine Jewish boy whose father hated the Irish, who fell in love with Rose, the fine Irish girl whose father hated the Jews; of how they managed to get married three times and thereafter produced (with the properly intervening period of a year) a set of twins, which served, along with a Christmas tree, a rabbi and a priest, to unite the belligerent papas. Enough to say that it seems a theatrical museum piece, fit for production at the American Music Hall or in Hoboken, along with those other highly popular classics, The Blue and the Gray, Ten Nights in a Barroom, The Drunkard and Murder at the Old Red Barn—except that the authors of such earlier hit shows displayed far more competence, in every department of playwriting, than does Miss Nichols. To attempt anything like a real criticism of Abie would lead inevitably to apoplexy.

As for the playing, it is for the most part of a piece with the play—the Richard Bond turns out to be a personable juvenile wasted on the part of Abie, and Marian Shockley turns out to be a cute ingenue wasted on the part of Rose. Some of the others were in the original presentation. Eternal condemnation to Abie's Irish Rose would seem to be a punishment that eminently fits the crime.

One wonders vaguely, after seeing the thing, why Miss Nichols insisted on re-creating it. It's my private hunch that the whole affair is the work of the picture companies, who want customers to go to the Little Theater and then emerge two hours later insisting that the movies aren't so bad after all. It seems quite evident that the original run was the result of the number of Jews and Irish in New York, all of whom felt they had to go, just in order to prove that they could take a joke on themselves. For the sake of the theater, it is to be hoped that they don't have to prove it all over again.

In justice to Abie and Miss Nichols, it must be reported that there actually was an audience at the Little Theater last night—and, even more amazing, that that audience laughed. Even the fact that it was composed of chronic picture patrons fails to assuage my consternation at the antics of the so-called human race.

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Meetings See Operators Hopeful And Performers Seeking City Aid

NEW YORK, May 15.—While no encouraging news is emanating from city authorities as to the outlook for the now darkened burlesque houses, the majority of the burly operators are waxing optimistic while the performers, thru their union, plan to wage a battle in the interests of their livelihood. Both the operators and performers held separate meetings Tuesday, the operators meeting at the Eltinge Theater and the performers at the Union Church.

The operators have designated I. H. Herk as their spokesman. It was indicated at the meeting that the theaters expect some word from the authorities shortly, figuring that the word will be for them to be able to reopen with burlesque. However, they expect that a censorship board would be drawn up by the mayor and the license commissioner so that a close check could be kept on the houses. Furthermore, the operators indicate that they will even police each other, setting up a holler in the event that any house oversteps the bounds of decency.

The Burlesque Artists' Association meeting was attended by about 300 performers, the meeting presided over by Tom Phillips, president. He urged the performers to have courage, advising that every effort was being made for an audience with the mayor. Phillips revealed that he will see the mayor when the latter returns from his trip to the Coast, and at that time will point out the hardships brought about by the closing of the theaters.

Furthermore, Phillips explained what took place at the license department

hearings, attacked the Minskys for their publicity ways, and said the organization would do everything possible to aid the people involved in the Brooklyn theater indictments. He also pointed out that some of the managers have been attacking the BAA, and warned the performers against going into theaters without BAA cards.

Indie Circuit Calls It a Season June 6

NEW YORK, May 15.—By June 6 all of the Independent Circuit shows will have finished for the season, marking the best season the circuit has enjoyed since its organization four years ago by Issy Hirst. Old Howard, Boston, had the longest run of the circuit, chalking up a total of 41 weeks.

Closing dates for the remaining shows are *Pepper Pot*, Baltimore, and *Toy Land*, Boston, today; *Top Hat*, Toledo, May 20; *Pardon the Glamour*, Boston, May 29; and *Bozo Snyder* show, Boston, June 6.

In addition to Boston's record run, the season of other houses on the circuit included runs as follows: Baltimore, 39 weeks; Philadelphia, 37; Chicago, 37; Pittsburgh, 37; Union City, 32 and two weeks with colored units; Washington, 36; Newark, 34 and two weeks with colored units; Toledo, 36, and Detroit, 36.

Oxford, Brooklyn, Closes

NEW YORK, May 15.—Oxford, Brooklyn, principals and management appeared before County Judge Fitzgerald Monday on indictments for participating in indecent performances. Charles Schwartz, operator of the house, and Fred Franklin, manager, were held in \$2,000 bail each, while the performers, comprising Mildred Clark, Evelyn Gundersen, Billie Holmes and Helen Greene, were held in \$500 bail.

Gayety, Detroit, Closes

DETROIT, May 15.—Gayety Theater, Indie Circuit house, closed Thursday for the season. House will be completely remodeled by Clamage & Rothstein, the operators, for an early fall opening. Local burlesque carries on with three houses in the field, the National, Avenue and Empress.

Matt Kolb Wins Judgment

DES MOINES, May 15.—A \$10,000 judgment to settle difficulties that arose over operation of the President Theater here as a burlesque house has been signed by Judge O. S. Franklin. The judgment was against Harry D. Hirsch Enterprises, Hirsch personally, and George Van Allen, all of Minneapolis, for breach of contract with Matt Kolb, now managing a theater in Milwaukee.

BOWER SISTERS, Marlan and Florence, have retired for the summer and are vacationing at their Newark home.

Burlesque Reviews

Rialto, Chicago

(Reviewed Tuesday Afternoon, May 11)

The pre-stripping days have made their reappearance in Windy City's ace burly house, now that City Hall authorities have issued a warning against tease disturbing. The gags, too, have been to the cleaners and the comedians have quite a job pumping laughter with white-washed material. Business has fallen off considerably as a result. Current show, first of the summer stock season, lacked sock specialties to fill the stripping vacancy. The productions by Fred Clark were good, but he did not have enough talent on hand to weave a continuously entertaining 90-minute show.

Strangely enough the exotic and daring dancers take down whatever honors to be found in this bill. Dagmar with her *Satan and the Lady* routine had a smart novelty. She portrays the title's two characters with proper restraint and makes it an arty offering. Mile. Zee Zee executes a butterfly dance in admirable fashion. Maxine DeShon (featured) excels in the song department and dispenses with the usual undressing turns

excepting a brief gown split in the finale. Her voice has plenty of appeal.

Funsters on the bill were Rags Ragland, Harry Country and Kenny Brenna, Jack Buckley and Sam Raynor with Murray Briscoe. The two last named make a clean-cut team and with some sock material can go over anywhere. Country and Brenna are veterans here, but were handicapped by the poor house and material. Ragland and Buckley netted some laughs in the changing water-color scene.

Among the specialties Deon Page, shapely soubret, came thru with lively work. Her *Zoom Zoom* number, in which she is encouraged by Louis Cholden on the bass, is an engaging shake bit. Also leads the line in *Everybody's Swingin' It Now* and in the course of the finale. Claire Stone sings with commendable enthusiasm. *Did I've Got My Love To Keep Me Warm, De-Lovely and Little Old Lady*, wandering off into a mom talk session. Betty Castle is another strutter brimming with life. Did a brief but well-trained Russian *Kazutchka*. Bella Brengk's Golden Horse, posing act, was weak. Jack Richards, tenor, delivered *Newer in a Million Years* during the finale to a fair hand.

A 19-girl line worked extra hard, appearing in about six scenes. Jo Palmer was singled out in the opening in a tap routine. Sam Hontyberg.

Gayety, Detroit

(Reviewed Thursday Evening, May 13)

Detroit has missed the epidemic of burly censorings, and strong reason is that censor Lester Potter has long held things in line here, as shows which have been making this city well known.

This show is a bit strong on strippers and low on singers, but the crowd apparently still likes it that way. Girls go only about as far toward nature as an average ballerina. No attempts were made to remove too many gadgets, while the nude breasts, posed for only a second at the curtain, proved a clever stage illusion.

Virginia Fayne, redhead, opens the series, followed by Jane Lee, who has a fast tap prelude. The London Sisters have the bulk of the show from then on—Diane, a good slow teaser; Sonia, a voluptuous honey, and Florence, a straight prancer. Gay LaBarr, featured femme, closes and is obviously the "people's choice."

Meggs Lexing, diminutive comic, gets his equivocations over fast and in good taste, but his innate ability to mimic is the background of the show. His (See Burlesque Review on opposite page)

Biz Nosedives as Chicago Cleans Up

CHICAGO, May 15.—White-washed burlesque has little appeal to local fans as seen by slim box-office receipts at the Rialto and the smaller houses. Grosses at the Rialto, ace house, dropped sharply since an order banning strip teasers and off-color gags was issued. House is hoping to bolster attendance by lining up strong vaude acts and building up the names heading its stock bills.

The Gem, a small burly spot, switched to double features Wednesday, as its draw was strippers. Continuance of this policy will depend on reaction of the fans. The other small-time houses covered their nudes and strippers and are operating to poor biz.

Gayety, Milwaukee, Folds

MILWAUKEE, May 15.—Gayety Theater here will go dark tomorrow night for the summer. Jack Kane, operating the house with burlesque stock, made this move as a result of the country-wide criticism directed at burlesque.

Burly Briefs

HARRY HIRSH, owner of Gayety, Milwaukee, changed his mind at the last minute and left on his vacation to Waukesha, Wis. . . . Buster Lorenzo, veteran Rialto, Chicago, tenor, is off the house's pay roll for the first time in months. He will spend a vacation and later expects to return to his old stand-by. . . . June St. Clair left Chicago for New York on a two-week stay, during which she will be screen-tested by RKO. . . . Charles Country, Kenny Brenna and Jack Buckley, Rialto, Chicago, comics, spending a two-week vacation. N. S. Barger, operator of that house, incidentally, is back from Des Moines, his home town, which he visited for the first time in five years.

EVELYN BROOKS and John Barry will summer vacation in Alexandria, Va., while Honey Bee Keller and Bob Taylor plan to drive out to the West Coast. . . . Manny King and Charlie Harris go into vaude at the State Theater, Baltimore, next week. . . . Maria Sarie jumps into the night club field, having been booked for the 608 Club, Chicago. . . . *Brown Skin Models*, colored show,

goes into the Gayety, Baltimore, week of May 23 for one week. . . . John (Hon) Nichols, owner of the Gayety, Baltimore, has his summer cottage all in readiness and plans to do some plain and fancy fishing.

POPKIN and RINGER, West Coast operators of burlesque, are in New York. They are lining up people for their Burbank, Los Angeles, and Capitol, San Francisco. . . . Dave Cohn, who is keeping active despite the burly letdown, is contemplating a trip out to the Coast this summer. His placements include Sonny Lovett, Mimi Lynne and George Kaye, Casino, Toronto, now, and Joey Faye and Bert Grant, Toronto, June 6. . . . Clover, Baltimore, will run a five-act vaude show in addition to its burly starting June 1. . . . Princess, Youngstown, O., operated by Jack Kane, went dark Saturday night. . . . At the Burlesque Artists' Association meeting in New York, May 11, a collection was taken up for a gift for Mother Elms on her 98th birthday, with \$33.75 being collected.

U-Notes

By UNO

BETTY ROWLAND opens at the National, Detroit, Friday, and Gus Schilling the same day at the Avenue in the same city.

DIANE ROWLAND spotted by Al Rock as specialty dancer in three-a-week social functions.

MAC DENNISON, Boyd Heathen and Ruth and Estelle, Davis booked by Parker & Ross into the Grand Mountain Hotel, Greenfield Park, N. Y., opening Decoration Day for the week-end and then July 1 for the summer. Also Ell Basse, Roy Gobey, Sylvia Warren and Yvonne and LaMar into the Swan Lake Hotel, Swan Lake, N. Y.; Bert Lewis, Sondra Frank, Roy Bowers and the Show Boat Boys for the Elm Shade Hotel, Fallsburg, N. Y., and Lou Taylor, Sid DeMay, Snootie Abbott, Murray Davis and Gay Rogers for the Mamakating Park Inn, Sackett Lake, N. Y.

BETTY LAVONNE, back in New York from an engagement in Toronto, reports even Canada burly houses gone nix on strip-teasers. Using them only in ballets for posing.

DAVE KRASSNER and Jimmie White, formerly of the Casino, Brooklyn, engaged by Jules Leventhal as manager and assistant, respectively, for the Brighton Beach Theater, Brooklyn, which opens May 24 with a Stanley Woolf colored show.

MARGIE HART busy with elocution and vocal lessons every day in the Paramount Building, New York.

BILLY (BEEF TRUST) WATSON, far-well-partied at Miller's Tavern, opposite Empire, Newark, May 8, explained that his letter to License Commissioner Moss contained no reference that he was averse to burlesque but only to sundry strip-teasers; that he had been in burlesque 56 years and was and is always for that kind of entertainment.

ANN VALENTINE taking dance routines in a New York studio.

JERRI MITCHELL, Mabel Sloan and Linda Johnson, former Georgia St. George and Beverly Carr steppers, now rehearsing with units in the Richards & Golford dance studios in New York.

STANLEY BURNS, ventriloquist, booked by Harry Seaman, now in his eighth week at the Hofbrau, Hoboken.

TITANIA (Helen Troy) is with *Parisian Creations* unit as added attraction. Others in the unit are June Carr, Joe Rollo, Phil Seed, Garron and Bennett, Stanley and Kaplan, Billy Howe, Connie Claxton, Eliza Raynor, Cliff Bragdon; Henry Frankel, musical director, and 16 chorines.

IDA ROSE, professional, is engaged once more in gathering up and rounding out sets of dancing chorines for cabaret (See U-NOTES on opposite page)

The Essence of Taste-Tap Dancing.

MADGE CARMYLE

Ultra Nudos Modernista
NOW PALACE, BUFFALO, N. Y.

PROFESSIONAL CARDS

DONNA WAMBY
SOPRANO AND TALK SINGERS.
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THE PERSONALITY GIRL
JUNE LACEY
Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUCY
MOORE & BAXTER
Enjoying This Season on the Ingle Oirc.

WINSOME
WINNIE GARRETT
Burlesk's Newest Strip Sensation.

Tab Tattles

CLARA HODGE, formerly in tabs and burlesque, is now working the Top Hat night club, Peoria, Ill. She has been working night spots in the Peoria territory for the last three seasons. . . . Don Phillips, who until recently pounded the ivories with the "SeaBee" Hayworth unit, is now playing piano and callopie on the Cettin & Wilson Shows. . . . Kid Koster, known to all the tab oldtimers, leaves New York May 24 to jump directly to Seattle in advance of the Boston company of *Brother Rat*. Company will play the Pacific Coast this summer prior to opening in Chicago August 31. . . . Jacqueline Malson and her *Rhythm Girls Revue* have just concluded a three-week stand at the Capitol Theater, Waterloo, Ia., managed by Sam Robinson and Sam Kaplin. Troupe is en route this week to Birmingham, Ala., where it is slated to begin an indefinite stock run. In the roster are Jacqueline Malson, Jay (Tex) Mason, manager and producer; Jimmy West, Thad Wilkerson, Billy Talbot, Marty Brown, Lorenia Pollock, Margarette Alberts, Virginia Alberts, Hilda Talbot, Olga and Catherine Shawkaw and Delores Kjarlien. . . . Jack (Snowball) Beard and Wayne Whitt, both of Lawton, Okla., are reported to be playing theaters en route from Lawton to the West Coast. Whitt, formerly with Major Bowes, appeared in Mae West's recent picture, *Go West, Young Man*. Beard is a tab and burly oldtimer. . . . Babbette Meyers, now out of the business and residing in Lexington, Ky., where her husband is a projectionist, spent several hours with her old friend Bebe White during a visit to Cincinnati early last week. . . . Dot Mayfield (Mrs. Homer Meachum) spent a few days in Cincy last week, en route from the West Coast to Columbus, O.

A. B. MARCUS revue, currently going great guns at Fuller's Theater, Sydney, Australia, is slated to open in Singapore at the conclusion of its Antipodes dates. . . . Frankie and Gladys Harris, black and tan act well known in Tabdom, played Schmesling's, Cincinnati, the last half of last week and are current at the Ponce de Leon Club, Dayton, O. Jack Middleton, Cincy booker, is handling them. . . . Sam Nevin, veteran tab pianist, was a visitor to Fred Hurley's new night spot at Island View on Indian Lake at Russells Point, O., for a few days last week. . . . Jim Bova, Cincinnati restaurateur and booker, is now handling Chee Ling, Chinese novelty dancer. . . . Eddie Mason, send in your route. Holding an important message for you. . . . Riato Theater, Cincinnati, now using Gus Sun units one night a week, is planning on using the shows three days a week beginning in the fall. . . . Paul Reno began rehearsals last Saturday (15) for the new shows for French Wilgus' Old Vienna Gardens and Plaza Showboat on Indian Lake at Russells Point, O. Season gets under way there May 21. . . . Elsie Frank, one of the three Wiggins sisters, is warbling at the various Cincinnati beer emporiums. Her hubby, Carl Frank, is in his fourth year at Ben Rafalo's Cat and the Fiddle, Cincy, with his own ork. . . . Joe Bova, erstwhile tabster now playing with the Frank Ork, is sporting a brand-new set of drums.

U-NOTES

(Continued from opposite page)
and other forms of entertainment. Just perfected and shipped a brand-new lot of Rosebuds, including Frankie Fay, Mickey O'Day, Sissie Flood, Murray Sisters, June Paige, Lucille Dixon and Jemie McKay, from New York to the Lotus Club, Washington, for May 17 opening.

VIRGINIA GREEN is singing at the Villa Mariga, Italian restaurant, in the 40s, New York.

SUNNY NASH is annexing new terp routines at the Hotel Senator, Philadelphia.

DIXIE MASON is commuting between Long Island cabaret spots and her home in Forest Hills, L. I.

BONITE GERMAINE, now at the Grassy Point Hotel nitery, Rockaway Park, L. I., cooked a native (African) stew and birthday-banqueted her roommate, Franzel, another dancer, held over at the Mayfair Club, Newark, N. J., in New York May 12.

BURLESQUE REVIEW

(Continued from opposite page)
partner, Frank Maley, completes an A-1 team. Lester Mack and Freddie Framp-ton capably do the unappreciated straight roles. The male quartet has a splendid routine opening with part harmony, with each member singing a different song. Lads follow with serio-comic stuff that is in the style of old burlesque.

Sid Gold, bit producer, is the tenor of the show as well and does a capable job with Elaine Sparks, soprano, who has a clear voice but who fails to put enough personality behind it.

The chorus runs thru a dozen costumes and routines in a 100-minute show. Wardrobe is unusually elaborate. Lillian Hunt, number producer, gets credit for some competent and versatile work.

H. F. Reves.

CHORUS EQUITY

(Continued from page 23)
meetings. Chorus Equity's annual meeting is generally held in May in order that those people holding May cards may attend. This year it was necessary to delay the annual meeting until June so as to have no conflict with the American Theater convention. Because of this delay the council has ruled that May 1, 1937, cards will, for this year, entitle the holder to attend the annual meeting.

The chorus of *Idiot's Delight* is 100 per cent in good standing.

The constitution defines a member in good standing as one who, on May 1 or November 1 of any year, is paid up six months in advance. Members who are not working are allowed 30 days' grace before the delinquency fine is assessed. Members who are working should pay at once. When you sign your contract you agree that you are a member in good standing of the Chorus Equity and that you will remain a member in good standing for the duration of the engagement. That clause has just as much force and effect as any other clause in the contract, is just as binding as the clause providing for your salary, for pay for rehearsals, transportation, etc. A failure to observe this clause is just as much a breaking of your contract as if your management failed to pay you in accordance with the contract.

In mailing dues to the office do not send cash; send a check or money order made payable to the Chorus Equity.

Members who have worked beyond May 1 and, who have not paid their dues will not be given an extension.

Members who are out of work and unable to pay dues should apply for an extension of time at once. This will save them the delinquency fine and also entitle them to the services of the employment bureau. Those who plan to leave the profession for an indefinite period should apply during the month of May for an honorable withdrawal card. This card can be issued only to members in good standing at the time of making application, so that if you delay your application you will have to pay all accrued dues and assessments before you can get the card.

Chorus Equity's employment bureau

has a great deal of part-time work, such as modeling and demonstrating. Members who are out of employment should call at Chorus Equity headquarters daily. We try to notify members of all calls in which they might be interested, but frequently there isn't sufficient time to do so. The member who makes daily calls is the one most apt to get work.

Remember the annual meeting on June 7 and make your plans so that you can attend. **DOROTHY BRYANT**, Executive Secretary.

ORCHIDS PREFERRED

(Continued from page 23)

In its favor—enough things, a matter of fact, to make a pretty good show if they hadn't been carefully hidden and minimized by the production and the performance. For one thing, even the fact that Fred Heseendeen thought he could write the book fails to obscure the fact that he did manage to write some clever and amusing lyrics. For another thing, Dave Stamper's music is catchy and very pleasant—and it is made to seem even more so by the grand pit band led by Louis Gress. For another thing, a few of the performers—Benay Venuta and an excellent dance team known as Jules Walton and Joanne—manage to rise above the general level of their material and contribute thoroughly entertaining moments. Finally, tho there is no dancing chorus there is a bevy of show-girls who, evidently inspired by a sense of shame, try to rise above their station and prove that they're not really show-girls after all. A few of them do some very nice acrobatic dancing in one of the scenes, which is excellent not only in itself, but also as an indication that the showgirl, *per se*, is passing from the face of the American theater, upon which she has been a blister far too long.

All of which would seem to indicate that *Orchids Preferred* is a pretty good show. Dolefully I am forced to report that it isn't. Mr. Herendeen, who evidently didn't know when he was well off, decided to add a book to his lyrics—and it turns out to be a book which, if it offers no grounds for banning by the Galahad of Philadelphia, also offers no grounds for attendance by average customers. It's all about a little girl who was so incredibly innocent that, when she was taken into hand by a couple of night-clubbing ladies of the evening, routed into a young gentleman's apartment and poured into a pair of amazingly inadequate pajamas, still felt that it was all in good clean fun. When the young gentleman gave her a \$100 bill she thought it was just for taxi fare.

Of course when she discovered what he was really after she ran away and he found out that he loved her. Then a lot of people lost a lot of money, or else made a lot of money, on some stocks, and the young man's father wanted to find the little girl, and the young man's friend finally got his engagement to the young man's sister announced, and a night club emcee pretended to be a rubber in a ladies' gymnasium, and there was a party on a moonlight lawn where-on the moonlight looked particularly

billious, and the little girl walked into the arms of the young man.

And if you think that sounds bad you should have heard some of Mr. Herendeen's "jokes."

Mr. Charles H. Abramson, who presented the show, and Mr. Alexander Letwlich, who directed it (both evidently in moments of aberration) have done less than nothing to help. Mr. Abramson, it is true, hired the ingratiating Miss Venuta and the excellent Walton and Joanne and a rather amusing male quartet called Men of Gotham, but he also hired, to play his embattled innocent, Miss Vicki Cummings, who displayed her appalling acting ineptitude in an item called *Furnished Rooms* some seasons back. In *Orchids Preferred* Miss Cummings offers singing and dancing that match her acting; this reporter, who has heard many sour notes in his day, has never heard one quite so sour as that with which she split the Imperial Theater ceiling at the end of her first-act duet.

Mr. Abramson also hired Eddie Foy Jr., a pleasant comedian—but then buried him under the choicest of Mr. Herendeen's pitifully unfunny material. He also hired John Donaldson, an unbelievably ineffective juvenile, and Hilda Knight and Frances Thross, who play the ladies of the evening. (Miss Knight's presence, at least, is explained by the rumor that she got some of the backing for the show.) And, while he was hiring, Mr. Abramson hired Jack Whittridge, a gentleman who plays a night club emcee so convincingly that he becomes as nauseating as a real night club emcee. This may be an acting achievement but it also appears a bit unwise.

Then, too, Mr. Abramson hired Ethel Barrymore Colt—but Miss Colt left the show before the New York engagement. At least for small favors we may be thankful.

Pitt Subscriptions Up

PITTSBURGH, May 17.—Pre-season subscriptions for 1937-'38 Theater Guild-American Theater Society series are to date considerably better than last year, when biz was best since 1929, society sec. Thomas Kenyon revealed today, as plans went forward for reseating and redecorating Nixon Theater, city's lone legit site.

Promising series of six plays to include Maxwell Anderson's *Masque of Kings*, with Dudley Digges and Pauline Frederick; S. N. Behrman's adaptation of Jean Giraudoux's *Amphytrion*, with Alfred Lunt and Lynn Fontanne, and possibly Constance Cummings in *Madame Bovary*. Society is getting scale of \$12 top for ork ranging to \$3 for galley, plus taxes. Savings over window sale vary from 22 per cent to 33 per cent.

WALKATHON

Will furnish lot, license, light, water and protection for a reliable Walkathon Producer—one who knows how to handle a Big Show and has his own money to pay as he goes.

W. J. ALLMAN

Coates House, Kansas City, Mo.

DERBY SHOW OPENING

WEDNESDAY, MAY 26, WACO, TEX. SPONSORED BY AMERICAN LEGION.

Following contact at once: Pee Wee Pinks, Ruth Carroll, Porky Jacobs, Pat Lewis, Cecil Johnson, Stanley West, Jerry Linsley and others who know me. Virgin Spot, 70,000 Population, drawing 200,000.

DUD NELSON, Greens Terrace, Waco Lake, Waco, Tex. Associated With L. E. Braden.

FOR SALE

Outdoor Stage Scenery, 50-ft. Spread; Footlights, three circuits, Switch Box, Cable, Light Bulbs, Chorus and Specialty Costumes; 20x30 Dressing Tent; P. A. System.
JOE FRANKLIN, Morgantown, Ind.

THE FILM WEEKLY AUSTRALIA

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

Endurance Shows

MAXINE MILLS is now sojourning at her home in Deshler, O.

GUY SWARTZ, former promoter, is now located permanently in Miami, where he operates a large liquor store. Izzy Arons, who formerly handled Guy's publicity, is now with the U. S. Internal Revenue Department in Cincinnati.

ON MAY 1 seven couples and one girl solo remained in the Pre-Pan-American Marathon being staged at the Sportatorium, Dallas. Remaining contestants were Billy and Billie Curtis, Johnny and Gene Page, Eddie Carrillo and Leonie Saunders, Whitey Maddox and Edna Nowells, Eddie and Jackie Riley, Wally Hamlin and Jane Sweeney, Pop-Eye Thomasson and Kitty Ellis and Rose De-long. Show is being broadcast thrice daily over WRR. Emcee staff includes Dud Nelson and Jimmy Bittner, who appeared with the George W. Pughe show in Dallas last year.

MR. AND MRS. HENRY LEWIS have been out of the game since the Lewiston (Ida.) show more than a year ago.

Henry has been working as night club emcee since then and is now in his 10th week at the Aloha, just out of the Marysville (Calif.) city limits. He is planning to return to the endurance field shortly as emcee or trainer.

YOU CAN REACH your friends and relatives thru The Billboard's Letter List. Simply address them in care *The Billboard*, 25 Opera place, Cincinnati, O.

WE HAVE had inquiries recently on Rex Morse, Eddie Brown, Jerry Stone, Hughie Hendrixson, Babs Fath, Stan West, Billy Donovan, Johnny Ray, Earle Fagan, Alan Trent, Johnny Guilfoill, Mac Maurado, Kenny Delhart, Vi Barlow, Frank Ford, Rookie Lewis, Mac McGreevy, Al Morgan, Chick Organ, Scotty Reid, Puzzy Frann, Elmer Dupree and Bill Stein.

FRANK COSTELLO, who dropped out of the endurance field after winning the Bridgeton (N. J.) show, is now working as a waiter in New York. He is anxious to read a note on his many friends in the game.

Magic and Magicians

By BILL SACHS
(Communications to
Cincinnati Office)

BABY YVONNE, daughter of Princess Yvonne and Doc M. Irving, is filling the breach for the Princess on club and theater dates during the few weeks that the mother will be convalescing. Princess Yvonne underwent a minor operation at the Graduate Hospital, Philadelphia, last week and is making very satisfactory progress. Baby Yvonne is fast developing into an ace attraction.

TONY MASCERA, one of Pittsburgh's most versatile magicians, has been featured at Kennywood Park shows there the last two Sundays.

BERNEY, veteran magician, is working the Pittsburgh district. Berney is credited with originating Thurston's floating ball stunt.

LITTLE JOHNNY JONES, Chicago night club magician, visited the Pittsburgh district last week.

MYSTIC COURTNEY last week was discharged from Grant Hospital, Columbus, O., after undergoing a serious throat operation. He had a large tumor removed from his vocal cords. He cannot speak above a whisper and it will require months to restore his voice. Courtney is recuperating at the home of his sister-in-law, 649 East Livingston avenue, Columbus, where he would be pleased to hear from friends.

WITH THE VARIOUS magic conventions in the near offing, we are hoping that the lads who map out the various night magic shows will use a bit of judgment in lining up their programs. We have looked at many convention shows in the past and, frankly speaking, many of them have been pretty dull affairs, due largely to too much sameness and over-long running time of the individual acts. Naturally, a magic-minded person can overlook those factors, but the general public, invited to these shows and on whom depends to a great extent the financial success of these affairs, must be considered too. To the laymen three or four magi in a row presenting the slow-moving floating ball or Chinese linking rings does not constitute sharp and snappy entertainment. On the contrary, it may serve to dull whatever interest he may have in magic and he may decide to do his napping at home in the future instead of going to see a magic performance. We realize that, it's no easy matter to inject any great amount of variety in an all-magic bill, but duplication, long-winded chatter and avoidable delays can be eliminated to make for a better brand of stage fare.

HARRY (CONRAD) BJORKLUND, magician-cartoonist, clicked in fine fashion at the Minneapolis Palace week of May 8.

HI HARRIS, magician and medicine show impresario, opened his tent season at Deerwood, Minn., May 9. Magic is one of the big items on his program.

ARTHUR MILES BROWNE, proprietor of Browne's Magic Shoppe, Minneapolis, tendered a reception to half a dozen prominent Twin City magi and their wives Wednesday evening, May 5, during which definite plans were made for the magic show at the Wesley Temple Auditorium May 28 by the Hanky Panky Club of Minneapolis.

FOXWELL, magician, is playing picture houses in Southern Minnesota.

GREAT GORDIEN and his television illusion have begun playing celebrations in Minnesota, with several big fairs to follow.

DR. FRANZ POLGAR gave a demonstration of his mental feats last week at the Capitol Hotel, New York, before a crowd of several hundred. Featured hypnosis and memory work, leaving to good applause. Lew Kerner, Polgar's manager, emceed ably.

JERRY KAHLER, sleight-of-hander, is breaking in his act at the Versailles Rest, New York ntury. Uses a lapel mike while making his rounds of the tables.

GRANT'S MAGIC STUDIO, New York, is becoming more and more a rendezvous for magis in town. Among those who dropped in last week were David Bamberg, Nicola, Carl Rosini, Jarro, Jack

Gwynne, Johnny Scarne, Al Baker, Arthur Lloyd, George LaFollette, Annemann, Samuel Horowitz, Bill Williston, Ray Cox and Richard Dubois. Bamberg is due for a New York opening soon. Arthur Lloyd and Bob Sharp soon leave on cruises, Rosini is playing nturies, LaFollette will manage a show in Revere Beach, Jarro, is helping produce magic in girl units, Vernon is preparing a new type of act for night spots and Howard Albright is getting all final plans set for SAM conference to be held in Albany, N. Y., May 27-29.

HANKY-PANKY Magic Club, Minneapolis, will present its third annual Magic and Vaudeville Show Wednesday evening, May 26, in the Wesley Temple Auditorium there. Proceeds of the show will be used to send delegates to the IBM convention in High Point, N. C., in June for the purpose of trying to bring the 1938 convention to Minneapolis. There will be two hours of entertainment by 15 accomplished performers. Two thousand posters have been printed and placed in store windows to advertise the show. Advance ticket sales are favorable. Many out-of-town magicians have sent word that they will be present. Arthur Browne, Hanky-Panky secretary, has charge of arrangements.

MADAME ZENDA, mentalist, is making a special appearance at People's Theater, Detroit, for two weeks in before-curtain and intermission interludes in the WPA production of *The Cradle Song*.

JOHN MATHEWS is current at Nebolo's Garden, leading west side Detroit night spot. Mathews has been working club dates in the Detroit territory for some time.

MANCHU and his Oriental miracles made their first American appearance at Fay's Theater, Philadelphia, last week.

MAGICIANS' ASSOCIATION of Cleveland staged a Mental Night at its regular meeting May 10. Those who participated in the program were Harry G. Cleveland, Mason Glison, Frank Csuri, John Lynch, George V. Holland and Harold P. Becker.

LAWRENCE LA LONDE, magician, is handling the publicity for the Congress of Oddities on Clark's Greater Shows. He is putting in his spare moments framing a new show for next fall. Vern Walls, mentalist, is also with the Oddities attraction on the Clark carnival.

DURING HIS RECENT appearance at the Orpheum, Minneapolis, Paul Rosini came in for a six-column story in *The Minneapolis Journal*. Article was illustrated with six photos, showing Rosini doing the cups and balls, with drinks poured from the cup at the conclusion of the routine.

JACKIE MERKLE, 9-year-old mentalist, was a visitor at the Cincy office of *The Billboard* Wednesday afternoon of last week, accompanied by his dad and manager, Jacques B. Merkle, and Orville Ravell, press agent for Jimmy Brink's Lookout House, Covington, Ky., and Town Club, Cincinnati. Young Jackie gave a highly entertaining demonstration of his talents during his visit, pleasing particularly with his rapid-fire answers. He appeared the same night over Station WCFO. The youthful mentalist opened Monday (17) at the Lookout House, Covington, Ky., on a two-week contract.

HARRY A. SCHEER was elected president of Rhode Island Assembly 26, SAM, at the organization's fourth annual meeting, held May 10 at the Providence-Biltmore. Edward French, of Taunton, Mass., was named vice-president; C. Foster Fenner, secretary; Charles A. Ross-Kam, treasurer and conductor of seances, and Merle Payne, sergeant at arms. Samuel Kilbanoff was named chairman of a committee to arrange for the society's annual spring banquet and ladies' night to be held in June. Following the business session a program of magic was presented by Cliff Hard, retiring president; Scheer, Waldo Rouviere,



EDITORIAL DEPT.

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

MARVIN DUKE—12-year-old son of Paul Duke, the magician, who made his debut last week as a solo mystifier at the Old Roumanian Club, New York. Youngster displayed remarkable poise and competence in doing sleight-of-hand tricks. Certainly rates grooming as a kid magician, which should be a refreshing novelty.

*

For LEGIT MUSICAL

TAMARIS—dancer who carries the other half of the show presented by the WPA dance project. She should not be overlooked by enterprising producers of musicals. A modern dancer of outstanding ability, she is also one whose interpretation of this arty form is highly commercial and glove-fit for popular appeal.

Good looking and should screen well—an excellent pantomime artist with a fine comedy sense, in addition to being a superlative dancer. Particularly recommended if allowed to do his own choreography, which is sly, intelligent, humorous and tremendously effective.

*

For FILMS

CHARLES WEIDMAN—modern dancer and choreographer, now appearing in his own *Candide* for the WPA dance project. Presented the same dance arrangement, but in full-length form, at the Booth Theater for a couple of weeks, some years ago.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

THE STAFF of F. S. Wolcott's Rabbit Foot Minstrels comprises F. S. Wolcott, owner-manager; Mrs. Wolcott, No. 1 ticket box; J. C. Nall, No. 2 ticket box; M. L. Frisbie, front door; W. S. Campbell, reserve seats; Delmar Myles, mechanic, and E. L. Hackworth, electrician. Show, now in its fifth week, is reported to be running along smoothly. According to M. L. Frisbie, troupe has been enjoying unusually good business in Mississippi. Another middle piece has been added, Frisbie relates, and prices have been reduced to 20 cents for children and 30 cents for adults. Louisiana Red and his Dancing Trio are reported to be clicking handily, and Charles Anderson, featured singer, has made several broadcasts since the show opened.

WALTER BROWN LEONARD'S *Minstrel Memoirs*:

XIV

Many phantoms pass before me of those stars of yesteryears: Frank McNish and Carroll Johnson, Bobby Leavin—all were peers; Al G. Field and Lew Dockstader, Billy Rice and "Happy Cal," Deming, Benedict and Barlow, Every one a trusty pal. Birch and Backus, White and Goodman, Billy Emerson, "the King." Not forgetting old Dan Emmet, All have had their earthly filing. I can see in one vast circle All the stars of long ago, And can hear again their voices At the old-time minstrel show.

Finis

JACK OAKIE, presenting Oakie College over CBS Tuesday night, May 12, injected a bit of minstrel spirit by mentioning in song such old-time minstrels

Payne, Fred Poole Jr., Fenner and Joseph Fara and Mystic Wallace, guests at the meeting.

ST. LOUIS NOTES: Lots of magic on two carnivals playing the St. Louis area. Following performers are with the Beckmann & Gerety Shows: George Vogstad, owner the illusion show; John Kenlo and Mike Buhnia, on the front; Charles Noller, inside lecturer, featuring *The Girl in the Fishbowl* and *The Dismembered Princess*. The Bernards, mentalists, are with the same show. . . . *The Fountain of Youth*, owned and operated by George Vogstad, is of extreme interest to magicians. Galatea and Am-

(See MAGIC on opposite page)

stars as George Primrose, Honey Boy Evans and Eddie Leonard. He also sang Leonard's song, *Ida*, and put on a minstrel first-party, with a team of dancers and a quartet singing *Nellie Gray*. Oakie, doing an end, wound up by singing *Good Night, Ladies* to a big hand from the studio audience. He also did a recitation of *Minstrel Boys in Heaven*, which was good.

"**DUKE**" CAREY, former minstrel, tab and rep performer, is now with the Dan Rice Circus handling the No. 1 ticket box and making second openings to Ray Cramer, side-show manager. "Duke" promises that we'll hear from him regularly from now on.

GEORGE R. GUY, born Hartford, Conn., October 7, 1855. Comedian, dancer, producer, owner and manager. First appearance with his father's show in 1863. Hooley's Minstrels in Brooklyn and Christy's Minstrels in New York, 1865. Kelley & Leon's Minstrels, 1866; English tour with Smith & Taylor's Minstrels, 1869; also with Moore & Burgess Minstrels in London same season; Harry Robinson's Minstrels and Welch, Hughes & White, 1870. Then own show for many seasons. Present address, Springfield, Mass. Retired.

HY HEATH, former minstrel endman and now continuity writer for KWKH, Shreveport, La., recently sent word to his studio that he would be late for reporting. Reason is that Hy, who trod the boards for years with Bert Swor, spent a half hour away from everything but his radio to hear his old pal appear with Al Pearce and Gang over a network station. Hy knew that Bert would be on the air, as Bert wired him to be there and listen in.

TOM WATERS, minstrel oldtimer, pencils from Gowen City, Pa., under date of May 12; "Regarding a note in your column about Ed McGoldrick being the only living member of the old Dumont Minstrels in Philadelphia, let me say that as far as I know I am still alive. I was with Dumont from 1898 to 1900. I believe Harry Shunk is also still alive."

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Aulger Brothers Begin Tent Trek

WASECA, Minn., May 15.—Aulger Bros.' Stock Company, after two weeks of rehearsals under the direction of Harrison Aulger, opened the tent season here Monday. An entirely new lineup of plays is being offered this season, including a new bill by Addison Aulger, *Hell and High Water*. Thursdays will be feature night, at which time *Mad Honey-moon* will be presented. On Friday nights an amateur contest will be conducted after the main show.

Roster includes Addison Aulger, business manager; Harrison Aulger, director; Phil Whitmore, Del Post, Jack Bell, Grace Brennan, Florence Moreland, Corinne Williams, Francis Tretter, Louise Sherwood, Ben Fleming, Bob Aulger, Don Muckel, Billy Blanchard and Tom Brown.

Oban Tent Troupe Makes Bow May 26

FITCHBURG, Mass., May 15.—Oban's Musical Revue Tent Theater, Nathan C. Oban, owner-manager, is slated to inaugurate its season here May 26 and 27. Company, now in formation in Nashua, N. H., will play one and two-day stands. Walter J. Nelson is handling the advance, assisted by Fred Kimball.

Company will work under a 60, with two 30-foot middle pieces, having accommodations for approximately 1,000 people. Manager Oban will carry 35 people, all of whom will eat in restaurants and sleep in hotels. Show will move on 10 trucks and a large bus. Contracts have been signed with the Cota Printing Company, Cota, N. Y., for a line of attractive paper.

Oban canvas theater will have an 18-foot marquee entrance and will tote its own light plant. A sound truck will be used for bally purposes. All equipment is new.

Rice Playhouse Will Usher in Season June 28

MARTHAS VINEYARD, Mass., May 15.—Rice Playhouse, Oak Bluffs, Marthas Vineyard, Mass., second oldest and one of the most successful of the established summer theaters, will open its 13th season June 28 under the direction of Phileah Rice, who plans a season of 10 weeks. Charles Emerson Cook will again be general manager, and Clifford Brooks will again direct. Company is now being organized.

Among the plays to be presented are *The Amazing Dr. Citterhouse* and *Grumpy*, featuring Rice; *First Lady*, *Boy Meets Girl*, *Storm Over Patsy*; *Matrimony*, *Pfd.*; *Romance*; a revival of *The Music Master*, featuring William Edmunds in the David Warfield role; *The End of Summer*, *Candida* and possibly one new play.

Famous Players To Play Three-Nighters in Iowa

STORM LAKE, Ia., May 15.—Famous Players, management Vincent Dennis, opened here this week to play three-night stands thru Iowa.

Some of the plays being offered are *Cinderella O'Reilly*, *Doily of the Follies*, *Lure of the City*, *Unknown Father* and *Ole Oleson, the Galloping Swede*.

Besides Manager Dennis, roster includes Martha Kytie, Earl Rosenberger, Grace Wagner, Todd Watson, Jack Reddy, Gertrude Dennis, Jessie Stewart, George B. Fluhrer, Lance Davis, Charles Coons, Marshall Holmes, Phoebe Fulton and Emilie Conley.

Roadside Gets Going June 14

WASHINGTON, May 15.—The Roadside, original and only summer barn theater of the nation's capital, opens its fourth season June 14 with an old melodrama, *The Wizard of the Wave* or *The Ship of the Avenger*, described by the author, J. T. Haines, as a legendary nautical drama. Anton Hardt will direct all plays presented during the 14-week season. Seven productions are scheduled, each running two weeks. There will be no Sunday shows. Plays definitely set for production are *A Texas Steer*, *The Prisoner of Zenda*, *Our American Cousin* and *Murder in the Red Barn*.

BUD HAWKINS is reported to be framing a new tent opry at Campbellsville, Ky., where he closed his circus last season. New outfit is slated to get under way in the very near future.

Rep Ripples

MILTON HASKINS is back on the Bryant Showboat this season. Bryant Showboat, which played the last eight summer seasons in Cincinnati, is expected back in Cincy again this year. Heretofore the floating theater has opened in Cincinnati around the last week in May. It is expected that the craft will delay its Queen City opening for several weeks this season, however.

MARJORIE KENNEDY PLAYERS will open their circle season May 21, playing Cape Cod towns in Massachusetts with plays from the pen of E. F. Hannan. Troupe will make its headquarters in Franklin, Mass.

IRENE DAVIS and sister, Virginia, and Jack Nelson, all now out of the business, stopped off for a visit with the White Trio (Bob, Bebe and Nellie) in Cincinnati recently while en route to Louisville to take in the derby. Irene is now residing with her sister in Warren, O., where the latter's husband is in the lumber business. Nelson, who makes his home in Barberton, O., is now managing a liquor store in Akron.

OLIVER J. NEWCOMB, well known in stock and rep circles, is convalescing after undergoing an operation recently at the Swedish Covenant Hospital, Chicago. He would appreciate a line from old friends. His address is 4938 North Sheridan road, Chicago.

BEN HEFFNER and wife, in advance of the Heffner-Vinson Show, spent the week-end with the homefolks in Cincinnati. They took in the Reds-Cubs game Sunday and left early Monday to resume their contracting. Ben was a visitor at the rep desk last Saturday.

HEFFNER-VINSON SHOW suffered a blowdown and lost the night at Horse Cave, Ky., May 13. Damage has been repaired and the show is again rolling along merrily in its established Kentucky territory. Show has been bucking considerable opposition in its old stamping grounds so far this season.

Carey Acquires Two Plays

NEW YORK, May 15.—Charles O. Carey has acquired two new plays for his summer theater circuit in Western Connecticut—Washington, New Milford, Litchfield and Danbury. One is a revue by Paul Denniker, *All's Fair*. The other is *Educating a Husband*, by the English author Edith Carter. Carey is now staging two productions for the Harbor Players on Governors Island.

Kansas City Jottings

KANSAS CITY, Mo., May 15.—Al Unruh has signed for his second season with Jack and Maude Brooks Company.

Leo and Maxine Lacey have closed with the Phil Duncan circle to join Ray and Margie Bash Players in Nebraska.

Buddy and Lols Leavelle recently joined Kennedy Sisters Stock Company at Corpus Christi, Tex.

Walter and Maxine Mars have closed a long engagement with Denny's Comedians and have signed with the Jack Brooks show for the summer.

Hila Morgan Players showed just 25 miles from here this week. Olathe, Kan. Many ex-troupers, friends and performers from this city visited the show over the week-end.

Ralph Moody, manager the Hazel McOwen Stock Company, which has been circling all winter in Nebraska houses, is slated to open under canvas next week.

Harry O. Brown Show opened in Cushing, Wis., Monday.

Margie Bash, of the Ray and Margie Bash Players, was in town this week to engage people. Bash Players closed their Nebraska circle last week and will re-open under canvas next week at Juanita, Neb.

Favorite Players will open under canvas in Eastern Illinois next week.

Glenn and Donna McCord have signed with the Hugo Players for the summer. Ray Zarlinton's Comedians, after opening in Tennessee, are playing three-night stands in Illinois.

Herbert Walters, manager of Walters' Comedians, who opened the tent season

Van Arnam Show Heads Northward

MACON, Ga., May 15.—John R. Van Arnam's Radio Barn Dance played several Georgia stands in a hasty trek northward after more than two months in Florida. Two stands, Thomaston and Griffin, were in the Macon area.

Several show fans visited show from Macon and report good performance and fair business. Very few changes have been made in personnel. Show is headed to East Tennessee and Virginia.

Billroy Show Briefs

CHAMBERSBURG, Pa., May 15.—Beautiful Shenandoah Valley this week, and with half of Washington and Lee V. M. I. following the show, there's just not enough room for all of us in one town. Miss Noble, what is the secret of your success?

We don't mind making the parade every day; in fact, it has been very pleasant, but when an ordinarily intelligent man deliberately plays one of those peck-horns in your ear for 30 minutes, it's not so pleasant. So, Mr. West, will you please move back a couple of chairs.

Almost everyone went into Washington Sunday to hear Tommy Dorsey and see Ann Corio strip. Everybody said they had a good time.

Well, who should show up in Hagerstown, Md., but one of the sweetest little girls that has ever graced our stage, Helen Lehr. If I ever decide to settle down, it will be in Hagerstown.

Mrs. Ruth Underwood had the misfortune to lose her father last week. She has been home for several days.

"Bridog" Lewallan, our piston shover, made one of his famous points a few days ago, so Lewallan is lying low until we get out of this territory.

HUB SHOWS

(Continued from page 23) profitable spell. George Abbott's *Brother Rat* is in its fourth month at the Plymouth Theater, rounding up some sort of a house record to compare favorably with last season's *Three Men on a Horse*.

Other legit billings will keep local theaters at a nicely paced attendance gait. May 20 brings *Johanny Johnson* to the Majestic as a presentation of the Federal Theater. Will probably have a two-week run. Katharine Cornell is not certain which house it will be for her two plays, *The Wingless Victory* and *Cavalia*, set for the Hub June 7. This is the new date, postponed from the previously announced May 17. Most likely the theater will be the Shubert.

early in Texas, invaded Kansas this week to play his regular summer territory.

E. F. Silvers, manager of Silvers' Comedy Company, is organizing two units to play Iowa this summer. One of the companies will open next week at New Hampton, Ia.

The two Jack Kelly shows opened in Michigan last week. No. 1 company is said to have had an overflow audience at Laingsburg, the opening spot. The No. 2 unit opened at St. Charles to good business.

Jack Ripley Players opened in Aurora, Ia., this week. Roscoe Patch is directing this year.

Bud Palmer, of the Gordon-Howard Company, and a party of friends motored to Olathe, Kan., this week to visit the Hila Morgan Show.

Kinsley Comedy Company opened the season recently at Marion, O.

Allen Bros.' Comedians, after opening the season in Arkansas, have invaded Southern Missouri.

George Roberson Players are scheduled to open next week at Clinton, Ill.

Hila Morgan was spotted on the local radio this week. She is manager of the Hila Morgan Players.

TMA To Gather in Cincy

CINCINNATI, May 15.—Theatrical Mutual Association will hold its Grand Lodge convention in Cincinnati the week of July 12. Approximately 800 delegates are expected to attend. Convention committee is comprised of Joseph Smith, chairman; Luke Callahan, president of Cincinnati Local 22; George Postle, Harry Service and Bernard Murphy, all of the local lodge.

MAGIC

(Continued from opposite page) phitrite are the principles employed. Dr. King, magician, is working in front of the Beckmann & Gerety side show. . . . Following are with the illusion attraction on the Hennies Bros.' Shows: Harrison King, owner; Antes, magician and inside lecturer, and Madam Zyeeda, mentalist. The side show features the Seymours, mentalists. Magicians should look up Chester Dolphin, the "one-man vodvil show." Chester is not doing magic but knows what it's all about. He can do the one-hand drop with cards with both hands simultaneously while riding a unicycle.

RAHN ORMOND, mentalist-magician, concluded a two-week stay at the Roxie Theater, Sacramento, Calif., May 15 with a midnight spook show. Bernard, Pacific Coast magish, worked the lobby and doubled on the final midnight show. Ormond played the Roxie for 10 days several weeks before with his mental act. He reports playing to good results all along the Coast.

BERNARD M. L. ERNST, honorary life president of the Parent Assembly, S.A.M., has just been elected honorary director of the board of directors of the Surprise Lake Camp for Boys, a philanthropic institution in Putnam County, N. Y., with which Ernst has been connected in various capacities for almost 40 years.

JOHN BOOTH, fresh from New York and Montreal supper clubs, is presenting his magic in the Walnut Room of the Bismarck Hotel, Chicago.

BALZAR is at the Saint-Marcel-Pathé in Paris.

Magi Gather in Berlin

BERLIN, May 10.—Winding up with a gala magic performance, in which 50 well-known magicians took part, the International Convention of Magicians comes to a close today. Delegates from the United States, Austria, Belgium, Brazil, Czechoslovakia, Germany, Greece, Holland, Hungary, Mexico, Poland, Switzerland, Yugoslavia and the Scandinavian countries participated at the meetings of the convention, which opened in the clubrooms of the Kameradschaft Deutscher Kunstler May 8. The Magic Circle, magicians' club of Berlin, celebrated its 25th anniversary during the convention.

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Join by June 5th

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WANTED QUICK — TEX ROSE SHOW — One Nighter Under Canvas — Sister Team or Singles that Sing and Yodel. Bill Billy Trumpet that doubles Novelty Acts; Dog and Pony Act, Boss Caravanman that can move it. Electrician, Bannerman with car. Ray Gordon, Buck McGuire, Stewart Douglas, Art Gilbert, Buck Montana, wire or come on. All Concessions open. Good proposition for Pony Ride and Pit Shows. TEX ROSE, W. R. A. K., Williamsport, Pa.

TOBY'S PLAYERS WANT ACTORS, MUSICIANS

For two shows; long season. Young General Business Teams, those doubling orchestra and specialties preferred. Need single general man doubling orchestra. Salary sure. State all. Wire or write

BILLY (TOBY) YOUNG, Mgr., Toby's Players, Coweta, Okla., week of May 17; Bixby, Okla., week of May 24.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Chicago. let's make the vote unanimous for Minneapolis in 1938.
ERNIE A. ANDERSON.

Melrose, Mass.

As a constant reader of *The Billboard* for many years I won't be satisfied until I have said a few words regarding the importance of every circus sending in its route to *The Billboard*, regardless of how large or how small the circus may be. Circus day to me has always been my thrill day and it always will be. If there is a circus within 100 miles of Boston and I know that it won't get any nearer Boston I declare a holiday and load up my car and spend the day on the lot, regardless of the size of the show. There must be others who love the white tops as I do and who depend upon the routes in *The Billboard* to keep posted as to just where circuses are or will be. If the circus manager is as faithful in sending in his route as we are to look for it he cannot lose anything but will, on the other hand, gain by selling more general admission tickets, reserved-seat tickets, side-show tickets, concert tickets and all the knickknacks that the circus has to offer.
D. B. KEER.

Cheyenne, Wyo.

Being an old trouper and off the road for the last six or seven years, I should like to get some information regarding the Ed Heinz Show, a railroad show that was on the road either in 1920 or 1921. It closed early in Trenton, Mo. I remember only a few that were on the show at that time. Benny Faust had concessions and Elaine Young was side-show manager, featuring Loretta, the wild girl. I should also like to know what became of Costello, of the Costello Mighty Midway Shows, that went out the same year with Cliff Lyles as manager. I believe it was out about seven weeks and closed in Rose-dale, Kan., for good. I read an article in *The Billboard* not long ago by an executive of one of the large carnivals wherein he stated that the days of the talker with a cane are gone; also the talker that "hollers" at the prospective patrons. I wish to say that since the mikes went in action I have listened

to very few people that I would call talkers. Some of them are lucky enough to have a voice that registers on the mike, but most of them sound to me like a schoolboy reciting a speech. Most of the present-day talkers can talk on only one particular show, not like the old school of talkers who were at home on any talker. In my opinion the outstanding talker of all time, on either circus or carnival, is none other than J. H. (Doc) Oyler, and does he carry a cane? **GEORGE H. (DOC) GROVES.**

Dilworth, Minn.

The letter of William Durant in *The Forum* of May 8 was especially interesting to me, as I knew all of the men mentioned and worked with Charlie Rooney when he was a six-horse driver. Tom Lynch put the 40 bays together and Jim Thomas drove them. He was an unusually strong man. Jess Harris, Jim Connors, Dave Chadwick and Centerpole Slim were also big strong drivers. Jake Posey told me there were 80 pounds of lines slack and 107 pounds pulled up tight. When Thomas came back to this country from England Posey, who was assistant to Lynch, drove them, and Thomas took them when they came back to this side of the water again. He afterward drove 24 blacks and later drove 24 grays. When the big team was cut to 12 Thomas was getting old and George Simonds drove the 12-horse team and Thomas drove a split eight. Afterward Doc Whitney drove a new 12-horse gray band team. Referring to Steve Flinn having 44 horses on the pole wagon when it was mired, I saw Tom Lynch have 46 horses on the side-show wagon when it was mired in Fargo, N. D., several years ago. Eight-horse drivers I knew on that hitch were Jess Wilson, Bert Nixon, Snake Clark and George Simonds. I heard of 64 horses on one mired wagon but never saw them. Last time I saw Jim Thomas he was driving four horses on a pile-driver wagon. He was in his 80s then. Before the time of the 40 bays a man named Humphries drove eight grays on a band wagon.
I. J. HETHERINGTON.

Richmond, Ky.

As a reader of *The Forum* and having noticed letters regarding the routings of shows, especially circuses and carnivals, I do not understand why some smaller circuses are not as active as larger ones when it comes to letting the public know that they are at least on the road. The larger shows send in their routes each week, sometimes two weeks in advance, while smaller

An editorial in *The Billboard* on propaganda in the theater brings forward a thought about the line of drama taken by the groups of amateurs usually going under the name of the New Theater in various cities. The main aim of these players is not to present a play so much as to propagandize. Usually

New Theater Methods Are Taken to Task

their plays deal with industrial relations from the standpoint of labor. When advising these groups about theater, particularly "effective theater," one is constantly hampered by the demand that the play being considered must have a "lesson." Because of this demand the usual New Theater limits itself to certain audiences. It never develops into the full maturity of the general theater. If the numerous "labor" theaters were to put forth and demand works of beauty and mellowness in their dramatic work it would be possible for us to have strong legitimate theater audiences in the cities. When they had acquired a name for effective and enjoyable performance it would then be so much easier for them to put across whatever "message" they may choose and yet remain "good theater." The success of a show depends upon its artistic value rather than upon its propaganda value.

CARL PETERSON.

Carbondale, Pa.

In *The Forum* of May 1 Wendell Goodwin inquired regarding a circus train wreck in Carbondale in the 1920s. I think that what he has in mind was not a wreck, but an accident that happened on the Al G. Barnes Circus season of 1923. The accident happened on Belmont street while the circus was en route from the train to the lot. Two horses had legs broken and had to be shot, and the driver, badly injured, was sent to a hospital. The circus arrived here from Paterson, N. J., via railroad and the train was unloaded at Simpson, north of Carbondale. The John Robinson Circus showed here the same season and again in 1926. The Al G. Barnes Circus in the season of 1923 seemed to have a streak of bad luck thru this valley. In Scranton the big top was badly torn in a windstorm, and in Wilkes-Barre the show had elephant trouble. Will some oldtimer who has a route card of the Forepaugh-Bells Circus, season of 1907, advise as to where the circus showed on June 1 of that year?
SIG ZENO.

Minneapolis.

It seems strange and magicians of the Middle West and West Coast cannot understand why in so many years the IBM has not held a convention west of Ohio. Is it an Eastern organization?

Puts in Plug For IBM Confab in Minneapolis

Why should those in control of it in the East keep on having the conventions held in their midst? Are not the towns in the West or Middle West, where there are more magicians than there are in the East, entitled to a chance of holding it? We of Minneapolis are going to plug harder this year than we have last three years to try to get 1938 convention in Minneapolis. We have more magicians around here than any other town in the country, and this is not only my say-so, but any magician who has played this town will verify my statement. A more important factor in having the convention here is that it is centrally located for both East and West. And more magicians would attend it here from the West Coast and South Central States and Middle West than would go way across to the East. Minneapolis is known nationally as a convention city. Civic Association and Travel Bureau would give whole-hearted support. So while in High Point, N. C., this June,

Art for Masses Must Provide Relaxation

THE ingredients that make up a satisfactory type of entertainment for the masses vary according to geography and the economic condition of the period. A Zulu would have no use for Wagner, except possibly as a cannibalistic afterthought; Wagner would have no more than a pedantic interest in the Zulu. But no matter how varied different races may be, no matter what their economic or mental condition, it is generally true that one element is common to their mass entertainments: Relaxation. Americans get it in the movies; Spaniards possibly derive it via bullfights; the English play cricket; the Dutch plant tulips, and the Germans like Hitler. For the various peoples involved, all these things are fun and afford a nervous release of tension.

Similarly with the better known classifications of art. Literature, acting, music, while containing much that is emotionally tant, also offer a good quantity of material enjoyed in moments of mental and sensual lassitude. In fact, such a condition of relaxation is often necessary to the proper appreciation of certain phases of these arts.

When a type of artistic endeavor makes no provision for this necessary lassitude and relaxation on the part of the audience, it is hard to conceive the art ever becoming an important factor in mass entertainment. It is for this reason primarily that the so-called modern school of dancing, which is based on the ballet, is in the doldrums.

Fettered by "isms" and theories the few groups that courageously put on shows are bound together by one disconcerting fact: Whether the essential theme of the dance is a happy or sad one, whether the mood is gay or tragic, the performance in either case is of such deadly seriousness as to preclude complete relaxation by the audience. The dancers strain, the audiences strain, there is no abandon and the sooner the performers take a lesson from the Buck Jones school of entertainment the better—even tho a few long hairs quit the ranks.

The Billboard

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Vol. XLIX. MAY 22, 1937. No. 21

shows neglect sending in anything that would let the circus lover know that the show is in his vicinity. Recently a show played within 25 miles of Richmond and had I known that the show was playing that close I would have attended it. I didn't know it until I was in the town where the show had played a few days later and noticed a few signs. There have been quite a few shows that have passed thru Richmond by the markings on posts, and I know that the shows have played somewhere near, but there are so many towns scattered around Richmond that it would be hard to find out just which place the show was playing. I believe smaller circuses should keep their names before the public just like larger ones. The time would be well spent if one of the office organization would take a few minutes to send in the show's routing.

BEN HURST JR.

Saranac Lake

By JOHN C. LOUDEN

Fanny Villamor celebrated another birthday last week ("sweet 21") and received many fine presents from friends in Puerto Rico and Saranac Lake. She is making excellent progress.

Marie Bianchi responded favorably to the pneumothorax operation last week and is coming along nicely.

Camille Carpenter enjoyed the company of friends from Boston last week, including Tony Zinn, treasurer of RKO Keith Theater there; his sister, Mrs. Carl Olsen, and Miss Miller, artist at the Keith Memorial, Boston.

Mrs. Norwood Smith, of Philadelphia, Miss., spent a few days here last week visiting her friend Lydia Mae Magee.

Doris Gascoigne, who has been curling here at the lodge for the last three years, has received her okeh papers and will leave soon for her home at Greenwood Lake.

Bill Janney was pleasantly surprised last week by a visit from his mother, Mrs. Margaret Janney, and his two sisters, Mrs. Edward Bower and Mrs. George Janney, of New York. They were all elated over Bill's progress.

Pauline Furnichy left here last week to continue the cure at the Brandywine Sanatorium, Wilmington, Del. Pauline's desire is to be near her home so that her husband and family may be able to visit her.

Those you know here would be glad to hear from you.

The Final Curtain

ALBRIGHT—Euphemia Gordon, 73, mother of Hardie Albright, screen and stage player, in Los Angeles May 10.

ANDRE—John, 50, retired musician and director of theater orchestras, found dead in his carbon monoxide-filled car in Green Bay, Wis., May 8. He retired in 1930 because of ill health. Survived by two sons, Arthur, of Chicago, and Fabian, of Washington, both musicians, and a daughter.

ASBOUCK—Ernest, member of the aerial act Three Crotos, May 4 in Paris of injuries received in a fall while performing at the Cirque d'Hiver.

ASBURY—B. F., 85, musician and father of Mrs. Dick Henderson, of the Henderson Stock Company, of heart failure at the home of his daughter, Mrs. P. H. Barker, Rockwell City, Ia., May 8. In the '90s he was with Sells Bros.' Circus Band. He also had orchestra of his own for many years. Burial in family plot at Ottumwa, Ia.

BABCOCK—Mrs. Charlotte Small, pianist and musical manager, May 9 at her sister's home, West Orange, N. J. For many years she had been manager of the International Musical and Educational Agency, specializing in engagements for young artists, organists and teachers.

BEETSON—Mrs. Margaret A., 77, mother of Fred W. Beetson Jr., executive vice-president of the Producers' Association, in Los Angeles May 10. Survived also by another son, Frank O. Beetson, actors' agent.

BELFORD—George W., 71, noted circus and vaudeville acrobat, at his home in Kendallville, Ind., May 10 following a stroke of apoplexy. The Belfords, one of the acrobatic troupes of Belford's origination, are at present in Australia. Belford was a native of Butler County, Pennsylvania. Shortly after he went to Waterloo, Ind., he organized the Six American Belfords. He later had a troupe known as Six Lucky Boys. Belford was said to be the second man to perform the act of standing on his head on a trapeze. Circuses Belford was with include Sells-Floto, Norris & Rowe, Hagenbeck, Hagenbeck-Wallace, Ringling Bros., Barnum & Bailey and Ringling-Barnum Combined. He also appeared with fairs and vaudeville shows for many years. His final appearance as a showman was with Cole Bros.' Circus about a year ago. In 1897 he organized the Belford & Gregory Circus. He was a member of the Elks, Scottish Rite, Odd Fellows and Eagles. Survived by the widow, Elizabeth Lachine Belford, and two brothers, Frank and Sant, of Pittsburgh. Funeral May 13 and burial in Lakeview Cemetery, Kendallville.

BIMBERG—Edward, 49, vaudeville troupier and proprietor of the Palm Garden, New York, at his home in New York May 9 after a brief illness. He was author of *The Railroad Rag*, an old hit tune. His father, the late Morris Bimberg, was one of the first public hand-masters in New York. Two deceased brothers, Meyer R. and Bernard K., were known in vaudeville as Bim the Button Man and B. K. and Bim, respectively. He leaves a third brother, John J.; his

wife, the former Lillian Ryan, actress, and a son and daughter.

BLASER—Charles, 74, Paramount Studio employee, May 10 in Los Angeles.

CARHART—James L., 93, actor and intimate friend of David Frohman, producer, in Port Washington, N. J., May 11. Shortly after the Civil War Carhart became a member of the stock company at the Lyceum Theater, Detroit, and was widely known on the American stage for 53 years. He played in theaters in every State in the Union and in Mexico and Canada. Among the stars he supported were E. L. Davenport, Edwin Booth, John Drew, Maurice Barrymore and Laura Keane. Survived by two brothers, Elijah B., of Pontiac, Mich., and George Carhart Sr., Los Angeles. Burial in Arlington National Cemetery.

CASEY—Pat, 32, pianist, suddenly May 8 of a heart attack. He had worked with Lita Grey Chaplin, the Duncan Sisters and Ruby Norton. More recently he had been associated with the Columbia and National broadcasting studios in New York. His body was forwarded to Denver for burial. He leaves his wife.

CASEY—William J., organist, in New York May 8 following a heart attack. He had been doing concert piano and organ work for NBC for the last eight years and had appeared as soloist and accompanist for Lita Grey Chaplin in vaudeville. He was born in Denver in 1905 and was a pupil of the late Edward P. Kimball, Mormon Tabernacle organist. In Salt Lake City he played at the old American Theater and was organist at the Catholic church there. Surviving are his widow, mother; brother, Francis, and a sister, Mrs. Milton E. James.

CATTELL—William, 80, retired actor, at his home, Bloomfield, N. J., May 10, following a long illness. Before retiring 10 years ago he was active filling roles in plays popular in the '30s. Among the actors with whom he had appeared were Edwin Booth, Robert Mantell, John McCullough, Lawrence Barrett, Kate Claxton and Lillian Russell. Nearly 50 years ago he played a dual starring role in *Micah's or A Double Life*, giving more than 1,000 performances during his 10-year tour of the country. He also played in Jules Verne's *Around the World in 80 Days*. His actress-wife, Evelyn Knapp, died five years ago.

COOK—Sidney, pioneer in the screening of motion pictures in Australia, in Queensland, Australia, recently.

CORBIN—Eine, 54, for 20 years connected with Midwest stock and repertoire companies, at Joliet, Ill., April 28 of heart failure. Her last engagement was with Henry L. Brunk's Comedians. Body was taken to Chicago for burial in Emblem Cemetery May 1.

COUBISON—William O., 67, musician, in Orange County Hospital, Orange, Calif., April 17. He was a member of the original Colorado Midland Band. He joined the Colorado Springs Pikes Peak Musicians' Association in 1906 and has been a member ever since. Funeral at Orange April 20.

FINLAY—Lloyd, 53, well-known Houston orchestra leader and theater manager, in St. Joseph's Infirmary there May 10. Finlay began his career at 14 when he joined a road show with which he traveled for four years as first violinist. For 15 years he was leader of the Majestic Theater Orchestra, Houston. When show business declined Finlay continued his music in hotels and dance clubs until Bob O'Donnell, of Interstate Theaters, appointed him manager of the Tower Theater, Houston. Surviving are his father, Lloyd W. Finlay; two sisters, Mrs. Leona Dax and Mrs. Fannie Dytwick, and a brother, Millard. Body was sent to Minneapolis for burial.

FORD—Reginald, president of Cineac Circuit of news theaters in France, Belgium and Holland, suddenly in Amsterdam, Holland, May 12. He became a prominent exhibitor in England and France for instituting American exhibition methods in those countries.

FRAZER—Fred W., 74, well-known blind pianist, May 7 in Atlantic City after a two-week illness. Two sisters and a brother survive.

FRIEDLANDER—Al, 45, independent motion picture producer, May 12 of a heart attack in the office of a former associate, Harry H. Thomas, RKO Building, New York. He was head of Fortune Films, distributing corporation, and was a repertory stock actor before entering

the motion picture business as a projectionist in 1905. For five years he acted as artist manager for the Continental Vaudeville Exchange and late in 1913 became a salesman for Pathe, Chicago, switching to Celebrated Film Players shortly afterwards. After the war he became general manager of the American-French Aero Exposition and in 1920 joined the Merit Film Exchanges as New Jersey manager. In partnership with Thomas he founded the First Division Film Exchanges, which was liquidated last year by Pathe and Grand National. *Robber Symphony* was his first picture under Fortune Films, which he organized this year. The *Goona-Goona* film in 1932 won for him much publicity. His widow, Yvonne, is now in Hollywood. He leaves also a sister, Mrs. Gertrude Waterfall, Miami.

FUELBURG—Fred, 71, prominent Platteville (Wis.) business man and director of the Platteville Fair Association, May 1 at his home in that city. Survivors are his widow, a son and two daughters.

GILROY—John, 65, popular songwriter, May 9 following a heart attack. He had been writing songs since the turn of the century and was the author of *Don't Go Near Them Lions' Cage*, *Mother, The More I See of Broadway*, *The More I Feel It's Home*, *I'll Be Busy All Next Week* and *The Fire in the Old Marble Yard*. For 20 years he toured in vaudeville with his wife and built up a sideline writing material for other vaudeville performers. He leaves his wife, Ethel.

HECK—Mrs. Mae Elizabeth Devoto, 50, composer and pianist and wife of Lew M. Heck, friend of many showmen and director of the editorial promotion department of *The Cincinnati Times-Star*, at her home in Cincinnati May 13. A native of Cincinnati, Mrs. Heck was educated there at St. Ursuline Academy and the College of Music. Her outstanding composition was *Charmian*, which was dedicated to Charmian London, wife of Jack London, author. Survived by her husband; a brother, Frank Barrett Devoto, and two sisters, Mrs. William F. Husemeier and Mrs. Arch L. Miller. Requiem High Mass at St. Francis de Sales Church, Cincinnati, with burial in St. Joseph's New Cemetery there.

HENIE—Wilhelm, 65, father of Sonja Henie, Olympic ice-skating star and movie actress, in Hollywood May 9 of a blood clot on the lung. Henie left his furrier business in Norway six months ago and went to Hollywood to be with his wife and daughter.

HOLLOWAY—Ray, 31, manager of the Elanay Theater, El Paso, Tex., drowned in Elephant Butte Lake, near Hot Springs, N. M., April 26. Body was recovered May 8. Survived by widow and four-year-old daughter. Body was sent to Ellaville, Ga., for burial.

HORN BROOK—Charles A. (Gus), 63, veteran showman and theater manager, at Los Angeles May 8. At the time of his death he was under contract to MGM and previously had toured acts in vaudeville on Orpheum and Pantages time. For many years he operated the Cheyenne Trails show and staged rodeos. Survived by his widow, Helen; a son, Earl, and a daughter, Mrs. Rita Medford.

LESTER—Mrs. Addie, 87, actress, in the Lenox Hill Hospital, New York, May 11. Before appearing in vaudeville with her husband, Eddie Lester, she was a slack-wire performer with P. T. Barnum. She retired in 1917. Burial in Kensico Cemetery, Westchester County, N. Y., following funeral services under the auspices of the Actors' Fund.

JACOBS—Elizabeth, 78, mother of Texas Tommy, of Pan-American Shows, May 7 at home of her grandson, Billy Wilson, in Chicago.

McGUCKIN—Eugene, 56, radio account executive with the advertising firm of Jerome B. Gray & Company, May 9 in Abington Memorial Hospital, Philadelphia, of a heart ailment after an illness of 10 days. He was a former secretary of the American Advertising Association. He leaves his wife, a daughter, four sons, his mother, two brothers and two sisters.

McIVOR—Mrs. C. F., mother of the Tasmania representative of British Empire Films, Ltd., in Tasmania after a long illness.

MARGUERITE—Fat girl on the Art Thomas carnival, at Pollock, La., of heart attack. Interment at Pollock.

PHELPS—Edwards, connected with the Liberty Theater, Davenport, Ia., April 24 in that city. Funeral at Hill & Fredrick Funeral Home there.

RYNE—Ruth Ann, 36, singer and pianist, at Brantford, Ont., recently of streptococci after a lingering illness. Born in Winchester, Va., she entered show business with her sisters, Marie and Vera, as the Ryne Trio, harmony singers. In the musical show *Up She Goes*. Later they were featured with Clark's show, *Let's Go*. Following this the girls, with their brothers, Mike and Harold, organized their own unit and for two seasons toured on the Pantages and Orpheum time as the Ryne Frolicsome Five. Later the girls returned to Broadway to join the Shubert productions *Mikado*, *H. M. S. Pinafore* and *Blossom Time*. Ruth and Marie were in the cast of Hammerstein's production *Roscoe*. Ruth married Harvey Buschlen, an engineer. Surviving are her parents, retired professionals; six sisters, two of whom are Marie and Arlene, radio singers; four brothers, Harold E., playwright; Mike, advertising manager of Jack Hoxie Circus; Dan, general press representative of Tom Mix Circus, and Fred, of Al G. Barnes Circus.

ROGERS—J. C. (Red), ride superintendent on many carnivals, at Overton, Tex., May 11 of tuberculosis. Among the shows he was with are Roy Gray, Big State and Texas Longhorn. Survived by widow and two daughters. Funeral at Henderson, Tex., on Texas Longhorn Show. Burial there also.

ROSS—Walter, 56, former vaudeville actor, in City Hospital, Indianapolis, recently. Ross weighed more than 200 pounds and gained some popularity as a black-face comedian in an act billed as Hutter and Ross, 500 Pounds of Harmony." He retired from vaudeville 10 years ago. His last professional appearance was with the Federal Players in Indianapolis in 1936. Survived by his widow, Mrs. Anna Ross.

SHUMAKER—Edward, 73, stage carpenter at the Arcade Opera House, Kankakee, Ill., during the greater part of its existence and president of the Kankakee IATSE, of which he was an honorary life member, at his home in that city recently. Survived by his widow; a daughter, Mrs. Harry Warfel; four sons, Harry, Clifford, James and Harvey. Private services at his residence, with burial in Mound Grove Cemetery, Kankakee.

SPURGEON—Jewell E., formerly for 30 years in carnival business as talker, manager and owner of side shows and concessions, in an auto accident near Regina, N. M., recently. Among the shows he was with are C. A. Wortham, Wortham & Allen, Doc Allman and Link Crossman. In recent years he had been a traveling salesman. His widow, Harriette; his mother, three brothers and

Henry J. Pollie

Henry J. Pollie, 63, was killed in an automobile accident near Cassopolis, Mich., May 12. Born in The Netherlands, he came to this country with his parents when eight and resided in Grand Rapids, Mich.

He started in the carnival business 38 years ago with a Merry-Go-Round at Reeds Lake and later added to his holdings in the way of shows and concessions until he finally had a small unit of attractions playing fairs and celebrations. During his transition upward he met William Zeidman, also of carnival, and they eventually formed the Zeidman & Pollie Shows, which became one of the leading shows of its time. The firm dissolved and the property was sold to Rubin Gruber. Pollie then launched the Pollie Fraternal Circus and Zeidman became an independent ride operator.

Within the last few years Pollie was associated with Louis J. Berger in the Berger & Pollie Shows. After this dissolution of partnership he organized the Henry J. Pollie Shows and was on an advance mission when the accident which resulted in his death occurred. His constant companions in his latest venture were Mrs. Pollie and son, John Pollie.

He is survived by his widow, son, Mrs. Maatie Pollie, his mother, Adrian James and Mitchell, brothers, and Mrs. Elizabeth Wieland, a sister, all of Grand Rapids.

Funeral services were held May 14 at Creston Funeral Home, Grand Rapids. Interment in that city.

Carl Levi

Carl Levi, 57, a district manager for the Loew theater circuit in New York, died May 13 at Mount Sinai Hospital, New York, after a brief illness. He was stricken with an intestinal disorder a week ago while in the lobby of the State Theater, that city.

Levi had been continuously associated with the Loew organization for 30 years, starting as a doorman for Marcus Loew's first theaters. His successive promotions carried him from the position of doorman to that of assistant manager, manager, publicity agent, traveling special representative and finally to district manager. He supervised Manhattan and Brooklyn theaters, including the State and Astor on Broadway. He was known for the patient attention he paid to details, his pioneering in theater management and the institution of policies and methods of operation used today.

He leaves his wife, Rachel E.; a daughter, Mrs. Jennie Goodman; two sisters, Mrs. Amelia Blumenfeld and Mrs. Henni Voehl, and two brothers, Jacob and Salli. The latter is manager of Loew's 46th Street Theater, Brooklyn. Following services at the Riverside Memorial Chapel he was buried in Mt. Hope Cemetery, Jamaica, L. I., May 17.

one sister survive. Funeral at Albuquerque, N. M., May 3.

TAINYS — Mme., member of the Tainys, European aerial act, in Paris May 2.

TICKNOR — Caroline, 71, playwright and author, at her home, Jamaica Plain, Mass., May 11 after year's illness. Her works included *Miss Belladonna*, *A Poet in Exile* and *Poe's Helen*.

VAN PATTON — Joseph (Snowball), 29, night club dancer, stabbed to death May 4 in a brawl. He and his wife, with whom he teamed, were winners of the Great Lakes Exposition national competition in eccentric dancing last year. His widow survives.

WALTHER — William F., 73, musician, at Ashburnham, Mass., May 5 after a long illness. During his musical career he was identified with many New England bands and orchestras as conductor and player, specializing on the slide trombone. Survived by a daughter and a brother. Burial in New Cemetery, Ashburnham.

Marriages

BLACKBURN-GOODMAN — Charles W. Blackburn, well known to carnival concessioners, and Mrs. Ethel Goodman, Rosenberg, Tex., in that city recently.

BUTLER-ROUVEROL — Hugo Butler, MGM writer, and Jean Rouverol, Universal actress, at Beverly Hills, Calif., May 8.

CHASE-VERCHININA — Newell Chase, musician — composer, and Nina Verchinina, Russian dancer, at Santa Ana, Calif., May 10.

EARDLEY-HARRELL — Carl Eardley, nonpro, and Lee Harrell, film actress, in Los Angeles May 8.

MORELAND - HARTJES — Donovan Moreland, entertainer at Chateau Country Club, Milwaukee, to Idabelle Hartjes, nonprofessional, May 10 in Milwaukee.

O'RILEY-PAGE — Terrence O'Riley, of American United Shows, and Carroll Page, Seattle, at Yakima, Wash., May 7.

PALMENTOLA - JULIAN — Paul Palmentola, film art director, and Leona Julian, nonpro, recently in Hollywood.

PETERSON-HUFFMAN — John Robert Peterson, musician at Upton Gardens, Marion, Ind., to Mary Alice Huffman in that city recently.

RANKIN-GRIFFIN — William Rankin and Eleanor Griffin, film writers, in Hollywood recently.

STUART-TOCK — George Stuart, emcee, and Jane Tock, singer, both of the Los Angeles company of *The Drunkard*, in that city May 12.

VANSTONE - MASSENGALE — John Vanstone, trombonist at the Ringside Club, Fort Worth, Tex., and Anice Massengale, nonpro, in Fort Worth May 8.

Coming Marriages

Anthony J. Ditoro, photographer, and Elena Rizzo, former member of the Gertrude Hoffman dancers, in Philadelphia soon.

Don Martin, radio announcer at Station WIP, Philadelphia, and Margaret Lockett, nonprofessional, in Philadelphia June 26.

John Facenda, night supervisor at Station WIP, Philadelphia, and Dorothy Runger, nonprofessional, in Philadelphia in September.

Senia Gamza, booking agent in Duke Yellman's office, Chicago, and Dorothy Blane, torch singer at Harry's New York Cabaret, Chicago, in that city June 1.

Bill Thompson, singer with Jack Crawford's Orchestra, and Norma Cornellison, Memphis, June 6 at Marked Tree, Ark.

Charles Carden, publicity director for the Worth Theater, Fort Worth, and Ruth Thomas, of San Antonio, in Fort Worth early in June.

Generoso Amodeo, Boston musician, and Mary Georgilas, nonpro of Cambridge, Mass., soon.

Jerry (Curly) Howard, member of the Three Stooges, vaude and film act, to Elaine Ackerman, nonpro, in Los Angeles in June.

Isadore Borowsky, operator of the Rex Theater, Philadelphia, and Frances Axler, of Grand National film exchange, Philadelphia, soon.

Max Mosaicant, orchestra leader, and Dorothy Stein, of Grand National film exchange, Philadelphia, soon.

Herbert Austin, announcer at Station KYW, Philadelphia, and Helen Elizabeth Darby, nonprofessional, in Philadelphia late in July.

Frankie Lee, night club entertainer,

and Ruth Templeton, granddaughter of the former Gilbert and Sullivan star Fay Templeton, in Philadelphia during the summer.

Ervin Nyiregyhazi, concert pianist, and Genevieve Haugen, writer, in Los Angeles soon.

Liebert Lombardo, brother of Guy Lombardo and member of the Lombardo orchestra, and Helen Healey, Bradford, Pa., in New York June 14.

J. D. Chamberlain, Detroit nonprofessional, and Virginia Graves, soprano, heard over Station WXYZ, Detroit, soon.

Herbert H. Plambeck, farm editor at Station WHO, Des Moines, to Frances Marie Hahn, Davenport, Ia., June 23.

Births

A daughter to Mr. and Mrs. Clem Whitely in Sydney, Australia, April 14. Father is publicity manager for Gaumont-British in Sydney.

A daughter to Mr. and Mrs. Nate Brusloff recently in Detroit. Father is orchestra leader at Station OKLW, Detroit.

A 7½-pound daughter to Mr. and Mrs. Sidney Bowman in Detroit recently. Father is office manager of United States Pictures in that city.

A 7½-pound son to Mr. and Mrs. Allie Wrubel in Los Angeles May 12. Father is music writer at Paramount studios.

A son to Mr. and Mrs. Doc Dougherty May 5 in Atlantic City. Father is a well-known Philadelphia orchestra leader.

A six-pound son, Frank III, to Mr. and Mrs. A. England Jr., in Avon Park, Fla., May 5. Mother is the former Dorothy Dilley, of the Dilley Sisters, dance team.

Divorces

Opal McCue, cigaret girl at Club Madrid, Milwaukee, from Harland McCue at Waukesha, Wis., May 3.

Jaqueline Logan, former film actress, from William Lawrence Winston in Chicago May 4.

Queenie-Smith Garland, musical comedy actress, from Robert Garland, dramatic critic, at Reno April 30.

Jean Carmen, screen actress, from Walter Lohman, nonpro, in Los Angeles recently.

Loy Virginia Putlitz, violinist with the Philadelphia Orchestra, from Sylvan Levin, Philadelphia pianist, vocal teacher and former conductor of the Philadelphia Grand Opera Company, May 8 in El Paso, Mexico.

Hilda Keenan Wynn from Ed Wynn at Reno May 13.

Ruth Eileen Skinner Stuart from Nick (See *DIVORCES* on page 93)

Marion Davies Entertains; Is Big Booster for Circus

LOS ANGELES, May 15.—It has been noticeable the numerous times that the film magnates use the circus or other outdoor amusements as body of the story, or in many films adding a circus or carnival sequence to give punch to the story. However, that there is great appeal to the circus from another angle was demonstrated May 1, the occasion being birthday anniversary of Marion Davies at her large estate. There was erected a big top, slide show, concession tents, rides, etc. There appeared in some sort of a role or appearance all the great of the film colony, and, incidentally, numerous outdoor showfolk had the distinction of participating in what local dailies gave pages to reading matter and pictures as one of the biggest events ever presented by the movie folk.

William Randolph Hearst was emcee and with him Doc Cunningham, announcer. Performance was given in one ring. There were but a few professional performers, the stunts being done by movie celebrities.

The movie folks made a lot of "fuss" over the show fellows. Jack Oakie was on the scales with George Simmonds, Walter Winchell selling hot dogs (or rather giving them away); Tom Brown and Winchell operating the wheels and Clark Gable running one of the rides.

Among those of the outdoors were George Moffat, Will Harvey, Billie Wil-

liams, Whitey Olson, Sammy Coomas, Eddie Darling, Dick Moffat, F. Appel, Brownie Avery, Dave Browning. Cunningham received a special writup as announcer.

Marion Davies is one of the greatest boosters for the circus. Each year she gives entertainments for crippled children and the annual Christmas party, this also for the poor. The party, it was stated, cost in excess of \$50,000 and was a boost for the circus.

PITTSBURGH AGENTS

(Continued from page 14)

No. 2066, which requires licenses for all bookers.

Asked by Philadelphia Contractors' Association to help fight for bill that would outlaw fly-by-night and chisel agents, EMAWP, thru Secretary Larry Kenneth, says that it favors all provisions except one providing that owners need not be licensed.

"Exemption of owners from paying the fee would lead too many to temporarily become owners," he objected. Proposed change would require \$120 from every booker, including cost of filing, license and \$1,000 bond.

Meanwhile EMAWP seeks to intrench self even more favorably with acts. It will book no locals but members of Entertainers' Association of Western Pennsylvania after today, will schedule traveling acts only after they get temporary membership card without fee from EAWP Secretary Amy Berlinger. Acts must join EAWP if in Pittsburgh longer than four weeks at a stretch.

PROGRAM REVIEWS

(Continued from page 10)

In juvenile talent, this radio version of the veteran showman's famous vaude act falls to click as anything more than average. Show calls upon the talents of a small stock company of juves, ages ranging from 8 to 20. The kids, individually, have plenty of what it takes to make solid radio entertainment but the script, definitely second rate, fails to make the stint hang together sufficiently compactly.

Highspot of the series is 8-year-old Tommy Bond, who handles the emcee assignment with ease and polish, displaying a fine sense of showmanship and comedy values. His singing voice is slightly reminiscent of Bobby Breen. Other juves, each of whom contributes well, include Dorothea Ferns, operatic soprano; Milton DeLugg, accordion; Marshal Fisher, guitar; Joan Shea, impersonator; Diana Toy, soprano, and Dorothy Wade, violinist. Cast also includes Marion Mansfield as school mistress, Bert Fiske's Ork and piano team of Nip and Tuck.

Edwards doesn't make his own appearance until show is well under way and then only for two short spots. In one he sings one of his old compositions, returning later with one of his now successful former proteges. Guest at show caught was Mervyn LeRoy, film producer-director, who reminisced of the old days and generously promised the kid emcee a screen break. For all his

experience Edwards unfortunately has a negative air personality. Owen Crump produces. S. P.

Kathleen Addison

Reviewed Saturday, 9:15-9:30 a.m. Style—Poetry reading. Sustaining on WMEX (Boston).

Novice poets now can have their creations aired by sending them into Kathleen Addison, young collegiate daughter of an M. & F. Theaters district manager. In her *Poetry Corner* Miss Addison takes care of credits and interpreting the mailed-in efforts. Harrison Flint, studio organist, handles the console for effective background, with Bob Brenner, mikeman, opening and closing. Original copy used today came from Brookline and Brighton, high-school students, mostly female and rating average.

Miss Addison attempts to inject color and a bubbling personality over the air. She's okeh with this and it's a good idea whereby those poetically inclined may test their works. S. J. P.

Mabel Bestoff

Reviewed Tuesday, 5:30-5:45 p.m. Style—Songs and piano. Sustaining on WICC (Bridgeport, Yankee Network).

Mabel Bestoff, former vaudevillian with Morton Downey, made her WICC debut in the first of a series of song cycles, playing her own accompaniment. Has a nice delivery and knows how to put songs over. Specializes on the sentimental type, and then to show her versatility puts over a couple of swing songs. Closes with a piano number, usually one of her own compositions. S. A. L.

Question Box

Reviewed Thursday, 7:30-8 p.m. Style—Questions and answers. Sponsor—Iowa Soap Company. Agency—Rohrbaugh & Gibson. Station—KYW (Philadelphia).

Local links continually carboning the gamut of fad shows presented by the nets, there is no reason why the "Prof. Quiz" variety shouldn't come in for a whirl. Station, however, can't be accused of making a direct copy, having aired for some time a stunt where the professor answers all questions submitted by listeners. This one, following the regular pattern, has the listener coming before a visual gang at the studio to answer the quizzical stuff.

Jim Harvey plays teacher, with Herb Austin, announcer, for the teacher's pet. Rather than striving to strike an individual note in the treatment, program follows the Kelvinator show (CBS) with a religious fervor. As a result it fails to hit a pace where the interest of listeners at home could be sustained, running a poor second on every score.

Cash prizes go the two top scorers, \$10 and \$5. A dollar note is paid for each question submitted that it is used. However, since the sponsor is interested in boosting sales for his Magic Washing Powder each entry must be tagged with a box top or facsimile.

Commercials are spaced rightly and don't intrude. Hits the air weekly. Oro.

NEW DATE BOOKS

FOR 1937

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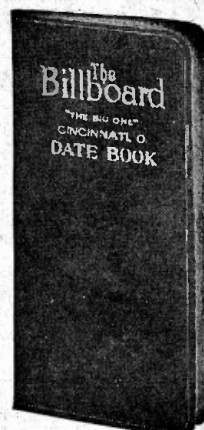
Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2¾x5½ inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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Parcel Post

- Barry, Barbara, 40 Craft, Don, 10c
Bays, E. O., 100 Gibbons, Artoria, 10c
Clausen, Theo M., 100 Griffin, E. S., 10c

Ladies' Mail

- Aderholt, Marie, 100
Adrienne, Madam, 100
Ainsworth, Gertrude
Akna, Alice I., 100
Alessandro, Mario, 100

- Kanthe, Edna
Kaufmann, Evelyn
Keith, Mrs. B. J.
Kelsey, Dorothy
Kennedy, Mrs. E. B.

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.

- Phillips, Juanita
Phillips, Mrs. Jerry
Phillips, Myrtle
Pierce, Mickey

Gentlemen's Mail

- Aarows, Herman
Abbott, Percy
Abel, Andrew
Aders, The

- Clark, Harry
Clark, Ralph
Clarke, J. Harvey
Clarke, Leo
Claxton, Edgie

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Hathaway, Bob & Flossie
Hawes, Eddie
Hays, Wm. Curley
Hawes, Yandall
Hawthorne, Jack
Head, D. F. H.

McCloud, Farmer
McCluskey, T. Cliff
McConnell, Clark
McConkey, T.
McDonnell, Mike
McDonald, E. C.

Moran, Jack
Moran, Jack
Moran, Jack
Moran, Jack
Moran, Jack
Moran, Jack

Seibrand Bros. Show
Seifres, J. N.
Seiler, Alfred T.
Seiler, Alfred T.
Seiler, Alfred T.

Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art

Kemp, Brothers
Kennedy, Irish
Kennedy, Jerry
Kennedy, Jerry

McCloud, Farmer
McCluskey, T. Cliff
McConnell, Clark
McConkey, T.

Seibrand Bros. Show
Seifres, J. N.
Seiler, Alfred T.
Seiler, Alfred T.

Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art
Valentine, Art

McClanahan, Dr. H.
McClanahan, Dr. H.
McClanahan, Dr. H.
McClanahan, Dr. H.

CHICAGO OFFICE

600 Woods Bldg.
52 West Randolph St.
Ladies' List
Armstrong, Mrs. Isabelle
Barr, Mrs. A. E.

CHICAGO OFFICE

1624 Broadway.
Ladies' List
Allen, Prairie
Arlington, Lott
Baker, Winnie

CHICAGO OFFICE

Men's List
Allen, C. K. Kiz
Anderson, Harry
Archie, Edward

NEW YORK OFFICE

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Allen, C. K. Kiz
Anderson, Harry
Archie, Edward

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Aarrens & Broderick (Casino Parisien) Chi, nc. Abbott Dancers (Palmer House) Chi, h. Abbott, Joan (Yacht Club) Chi, nc. Adair (French Casino) NYC, nc. Adams, Billy (Uproar House) NYC, nc. Adler & Taub (Continental) NYC, re. Adrian, Iris (Kit Kat) Phila, nc. Ahern, Will & Gladys (State-Lake) Chi, t. Alan & Annie (Cotton Club) NYC, nc. Alcaraz, Marti & Chiquita (Paradise) NYC, re. Ali, Abdeen (Uproar House) NYC, nc. Allis, Francis (Casino Da Urca) Rio de Janeiro. Almonte, Marie (Maria's) NYC, nc. Ambassadors, The (St. George) Brooklyn, h. Ambrose, Ruth & Billy (Blackhawk) Chi, nc. Amminers, Ruth (Cocoanut Grove) Boston, nc. Amsterdam, Mimi (Cotton Club) NYC, re. Anderson, Ivey (Cotton Club) NYC, nc. Andre, Janis (Paradise) NYC, nc. Andre, Pierre (Chez Paree) Chi, nc. Antonio & Rene (Yumuri) NYC, nc. Arden, Donn (Cotton Club) NYC, re. Aristocrats, Four (Palmer House) Chi, h. Arleys, The (Forum) Montreal, Que., Can., 22-23, t. Arleys, Three (Capitol) Washington, D. C., t. Armstrong, Joe (White Way) Aloo, N. J., h. Ashburn, Harris & Yvonne (Essex House) NYC, h. Asplazu, Don, & Band (Met.) Boston, t. Audrey, Virginia (Ball-Ball) Chi, nc. Aubrey, Gene, & Co. (Pal.) South Bend, Ind., t. Avery, Randolph, Trio (St. George) Brooklyn, h.

Babcock, Jimmy (Hofbrau) Hoboken, N. J., re. Bailey, Bill (Cotton Club) NYC, nc. Bailey, Mildred (Gibson) Cincinnati, h. Bailey Sisters (Lookout House) Covington, Ky, nc. Baker, Belle (Beverly Hills) Newport, Ky, nc. Baker, Bonnie (Lookout House) Covington, Ky, nc. Balabanows, Six (Shea's) Toronto, Can., t. Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p. Ballero, Mike (Mayfair) Chi, nc. Ballet Noir (Le Mirage) NYC, nc. Banks, Sadie (Old Roumanian) NYC, re. Banks & Lamb (New Yorker) NYC, nc. Baptiste Gypsy Trio (Park Central) NYC, h. Barber, Hal (Flamingo Club) Orlando, Fla., nc. Barclay, Les (Queens Terrace) NYC, nc. Barnes & Slager (Famous Door) Boston, nc. Barnett, Lorraine NYC, re. Barry & George (Village Casino) NYC, nc. Barry & Whiteley (State-Lake) Chi, t. Barton, Mary (Jimmy Kelly's) NYC, nc. Bekman, Jack (Yacht) NYC, nc. Bell, Edith (Hillegrove) Providence, Conn. Belet, Marian, & English Bros. (Colonial) Dayton, O., t. Bell & Grey (Caravan Club) Detroit, nc. Bell's Hawaiian Follies (Gaiety) Santa Maria, Calif., (Elm) San Luis Obispo, Calif., 23; (American) San Jose, 24-25. Belmont Bros. (Main St. Bar) Detroit. Bemis, Beverly & Billy (Paradise) NYC, re. Benda, Francis: Webb City, Mo. Benfro & Berry (El Toreador) NYC, re. Bennett, Ethel (Old Roumanian) NYC, re. Beno, Ben: Clarksville, Tenn. Bentley, Gladys (Piccadilly) Phila, nc. Bentum, Bench (Funland Park) Miami. Bernard & Henrie (Club Alabam) Chi, nc. Bernard, Bobby (Top Hat) Union City, N. J., nc. Bernard, Freddie (Harry-Go-Round) Brooklyn, nc. Bernier, Nelda (Edgewater) Lafayette, La., nc. Bernivick, Count, Spices of 1937 (Orph.) Memphis, t. Bert & Jay (Colonial Village) Peoria, Ill., nc. Beryl, Billy (Oasis) Detroit, Mich., c. Biltmore Boys, The (Wm. Penn) Pittsburgh, h. Blaine, Rose (Leon & Eddie's) NYC, nc. Blake, Jimmy (121) Phila, nc. Blask, Larry (Paramount) NYC, t. Blakeley, Bidda (Mon Paris) NYC, nc. Blanchard, Jerry (18) NYC, nc. Blanche & Elliott (Bal Tabarin) San Francisco, c. Blayne, Anieta (Club Mirador) Pittsburgh, nc. Blenders, Four (Embassy Club) San Francisco, nc. Bliss, Lewis & Ash (State-Lake) Chi, t. Bongo, Congo (Uproar House) NYC, re. Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc. Bordine & Carol (Rendezvous) Broadalbin, N. Y., nc. Boshner, Dora (Russian Art) NYC, nc. Bouche, Nevia (Edgewater) Lafayette, La., nc. Bowen, Sybil (Capitol) Washington, D. C., t. Bows, Major, All-Girl Unit (Orph.) Omaha, t. Bows, La Verne (Ballyhoo Club) Columbus, O., re. Boy, Lucienne (Cafe de Paris) London, nc. Bradford, Barbara (Paradise) NYC, re. Bradshaw, Tiny (Piccadilly) Phila, nc. Bre. Boots (Planet Mars) Chi, nc. Brian, Melba (Loew) Montreal, Can., t. Branch, Billy & Co. (Oriental) Chi, t. Bredwinds (Pal.) Chi, h. Brito, Phil (Mount Royal) Montreal, h. Brooks, Betty (Open Door) Chi, nc. Brown & Ardsley (Park Central) NYC, h. Brown, Danny (Club Lido) Youngstown, O., nc. Brown, Evans (Wonder Bar) Mansfield, O., nc. Brown, Mardo (Cotton Club) NYC, nc. Brown, Otis (Plantation) NYC, nc. Bruce, Betty (French Casino) NYC, nc. Bryson, Clay (Montclair) NYC, h. Buckley, Dick (Planet Mars) Chi, nc. Buddy & Selma (Mayflower Casino) Chi, nc. Burns, Boots (606 Club) Chi, nc. Burns, Jimmy (Village Brewery) NYC, nc. Bush, Barbara (Village Barn) NYC, nc. Buser & Warren (Dude Ranch) Berwyn, Md., re.

Cabeza, Rene (Met.) Boston, t. Caldes & Baline (Roosevelt) New Orleans, h. Calgary Bros. (Cocoanut Grove) Hollywood, nc. Callifornians, Four (Drake) Chi, h. Campbell, Burns (Javo Jungle) Pittsburgh, nc. Campbell's, Roy, Royalists (Astor) NYC, h. Camp, George (Ritz-Carlton) NYC, h. Carega, Verna (Valhalla) NYC, re. Carole, Lucille, & Her Melody Men (El Reno Club) Oklawu, t. n. Carlton & Miller (Top Hat) Union City, N. J., nc. Carlton, Lydia (Frolic) Albany, N. Y., nc. Carr, Billy (606 Club) Chi, nc. Carroll, Marie (Gaynor's Club) Milwaukee, nc. Carroll, Winnie (Dizzy) NYC, nc. Carter & Schaub (Jimmy Kelly's) NYC, nc. Carvino & Yovita (Casino) Chi, nc. Casino, Del (Paramount) NYC, t. Chandler, Evelyn (New Yorker) NYC, h. Clare & Sanna Sisters (Earle) Washington. Clemens, Margie (Edison) NYC, h. Cole, Lester, & Midshipmen (Shea) Toronto, Can., t. Collette & Galle (Red Gables) Indianapolis, nc. Collins & Peterson (Capitol) Washington, D. C., t. Comar, Jean (Versailles) NYC, re. Conque Continentals (Capitol) Lancaster, Pa. Conrad & Haydock (Flamingo) Orlando, Fla., nc. Cook & Brown (Uproar House) NYC, nc. Cooper, Evelyn (Kit Kat) NYC, nc. Coral Islanders (Montclair) NYC, h. Corbett, Ellen & Joe (Chez Ami) Buffalo, nc. Corella, Claudia (El Gaucho) NYC, nc. Corinne, Mlle. (Yacht Club) Chi, nc. Cotz & Marquis (Lotus Gardens) Cleveland, Ohio, nc. Cossacks, Three (Paradise) NYC, re. Costello, James (Park Central) NYC, h. Courtney, Ann (Montclair) NYC, h. Crackerjacks (Park Central) NYC, h. Crane, Ford (Nixon Cafe) Pittsburgh, nc. Crane, Fran (Bertolotti) NYC, re. Cross & Dunn (Chez Paree) Chi, nc. Ougat, Xavier, & Band (Paramount) NYC, t. Cunningham, Fairy (8th Ave. Klub) Ft. Worth, Tex., nc. Curtis, Rubc (Greater Texas & Pan Amer. Expo.) Dallas, re. D. D'Arcy Girls: Jacksonville, Ill. Dale, Virginia (Silver Bowl) Sacramento, nc. Danders, Bobby (Colosimo's) Chi, re. Davis, Lois (Eldorado) Detroit, nc. Davies, Mary (Wonder Bar) Mansfield, O., nc. DeAngelo & Porter (Beverly Hills) Newport, re. DeBolt Twins (Royal Palms) Miami, Fla., nc. DeMar & D'Andre (Netherland Plaza) Cincinnati, h. De Ring, Trudy (Avalon) Cleveland, O., nc. Dean, Laura (Village Casino) NYC, nc. Debonairs, Six (Hollywood) NYC, re. Debutantes, Four (New Yorker) NYC, h. DeGoff, Harriet (Frolics) NYC, nc. Delgado, Fausto (El Toreador) NYC, nc. DeFlores, Felipe (Yumuri) NYC, nc. De Jarnette, Renee (Radio City Rainbow Room) NYC, nc. Denison, Helene, & Co. (Capitol) Washington, D. C., t. Diaz, Hazel (Small's) NYC, nc. Diaz, Jose (El Gaucho) NYC, nc. Dick, Henry (St. Regis) NYC, h. Dictators, The (885 Club) Chi, nc. Digges, May (Cotton Club) NYC, nc. Dillon, Jean (Paradise) NYC, re. Dimas & Anita (Bal Tabarin) NYC, nc. Dimitri & Virgil (El Gaucho) NYC, nc. DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc. DiSarra, Co-Eds (Chez Ami) Buffalo, nc. Dixon, Dixie (Gambol Inn) Detroit, ch. Doris, Miss (Versailles) NYC, re. Dot & Dash (Oriental) Chi, t. Drake, Connie (Village Brewery) NYC, nc. Drayton Sisters & Jack (Club Radio) Buffalo. Drew, Allen (Harlem Hollywood) NYC, nc. Duanos, The (Bismarck) Chi, h. Dudley, Bessie (Cotton Club) NYC, nc. Duffy & Wait (New Yorker) NYC, h. Dukes, Three (Chez Ray Ventura) Paris, nc. Dunn, Vera (Famous Door) Boston, nc. DuPont, Bob (Casino Atlantico) Rio de Janeiro, nc. Dunn & Clayton (Barrel of Fun) NYC, nc. Duran, Adeline (El Chico) NYC, nc. Durante, Jimmy (Chez Paree) Chi, nc. Duskin, Joyce (Paradise) NYC, re. Earns & Gordon (Estate) Providence, nc. Easton, Bob (Golden Gate) San Francisco 12-26, t. Edmunds, Joe (Hofbrau) Hoboken, N. J., re. Eile, Eileen (Park Central) NYC, h. Elliott, Baron (Showboat) Pittsburgh, nc. Elliott, Johnny (Indiana) Terre Haute, Ind., t. Enrico, Don (Colosimo's) Chi, re. Errico, Edna (Famous Door) Boston, nc. Esquires, Four (Mayfair) Cleveland, nc.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; re-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Fair, Virginia (Maria's) NYC, nc. Farmer, Chic (Stork) NYC, nc. Farrar, Jane (1523) Phila, nc. Farris & Goodie (Vanderbilt) NYC, h. Faye, Frances (1214) Phila, nc. Faye, Joyce (Bertolotti's) NYC, re. Felicia & Delrey (Lotus) Washington, D. C., re. Fernon, Mildred (Roosevelt) New Orleans, h. Ferguson, Bobby (Ballyhoo) Phila, nc. Fervar, Mitty (Baltimore) Miami, h. Pink & Maxine (Chateau) Detroit, nc. Flash, Serge (Drake) Chi, h. Flournoy, Yula (Bertolotti) NYC, re. Fonda & St. Clair (Gran Ancra) Montterrey, Mexico, h. Fontaine, Evan Burrows (Adelphia) Phila, h. Fontaine Sisters (Edgewater) Lafayette, La., re. Fonzells, The Three (Colosimo's) Chi, re. Foote, Herbert (Edgewater Beach Hotel) Chi, h. Foran Sisters & Tom (Mayfair) Cleveland, nc. Forbes, Marie (Weylin) NYC, h. Forbes, Nancy (St. Regis) NYC, h. Ford & Barnes (606 Club) Chi, nc. Ford, Gene (Torch Club) Baltimore. Ford, Nora (606 Club) Chi, nc. Foster, Faith (Mayfair) Detroit, nc. Four Sons of Satan (French Casino) NYC, re. Fowler, LaMa (Dixon's Cafe) Omaha, c. Fox & Ames (Frolics) NYC, nc. Francis & Carroll (Mayfair) Chi, nc. Francis, Guy (Uproar House) NYC, nc. Freiber, Milton (Park Circle) NYC, re. G. Gaby, Frank (Adelphia) Phila, h. Gale, Barbara (Butler's) NYC, c. Gallagher, Shirley (Frolic) Albany, N. Y., nc. Galisrini (Met.) Boston, t. Gardner, Carlos (El Chico) NYC, nc. Garetie, Jeanette (Roosevelt) New Orleans, h. Garner, Wolfe & Hakis (Tower) Kansas City, t. Garrison, Marion (Small's) NYC, nc. Hastings, Sue (Rainbow Room) NYC, re. Haviland, Henry (Peacock) Columbus, O., nc. Hayes, Carol (Crisis) NYC, re. Heath, Ann (Pierre) NYC, h. Heath, Helen (Stevens) Chi, h. Hecht, Horace & Bar (Buffalo) Buffalo, t. Helaine & Donaldson (Kcnmore) Albany, N. Y., h. Heller, Jackie (Michigan) Detroit, t. Henry, Noel (Granada) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Garr, Eddie (Pal.) Cleveland, t. Gaston & Andre (Mayfair) Detroit, nc. Gaston (Monte Carlo) NYC, nc. Gator, Carlos (El Chico) NYC, re. Gene, DeQuincy & Lewis (Riverside) Milwaukee, t. Georges & Jaina (Waldorf-Astoria) NYC, h. Giants of Rhythm, Three (Cotton Club) NYC. Gibson, Virginia (Bagdad) Miami, nc. Gilbert, Bob & Fleurette (Colosimo's) Chi, re. Gilbert, Ethel (Gay '90s) NYC, nc. Gilmore, Patricia (Leon & Eddie's) NYC, nc. Ginnilla, La (Valencia) NYC, nc. Glaser, Alex & Lamma (Rainbow Grill, Radio City) NYC, nc. Gobs, Three (Plantation) NYC, nc. Goff, Jerry (Adelphia) Phila, h. Gordon, Les (Brown Derby) Boston, nc. Gougar, Carlos (El Chico) NYC, nc. Goodell, Danzi (Adelphia) Phila, h. Gordon, Paul (Netherland Plaza) Cincinnati, h. Granes, Jean (Loew) Montreal, Can., t. Grant, Al (Pioneer) NYC, nc. Gregory, Jack & Co. (Cat & Fiddle) Cincinnati, nc. Guarecltas, Las (El Chico) NYC, nc. Green, Jackie (Beverly Hills) Newport, Ky., nc. Guy, Barrington (Plantation) NYC, nc. Guy, Vernon (Farrish) Phila, nc. Gwynne, Jack (Congress) Chi, h. Gypsy Lee (Wine Cellar) NYC, nc. H. Hall, Frank (Park Plaza) St. Louis, h. Haliaday, Ruby (Chez Brummel) Cannes, France. Hamilton, Betty (Edgewater) Lafayette, La., nc. Hamilton, Jimmy (Ball-Ball) Chi, nc. Hardie & Mills (Gloria) Columbus, nc. Hanes, Tate & Simpson (Leon & Eddie's) NYC, nc. Hans, Alex (Versailles) NYC, re. Haphazard (Oriental) Chi, t. Harper, Ruth (Mount Royal) Montreal, Que., h. Harris & Shore (Congress) Chi, h. Harris, Kit Kat NYC, nc. Harris, Bud, & Co. (Pal.) Cleveland, t. Harris, Tom & Mickey (Vesuvio) St. Petersburg, Fla., nc. Harrison, Spike (Gay '90s) NYC, nc. Harrison, Tom (Small's) NYC, nc. Hastings, Sue (Rainbow Room) NYC, re. Haviland, Henry (Peacock) Columbus, O., nc. Hayes, Carol (Crisis) NYC, re. Heath, Ann (Pierre) NYC, h. Heath, Helen (Stevens) Chi, h. Hecht, Horace & Bar (Buffalo) Buffalo, t. Helaine & Donaldson (Kcnmore) Albany, N. Y., h. Heller, Jackie (Michigan) Detroit, t. Henry, Noel (Granada) NYC, h. Herrera, Sarita (Yumuri) NYC, nc. Hickory Nuts (Wivel) NYC, re. Hill, Joan (Mirador) NYC, nc. Hill, Ruby (Uproar House) NYC, nc. Hillard, Jack (Royal Frolics) Chi, nc. Hixon, Hal (1214) Phila, nc. Hioctor, Harriet (Drake) Chi, h. Hoffman, Max (Chez Maurice) Montreal, nc. Holden, Virginia (Moose Club) Erie, Pa., nc. Holland & Hart (Radio City Rainbow Room) NYC, nc. Holmes, George (Black Cat) NYC, nc. Houghton, Dorothy (Harry's New York Cabaret) Chi, nc. Howe, Dorothy (Vanderbilt) NYC, h. Huff, Tiny (Harriet) NYC, nc. Hughes, Lysbeth (Biltmore) NYC, h. Hyde, Victor (Mirador) NYC, nc. Ice Ballet (Boston) Boston. Ider's Trio (Roosevelt) Pittsburgh, Pa., h. Ingal (Cocoanut Grove) Boston, nc. Internationals, Three (Roosevelt) NYC, h. Irene & Florine (Hatry's New York Cabaret) Chi, nc. Jacoby, Anita (Pal.) Cleveland, t. Jackson & Brown (Uproar House) NYC, nc. Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc. Jackson & Nedrow (Royale Frolics) Chi, nc. James, Hal (Shanghai Gardens) Dayton, O., nc. Jane, Sybil (Chicago) Chi, t. Javnetto, Marie (Bartitz) Phila, nc. Jeanette & Kalan (Lord Baltimore) Baltimore, h. Jeffers, Dorothy (Park Central) NYC, h. Jenner, Walter & Buddy (Case) St. Louis, h. Jones, Hal (Bak & Turk) NYC, nc. Joffe, Ruth (Famous Door) Chi, nc. Jold Jr., Wally (Coronado) St. Louis, h. Johnny & George (Yacht) NYC, nc. Johnson, Elmo (606 Club) Chi, nc. Johnson, Jay (El Toreador) Brooklyn, h. Johnson, Lucille (Paradise) NYC, re. Johnson, Mae (Plantation) NYC, nc. Johnson, Olevene (Congress) Chi, h. Jones, Alan (Radio City Rainbow Room) NYC, re. Jones, Ray (Queen Mary) NYC, re. Jordan, Verna (Open Door) Chi, nc. Jordans, Six (Columbia) Alliance, O.; (Indiana) Richmond, Ind., 22-23, t. Jose & Patricia (El Chico) NYC, nc. Karlene: Webb City, Mo. Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h. Kay, Dolly (Royale Frolics) Chi, nc. Kaye, Jane (Blackhawk) Chi, nc. Keck, Johnny (Playboy Revue (Dude Ranch) Berwyn, Md., nc. Keck, Eddie (Shrine Circus) Ft. Wayne, Ind. Keller, Loretta (Cocoanut Grove) Boston, nc. Kemp, Hal, & Orch. (Earle) Washington, D. C., re. Kemper, Chas., & Geo. Haggerty (Shea) Toronto, Can., t. Kenney, Billy (Cortez) El Paso, Tex., h. Kenny, Phyllis (Park Central) NYC, h. Kewpie Dolls, Five (Monte Carlo) NYC, nc. Kierke, Niclas (Windsor) Art, NYC, re. King, Rex (Famous Door) Chi, nc. King's Scandals Unit (Paramount) New Haven, Conn., t. Kirst, Albert (Roosevelt) New Orleans, h. Kissinger, Dick (Crescent) NYC, nc. Kraddocks, Four (Casino Parisien) Chi, nc. Kramer, Ida (Swane) NYC, re. La Marr, Bobby (New Earl) Baltimore, re. La Mlunguitta (El Bolero) NYC, nc. Lane, Monte, Jean (Cotton Club) Detroit, nc. LaRue, Bobbie (Ballyhoo) Columbus, O., nc. LaVola, Don (Shrine Circus) Hutchinson, Kan. La Vonne, Jane (Blackhawk) Chi, nc. Laevin, Bena (Beverly) Chi, h. Lafayette & LeVene (Jefferson) St. Louis, h. Laird, Ruth, & Her Texas Rickets (Adelphia) Phila, h. Lamarr, Henry (Gay '90s) NYC, nc. Landis, Jeanne (Kit Kat) Phila, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Tom (Benny the Bum) NYC, nc. Lannette Sisters (State) Cumberland, Mo., 24-26, t. Large & Morgner (Riverside) Milwaukee, t. Lawlor, Terry (Frolics) NYC, nc. Lawton, Becca (New Yorker) NYC, re. Lee, Bonny (Troadero) Dallas, Tex., nc. Lee, Bob (Wivel) NYC, re. Lee, Val, Leona (Jimmy Kelly's) NYC, nc. Lee, Virginia (Famous Door) Chi, nc. Leon Sisters (Silver Bowl) Sacramento, nc. Leslie Sisters (State) Cumberland, Mo., 24-26, t. Leslies, The (Mayfair Casino) Cleveland, nc. Lester, Jerry (Hi-Hat) Chi, nc. Lester, The Great (Hollywood) NYC, re. Lewis, Erwin (Harry's New York Cabaret) Chi, nc. Lewis, Joe (Frolics) NYC, nc. Lewis Sisters (Hi-Hat) Chi, nc. Lewis, Ted, & Band (Lyric) Indianapolis, t. Lewis, Jennie (New York) Cleveland, nc. Lewis, Tex, & Hillbillies (Village Barn) NYC, nc. Linden, Harry (Open Door) Chi, nc. Lindstroms, The (Casino Parisien) Chi, nc. Littlejohns (Shea) NYC, re. Lombard Sisters (Biltmore) Providence, h. Lombardo, Guy, & Orch. (Earle) Phila, t. Lorna & Carr (Capri) Lawrence, Mass., re. Lonsa, John (Club Lido) Youngstown, O., nc. Lorraine, June (Hollywood) NYC, re. Lowell, Alice (Marik's) NYC, nc. Lowry, Phil (Italian Gardens) Pittsburgh, re. Lucky Sisters (Small's) NYC, nc. Lunard & Perkova (Silver Bowl) Sacramento, nc. Lynn, Dale (606 Club) Chi, nc. McArthur, The (Village Barn) NYC, nc. McBride, Jack (Romance Inn) Angola, N. C., nc. McCoy, Bob (Biltmore) NYC, h. McCoy, Elena (Jimmy Kelly's) NYC, nc. McElvaine, Owen (Chicago) Chi, t. McKay & Lavelle (Loew) Montreal, Can., t. McKenny, Julia (Piccadilly) Phila, nc. McMahan, Larry (Village Barn) NYC, nc. McNally Sisters, Four (Mayflower Casino) NYC, re. Mack, Della & Billy (Casino Da Urca) Rio de Janeiro. Mack, Helen (Jefferson) St. Louis, h. Mack, Lyle (Club Lido) Youngstown, O., nc.

Maclovio & Candido (El Chico) NYC, nc.
 Maddux, Frances (Stevens) Chi, h.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Mahon & Rucker (Mayfair Club) Detroit, nc.
 Maiza & Corio (El Toreador) NYC, nc.
 Maidie & Cord (Chicago) Chi, t.
 Malina, Luba (Adelphia) Phila, h.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners, Lorraine (Dempsey's) Miami, re.
 Manning, Lee & Mildred (Hollywood) NYC, re.
 Manolitis (Russian Art) NYC, re.
 Manon, Sylvia, & Co. (Pal.) Cleveland.
 Manors, Molly (Parody Club) Chi, nc.
 Mapes, Bruce (New Yorker) NYC, h.
 Marcelli, Dolores (L'Aiglon) Chi, t.
 Marco & Marsha (New Tivoli Casino) Juarez, Mex.
 Marlan, Sid (Oriental) Chi, t.
 Marliux (El Gaucho) NYC, nc.
 Marino, Joe (Famous Door) Chi, nc.
 Marion & Irma (College Inn) Chi, nc.
 Mariori (Met.) Boston, t.
 Marita, La (Vaihala) NYC, nc.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Mario & Floria (Palmer House) Chi, h.
 Marlowe & Dixon (Merry-Go-Round) Brooklyn, nc.
 Marshall, Don & Ruth (Cocanut Grove) Boston, nc.
 Martin, Dorothy, & Co. (Colonial) Dayton, O., t.
 Martin, Heloise (Hollywood) NYC, re.
 Martyn & Margot (Club Mont Farnesse) Mexico City.
 Marvo Magician: Cynthiana, Ky.
 Mary, Erik & Co. (Savoy) London, h.
 Mason, Jack (Maria's) NYC, nc.
 Mason, Johnny & Andree (Casino da Urca) Rio de Janeiro.
 Masey, Louise, & Co. (Pal.) Cleveland t.
 Maurice & Norva (Mounds) St. Louis, Mo., co.
 Maurice, The Great (Mayfair) Boston, nc.
 Mayfield, Katharine (Queen Mary) NYC, re.
 Medardo (El Toreador) NYC, nc.
 Meroff, Benny, & Orch. (Stanley) Pittsburgh.
 Merrill, Joan (Mayfair) Boston, nc.
 Middleton, Thelma (Harlem Uproar House) NYC, nc.
 Midnight in Paris (Pantagca) Birmingham, t.
 Miles & Kotter (Roxy) NYC, t.
 Miller, Louise (Bail-Bail) Chi, nc.
 Miller, Marty (Turk Club) Pittsburgh, nc.
 Miller, Marion (Gay '90s) Chi, nc.
 Miller Sisters (Wivel) NYC, re.
 Mitchell, Renee (Kit Kat) NYC, nc.
 Mitchell, Vivano (Cocanut Palms) East Detroit, nc.
 Mogul (Mainstreet) Kansas City, t.
 Moke & Puke (Uproar House) NYC, nc.
 Montes, Nena (El Toreador) NYC, nc.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Moore & Dene (Plantation) NYC, nc.
 Moore, Lela (Casino) St. Remo, France, nc.
 Moore, Peggy (Hi-Hat) Chi, nc.
 Morales Bros. & Little Daisy (Colonial) Detroit, t.
 Morgan, Marlon (Harry's New York Cabaret) Chi, nc.
 Morgan, Stuart, Dancers (Versailles) NYC, re.
 Morley, Patricia (St. George) Brooklyn, h.
 Merton & Cora (St. Marks) Chi, t.
 Morton, Alvira (Club Minuet) Chi, nc.
 Morton, Eddy (Club Frontenac) Detroit, nc.
 Morris, Will & Bobby (Kennedy Park) Pittsburgh.
 Moya, Lita (El Gaucho) NYC, nc.
 Muzzle (Old Rounanlan) NYC, re.
 Muriel Dancers (College Inn) Chi, re.
 Murray & Alan (Bagdad) Miami, nc.
 Murray, Eddie (Barbary Coast) NYC, nc.
 Myrus (College Inn) Chi, nc.

THE NONCHALANTS

Now playing
GAUMONT PALACE,
 Paris, France
 Personal Direction
MUSIC CORPORATION OF AMERICA

Noland, Nancy (Queen Mary) NYC, re.
 Noll, Eddie & Roy (L'Aiglon) Chi, nc.
 Rio de Janeiro, Brazil.
 Noma (Southland) Boston, nc.
 Norman & McKay (Casino da Urca) Rio de Janeiro.
 Norman, Fay (Paddock Club) Louisville, nc.
 Nova, Yvonne (Village Casino) NYC, nc.
 Novak, Wilma (Famous Door) Boston, nc.

O
 O'Donnell, Ione (808 Club) Chi, nc.
 O'Neil Catherine (Royal Palm) Miami, nc.
 Oids, Betty (St. Regis) NYC, h.
 Olympic Ice Follies (Michigan) Detroit, t.
 Orlna, Toddy (Nut Club) NYC, nc.
 Ormond, Fahn & Bernard (Oak Park) Sacramento, t.
 Ortega, Rosita (Paramount) NYC, t.
 Oshins & Lessy (Frolics) NYC, nc.
 Ost, Charles (Carmichael Club) Augusta, Ga., nc.

P
 Page, Gale (Drake) Chi, h.
 Page, Ken & Roy (Mayfair) Chi, nc.
 Page & Parker (Wagon Wheels) Akron, O., nc.
 Paige & Jewett's Paradise Scandals (Sipe) Kokomo, Ind., t.
 Paigi, Nella (Silver Bowl) Sacramento, nc.
 Palmer, Gladys (Three Deuces) Chi, nc.

Palmer, Paddy & Peggy (Harry's New York Cabaret) Chi, nc.
 Pancho (Yumuri) NYC, nc.
 Pancho & Dolores (Stevens) Chi, h.
 Parker, Muriel (L'Aiglon) Chi, t.
 Parks, Barbara (Chez Paree) Chi, nc.
 Parlato, Joe (Breavor) Chi, h.
 Parish, Deane (Chez Maurice) Montreal, nc.
 Parisk, LaRue (Kansas City Club) Kansas City, Mo., t.
 Parsons, Ray (Sawdust Trail) NYC, nc.
 Pasquale & La Dorr (Edgewater Beach) Chi, h.
 Paul & Esther (State) Baltimore, t.
 Paxton, Glen (Lincoln Highway Inn) Mishawaka, Ind., re.
 Payne, Billy (Fenthouse) Boston, nc.
 Payne, Frank (Hollenden) Cleveland, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pecora, Dick (Monte Rosa) NYC, re.
 Pegue, Paul (Gloria Palais) NYC, nc.
 Pennington, Ann (Yacht) NYC, nc.
 Peppo & Beatrice (New Yorker) NYC, h.
 Pejo (Edgewater Beach) Chi, h.
 Peppers, Three (Hickory House) NYC, re.
 Peppino & Camille (Pierre) NYC, h.
 Perry, Frank (Tuxedo Club) Phila, nc.
 Perry, Margy (Palm Garden Club) Columbia, S. C., nc.
 Peterson, Ivor (McAlpin) NYC, h.
 Phelps Twins (Harry's New York Cabaret) Chi, nc.
 Pierce & Harris (Sapphire Room) NYC, nc.
 Pierce & Roland (St. Marks) NYC, h.
 Pinaus, Bobby (Royal Frolics) Chi, nc.
 Piroksa (Casino Parisien) Chi, nc.
 Pierre & Temple (Biltmore Bowl) Los Angeles, h.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Plaza, Trini (El Gaucho) NYC, nc.
 Plunkett, Al (Chez Ami) Buffalo, nc.
 Poe, Les (Silver Bowl) Sacramento, nc.
 Polson, Marlon (St. Regis) NYC, h.
 Powell, Eddie (Avalon) Cleveland, nc.
 Pravidin, Gregory (Rustan Bear) NYC, re.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, nc.

R
 Racketcheers, Three (Yacht) NYC, nc.
 Rafferty, Tom (Cocanut Grove) Boston, nc.
 Ramon & Rosita (St. Regis) NYC, h.
 Ranche, Los (El Chico) NYC, nc.
 Rand, Sally, & Reue (Capitol) Lancaster, Pa., t.
 Randall, Marlon Martinez (Roosevelt) New Orleans, h.
 Randall, Peter (Village Casino) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasch, Albertina, Dancers (St. Regis) NYC, h.
 Raye, Buddy (Edison) NYC, h.
 Ray, Prince & Clark (Yacht Club) Chi, nc.
 Reed, Ben (808 Club) Chi, nc.
 Reeves, Billy (French Casino) Detroit, nc.
 Regan, Phil (Stanley) Pittsburgh, t.
 Regar, Charlotte (Skylight Club) Cleveland, h.
 Reilly, Patricia (Wivel) NYC, re.
 Rekkoffs, The (French Casino) NYC, nc.
 Renard, Jopl (Open Door) Chi, nc.
 Renaud, Rita (Mirador) NYC, nc.
 Renee & Estelle (Cotton Club) NYC, nc.
 Roberts, Thome (Dutch Village) Toledo, O., nc.
 Reyes, The (Greenbrier) White Sulphur Springs, W. Va., h.
 Reynolds, Frank (Avalon) Cleveland, nc.
 Reynolds, Pearl (Mirador) NYC, nc.
 Reynolds Sisters, Three (Riverside) Milwaukee, t.
 Reynolds, Helen (Shrine Circus) Providence, Rhode, Dale (Northwood Inn) Detroit, nc.
 Rhodes, Doris (Hi-Hat) Chi, nc.
 Richards & Cascardi (Rustic Inn) NYC, nc.
 Rickard, Carl (Open Door) Chi, nc.
 Rickard, Vernon (Sapphire Room) NYC, nc.
 Ripa, Bob (Casino Parisien) Chi, nc.
 Robbins Sisters (Royale Frolics) Chi, nc.
 Roberts, Three (Dutch Village) Toledo, O., nc.
 Robinson, Clark, Production (Pal.) Cleveland, t.
 Rock, Mildred (Mayflower Casino) Chi, re.
 Rodrigo & Francine (Mayfair) Boston, nc.
 Rogers, Sally (Skylight Club) Cleveland, nc.
 Rogers, Three Musical (Barney Gallant's) NYC, nc.
 Rohmer, Billie (Frontenac) Detroit, nc.
 Roland, Dawn (St. Moritz) NYC, h.
 Roland, Mary (Paradise) NYC, re.
 Rolpi, Wynne (Wivel) NYC, re.
 Romano, Caesar (St. Regis) NYC, h.
 Romero, Arturo (Buckingham) NYC, h.
 Ronald & Roberta (Stevens) Chi, h.
 Rook, Isabel (Walton) Phila, h.
 Rosalind & Annette (Tokay) NYC, re.
 Rose, Harry (Yacht Club) Chi, nc.
 Rose, Sammy (Beverly Hills) Newport, Ky., cc.
 Roselle, Mildred (Butler's) NYC, re.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Joe (Frolic) Albany, N. Y., nc.
 Ross, Pierre & Schuster (Colonial) Dayton, O., t.
 Ross, Renee (Royale Frolics) Chi, nc.
 Roth, Lillian (Stevens) Chi, h.
 Roth, Rosale (Royale Frolics) Chi, nc.
 Royal Moscovians (Fort Hayes) Columbia, O., h.
 Roxettes (Pal.) Chi, t.
 Rudolph, Terese (Stevens) Chi, h.
 Rufe, Enos Trio (Pioneer Tavern) Longview, Wash.
 Russell, Johnny (Paradise) NYC, re.
 Ryder Sisters (Colosimo's) Chi, re.

S

St. Claire & O'Day (American) NYC, m.h.
 St. Claire, Sylvia (St. Regis) NYC, h.
 Sailors, Three (Roxy) NYC, t.
 Sailo Puppets (Riverside) Milwaukee, t.
 Santos & Elvira (Lumber) NYC, nc.
 Sargent, Jean (Hollywood) NYC, re.
 Satch & Satchel (Mirador) NYC, nc.
 Savoy, Harry, & Louise Tobin (Tower) Kansas City, t.
 Severin, Billy (Beverly Hills) Newport, Ky., nc.
 Selzer, Jay & Lou (St. George) Brooklyn, h.
 Selton, Ann (Sapphire Room) NYC, nc.
 Setz, Val (Colonial) Dayton, O., t.
 Seymour, Ann (Fenthouse) Boston, nc.
 Shaver, Edna (Lorraine Grill) Montreal, Can.
 Shannon, Dick (Rendezvous) Houston, Tex., nc.
 Sandra (Park Central) NYC, h.
 Shaver, Buster (Pal.) Chi, t.
 Shaver, Gloria (Mayflower Casino) Chi, h.
 Shea, Doris (Club Mirador) Pittsburgh, nc.

Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
 Sherman & Wallace (Colonial) Dayton, O., t.
 Sherman, Muriel (McAlpin) NYC, h.
 Shore, Willie (Colosimo's) Chi, nc.
 Short, Bobby (Tower) Kansas City, t.
 Shuita, Ethel (Royal Palm) Miami, t.
 Sibley, Arlis (Oriental) Chi, re.
 Simmons, Ede (Plantation) NYC, nc.
 Siskin, Dan (Port Pitt) Pittsburgh, h.
 Skilton, Red (Pal.) Chi, t.
 Skyrockets, Four (Gay '90s) Chi, nc.
 Sloan, Gretna (Astor) NYC, h.
 Slums of Paris (Oriental) Chi, t.
 Small, Alice (Paramount) NYC, t.
 Solar, Willie (Village Barn) NYC, nc.
 Sorenson, Capt. Carl (Mayfair) Detroit, nc.
 Spear, Harry (Levaggi's) Boston, re.
 Stanley Twins (Pal.) Chi, t.
 Stan, John (Roxy) NYC, re.
 Steele, John (Whirling Top) NYC, nc.
 Stephenson, Jack (Castel Terrace) Columbus, O., nc.
 Sterling & Hart (Castle Farms) Lima, O.
 Stearn & Lois (Bul Tabarin) Paris, nc.
 Stone, Dick (Essex House) NYC, h.
 Strickland, Charles F. (Buckingham) NYC, h.
 Stuart & George (Maria's) NYC, nc.
 Stuart, Gene (Kit Kat) Boston, re.
 St. Louis, Joe (Police Circus Coliseum) St. Louis, Mo., re.
 Sullivan, Frieda (Netherland Plaza) Cincinnati, h.
 Sullivan, Mickey (Eden Gardens) Worcester, Mass., nc.
 Sunde, Mary (Colosimo's) Chi, re.
 Sunshine, Sammy (Southland) Boston, re.
 Swann, Russel (Palmer House) Chicago, h.
 Swifts, Three (French Casino) NYC, nc.
 Sylvia & Clemence (Edison) Detroit, t.
 Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tania & Kirsoff (Hollywood) NYC, re.
 Tappen, Maxine (Essex House) NYC, h.
 Taylor & Moore: Aurora, Ill.
 Taylor, Harry (Monte Carlo) NYC, nc.
 Taylor, June (St. Regis) NYC, h.
 Taylor, Gene (Gaiety Room) NYC, re.
 Temptations, Four (Edgewater) Lafayette, La., nc.
 Texas Tommy (College Inn) Chi, nc.
 Theodora (The Duquesne Club) Parkersburg, W. Va.
 Thomas, Eddie (College Inn) Phila, nc.
 Thompson, Helen Waterbury (Ambassador) NYC, h.
 Thorne & White (Chez Paree) Chi, nc.
 Thury, Iona de (Tulay) NYC, re.
 Tio, Joe (Casanova) Hollywood, Calif., nc.
 Tinney, Dot (Black Cat) NYC, nc.
 Tondelayo (Plantation) NYC, nc.
 Torrence, John & Edna (Chez Paree) Chi, nc.
 Tovey, Wing (Tower) Kansas City, h.
 Tranger, Don (Ye Old Tavern) Ft. Wayne, Ind., nc.
 Treavor, Gale (Royale Frolics) Chi, nc.
 Treak, Tommy (Met.) Boston, t.
 Tricome, Angela (Colosimo's) Chi, re.
 Tudor Sisters & Avery (Shrine Circus) Ft. Wayne, Ind.
 Travis, Mildred (Parody Club) Chi, nc.
 Trudeau, Carmen (Fenthouse) Boston, nc.
 Tweed, Harrison (Sawdust Trail) NYC, nc.

U

Underwood & Underwood (Round Up) Boston, nc.

V

Valdez, Vern (Club Lido) Youngstown, O., nc.
 Vallon, Nannette (El Gaucho) NYC, nc.
 Van, Gus (Bul Tabarin) San Francisco, ca.
 Van, Virginia (Rustic Inn) Charlotte, N. C., t.
 Velely Boy (Village Casino) Chi, re.
 Velloz & Yolanda (Plaza) NYC, h.
 Vestoff, Floria (Astor) NYC, h.
 Vic & Lamar (Ambassadeurs) Cannes, France, nc.
 Viani, Mario (Arcadia) Phila, re.
 Villon, Mile. Renee (Oriental) Chi, t.
 Vince & Anita (Mayfair) Boston, nc.
 Virre, Helen Dean (Chez Casino) Brooklyn, nc.
 Vivan, Carlos (Valencia) NYC, nc.
 Vix, Louise (Savoy) Beverly Hills) Newport, Ky., cc.
 Vox & Walters (Roosevelt) New Orleans, h.

W

Waddell, Toby (Anchor Club) Sandusky, O., nc.
 Wages, Johnnie (Trail End Tavern) Vienna, O., nc.
 Wahl, Dorothy (Club Minuet) Chi, nc.
 Wainer, Ruth (Cocanut Grove) Boston, nc.
 Wake, Kenneth (Shrine Circus) Dallas 15-24.
 Waldron, Jack (Edison) Phila, nc.
 Walker, Buddy (Yacht) NYC, nc.
 Walker, George (Savarin) Buffalo, N. Y., nc.
 Walker, Jeanne (Congress) Chi, h.
 Walker, Trio (Bismark) Chi, h.
 Wallace, Babe (Uproar) House NYC, nc.
 Walsh, Mary Jane (Whirling Top) NYC, nc.
 Walton, Vera (Palm Garden Club) Columbia, S. C., O.
 Ward, Mae (Lido) Tulsa, Okla., b.
 Ward, Sid (Miami Club) Milwaukee, nc.
 Warren & Bodee (Mirador) NYC, nc.
 Washington, George Dewey (Cotton Club) NYC, cb.
 Waters, Ethel (Cotton Club) NYC, cb.
 Webb, Capt. Geo. (Celebration) Taylorville, Ill.
 Welch, Herb (Montalari) NYC, h.
 Welch, Harry Foster (Merry-Go-Round Bar) NYC, nc.
 Wells, Wally (Barney's) NYC, nc.
 Wences (Club Trocadero) London, England.
 Wenzel, Dorothy (Italian Gardens) Pittsburgh, Pa., nc.
 West, Buster, & Lucille Page (Met.) Boston, t.
 Whalen, Jackie, Streamline Steppers (Club Stanley) Montreal, Can.
 Whelton, The Flyin' (Village Barn) NYC, nc.
 White, Jack (18 NYC, nc.
 White, Belva (88 Club) Chi, nc.
 White, Danny (Merry-Go-Round) Brooklyn, nc.
 Whitteman, Paul, & Orch. (State) NYC, t.
 Wiley, Lew (Versailles) NYC, re.
 Williams, Art (Club Alabam') Chi, nc.
 Williams, Jack (Chez Paree) Chi, nc.
 Williams, Roy (Oriental) Chi, t.
 Willis & Glimmer (Mayfair) Detroit, nc.
 Wilson, Derby (Fenthouse) NYC, re.
 Wilson, Jack & Honey (Village Casino) NYC, nc.
 Wilson, Kay (Village Brewery) NYC, nc.
 Winston, Foris (Merry-Go-Round) Brooklyn, nc.
 Withee, Jerry (Village Barn) NYC, nc.

Wolandi Duo (Idora) Youngstown, O., p.
 Wolf, Tlly (Yacht) NYC, nc.
 Wolfe, Lorna (Trocadero) Dallas, nc.
 Worth, Grace (Dorchester) London, h.
 Wyatt, Bob (Golden Spot) Chi, nc.

Y
 Yost's, Ben, Singing Ensigns (Chicago) Chi, t.
 Young, Ben (Blackstone) Ft. Worth, Tex., h.

Z
 Zay, Freddy (Versailles) NYC, re.
 Ziegler, Billy (New Earl) Baltimore, nc.
 Zita & Marselle (Chez Paree) New Orleans, nc.
 Zito (Merry-Go-Round Bar) NYC, nc.
 Zorine (Mayfair) Dallas, nc.
 Zudelis & Co. (Harry's New York Bar) Chi, nc.

BANDS AND ORCHESTRAS (Routes are for current week when no dates are given.)

A
 Abbot, Dick (Emerson) Baltimore, h.
 Abrams, Al (Mayfair Casino) Cape May, N. J., nc.
 Adams, Johnnie (Dutch Gardens) Dayton, O., nc.
 Adcock, Jack (College Inn) Phila, nc.
 Adrian, McDowell (Wagon Wheel) Nashville, Tenn., nc.
 Ains, Jack (Village Casino) NYC, nc.
 Aldin, Jimmy (Gino's Cedar Gardens) NYC, o.
 Arnhem, Gus (New Yorker) NYC, h.
 Arthur, Zlinn (Roseland) Brooklyn, b.
 Ashaman, Eddie (Tokay) NYC, re.
 Ashton, Connie (Berkeley-Carteret) Asbury Park, N. J., h.
 Auwater, Fred (Flamingo Club) Orlando, Fla., nc.
 Averill, Bud (Paradise) Los Angeles, ca.
 Ayres, Mitchell (Hollywood) NYC, re.

B
 Bair, Ted (The Stables) Topka, Kan., nc.
 Barker Trio (Lincoln) NYC, h.
 Barnett, Charlie (Carsonia Park) Reading, Pa., p.
 Barrett, Hughie (Tavern on the Green) Centerville, Pa., NYC.
 Barris, Harry (Uptown) Portland, Ore., b.
 Barron, Bluo (Southern Tavern) Cleveland, O., nc.
 Bay, George (L'Aiglon) Chi, re.
 Belasco, Leon (Roosevelt) New Orleans, La., h.
 Berger, Jack (Leon & Eddie's) NYC, nc.
 Bergere, Maximilian (Biltmore) Miami, h.
 Berigan, Bunny (Pennysylvania) NYC, h.
 Berkeley, Duke (Honkey-Dory) Stamford, Conn., nc.
 Bestor, Don (Congress) Chi, h.
 Black, Bob (Pere Marquette) Peoria, Ill., h.
 Blackburn, John (Golden Gate) Salida, Colo., nc.
 Blaine, Jerry (Park Central) NYC, h.
 Blake, Lou (Park Plaza) St. Louis, h.
 Boroff, Mischa (Morocco) Mountaineide, N. J., nc.
 Bort, Mischa (Netherland) NYC, c.
 Breeze, Lou (Casino Parisienne) Chi, nc.
 Breinholt, Verdi (Lagoon) Salt Lake City, nc.
 Brigade, Ace (Eliteh Gardens) Denver, c.
 Brooks, Alan (Glen Casino) Williamsville, N. C., nc.
 Brown, Les (Playland) Rye, N. Y., p.
 Brownage, Chet (Town Casino) Miami, nc.
 Budy, Ray (Levaggi's) Boston, re.
 Burton, Ben (Three Mile Inn) Monroe, La., nc.

C
 Caceres, Emilio (Chez-Ami) Buffalo, nc.
 Campbell, Jan (Club Paro) Hartford, Conn.
 Campus Jesters (Oypress Arms) West Hartford, Conn., nc.
 Capello, Joe (Jimmy Kelly's) NYC, nc.
 Capraro, Joe (Cotton Club) New Orleans, nc.
 Carlson, Merle (Casino Gardens) Ocean Park, Calif., p.
 Carls, Mickey (Terrace Gardens) Albany, N. Y., c.
 Carroll, Frank (Schlerenbeck's) Bronx, NYC, cb.
 Castellanos, Don (808 Club) Chi, nc.
 Casary, Frank (Silver Lake) Oconomowoc, Wis., p.
 Chandler, Chan (Rustic Inn) Corinth, Miss.
 Chassy, Lon (Greenbrier) White Sulphur Springs, W. Va., h.
 Chester, Bob (Lowry) St. Paul, h.
 Childs, Reggie (Commodore Perry) Toledo, h.
 Clark, Frank (Black Cat) NYC, nc.
 Clemente (Royal Palm) Miami, nc.
 Coburn, Jolly (Claremont) NYC, re.
 Codeban, Cornelius (St. Regis) New York, h.
 Condo, Joel (Seven Gables Inn) Milford, Conn.
 Conn, Irving (Arrowhead Inn) NYC, ro.
 Conrad, Lew (Cocanut Grove) Boston, nc.
 Cornelius, Paul (Royal Gardens) Peony Park, Omaha, b.
 Courtney, Del (Netherland Plaza) Cincinnati, h.
 Covato, Etzi (Plaza) Pittsburgh, c.
 Craig, Francis (Hermitage) Nashville, h.
 Craig, Mel (Cotton Club) Bronx, N. Y., nc.
 Critch, Ernie (Unique) Delawanna, N. J., re.
 Crocker, Mel (Kit Kat) Cleveland, O., nc.
 Cronwell, Chauncey (Hollywood) Buffalo, c.
 Cugat, Xavier (Paramount) NYC, t.

D
 D'Arcy, Phil (Governor Clinton) NYC, h.
 Daley, Frank (Meadowbrook) Cedar Grove, N. J., ro.
 Dan, Arthur (Park Lane) NYC, h.
 Dare, Ronald (Muehlebach) Kansas City, Mo., nc.
 Darrail, Pat (Wunder Bar) Zanesville, O., nc.
 Davidson, Trump (Esquire) Toronto, nc.
 Davey, Arthur (Vilpeigne's) Sheepshead Bay, N. Y., re.
 Davies, Al (Saranad Inn) Saranac, N. Y., h.
 Davies, Lew (Embassy) Jacksonville, Fla., nc.
 Davis, Eddie (LaRue) NYC, re.
 Davis, Jess (House of Jacques) Oklahoma City, Okla., nc.
 Davis, Johnny (Coral Gables) Lansing, Mich.
 DeLeon, Frank (Biltmore) NYC
 DeLuca (Dutch Mill) Memphis, Tenn., nc.
 DeLeon, Eddie (Palumbo's) Phila, nc.
 Dee, Don (El Caesar) Newark, N. J., nc.
 Delmar, Jack (La Casa) Phila, h.
 DeLano, Cy (Cotton) St. Louis, Miss., h.
 Denny, Jack (Drake) Chi, h.

Derr, Ray: (Oakes) Phila. b.
Devereaux, Syc: (Chez Florence) Paris, nc.
DiBella, Angelo: (Armando's) NYC, re.
Di Polo, Mario: (Weavill) NYC, h.

Kress, Andya: (Avon Inn) Asbury Park, N. J.
Krumlin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, re.

Richardson, Stephen: (Hollywood) NYC, re.
Riley, Mike: (Meadowbrook) Cedar Grove, N. J., re.
Rivero, Don: (El Toreador) NYC, nc.

DRAMATIC AND MUSICAL

Brother Rat: (Plymouth) Boston.
Concilio, Katharine: (Canton) Chi 17-29.
Dead End: (Curran) San Francisco 17-22.

INDEPENDENT BURLESK

Crazy Quilt: (Howard) Boston 17-22.
Ladys in Lingerie: (Gayety) Cincinnati 17-23.
Nothing But Dames: (Casino) Pittsburgh 17-22.

MISCELLANEOUS

Baughman's Travelours: Orlando, Fla., 18;
Sanford 20; Ocala 21; Gainesville 23;
Starke 24; Lake Butler 25; Lake City 26; Live Oak 27; Jasper 28.

Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Astor) NYC, h.
Ellington, Duke: (Cotton Club) NYC, nc.

McCoy, Clyde: (New Penn) Pittsburgh, h.
McCune, Will: (Fluza) NYC, h.
McGill, Billie: (Huntington Inn) Detroit, nc.

Sabin, Paul: (Blossom Heath) Detroit, re.
Sagler, Laddie: (Vesuvio) St. Petersburg, Fla. 26.
Sales, Leo: (Mayflower Casino) Chi, nc.

Farmer, Will: (Leon & Eddie's) NYC, nc.
Felix, Don: (Pines) New York, nc.
Ferd, Don: (Stratford) Bridgeport, Conn., h.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (New Penn) Pittsburgh, h.
McCune, Will: (Fluza) NYC, h.

Schell, Sandy: (Steepleschase) Concy Island, N. Y.
Schooner, Dave: (Blossom Heath Inn) Larchmont, N. Y., re.

Fisher, Jack: (Steuben) Boston, h.
Fisher, Mark: (Ball-Ball) Chi, nc.
Fitzpatrick, Eddie: (Cosmopolitan) Denver, h.

McGraw, Bob: (Green's Casino) Pittsburgh, Pa., nc.
McKenzie, Rad: (Mirador) NYC, nc.
McLee, Jerry: (Crystal Pool) Natchez, Miss., nc.

Schrieber, Carl: (Guyon's Paradise) Chi, b.
Seoggin, Chic: (Iroquois Gardens) Louisville, Ky., re.

Fomen, Basil: (Pierre) NYC, h.
Foscutt, Dick: (New Louvre) Salt Lake City, nc.

Madri, Larry: (Place Elegante) NYC, nc.
Mack, Austin: (Harry's New York Bar) Chi, nc.

Smith, Bill: (Tumble Inn) Croton, N. Y., h.
Smith, Joe: (Mayfair) Boston, nc.

Gaines, Charlie: (Morocco) Phila, nc.
Garrett, Jimmy: (Narragansett) Providence, h.

McNair, Ed: (Martini's Tavern) Lima, O., c.
Mann, Mit: (Village Barn) NYC, nc.

Silman, Phil: (Cocoon Palm) Eastwood Park, Detroit, b.

Gilbert, Don: (Casa Valencia) NYC, nc.
Goho, Billy: (Checkerboard) Buffalo, nc.

Martin, Silm: (Zenda's) Los Angeles, c.
Marton, Don: (Frolles) NYC, nc.

Siro, Milton: (Merry-Go-Round Bar) NYC, nc.

Gray, Len: (New Cedars) New Bedford, Mass., nc.

Martin, Silm: (Zenda's) Los Angeles, c.
Marton, Don: (Frolles) NYC, nc.

Stern, Harold: (Merry-Go-Round) Brooklyn, nc.

Hall, George: (Taft) New York, h.
Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.

Martin, Silm: (Zenda's) Los Angeles, c.
Marton, Don: (Frolles) NYC, nc.

Tellone, Lennie: (Wright's) Plainfield, Conn.
Terry, Mack: (Tutweller) Birmingham, Ala., h.

Harris, Buddy: (Murray's) Tuckahoe, N. Y., re.

Munro, Hal: (Ivanhoe Gardens) Chi, nc.

Thomas, Eddie: (Nut Club) NYC, nc.
Thomas, Terry: (Mayfair) Detroit, nc.

Harris, Claude: (Joey's Stables) Detroit, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Heath, Al: (Sunset) Los Angeles, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Heath, Al: (Sunset) Los Angeles, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Holden, Cally: (College Inn) San Diego, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Holden, Cally: (College Inn) San Diego, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Holden, Cally: (College Inn) San Diego, nc.

Nagel, Harold: (Pierre) NYC, b.
Nagar, Patt: (Chesterfield Club) Chi, nc.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Season of Musicals For Memphis Park

MEMPHIS, May 15.—Memphis will have a season of outdoor musical shows in the new Overton Park municipal theater, with professional talent imported from the St. Louis Municipal Opera and elsewhere, it was announced last week by Joe Brennan, chairman of the Memphis Park Commission.

An organization called Memphis Summer Operas, supported by guarantors among the city's business houses, will back the venture, Brennan said, with a four-to-six-week season contemplated. George Choos, well known in show business, will serve as managing director at a salary of \$4,000, \$1,500 of that to be forfeited if the project fails to show a profit. Tentative budgets call for an outlay of \$10,000 weekly.

Virgil Posey, director of the Orpheum Theater here, will serve as business manager, assisted by Chalmers Cullins, Orpheum stage manager, and R. L. (Spike) Lesem, business agent for the local musicians' union. Posey, Cullins and Lesem are to serve without pay unless there is a profit.

Prices will range from 25 cents to \$1 for the 4,000 seats available already and 1,000 additional bleacher seats to be installed. Park commission will spend \$8,000 enlarging the stage and improving the open-air theater's technical facilities, Brennan said.

Productions under consideration include Kid Boots; No, No, Nanette; Babes in Toyland, Music in the Air and the works of Victor Herbert and of Gilbert and Sullivan.

Five years ago a season of summer musicals was presented in Overton Park with amateur casts. While successful from a production standpoint the shows failed to make expenses.

New York Teachers Meet

NEW YORK, May 15.—Meeting of the New York Society of Dancing Teachers at the Hotel Astor recently elected Roderick C. Grant president for the 1937-'38 season. Other officers are Ross D. Ackerman, first vice-president; Oscar Duryea, second vice-president; William E. Heck, secretary-treasurer, and the following directors: Albert S. Butler, Tom Elley, Elsa Hellich and Edna Rothard. Anna C. Cummings, Clara I. Austin and Doris Weber were elected chairmen of the respective committees on membership, publicity and programs.

Eighty guests were present for demonstrations, entertainment and luncheon.

Three for Rice At Welch, W. Va.

Afternoon capacity, first night show packed, second near capacity—War missed

WELCH, W. Va., May 15.—Dan Rice Circus, the first to show here since 1929, gave three shows Monday. Afternoon was to capacity, with ministers from all churches as guests of State Tax Commissioner Renn. First night show packed to ring curb, with second performance near capacity. Ray Marsh Brydon and all executives were guests of Kiwanis Club for luncheon. *Welch News*, with 9,500 circulation, ran five special stories on show day, including a most complimentary editorial upon high caliber of show and staff. Mayor Blakely, owner of two picture houses, co-operated in every way, announcing coming of the circus from his screens.

Billed for War, W. Va., May 6, show was unable to play because lot, located on an island and due to heavy rain, it was not able for trucks to ford creek. Arrived in Bradshaw, Friday's town, late Thursday, one day ahead of billing, erected tents and crowds came out of the hills in great numbers. Gave performance to almost capacity house. Also

(See **THREE FOR RICE** on page 67)

Title of Martin Show Is Changed

BINGHAMTON, N. Y., May 15.—Clayton Hawkes, who played small towns in New York and Pennsylvania last summer with his Martin Bros.' Circus, has changed title to Clayton's Combined Circus, Trained Animal Show and Menagerie.

Show, in quarters at Castle Creek, N. Y., will not take to road until about July 1.

Mix Has Two Big Houses at Scranton

SCRANTON, Pa., May 15.—Tom Mix Circus had two big houses here last Friday and drew much favorable comment. According to Manager Dall E. Turney, business has been very good this season despite cold weather and some bad lots.

Ringling-Barnum had city plastered with wait banners for June 11.

Otto Griebling Injured

CHICAGO, May 15.—Otto Griebling, producing clown with Cole Bros.' Circus, is in St. Luke's Hospital, recovering from injuries received at a matinee performance of the show in Lima, O., last week.

Griebling was working in a riding act and as he was about to dismount his foot caught in his voluminous trouser leg, causing him to fall. He suffered a sprained ankle and his right wrist was broken in two places. He will have to remain in the hospital about a week.

Pepple With Polack Bros.

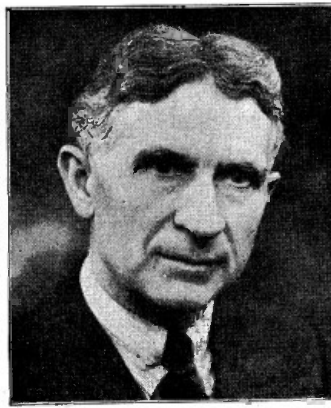
KANSAS CITY, Mo., May 15.—T. Dwight Pepple, manager of Chicago office for the Gus Sun Agency, resigned and returned to Polack Bros.' Circus as general agent. It is intention of Irving J. Polack to open an office in the Windy City in the fall and Pepple will be in charge. On May 5 the show finished its fourth year playing auspicious dates.

Two More for Binghamton

BINGHAMTON, N. Y., May 15.—Cole Bros.' Circus will be here June 5 and Ringling-Barnum Circus July 1. The first circus in this season was Tom Mix May 8.

Laws and Lawsuits

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



C. S. PRIMROSE, general agent of Lewis Bros. Circus, his third season with show. When Gollmar Bros. Circus was on the road he was general agent and railroad contractor for several seasons.

Big Business For Cole Bros.

Ft. Wayne matinee lost due to soft grounds—new lot used at Indianapolis

ANDERSON, Ind., May 15.—It has been said that the circus is a good barometer of business conditions and, if this is true, business is certainly on the upgrade in this country, for Cole Bros.' Circus has enjoyed almost capacity trade at every performance in the first 10 days of its outdoor season.

Every spring brings its disappointments in circus schedules and, altho this year is no exception, there have been

(See **BIG BUSINESS** on page 67)

R-B Business in Boston Is 20% Better Than Record Year 1936

BOSTON, May 15.—Not in the more than half a century that Ringling Bros. and Barnum & Bailey Combined Circus and its antecedents have come to Boston has the town seen such an outstanding spectacle, from the audience viewpoint and the business done.

Speaking for Sam W. Gumpertz, Roland Butler told *The Billboard* representative that the six-day 12-performance engagement at the Boston Garden (May 3-8) established records for all time, taking in a period of more than 50 years. The 1937 date was 20 per cent better than the record year of 1936. Box office checked nine turnaways, which started Tuesday. Reason for this was the sellout of performances before the circus hit town. Those people who let purchase of tickets run till show time were left out in the cold.

Weather was ideal all week, with Friday and Saturday showing some high overcast ceiling that meant nothing. It

R. I. Supreme Court Upholds Award in Favor Owens and Wife

PROVIDENCE, May 15.—The Supreme Court here on May 8 upheld a \$4,000 Superior Court award returned February 1, 1935, in favor of Harry (Buck) Owens, motion picture player and trick rider, and his wife, Rita Ty-Bell, trapeze performer. They brought suit against Hagenbeck-Wallace Circus charging cancellation of contract while the show was playing this city in 1934.

A long-drawn-out court case followed, with the jury and judge on one occasion attending a special morning show at Fay's Theater, where motion picture films in which Owens appeared were

Fine Opening For Roberts

Jersey's new organization begins at Clinton auspices of firemen—on 12 trucks

WILLIAMSTOWN, N. J., May 15.—Roberts Circus opened to a good matinee and straw night house at Clinton, N. J., April 29, auspices of the firemen. They did plenty of work to make the opening of Jersey's new circus a big success.

The program: Chinese midget stallions in pony drill; balancing trapeze and Spanish web, Emma Raymond; Chavone Brothers, clowns, in boxing number; group of six German police dogs; slack wire, with cloud swing final, Millie La Emma; clown, long-distance telephone number; five balancing goats; cloud swing, featuring Robert Black;

(See **FINE OPENING** on page 67)

Community Show For Ft. Worth

FORT WORTH, Tex., May 15.—A community circus, similar to the Gainesville Community Circus, is being sought for this city by Glenn Wilcox, former circus performer who is now with the local recreation department.

A committee already has been named to organize circus, which would use only amateur talent, trained probably by Recreation Department. Wilcox is chairman of committee and other members are R. D. Evans, head of Recreation Department; Arthur Huff, also former circus performer, and J. J. Doyle.

Tiger Bill Opening

CHARLOTTE, Mich., May 15.—The Tiger Bill Wild West show will take to road next Monday. Cowboys will be under direction of Tex Crockett. Costume department has been handled by Mrs. Crockett. On Mother's Day a special dinner was set for the 66 people at quarters here.



GLADYS ADMIRE, who is in charge of the advertising banners and merchant ticket sales for Chase & Son Circus. She is assisted by Mrs. Howard Bray on sales. Mrs. Admire's husband is general agent of the show.

H-W Straws 'Em In Pittsburgh

Mel Smith joins as side show manager—H. Bary adds time-saving device

PITTSBURGH, May 15.—Pittsburgh responded nobly to Hagenbeck-Wallace Circus, two of the three night houses being played to straw audiences. Monday night, first day of engagement at Fifth and Penn streets, East Liberty, it was estimated that more than 10,000 people crowded into the top. Tuesday night was just slightly under that figure and business was highly gratifying to Manager Howard Y. Bary on Saturday for the two exhibitions at Exposition Park.

Despite daylight-saving time in Pittsburgh, Saturday matinee started at 2:30

(See **H-W STRAWS 'EM** on page 67)

Biz Satisfactory For Downie Bros.

EAST LIVERPOOL, O., May 15.—Business has been satisfactory for Downie Bros.' Circus, Charles Sparks, owner-manager, informed *The Billboard* representative here. Stated the week of Ohio stands was better than usual for show, especially Steubenville, where it was first in of the season.

Business here at matinee was light; at night a three-fourths house.

Mr. Sparks said the show would pick up its regular Western Pennsylvania stands and would then head east, trailing Tom Mix Circus into New England States by about a week or 10 days.

Charles Katz, assistant manager, has regained his health, he said here.

R-B To Pass Up Lowell, Mass.

LOWELL, Mass., May 15.—The Ringling-Barnum Circus will not come here this year, officials of the show informed John W. Kernan, superintendent of the Lowell park department, after the park board had refused to grant a permit for the circus to show at the O'Donnell playground on Saturday, June 12.

The action of the park board, Superintendent Kernan stated, was based on the protest of several of the larger merchants of the city, who objected to a Saturday date.

Circus officials came right back and said it was June 12 or no Ringling-Barnum in Lowell in 1937.

McGuyre With Mighty Haag

CINCINNATI, May 15.—Frank McGuyre, who has been connected with the Mighty Haag shows off and on for more than 30 years, is back with the show again in an executive capacity. His wife and daughter are with him.



With the Circus Fans

By THE RINGMASTER

CFA, President, **FRANK H. HARTLESS, W. M. BUCKINGHAM**, 2880 West Lake Street, Chicago, Ill. Secretary, **THOMAS BARK**, Norwich, Conn.

(Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 15.—Frank H. Hartless, of Chicago, national president of the CFA, ran up the flags to tops of center poles of big top afternoon of April 28 to officially open season of the Gainesville (Tex.) Community Circus. Mrs. Hartless, CFA H. E. Waite and party of friends from Dallas, CFA and Mrs. Frank Walter, of Houston; Billy Rose; Eddie Barr, amusement editor of *The Dallas Dispatch*, and Mary Wynn, amusement editor of *The Fort Worth Star-Telegram*, were others present for opening performance.

Other visitors during engagement were Stanley Graham, Mac McCloskey, Johnny McMahon and Buck Saunders, on staff of Graham's Midget Circus; Nat D. Rodgers, and Sam Blackburn, editor of *The Daily Ardmoreite*, Ardmore, Okla.

Three members of the CFA are with the Gainesville show—Leon Gilmore, George J. Carroll and A. Morton Smith.

Don Howland, CFA of South Bend, Ind., writes: "Have had a very busy circus spring so far and it has been a peach.

"Caught H-W the opening date under canvas at Marion, Ind. Went to Kokomo next day, but show had to blow town on account of rain and bad lot.

"Was in Rochester for Cole opening under canvas on May 3. Also spent the day with them in South Bend on May 4. Had some of the showfolk out after evening show to see my new circus room. Missed the 5th, but was on the lot at Fort Wayne the 6th. Show blew the afternoon but strawed them to ring curb at night. Very bad lot—mud way up to hubs. They have a wonderful show.

"Horace Moses and Fred Becker, CFA, made Cole opening at Rochester, then drove to South Bend for the Fred Warrell Tent spring opening. Had a fine party, about 30 on hand for a good feed and a swell evening of circus movies taken by Ralph Hunter, of Detroit.

"The Jess Adkins Tent was on hand to give the Cole show a glad hand at Fort Wayne."

The 1937 rosters have been mailed to all members by National Secretary Walter M. Buckingham. Book consists of 56 pages and cover, containing names and addresses of members, also constitution and by-laws of the association.

Chase Opening Good At Kansas City, Kan.

GREENFIELD, Ia., May 15.—Chase & Son Circus, managed by Fielding Graham, opened at Kansas City, Kan., auspices of the Boosters Band, April 28 to a nice crowd, notwithstanding rain and cold weather. Seven stands were played in that State, show going as far west as Wamego and Frankfort. Wamego was a darb. Management reports good biz for the big, side and pit shows. Show played but one stand in Missouri, at Mound City May 6, which was followed by a jump of 88 miles to Bedford, Ia. Show will play a few spots in Iowa on its way east.

The management is charging 35 and 35 cents, with 25 cents for reserves; side and pit shows, 10 cents. Courtesy tickets as matinee stimulators are used. No big towns are being played, it being intention of organization to show in the size towns in which it belongs.

Show has been well billed under direction of H. V. Darr.

Kassow Leaves H-W

NEW YORK, May 15.—May Kassow, who had been assisting Harry Metz on Hagenbeck-Wallace side show, left show last week and returned here.

MUSICIANS FOR DOWNIE BROS. CIRCUS

Experienced Bass Drum and Solo Clarinet, to join on wire. If you can't cut it, don't answer. (Ritz Cabs, answer, Route: Pottsville, Pa., May 10; Mt. Carmel, Pa., May 20; Hazleton, Pa., May 21; Altoona, Pa., May 22.)

RODNEY HARRIS, Bandmaster.

The Circus Arrives

The Welch (W. Va.) *Daily News*, in its issue dated May 10, had the following in its editorial column:

"Amusements may come and amusements may go, but the circus, like Tennyson's brook, goes on forever. It is the oldest form of amusement, its origin dating back to the middle ages, but it still has a popular hold on the public at large. Young and old alike thrill to the circus.

"These thoughts are prompted by the arrival in the city over the weekend of the Dan Rice Circus, which is showing this afternoon and this evening at Coney Island Park.

"Founded in 1853 by the famous clown Dan Rice, the circus has grown in size and prominence until today it is one of the best popular-priced circus aggregations on the road.

"We welcome the circus back to this community. It may help us to forget worries and work. A little amusement now and then is relished by all men—as well as the kiddies."

Mrs. Teets Has Great Day With Rice at Lebanon

LEBANON, Va., May 15.—When Dan Rice Circus rolled into Lebanon shortly after dawn May 5 a lone woman stood on the lot and wistfully looked at each wagon and cage, followed the men as they placed the laying-out pins and watched the men in the cookhouse as they prepared breakfast.

When the official car arrived Ray Marsh Brydon and Ira Watts curiously approached the visitor and courteously asked if they could do anything for her. "No," she replied, "It's just bringing back memories. I'm Mrs. Teets, the widow of J. P. Teets, of Teets Bros. Circus. My husband, Jake, and his brother, John W. Teets, started a little wagon show in this town after their father had been on the road since 1835 with the old Teets show. We went on rails with a two-car show, playing all the Southern States. The show folded in 1907. The Teets and M. L. Clark shows were opposition for many years. The Clark show used to steal our acts and help and we did the same. Once when M. L. raided our show we retaliated by taking Lum Clark and making him the star of our show and he continued with us until the show eventually closed.

"We were good friends with Dan Rice and it sure makes me feel good to see that name continue. We claim the honor of making the first balloon ascension in this country. Shorty Ashdown was the first man to make the attempt and folks came from miles around, sometimes driving all night to see the free act that was extensively advertised. In one town the wind was very strong, and as the crowd gathered Jake made the announcement that it would be impossible to make the ascension. One young farmer spoke up as he drew a gun and said: 'I drove 42 miles to see the man go up and he better do it or there'll be trouble.' Shorty made the ascension all right, for we didn't want any trouble, and he landed in a field four miles away from the showgrounds.

"Among the acts I remember with the show were the Orton Family, Jess and Gertie Brown, Mabel and Willie Clark, Lum Clark, Ogden Family, Buckskin Bill and many Indians, Harty and Artie Silverlake, Dan Lester, J. B. Francis, Harry Long, George Powell, Armstrong Family, Melva and Arnette, Harry McDonald Family, Madame Stickney, Dan Costello, Dave Costello, Bob Russell, Allie Clark, Rose and Walter Shaw."

Mrs. Teets remained on the lot until the last wagon left and complimented Owner Brydon upon the performance and the high morale of his organization. She is still active and for a number of years has been the editor of *The Lebanon News*.

McSparron Closes Office

MIAMI, May 15.—George H. McSparron, former circus band director and who conducts a booking office here, has closed the office for the summer and is now an executive of Florida's official State presentation, *Let's Go Florida*, which will make a good-will tour of the nation.

McSparron's wife, Emily, will soon leave for New York and Chicago on a combined business and pleasure trip. Their son, Clyde, has been selected from a group of Miami applicants for a screen test and expects to leave shortly for Hollywood.

Gainesville New Record

Gross receipts 15% greater than in 1935 — capacity houses on three nights

GAINESVILLE, Tex., May 15.—The Gainesville Community Circus set a new attendance record for its three-day opening engagement of the season here, gross receipts being 15 per cent greater than the previous record set in 1935. There were capacity houses each of the three nights.

Visitors included Stanley Graham, Mac McCloskey and other members of Graham's Midget Circus, Dallas; Sam Blackburn, of *The Ardmore* (Okla.) *Daily Ardmoreite* staff, and Nat D. Rodgers, of the Greater Texas and Pan-American Exposition, Dallas.

The show moved to Greenville, Tex., for matinee and night performances at the Spring Festival May 4. Attendance was light at matinee and fairly good at night. Some 150 members of the Western States Shows were guests in the afternoon, and the carnival, in turn, entertained circus members on rides during the supper hour. Fox Movietone cameramen were on hand at matinee to get action shots of the performers, shooting several hundred feet of film.

The show is back in quarters awaiting a one-day engagement at Cleburne, Tex., May 20. Contract has been made for the circus to exhibit at the Golden Jubilee Celebration in Ardmore, Okla., July 23 and 24.

Main Staff And Program

NEW KENSINGTON, Pa., May 15.—The Walter L. Main Circus, which opened early in April at Montgomery, Ala., headed straight north thru that State, Tennessee, Kentucky and Ohio and is now in Pennsylvania. Show has had opposition with Haag Bros. and Dan Rice circuses. Main has new Chevrolet tractors and is traveling on 75 motor units. The midway is a flash with a spread of new canvas on side show and a new banner line.

The Program

Program opens with grand entry and historical spec, *America*, featuring Kate Williams, prima donna. No. 2—Kirk's riding monkeys; Watkins' riding dogs; Bryant-Larkin Troupe, comedy acrobats. No. 3—Yoshida Troupe, foot jugglers. No. 4—The Great Tarzan, an educated chimpanzee from movie land. No. 5—Clowns, Howard Bryant's, Powell's and Ernie Wiswell's. No. 6—Great Echo, head balancer (See MAIN STAFF on page 74)

Graham Ready For Dallas May 21

DALLAS, May 15.—Everything is being readied for the premiere here May 21 of Stanley Graham's International Midget Circus. The six-day engagement will be under sponsorship of the Salesmanship Club of Dallas. Graham announced that the show is already booked thru some date in October.

Graham has 122 midgets assigned to acts and has an animal list of more than 80. An innovation will be use of two powerful searchlights playing in the sky over the tent at night.

Included in the act roster will be 10 trained elephants of the Powers troupe, in America from Europe for the first time in a number of years; the Robinson elephant troupe, the Christy elephant and Arabian stallion troupe, Max Chrysler's German flying trapeze act, the Dudley and Lester trapeze troupes, (See GRAHAM READYING on page 74)

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LANCASTER, PA., 22
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Under the Marquee

By CIRCUS SOLLY

GEORGE DAVIS has taken over the cookhouse on Hagenbeck-Wallace Circus.

MARK LYNCH is handling radio publicity for Cole Bros.' Circus.

MAXIMO made a tour of Italy, playing theaters and then left for Scandinavia.

CHASE & SON Circus had a turnaway at night at Greenfield, Ia., and fine business at Bedford, Ia.

E. S. HOLLAND closed as general agent of Hall's Animal Show and is now assistant manager of Roberts' Circus.

VIOLA DEVOE'S bareback riding dog, Dot, recently died in San Francisco of old age.

MANY OF THE BIG TOPS have encountered plenty of rain and muddy lots this spring, and as a result business has been affected. Let's hope for a break real soon.

MIKE SULLIVAN was seriously hurt in an accident going from Schenectady to Utica, N. Y.

RINGLING-BARNUM will be on a new lot in Baltimore, Monument and Highland avenue, May 21-22.

M. J. DRESSEN and wife visited Sells-Sterling Circus at matinee in Peru, Ill., May 12. Business was fine.

CONROY BROS.' Circus recently opened at Kearney, near Kansas City, Mo., and, altho it rained, did very good business.

D. C. HAWN, veteran showman, is with Cole Bros.' Circus as general utility man. Few phases of the circus business are unfamiliar to this trouper.

FRED T. SLATER pens that Tom Mix Circus had two good houses at Binghamton, N. Y., first show there this season. Ted Metz's Side Show did big biz.

AL AND RED PILZ worked on concessions at Frank Wirth's Hartford, Conn., Shrine Circus and Waterbury Grotto Circus.

CONTINUED RAIN and muddy lots at Ohio stands resulted in light matinees and fair night houses for the Walter L. Main Circus.

CHARLES WADDELL will again operate the Epworth Hotel at Ludington, Mich., opening in June. Latchstring hangs out for any troupers up that way this summer.

J. RAYMOND MORRIS and **J. Eddie Sheets** joined Hagenbeck-Wallace Advertising Car No. 1, Morris coming from Jacksonville, Fla., and Sheets from Clarksburg, W. Va.

ACCORDING TO The Bridgeport Life of May 8, 1937, Humphrey Douens, of that city, has been engaged to write the history of the Ringling Bros. and Barnum & Bailey Circus. Douens is dramatic critic of The Bridgeport Post-Telegram.

DURING WEEK'S engagement of Sun-set Amusement Company at Taylorville, Ill., Russell Bros.' Circus was on same lot on Thursday. Paul C. Benham states that both did very nice business.

THE PRESS STAFF of Cole Bros.' Circus has risen to even greater heights this season. It includes Ora O. Parks, Allen J. Lester, Raymond E. Dean and Bernie Head.

L. BILLINGS, best known as "Josh," is the banner puller with Cole Bros.' Circus. It is his third year with the show. He put in two years on William Backell's No. 1 car.

JOE COLLENS, of Tallulah, La., pens that it looks as if Ben All and Gene Rogers have quit the sawdust ring. Met them at Cameo Theater and were doing very good.

WHEN RUSSELL BROS.' Circus played Excelsior Springs, Mo., show was visited by following from Kansas City: W. J. Allman, Howard Brandt, Frank Capp, Ed Liggett and Neal Walters.

MICKEY McDONALD, who clowned with Cole Bros.' Circus at the Chicago Stadium, left for Cleveland, where he will be located this summer at the Great Lakes Exposition with Things, Inc.

ROY BARRETT, clown, joined Hagenbeck-Wallace Circus at Canton, O., May 5. He recently had three X-rays taken of his legs, also a blood test. Says he is getting along okeh.

Do you know what shorts are? Apparently some agents don't. For the ignorant, shorts are general admission tickets and long are grand-stand seats. You would think some agents never heard of the word shorts the way they hand out the gold bricks. Get wise.

R. P. CARSON, of Los Angeles, advises that an instructive article on miniature circuses appeared in the February issue of Leisure, a hobby magazine published in Boston, titled *The Moving Circus Challenges Model Makers*.

J. C. ADMIRE, general agent of Chase & Son Circus, states that after putting

in 32 years as a circus biller and agent he has ascertained the last two years that the smart money job is in advertising banner sales.

SHOWS recently passing thru or playing Hagerstown, Md., were Silver Bros., Marks, Keystone, Celin & Wilson, Jack Hoxie, Billroy's. E-W will be there May 22. Kay Bros. was in earlier in the spring.

POOLES HANNEFORD, Will Naylor and Arthur Borella, of Hagenbeck-Wallace, entertained at weekly Kiwanis Club luncheon at Alliance, O. Paul Reed, city editor of *Alliance Review*, arranged for the showfolk to attend meeting.

C. S. PRIMROSE, general agent of Lewis Bros.' Circus, has laid out an attractive route for his show. This is one agent who doesn't think a little circus should play big cities. His wisdom is evident.

HERBERT A. DOUGLAS cards that Kay Bros.' Circus is presenting a snappy excellent performance. George Gregg's new teterboard act is a hit. At Doylestown, Pa., a good matinee; fair night house despite disagreeable weather.

When trouble descends, when all are exhausted from continuous rains and muddy lots, don't get discouraged. Keep trying. You can't make any money with a circus with the tent in the wagon or truck. It has to be in the air. Don't be a quitter, but a trouper at heart.

THE LAPEARLS, after playing indoor dates with Cole Bros.' Circus, joined Walter L. Main Circus May 10. Stopped at their home in Indianapolis for a few days prior to going to Main. Bill Nippo is with LaPearl troupe of clowns.

GEORGE GRAY, Frank Ruttman and Milton Baker, Akron, O., circus fans, went to Steubenville, O., to witness Downie Bros.' Circus. They ate dinner in cookhouse and saw performance as guests of Charles Sparks. Baker was with the Sparks bill car 24 years ago.

In the Chapel by the Moonlight and *The Man on the Flying Trapeze* are the two best hits Sam Cook, the whistling man, has this season. Cook is in his third season with Cole Bros.' Circus. He spent the winter in Miami looking after his apartment houses.

ROBERT SPEAR, retired Brookline, Mass., banker, selected Macon, Ga., as his winter home for the sole reason that it was a circus winter-quarters city. Downie show winters there. Spear, who trouped with theatrical companies before going into the banking business, has been a circus fan all his life.

JOE DALY SHEERAN visited the Roberts Circus at Palmyra, N. J., and reports a very satisfactory show. New top is a 60 with two 30-foot middles, with Scotty O'Brien in charge. Trucks are all new. Sheeran saw the Big One at the Garden; Eddy Bros., at Freehold, N. J., and Kay Bros., at Doylestown, Pa.

EVENING TRIBUNE, San Diego, Calif., in issue of May 1, carried an interesting story regarding Pauline Loretta; her husband, Charles A. Smith, and the Loretta Twins. Smith is head keeper at the San Diego Zoo. Pauline recently returned from a tour of Hawaii with the E. K. Fernandez show. She will play parks and fairs on the Coast.

JACOB B. JONES, an executive of the gas company at Bridgeton, N. J., and widely known circus fan, formed and headed delegations of Bridgeton folks who were paying guests at New York performances of both the Cole and Ringling-Barnum circuses. Jones is planning to spend his vacation with one of the big shows.

HONEST BILL NEWTON, manager of the Walter L. Main Circus, was tendered a birthday party May 9 at Carnegie, Pa. He received many gifts, which included a diamond Shrine lapel pin, given to him by members of the staff. Mother's Day was observed there by Mr. and Mrs. Lucky Newton, parents of Honest Bill. Many visitors from Wallace Bros. and Hagenbeck-Wallace circuses, who were in that vicinity, were on hand to enjoy the refreshments.

ONE OF THE largest cigar factories in the Midwest is owned and operated by Ed Grassman, who was with the Streater Zouaves No. 1 group that toured the world and traveled principally with big (See *UNDER THE MARQUEE* page 61)

15 Years Ago

(From The Billboard Dated May 20, 1922)

Pennsylvania was proving to be excellent territory for the Walter L. Main Circus. The organization played to capacity or turnaway crowds at several stands. . . . No. 1 advertising car of John Robinson Circus was equipped with electric lights, showers, hot and cold running water and the newest and most popular invention, a radio. . . . "Whitney" Lehrter closed with Patterson Trained Wild Animal Circus as boss canvasman and signed with Walter L. Main in the same capacity.

Billy Lorette and Doc Keene, clowns with John Robinson Circus, announced this would be their last season with a circus. . . . The Sparks Circus played to swell crowds at Chillicothe, its first Ohio stand. . . . The hottest day since the organization's opening greeted the Hagenbeck-Wallace Circus at Canton, O., May 11. Nevertheless it played to two capacity audiences. . . . Gollmar Bros.' Circus did capacity business at Terre Haute, Ind. . . . Billy Rainey, local contractor last season with Hagenbeck-Wallace Circus, was engaged in the same capacity with Gentry Bros.' Circus.

Scenes from Howe's Great London Circus were being used in the filming at San Jose, Calif., of *Someone To Love*, cast of which included Cullen Landis, Madge Bellamy and Noah Beery. . . . The Atterbury Overland Circus opened season at Clontarf, Minn., to good business. . . . Mayor William S. Hackett of Albany, N. Y., revoked the license of Sells-Fioto Circus to exhibit there account Knights Templars' convention and big parade on same day. However, the show was allowed any other date. . . . Morrison Koerner, who was handling the press four days ahead for Hagenbeck-Wallace Circus, replaced Ed Stanley as contracting press agent. Stanley died suddenly in Buffalo on May 10.

Dressing Room Gossip

HAGENBECK - WALLACE arrived in Pittsburgh for a three-day stand and everyone dashed to the hotels for a rest. Walter L. Main and Wallace Bros.' circuses showing near by and visits were exchanged daily. Bozo Snyder, burlesque comedian, and wife recently saw the show. Clown alley is busy with many new numbers. There have been many radio broadcasts. Art Borella was at Station WHAS and went to town with the station's prop doors and bells.

Charles Katz, of the Downie show, was a recent visitor and met many old acquaintances. Bert Cole visited at New Castle; Marion Joseph, circus fan of McKeesport, visited at Pittsburgh. The men's dressing room resembles Jim Wong's Chinese laundry. Al Dion was called home in Boston, due to serious illness of his wife. Frank (Dutch) Lulley is taking his place in the Simons Trio. George DeMott, of clown alley, visited his old friend Harry Lakola, retired juggler, at Mansfield, O. Harry Thomas, Pittsburgh booker, renewed acquaintances.

Harry Atwell was on show last Tuesday shooting the celebs. Mr. Graham, Pittsburgh attorney and circus fan, has been a visitor. Sir Victor Bedini lost one of his most valued horses. The Side Show has been doing a turnaway business at the night shows.

Charley Forrest visited his wife, Gladys, in Pittsburgh. Gladys is assistant to Dr. Cox. Jerry Lee is making good horse catches. Josephine Martin hopes show will play Kansas City. John Hellott has turned canvas man as he daily directs the putting up of Victor Bedini's dressing tent. Bobby Peck is before the crowds every moment. Bandmaster Henry Kyes is putting the band over in great symphonic style.

SINON D. J. COLLINS.

Shows in Portugal

LISBON, May 3.—Tent circus season of Portugal is in full swing. Circo Coliseu du Lisbon is playing at Oporto, Circo Mariano at Leiria, Circo Chinez at Montijo, Circo Cardenal at Alcantas and Circo Imperio at Villa Franca.

75 FOOT

Round Top with three 30-ft. middles; 8-oz. circus twill, roped second, pole fourth; 18 in. ext. cave; red trim. \$900.00
Yes, it's patched, fair condition.
Top only at

With 40-ft., 6 1/2-oz. drill, banded wall, \$1025.00.

A Good Buy for the First One Who Will

Write — Wire — Phone

BAKER-LOCKWOOD

17th and Central, Kansas City, Mo.
America's Big Tent House.
Eastern Representative—A. E. Campfield,
152 West 42d St., New York City, N. Y.

LEWIS BROS. CIRCUS WANTS

On account of enlarging show, Big Show Acts, Side Show Acts, Banner Man, Billposters, Assistant Boss Canvasman, Working Man in all departments, Ticket Sellers and Musicians. Write, don't write. Wednesday, Worcester; Thursday, Salem; Friday, Ravenna; all Ohio; Saturday, Grove City, and Monday, Greenville; both Pennsylvania.

GREAT AMERICAN CIRCUS WANTS

General Agent, Boss Canvasman, Musicians, Girl Acts of all kinds. Also want Elephant. Want to hear from George Silverlake, Harry Lamon, Deadup and Wife, Shorty Butcher. WANT Side Show People of all kinds.

R. C. SCHWARZ,

P. O. Box 122, Mobile, Ala.

AT LIBERTY CIRCUS RIGGING MAN

Capable of handling complete Circus Unit at Parks, Fairs or private. Just completed 18 months with the Dutton Unit at Australia and South Africa. Will travel anywhere.

LEO LORANGER

Care The Billboard, 1584 Broadway, New York.

WANTED

To strengthen Big Show, Circus Acts of all kind doing two or more. Man to work Dog and Poodle. Musicians to strengthen Big Show Band. Address CENTRAL SHOW PRINTING CO. Mason City, Ia.

CIRCUS WANTS

Acts of all kinds, Bandmen, Working Men that drive, Pit Show.

ROBERTS CIRCUS

Manassas, Wednesday; Estotown, Thursday; Jamesburg, Friday; Matawan, Saturday; all New Jersey.

WANTED SEAL BROS. CIRCUS

Musicians all instruments, J. G. KOPRON, For Side Show, Colored Dwarf or Midget Novelty Acts, J. C. McBRIDE. Wire or write Washington, May 19; Holton, 20; Sabota, 21; Holton, 22; all Kansas.

IN VIEW of many misunderstandings in relation to the tax regulations of the Social Security Act, Charles T. Russell, deputy commissioner of internal revenue at Washington, D. C., who is in direct charge of the enforcement of the tax regulations of the Act, has issued a statement which contains all important provisions of the law. This data has appeared in these columns with few exceptions, as follows:

Some employers have asked whether wages earned in the last week of a month should be reported in that month's return even though the wages are not paid until the next month. Such wages should be reported in the return for the month in which they are paid.

In other words, wages do not become taxable under Title VIII as they are earned. Only those wages which become taxable during the calendar month are to be reported in the return for that month. Thus, if an employer has a weekly pay roll, and a part of a payroll period covers the last few days of a month and the first few days of the next month, the employer should not break down that pay roll to cover the part earned in each month. He should report the wages on the return for the month in which they were paid.

Collectors report that many employers are furnishing the names and Social Security account numbers of their employees with the monthly tax returns on Form SS-1. Employers should not do this. This information, together with the amount of taxable wages paid to each employee, must be reported later on information returns. The first information return will cover the period from January 1, 1937, thru June 30, 1937, and must be filed by the employer with the collector of internal revenue before the end of July, 1937.

The forms for this information return are now being prepared. Many employers, it is realized, want to adapt their equipment to facilitate filling out these returns. Every effort is being made to complete the forms and to release them at the earliest possible date. In any event the forms for these information returns will be made available to employers at the offices of collectors well in advance of July 31, when they are due.

Collectors also report that some employers have been entering the names and addresses of employees or witnesses in the block in the lower left-hand corner of Form SS-1. That space is provided for the employer's name and address. The employer's name and address should be entered in the lower left-hand corner of Form SS-1.

A return filed by an employer in business as an individual proprietor should be signed in the lower right-hand corner of Form SS-1 by the individual, and on the line marked "title" he should enter the word "owner." A partnership return should be signed by a member of the partnership, using his own signature. On the line marked "title" he should enter the word "partner." If the employer is a corporation the president, vice-president or other principal officer of the corporation should sign the return and give the title of the office he holds on the line below. The instructions on the back of Form SS-1 tell how the return should be filled out and should be carefully followed in every respect.

A return executed by a clerk, book-keeper, manager, foreman or superintendent is not acceptable unless he is duly authorized by power of attorney executed by the employer under oath and submitted with the first return by such individual.

The signature in the lower right-hand corner of the return must in every case be that of an authorized individual. The employer's business or firm name should be entered in the block in the lower left-hand corner.

The return must be sworn to before an officer authorized to administer oaths if the total of the employer's tax and the employees' tax is more than \$10. If it is \$10 or less the return may be acknowledged before two witnesses instead of under oath. A line is provided in the lower part of the form for the signature and title of a notary or other officer administering the oath, or for the signatures of witnesses if the return is not sworn to.

Returns and tax payments should not be sent to the Bureau of Internal Revenue in Washington or any office of the Social Security Board. They must be sent to the collector of internal revenue for the district in which is located the employer's principal place of business.

Many employers will have problems in connection with these taxes which will be difficult for them to solve. Collectors of internal revenue and their deputies

Social Security Act

Questions and Answers

will extend all assistance possible in the solution of those problems.

Inquiries have been received from employers concerning the predicament of some of their employees who are unable to give their correct ages in filling out their applications for Social Security account numbers. In order to have his card filed an employee should put down the age as he knows it. Inasmuch as all ages will be subject to verification, an opportunity will be given to establish the worker's correct age at a later date. However, it is stressed that if it is at all possible the correct age should be given on the employee's application, because the payment of monthly old-age benefits may begin when the wage earner retires on reaching the age of 65 years.

Some misunderstanding is reported to exist in respect to the status of an employee working for an employer who has but one employee. The number of employees in an establishment has no effect upon the status of any worker in connection with the federal old-age benefits system. A single employee has the same status as one whose employer hires thousands. Prevalent beliefs to the contrary are ascribed to confusion of the provisions of the unemployment division of the Social Security Act—which applies to employers of eight or more—with the federal old-age benefits system, which includes employers of single employees. The two provisions are independent of each other.

Citizenship is not an eligibility requirement for federal old-age benefits. Employees who are not citizens should file their applications for account cards in the same manner as those who are citizens.

Park Under Misapprehension

There seems to be confusion among park owners in regard to the unemployment and old-age taxes, which are entirely different matters. George F. T., a park owner at Fort Wayne, Ind., writes: "We run our park never more than 16 weeks, with no pre-season or post-season dances nor any activities whatsoever before or after. Does this exempt us from the Federal Social Security tax?"

The answer is decidedly no. If you run your park only 16 weeks with no pre-season or post-season activities you are exempted from the unemployment tax section, but you come under the old-age pension tax section. Therefore you should at once apply for an employer's identification card. Your postmaster probably still has some blanks. If not, write to the field office of the Social Security Board at Indianapolis, Ind., Room 601, Meridian Life Building, 307 North Pennsylvania street, and it will mail you an application for your employer's card. You must deduct 1 per cent of all the money you pay as wages to each and every employee and match this amount out of your own pocket, keeping sufficient wage records on hand in your office so internal revenue collectors can check up on the correctness of your tax returns. You must pay this tax monthly within 30 days from the end of each month to the Internal Revenue Bureau. There is without doubt in the post-office building of Fort Wayne a deputy/internal revenue collector stationed who will be glad to give you the necessary report blanks and tell you all about the way to make out the reports and pay the tax monthly.

Band on Commonwealth Plan

Don S., St. Paul, inquires: "I have an 11-piece road band and am under the impression that we do not have to pay Social Security taxes, as we operate our band on the commonwealth plan. Kindly give me what information you have on this, also on bands operated otherwise and men working for salary by the week."

Our answer reads: We are informed that the fact that you operate your band on the commonwealth plan does not make the least bit of difference under the Social Security Act. Your band is subject to all provisions of the Security

Act. You have to pay the unemployment tax of 2 per cent on all wages your men receive from you provided you have eight men or more employed in your band on 20 single days of 20 weeks of the year. The weeks do not have to run consecutively. This tax is paid at the end of each year in January. As you are, according to your letter heads, the organizer of the band, you are considered the employer and independent contractor. You should at once provide an employer's identification card, which you can do by going to your postmaster or to the regional office of the Social Security Board at Minneapolis (Wesley Temple Building, 123 East Grant street). Whatever your men receive on the commonwealth plan is considered under the law as their wages and they are taxable with 1 per cent to be matched by yourself with 1 per cent. This is exactly the same as if your men would work on a salary, and they must have their employer's identification cards. At this writing the regulation is still in force that a band or orchestra leader is considered as an independent contractor-employer and must pay the 1 per cent employer's contribution to the tax. However, the American Federation of Musicians has this matter up at present with the Internal Revenue Bureau for a final decision, which you will find printed and fully explained as soon as it is given.

Can Be Hired Without Card

E. R. Paulding, O., wishes to know if a man can be paid in the regular way if he comes to a show without having an employer's account card. This is interesting, because we have heard of cases where show owners refused to hire people without cards.

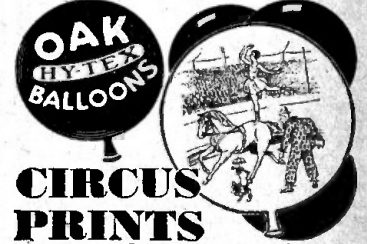
It is not necessary for any employee to have an employer's account card when he is hired and goes to work. He can work and get paid just the same, but he must apply immediately or at least within 30 days from the start of the employment for such a card. In the meantime the employer must deduct 1 per cent of the employee's wages and match this amount in the same way, as if the employee has already obtained his account card. If you have no such card and wish to procure one go to the postmaster and he will tell you what to do.

Supreme Court Decision Soon

It will interest showfolk to hear that the decision of the Supreme Court at Washington on the constitutionality of the Social Security Act is expected sooner than anticipated. It seems now assured that it will be given before the court recesses for the summer in June. It might be well for show owners to hold their tax payments for April until the

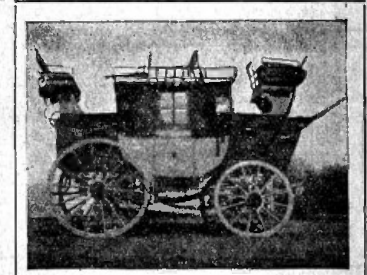
last days of May, as a decision may even come before the month is over.

The principal contention used during the arguments before the court in the first week of May against the Social Security Act was that the old-age pension taxes "are not taxes, but forced contributions" or, in other words, "compulsory contributions to be collected by a tax." It is reported from Washington that the decision may rest with one judge, namely, Justice Owens J. Roberts, as the court in similar decisions has been always divided four to four, with Justice Roberts swinging from one side to the other.



CIRCUS PRINTS
Offering a large variety of circus act and wild animal pictures on brilliantly colored balloons. Show name on one side if desired. Cash in on the appeal of the white tops with these always popular balloons.

A "Leader" at the Leading Jobbers.
The OAK RUBBER CO.
RAVENNA, OHIO.



FOR SALE
2 Coaches, 4 Sets of Four-in-Hand Harness; also Saddles, Bridles, Harness and Carriages of all descriptions for advertising purposes, etc. Please write me your requirements.
WM. WRIGHT, Medfield, Mass.

FOR SALE
\$200.00 "Cannon"
For "Shooting Man Out of Cannon Act"
MACK EQUIPMENT & MACHINE CO.,
327 N. Indiana Ave., Atlantic City, N.J.

DAN RICE CIRCUS

WANTS NOW, for the Side Show, sober, reliable Ticket Seller who can make a Second Opening. **CAN ALSO PLACE** real Mind Act. Prefer man and wife, man to help lecture or work Magic or Punch. Jack and Leona Halligan come back home where you made it. **WILL PLACE** real Half-and-Half to feature. Will frame for experienced Pit Show Operator brand-new Pit Show, Snakes preferred, or Man with good Cuck. Foster ready. Opening for Circus Property Boss. Remember this Show has the longest season of any circus in AMERICA. We are proud of our Cook House, and our Sleeper Accommodations are the best. Pay off positively every Sunday with money. Our biggest battle is overcoming slanderous propaganda that we stall pay days. This is merely idle dribble of our "friends," the majority of whom were never connected with "OLD DAN." All reply to **THE GREAT DAN RICE CIRCUS,** now in its 6th Week of its 85th Annual Tour, Mullens, Wednesday, May 19; Beckley, Thursday, May 20; Oak Hill, Friday, May 21; Montgomery, Saturday, May 22; Logan, Monday, May 24; all West Virginia.

RUSSELL BROS. CIRCUS WANTS

BECAUSE OF DISAPPOINTMENT

Side Show Manager, also can place Feature Freak and other Useful Side Show People; also Hawaiian Troupe. Chick and Dorothea Townsend, wire. Hot Springs, S. D., May 18; Chadron, May 19; Alliance, May 20; Scotts-bluff, May 21; Sidney, May 22; Ogallala, May 23; North Platte, May 24, and Kearney, May 25; all Nebraska.

The Corral

By ROWDY WADDY

MIKE STUART has been named arena director for the Frontier Days at Prescott, Ariz., when that city celebrates its Golden Jubilee of frontier day contests this summer. Happy Wintz will announce the event.

ONE THOUSAND seats will be added to the seating capacity at the rodeo grounds for the rodeo which will be held in Reno, Nev., this summer, according to Charles J. Sadler, president of the Reno Rodeo Association. Construction work will be directed by Howard Doyle, chairman of the grounds committee.

PURSE MONEY guarantee, amounting to \$3,000, for the second annual Rochester Rodeo to be held in Edgerton Park, Rochester, N. Y., has been filed with the Genesee Valley Trust Company, according to C. B. Paul, president of the Rochester Rodeo Association, Inc. Jim Eskew has been named arena director for the event, which is under Lalla Rookh Grotto auspices.

PLANS FOR the four-day rodeo which will be held soon in Akron under Fraternal Order of Eagles auspices have been completed and arrangements made to pitch the tents at the municipal airport site. Circle Six Rodeo Company, headed by Buck Owens and Rita Tybell, will furnish the entertainment. It will be the city's first rodeo in several years and two performances will be presented daily.

WINNERS at the Monticello (Calif.) Community Club Rodeo, held May 2. Bronk Riding—Eddie Woods (204 RAA points), Dick Aber (151), Harry Knight (102), Nick Knight (51). Bull Riding—Charles Stickney (129), Bob Conner (97), Eddie Woods. C. J. Carter, Mickey Roberts and Joe Burrell split third and fourth (24 each). Single Roping—H. T. Miller (78). Al Allen (42), Pete Grubb (28). Norman Cowan (14). Calf Roping—H. T. Miller (78), A. Stefan (59), Ben Price (39), Al Allen (20).

FOR THE third consecutive year Colborn and Sorenson, of Blackfoot, Ida., will direct the three-day Homesteaders' Jubilee Night Rodeo, which will be held this summer at Caldwell, Ida. Purses for the event, which is under Rodeo Association of America rules and regulations, including all entry fees, will amount to \$2,000, based on last year's show, and the special events that are open to all contestants, plus the Intermountain Bronk Riding Contest, will increase the total purses and prizes to \$2,500, according to Charles Laursen, secretary. The Monte Young Shows will again be a feature.

E. P. STAPLETON will open his 12th consecutive summer of Sunday Rodeos at New Berlin, Ill., soon, it was learned last week. The initial or opening show this year will be the 174th at this stand. Horses and stock are changed at each show and different riders appear at each performance. Some of the riders and help who started with Stapleton in 1926 are still in the lineup, however. Included among them are the original pick-up men, Corson Dodd and Norvel Bergschneider. Riders include Texas Joe Bischan, Vic Blackstone, Cotton Meisenheimer and Shorty Rutledge. Plans are being made to have Tim Horn Hank Keenan again clown the first performance.

MORE THAN 30,000 persons attended the two-day rodeo held May 2-3 in connection with the fifth annual Pioneer Days Celebration at Guymon, Okla., under Chamber of Commerce auspices, according to M. Gould, secretary. Fred Armstrong managed the event and Buetler Bros. furnished the stock. Other officials included Lynn Buetler, arena director; C. A. Tyler, announcer and

arena secretary; Frank DeWolfe and Earl Gilson, publicity, and Adly Sullivan, Adly Lueter and Eddie Smith, judges. Charlie Schultz clowned the show. Contracted performers included Miss Gene Creed and Norman and Charlie Schultz. According to Gould, contracts have already been let for next year's show. Results: Bronk Riding—First day, Andy Curtis, Jack Curtis. Second day, Andy Curtis, Whitie Stewart, Ken Roberts. Finals, Andy Curtis, Shorty Creed, Whitie Stewart. Bulldogging—First day, Bruce Ross (5 seconds), Bert Carnahan (7.3), Bill Van Vactor (8.7). Second day, Hugh Ridley (10.4), Bill Van Vactor (11.3), Claude Fletcher (11.4). Finals, Bill Van Vactor (20), Bruce Ross (29), Andy Curtis (30.9). Calf Roping—First day, Doyle Caldwell (19.8), Roy Lewis (20.5), John Williams (21). Second day, Hugh Ridley (17.3), Bill Trainham (17.5), Bill Van Vactor (17.6). Finals, Eddie Smith (41.4), Roy Lewis (41.5), Lindsay Montgomery (46.6). Steer Riding—First day, Jimmie Olsen, Hoyt Hefner, Howard Ryan. Second day, Jimmie Olsen, Hoyt Hefner, Ken Roberts. Finals, Jimmie Olsen, Hoyt Hefner, Ken Roberts.

RESULTS of the recent two-day Red Bluff (Calif.) Roundup. Bronk Riding—First day, Burel Mulkey (75 RAA points); Ken Hargis (45); Doff Aber, Pete Knight and Bill McMackin split third (10 each). Second day, Jackie Cooper (75), Fritz Truan (45); Eddie Woods and Nick Knight split third (15 each). Finals, Jackie Cooper (480); Eddie Woods and Fritz Truan split second and third (300 each); Ken Hargis and Burel Mulkey split, fourth (60 each). Bull Riding—First day, Dick Griffith (120), Smoky Snyder (90), Joe Burrell (60), Ken Hargis (30). Second day, Eddie Woods (120), Felix Cooper (90); Ken Hargis and F. Wyman split third and fourth (45 each). Steer Riding—Joe Burrell (120), M. Owens (90), Blundy Brunzell and J. Hanifer split third and fourth (45 each). Calf Roping—First day, A. Allen (79), M. Gaylor (59), C. Kelly (39), Tom Taylor (20). Second day, Ralph Bennett (79), Carl Shepard (59), T. Powers (39), Hugh Bennett (20). Finals, Ralph Bennett (79), Carl Shepard (59), Andy Jauregui (39), C. Kelly (20). Steer Roping—First day, R. R. Ingersoll (83), Everett Bowman (70), John Bowman (46), S. Lovelady (23). Second day, Carl Shepard (93), A. McIntosh (70), Al Allen (46), T. Johnson (23). Finals, John Bowman (93), A. McIntosh (70), R. Ingersoll (46), Hugh Bennett (23). Steer Wrestling—First day, Dogtown Slim (75), B. McMackin (56), Everett Bowman (37), Dave Campbell (19). Second day, John Bowman (75), Rowland Hunter (56), Norman Cowan (37), L. Farris (19). Finals, Dogtown Slim (75), Dave Campbell (56), Rowland Hunter (37), J. Irwin (19).

COWBOY STANDINGS for the 1937 Grand Champion Cowboy title, under the rules and regulations of the Rodeo Association of America, were as follows on May 5: Carl Shepard, 1,829; Asbury Schell, 1,739; Eddie Woods, 1,432; Doff Aber, 1,073; Duckshot Sorrells, 1,052; B. Mulkey, 972; Breezy Cox, 920; Everett Bowman, 891; Smoky Snyder, 864; J. Linder, 807; Pete Grubb, 779; J. Rhodes, 763; Jackie Cooper, 753; Jake McClure, 629; Harry Knight, 618; Hugh Bennett, 609; T. Altramino, 606; Pete Knight, 605; Dogtown Slim, 558; Arthur Belmont, 543; George Cline, 446; T. Rhodes, 442; Shorty Ricker, 430; Fritz Truan, 400; John Bowman, 394; Jim Brister, 392; Frank Schneider, 389; Stub Bartelmay, 389; Roy Lewis, 380; Gene Ross, 377; Roy Adams, 369; Canada Kid, 366; L. Conley, 356; Ralph Bennett, 351; Dick Truitt, 339; Maynard Gaylor, 337; Hub Whiteman, 329; Hoyt Hefner, 324; Ted Powers, 321; Vic Rogers, 310; Buck Standifer, 308; Jonas DeArman, 304; Cecil Owsley, 301; Paul Carney, 288; Ken Hargis, 282; Joe Burrell, 277; Dick Griffith, 248; Shorty Hill, 242; Al Allen, 235; Homer Pettigrew, 224; H. McCrorey, 221; Lee Barkdoll, 210; Clay Carr, 209; H. Strickland, 200; Buff Brady, 188; Jack Sellers, 187; Jim Whiteman, 173; Bill

McMaken, 172; Everett Shaw, 152; Jim Irwin, 147; Charles Jones, 141; R. R. Ingersoll, 139; Carl Arnold, 138; Henry Snively, 135; H. T. Miller, 134; Clyde Burke, 130; John Jordan, 129; Charles Stickney, 129; Leonard Ward, 123; Bronk Burnzell, 116. Bronk Riding—Doff Aber, Eddie Woods, Burrell Mulkey, Pete Grubb. Bull Riding—Smoky Snyder, Eddie Woods, Joe Burrell, Jonas DeArman. Bareback Riding—Hoyt Hefner, Shorty Hill, Frank Schneider, Canada Kid. Calf Roping—Asbury Schell, Carl Shepard, Jake McClure, Buckshot Sorrells. Steer Wrestling—Dogtown Slim, Shorty Ricker, Gene Ross, Everett Bowman. Team Roping—Carl Shepard, Asbury Schell, John Rhodes, Breezy Cox.

RAIN just before and during three of the five performances of the first annual Rodeo at Hershey, Pa., May 5-8, failed to dampen the enthusiasm of the natives and crowds increased until seats were at a premium the last night. Under supervision of Frank Moore, with Colonel Jim Eskew furnishing the stock and directing the arena, the show presented flash, color, style, precision and a program of thrills. Other staff members and arena officials included Herbert S. Maddy, general representative; Fog Horn Clancy, publicity; Manney Baum, superintendent of admissions and treasurer; Charlie Aldridge, George Ward and Shorty McCrory, judges; Bob Matthews, arena secretary, and Mont Reger, announcer. Contracted performers included Junior Eskew, Buddy Mefford, Margie Greenough, Ruth Wood, Mary Parks, Mildred Mix, Cy Compton, Pearl Bron, Curley McCall, Diamond Ted Lewis, Ted Allen, Tom Hunt, Clyde and Bill Rogers, Pancho Villa Jr., Virginia and Dixie Reger, Tom Mix Eskew, Blanche and Lloyd McBea, Thea Thinnas and Peggy Murray. Results: Steer Riding—First go-round, Al Workley, Button Yonnick, Joe Flores. Second go-round, Curley Bell, Curley Hatchell, Pat Plasket. Third go-round, Curley Bell, Joe Daniels, Al Workley. Fourth go-round, Rock Parker, Button Yonnick, Al Workley. Fifth go-round, Al Workley, Curley Hatchell, Button Yonnick. Calf Roping—First go-round, E. Pardee (25 seconds), Junior Eskew (29 3/5), Buddy Mefford (30 2/5). Second go-round, E. Pardee (30 2/5), Vic Blackstone (35), Eddie Hovenkamp (47 3/5). Third go-round, E. Pardee (17 1/5), Joe Welch (20 1/5), Eddie Hovenkamp (24 2/5). Fourth go-round, E. Pardee (16), Joe Welch (19 4/5), Eddie Hovenkamp (39 1/5). Fifth go-round, E. Pardee (14 4/5), Joe Welch (21 2/5), Charlie Barnes (39). Bulldogging—First go-round, Joe Welch (7 2/5), Bert Weems (8 2/5); Eddie Hovenkamp, Shorty McCrory and Tommy Horner split third (9 2/5 each). Finals, Vic Blackstone (8 1/5), Glenn Crouch (9 3/5), Bill Parks (12 1/5). Cowboys' Bronk Riding—First go-round, Vic Blackstone, Shorty Rutledge, Bill Parks. Second go-round, Tommy Horner, Bart Clennon, Doc Blackstone. Finals, Doc Blackstone; Kenneth Spicknall, Bart Clennon and Odel Bitsell split second and third.

Permits Hinge on Parade

CANTON, O., May 15.—Mayor James Seccombe this week said no permits would be issued circuses here in the future unless they promise to put on a parade.

Cole Bros. Circus is contracted to appear here May 24 and is advertising a parade. Seccombe plans to communicate with executives of the show several days in advance of the date and inform them that he will insist on a parade, he informed *The Billboard*.

"Personally I have no fight with the circus, but there are thousands of kiddies who have never seen a horse-drawn circus parade," he said. "Canton has not had an old-time circus parade in more than a decade."

Tom Mix Entertained By Capt. Dan E. Fox

BINGHAMTON, N. Y., May 15.—When the Tom Mix Circus came here May 8 Tom Mix and wife were escorted to the grounds by a corps of New York State Troopers under direction of Capt. Dan E. Fox, prominent Circus Fan, of Sidney, N. Y. Fox and several of his officers remained with Mix during the day. On the following day, Sunday, Mr. and Mrs. Mix were entertained at the barracks of the Famous Spotted Horse Troop at Sidney. Mix mingled with the scores of

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, May 15.—We received the April number of *Program*. It is up to Bim Pond's standard and that means good pictures, good reading and good makeup.

We are in receipt of a fine letter from Dexter Fellowsitzen Robert D. Blackman, who is general manager of Hotel Bermudian in Bermuda. Among other things Robert writes: "I always try to arrange my visits to the Big Burg so that they will include the last Wednesdays of the month so that I can attend the Tent Luncheons. The last one I attended was when Jimmy Walker was the Fall Guy and I want to say it was many a long day since I had such an enjoyable time. I look forward with pleasure to other meetings which I will be fortunate enough to attend. Best wishes from Bermuda."

Preparations are humming for the big Tent Frolie. Headquarters have been established at 70 Park avenue to which all mail may be addressed. Many committees have been appointed and charged with specific duties. The writer will have charge of bingo, share selling, donation games, peep shows and other midway amusements.

One often wonders what our luncheons would be without Irving Halm, who so generously donates King's Ransom to make our affairs more genial and more damp. One knows when the K. E. event is on, for everyone smacks his lips, some going so far as to lick their chops. Thanks, Irv.

Orders Coming In

The Dexter Fellows Tent headquarters resemble a circus manager's office just prior to the opening. Messengers running hither and yon, typewriters banging and prexy Kilborn seated in his shirt sleeves giving orders to decorators, concessioners, committee chairmen and making entries of checks which are flooding his office. The first order in came from Sam Rosoff for a table of 10, and just as we were leaving the office Ed (Robby) Robbins entered with an order for his table of 10. The Second Ring, in charge of the writer, is zigzagging along and getting hotter every minute, what with Doc Bill (Ten-Gallon-Hat) Rober in charge of the horse racing; Leonard Traube worrying about the turtle race, George Hamid shoving his hand in his pocket every minute for another great idea; Ed Bodin, famed numerologist, getting his turban and other decorations ready; Paul Meyer as Chief Mogul of the midway, Joe Fearman with the white mouse outfit and shell game, John Carey with his weighing machine and distorted mirror, and the writer, as chairman, sitting comfortably back and smoking a proffered cigar (two for a quarter—the writer smoking the one that cost 30 cents). Rad Haffenden has discovered a friend who will loan the Tent a complete bingo game. Inasmuch as F. Darius Benham is chairman of the prize committee, an extra large room has been rented in which to store donations, for whenever Freddy B. goes out for this sort of thing he not only brings home the bacon but the hogs as well.

Here's a tidbit from Billie S. Garvin, Hartford, Conn.: "We missed our Easter trip to New York for first time in years. Shrine Circus week of April 5, did a record business here. *Circus Parade*, written by Charles S. Clarke, published by Charles Scribner's Sons, New York, is a fine circus book."

We invite all members of the CFA who are in the vicinity of the Commodore Hotel to attend the Circus Night of the CSSCA. There will be a barrel of fun and entertainment and, remember, the proceeds go to the Home Fund. Surely we are in accord on that problem.

troopers stationed at the barracks and talked horse, mule, Western thrillers and Wild West, renewing acquaintances with many former Wild West troopers such as Cody Compton and Bill Mossman.

The circus remained on the Binghamton Fairgrounds until early evening and then left for Syracuse. In the evening Mr. and Mrs. Mix were entertained by Mayor Zuber of Norwich, N. Y., an ardent circus lover. Also present were Captain and Mrs. Fox and Mr. and Mrs. Nelson Ellis, members of the CFA.

SECOND ANNUAL ROCHESTER RODEO

EDGERTON PARK, ROCHESTER, N. Y. JUNE 21ST TO 28TH, INCLUSIVE.

	ENTRY FEE	PURSE
CALF ROPING	\$10.00	\$600.00
STEER WRESTLING	10.00	800.00
MEN'S SADDLE BRONK RIDING	10.00	800.00
GIRLS' SADDLE BRONK RIDING	10.00	350.00
STEER RIDING	5.00	300.00
WILD HORSE RACE	15.00 Team	550.00

ENTRIES CLOSE 10.00 A.M., JUNE 21ST.

\$3,000.00 Purse Guaranteed Filed Genesee Valley Trust Co. Operated and Conducted by THE ROCHESTER RODEO ASSOCIATION, INC. C. B. PAUL, JR., President. Sponsored by the Lalla Rookh Grotto. Arena Director—JIM ESKEW. MEMBER RODEO ASSOCIATION OF AMERICA.

Another One!

LANSING, Mich., May 15.—A bill in Michigan House of Representatives provides for a "Detroit and Michigan Cities World's Fair" in 1941. It was introduced by Charles W. Snow Jr., Jackson. Measure asks for appropriation of \$500,000 to finance work on plans for the exposition in the next two years. Cities of Detroit, Jackson, Lansing, Grand Rapids and Escanaba would sponsor the expo. Further details were lacking, but the bill apparently was well received.

Group at Altamont In Reorganization

ALTAMONT, N. Y., May 15.—Final steps in reorganization of Altamont Fair were taken at a meeting here and it was decided to conduct another fair this year, dates being set and backing assured from influential citizens.

New officers and directors will take over full control of real and other property of the fair association following resignation of the old board of directors, an action which, it is understood, will come about in the near future. New personnel includes Frank T. Snider, Westerlo, president; Fred Dorsett, Altamont, vice-president; Ward G. Ackerman, Altamont, treasurer, and Roy F. Feugh, Ballston Spa, secretary; directors, Frank T. Snider, Fred Dorsett, Ward G. Ackerman, John D. White, Walter Pick, Earl Barkhuff, William Cryne, Phillip Salisbury, Earl W. Havens, J. C. Dearstine and B. J. Franken.

Interest in reorganization of the fair has been increasing since word of probable success of the proposed plan for a new setup got around. It is reported that about \$4,000 of the \$12,000 in bonds remaining unpaid will be left with the new timber, owners not desiring to sell their holdings. This would leave eight grand to be raised to restore the entire property, including charter, to former basis. New backers said the entire amount is in sight. According to Mr. Barkhuff, proposition of new group to take over unpaid bonds from the old holders has been accepted and all that remains are legal steps to turn over ownership and control to new bondholders.

Executive committee recently met with Secretary Feugh to check on building repairs and plans for reconditioning race track, fences and safety zones in preparation for Memorial Day auto races. George A. Hamid, New York, will supply the grand-stand show, afternoon and evening.

Spencer, Ia., in Midst of Building

SPENCER, Ia., May 15.—Clay County Fair here is in the midst of a \$40,000 improvement program, said Secretary Leo C. Dailey, in predicting big things for the 1937 annual. Considerable help will come from WPA. There will be six new stock barns with 36 by 600-foot concrete floors, and a stage dressing room, 50 by 88 feet, of steel and concrete, will be ready for this year's fair.

Tuesday and Saturday during the fair there will be auto racing booked thru John A. Sloan, American Booking Agency. Barnes-Carruthers will present acts and *Soaring High* revue. Fireworks by Thearle-Duffield will be the first pretentious pyro program in eight years.

Fairly-Martone Shows will be on the midway, they having been recently visited in Missouri by Secretary Dailey, who reports favorable conditions in North-west Iowa.

St. Clairsville Out of Debt

ST. CLAIRSVILLE, O., May 15.—For the first time in many years Belmont County Fair, 89 years old, is out of debt and an enlarged program of attractions and activities is on for 1937, said Secretary Carter Thornburg. In a three-day session, with night show and fireworks, horse racing will be revived after lapse of a year, promoted by the county American Legion. A. J. Lorentz will have charge of a new department of industrial displays. More school exhibits and increased offerings for the popular horse-pulling contests are assured.

OKLA. FUNDS VOTED

More Names Go to Dallas

Marshall signs them into expo casino — retouching grounds moves rapidly

DALLAS, May 15.—George Marshall, director of amusements for Greater Texas and Pan-American Exposition, continued to pack the names of Art Jarrett, Benny Goodman, Borrah Minevitch, Jack Arthur and others into his Pan-American Casino roster last week. Jarrett was signed as co-conductor of the casino show orchestra. Directing for luncheon and tea time, Jarrett will share the pit with Ray Kavanaugh, who will conduct at night.

Benny Goodman's Orchestra was signed to play eight days, beginning on September 4, for dancing periods in the casino. Jack Arthur was signed to open the casino on the same program with several others recently placed under contract. Borrah Minevitch's Harmonica Rascals were signed for a stretch, beginning on July 10. Marshall also announced retention in New York of Connie DePinna to aid Charles Lematre, director, with costuming at New York (See MORE NAMES on page 67)



ROY F. FEUGH, Ballston Spa, N. Y., who is secretary of Altamont (N. Y.) Fair, with which he has been connected 14 years. Altamont Speedways comprises a group of business men that includes practically all of the new bondholders in the reorganized Altamont Fair Association. Decoration Day AAA-sanctioned auto races will be conducted by the Speedways group, as title to real estate and other property has not yet been taken by the new association.

Solons Support New State Plant

Money to be allocated for new fair buildings—fed aid and bond issue plan

OKLAHOMA CITY, May 15.—In its closing hours the 16th Oklahoma Legislature passed a bill appropriating \$320,000 for specified buildings at the proposed \$2,000,000 plant for Oklahoma State Fair and Exposition. Final vote in the House was 65 to 23, with 59 needed for passage. An emergency clause attached makes the bill effective within five days after it is signed by the governor, who is said to favor it.

State funds thus allocated are to be used for a Hall of State, \$100,000; agricultural exhibits building, \$100,000; 4-H Club exhibit and headquarters building, \$60,000, and Future Farmers of America exhibit and headquarters building, \$60,000.

This was the first part of a three-point program to get a new plant and location for Oklahoma's 31-year-old fair, said Ralph T. Hemphill, secretary-manager. Federal funds will be sought and a city bond issue called up to provide the remainder of funds needed. Present plant is owned by Oklahoma City and operated by a non-political State fair board.

New York Bill Killed

Present site is in the eastern part of the city and at least three new spots are being considered, of which the most logical is considered a city-owned plot of 160 acres on the southwestward edge of the city. An adjoining 56 acres could be obtained for parking space within grounds, it is said. Rail spurs, utilities and local transport are already available at this site, which can be reached from any direction by arterial highways which skirt the city and avoid heavy traffic. It is pointed out, State fair board has support of Oklahoma City Chamber of Commerce in its plans, and the State bill drew help from the State press.

Among bills killed in the final legislative session was one which called for a commission and funds for State participation in the New York World's Fair in 1939. Originally written for a \$50,000 appropriation, this was reduced to (See OKLA. FUNDS on page 67)

Incorporate for Salt Lake

SALT LAKE CITY, May 15.—Incorporation of Salt Lake County Fair Association was announced by a committee from the county farm bureau, President William Kasworn, Frank Lundskog, Albert Daw and Mrs. Edna S. Hogan, and a committee from the association, Ray Kingston, William Woodbury, Chester Bellow and Mrs. D. W. Moffatt. The association will conduct an annual Salt Lake County Fair, probably in Murray, Utah, where it proposes to construct permanent buildings. The organization will be known as Salt Lake County Fair, Inc.

Winter Event Shows Gain

AMHERST, N. S., May 15.—Maritime Stock Breeders' Association, which with Amherst Winter Fair committee sponsors the annual winter fair here, has reported a 1936 surplus of \$3,000, and recommended extension of the 1937 fair one day. It was pointed out that three years ago directors signed a note for

Hornby Succeeds Venables in Huron

PIERRE, S. D., May 15.—Edgar Hornby, Flandreau, Republican, has been named by Governor Jensen as secretary of South Dakota State Fair board, replacing James G. Venables, Huron, Democrat. Other members of the board include Emanuel Hellman, Eureka, and C. B. Hansen, Canistota.

Mr. Hornby is expected to move to Huron, where the State maintains a residence on the fairgrounds for use of the secretary. He is a former Moody County official.

No change in plans for South Dakota State Fair in Huron has been announced by the new secretary.

\$1,800 to cover a deficit and that the fair was resumed two years ago after a lapse of four years. Now it is planned to prolong the show. C. F. Bailey, Frederickton, N. B., was re-elected president, and A. W. MacKenzie, Truro, N. S., secretary-treasurer and manager of the 1937 fair. He was manager in 1936.

Notables From Western States To Break Ground for Frisco Hall

SAN FRANCISCO, May 15.—State and civic officials of the 11 Western States will gather here on May 28 to participate in ground-breaking ceremonies for the Hall of Western States on Treasure Island, site of the 1939 Golden Gate International Exposition.

While here governors and members of fair commissions will complete plans for exhibits in the palace to be constructed on the southeast corner of Treasure Island. Officials from Washington, Oregon, Idaho, Wyoming, Colorado, Montana, New Mexico, Nevada, Arizona, Utah and California also will participate in the Fiesta celebrating completion of Golden Gate Bridge.

Visitors from the States co-operating will be guests of the exposition in entertainment, including boat excursions around the bay. Among those who have already accepted the invitation are Charles T. Haas, chairman of Oregon fair commission; John T. Dalton, Seattle, chairman of Democratic State central committee; Governor William Ladger, North Dakota; John A. Cooper, mayor of Reno, Nev.; D. W. Pierce Jr., president Los Angeles Chamber of Commerce; Ralph W. Fay, mayor of Stockton;

George C. Miller, mayor of Vancouver, B. C.; R. Farm Pettipiece, Vancouver alderman, and George Wingfield, Nevada mining man.

First contract for an entire building at the exposition has been signed by the Bank of America of California, which will have exclusive banking privileges on the grounds. A \$50,000 building as fully equipped, it is said, as any of its 479 other branches will be erected.

Expo branch is expected to handle business aggregating more than \$20,000,000, including accounts of visitors, expo employees, concessions and exhibitors. A permit to operate has been issued by F. P. T. O'Connor, controller of the currency.

World's Fair Bank will have at least 12 tellers' windows and a minimum of 25 employees, some of whom will be able to converse in any language. Complete with vaults and safe deposit boxes, the building will have art glass windows depicting agriculture and industries of California and a gigantic mural displaying points of interest in the State. It will be situated on Treasure Island between ferry slips and amusement zone.

Stunt Troupe at York, Pa.

YORK, Pa., May 15.—Mary Wiggins and her Hollywood Dare-Devils, stunt artists of films, will be featured at York Interstate Fair on closing day. Following the new policy, the number of running races on Saturday, closing day, will be reduced from seven to four and in place of the three eliminated races, the Wiggins Troupe will be presented. The troupe was engaged by Samuel S. Lewis, president and general manager of York County Agricultural Society, to give diversity to the grand-stand program on closing day.

Giveaways Aid Mich. Annual

EAST JORDAN, Mich., May 15.—Following a 1936 annual successful from standpoint of exhibits and income, Charlevoix County Fair Association will spend \$5,000 on improvements this summer, said Secretary Charles F. Murphy, who has held that post a year. He reported Gus Sun acts and Hudson fireworks will be used this year, with daily races at a four-day-and-night fair well supported locally. He declared that two daily cash giveaways boosted 1936 attendance greatly.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

Carnivals at Fairs and Expositions

By W. R. Hirsch

CARNIVAL attractions, which comprise what are generally known as midway shows and rides and kindred amusements, are unquestionably necessary as features of fairs and expositions. Without carnival features, these enterprises would be seriously handicapped because of the public interest in such attractions,



W. R. (BILL) HIRSCH, secretary-manager of the State Fair of Louisiana, Shreveport, past president of the International Association of Fairs and Expositions and former co-owner of the Castle-Ehrlich-Hirsch Shows and of the United Shows of America.

which are generally recognized as inseparably linked with fairs and expositions. Many patrons, of course, confine their attention to other parts of the grounds, but others prefer midway entertainment to anything else that they are privileged to see and enjoy. Also there are many visitors who "take in" the midway as well as the remainder of the program. Those not attracted to the midway represent by far the minority.

When a fair or exposition contracts for a carnival it should co-operate with

the carnival to the fullest extent, including it in all publicity, especially the daily program. Publicity departments of many fairs neglect to supply newspapers and their various pamphlets, including the daily program, with that sufficient publicity which is warranted by a carnival which would increase their income as well as that of the fair.

More Publicity Needed

As a rule, fair and exposition publicity departments fail to realize that the carnival is one of the most popular attractions on their grounds, leaving the matter of publicizing the show entirely up to the carnival press agent, who sometimes encounters difficulties with the local press. Perhaps this is not altogether the fault of the fair. It sometimes lies in the fact that too many carnival press agents fail to request the co-operation of fair officials in properly contacting local papers for space. Many carnivals supply talent to local radio stations so as to increase the volume of business as well as operate a sound truck constantly thruout the area served by the fair or exposition at which the carnival is booked.

If publicity departments of fairs would pay more attention to these advertising features staged by carnivals, it is obvious that greater income could be derived from carnivals. Possibly press agents of carnivals do not ask for this co-operation from fairs. In any case, combined efforts in this particular direction by carnivals and their sponsors would doubtless prove of much value to both organizations. If management of such a fair or exposition were to study the records of fairs properly co-operating with carnivals, it would have no cause to wonder at curtailed popularity of a carnival which it has engaged to present midway attractions.

Midway as an Asset

A carnival adds much to the attractive appearance of the grounds of a fair or exposition with its outstanding decorative features, the most notable of which are lighting effects that have been developed in the past few years to such an extent that most larger fairs will not consider booking a carnival that has inferior lighting decorations. Recent innovations of neon and flood-lighting equipment, which have been added as more or less permanent decorative features for carnivals, constitute an outstanding improvement. It is needless to say that the brightest spot on any grounds is the carnival midway, with its myriad lights and colorful decorations. The majority of fair managers will admit that the carnival midway is one of the greatest drawing cards on the grounds, in that it attracts many persons outside of the grounds, who are lured by the "bright lights" of the midway.

It is unnecessary to state that some carnivals, naturally, do not merit boosting and special publicity. But in recent years it is quite apparent that most of the carnivals have made many improvements that justify commendation. Their shows and rides and general makeup have been improved to such an extent that they are real assets on fairgrounds and deserve the same attention as is given grand-stand programs.

Helpful Feature

Undesirable shows, whether due to character of performances or to actions of employers or employees, are unnecessarily tolerated by fairs and expositions. Shows of this type should by all means be omitted, for a reflection as a rule is cast upon the fair management which is sometimes difficult to erase from the minds of a majority of patrons. If all fairs and expositions would give serious thought to this, any undesirable carnivals would soon pass into oblivion.

Carnival owners should take extreme care in presentation of their various shows and see to it that they are presented in such a manner as not to create a bad impression upon their patrons and yet be pleasing. The realization that this sometimes is difficult to control is quite clear, as the operator of a show is sometimes carried away by the plaudits of a few in the audience who by no means express the taste of the majority. And it is natural in instances of this kind for a performance sometimes to go to the extreme, discoloring the particular show as well as the entire group of attractions presented by the carnival. If a carnival is considered a necessary

evil, it should not be engaged by a fair or exposition. But in these days of cleaner and generally improved methods carnivals are not harmful but helpful features.

Boards Report Races by Sloan

CINCINNATI, May 15.—Numerous reports coming to *The Billboard* tell of the booking of auto races by fair boards with American Booking Agency, Inc., headed by John A. Sloan, son of the late J. Alex Sloan. General Manager Charles A. Naah, Eastern States Exposition, Springfield, Mass., said he contracted for two days of auto racing, this to be the 21st year of racing there under Sloan interests and licensed under IMCA rules.

Secretary Fred A. Chapman, Ionia (Mich.) Free Fair, contracted for races on closing Saturday, saying J. Alex Sloan had had the auto races there each year. Auto races for North Dakota State Fair for Grand Forks were contracted for Saturday of fair week, reported Manager D. F. McGowan, who said the elder Sloan had been in charge of auto race programs there, excepting one year, for more than 20 years.

Two days of auto racing at Clay County Fair, Spencer, Ia., were contracted with American Booking Agency, Inc., reported Fair Secretary Leo C. Dailey. Secretary E. L. Vincent, Kossuth County Fair, Algona, Ia., advised that Sloan auto races will feature closing day, this being the fourth year for auto racing there. Contracts with John A. Sloan for auto races this year were reported by Secretary C. A. Tincher, Steele County Free Fair, Owatonna, Minn., and Secretary John G. Meyer, Howard County Fair, Cresco, Ia.

Secretary-Manager Ralph T. Hemphill, Oklahoma State Fair and Exposition, reported that a contract had been signed with Mr. Sloan for two days' IMCA races at the 1937 annual.

Tri-State, Superior, Wis., To Try Out Show on Sunday

SUPERIOR, Wis., May 15.—For the 1937 Tri-State Fair here Secretary Max H. Lavine said Royal American Shows will again be on the midway, with Barnes-Carruthers furnishing grand-stand acts and WLS Barn Dance staging afternoon and evening performances in front of the stand the day before fair opening.

"This is a new feature and really makes an eight-day show," he said. "Usually we open on Monday. WLS troupe will show on Sunday and will be the only attraction on the grounds that day."

Changes this year include top price for attractions on grounds, 25 cents; gate fee, 10 cents, after several years of free gate, and a charge for parking. Premiums have been boosted to \$10,000, a hike of \$2,500, mostly in live stock.

Live-stock entries, except swine, will be limited to certain counties in Wisconsin, Minnesota and Michigan from which the fair draws bulk of entries and visitors. Officers are Ford Campbell, president; Charles Armstead, vice-president; Secretary Lavine and A. J. Wentzel, treasurer.

Rose Midgets Go to Dallas

NEW YORK, May 15.—Ike Rose's Royal Midgets, sometimes called Rose's Parisian Midget Revue, left last week for Dallas for a long-term contract with Stanley Graham Enterprises at Greater Texas and Pan-American Exposition. This season will be the fourth consecutive season that the unit has been out, Carla Rose directing.

Gate Tilt Voted in Ohio

CADIZ, O., May 15.—At a meeting here of representatives of five fairs it was agreed to increase general admission from 25 cents to 35 cents, effective this fall. A charge of 25 cents will be made for autos and 25 cents for grand stand. Represented were Tuscarawas County, Carroll County, Smithfield, Jefferson County; St. Clairsville, Belmont County, and Tri-County Fair, Smyrna.

How Depression Was Weathered

By C. L. SYPHER
Secretary of Frederickton (N. B.) Exhibition

When the depression came Frederickton Exhibition was going strong and, like a great many others, had made little provision for a slump. It owed \$12,000, had a plant that needed many repairs, and it followed footsteps of many others by taking stock and planning to meet the situation with as little curtailment of program as possible.

We reduced prize money, purses for racing and length of attractions program but not below the point that would keep it up to standard. I believe I can safely say that Frederickton Exhibition has weathered the storm and is now in safe waters, because after the first two years we have improved every year, have added to every department, have repaired the plant, built anew practically all cattle sheds and horse barns, new fences, new amusement stands and toilets, until now the plant is in much better condition than in 1929 and debt has been reduced to only \$3,000.

Boosting Weak Features

Last year there was one of the finest shows in all departments in the last 10 years. Two departments were expected to be weak, as it was a bad year for fruit and flowers. We organized a horticultural society and with the thought and energy put into these departments, it probably was the finest show ever held here, which proves that special attention will always boost a weak department.

A wonderful asset is the race track of Frederickton Exhibition. It is one of those on which harness racing in the Maritimes grew up. It was opened in the latter '70s and has been operated continuously since, being fastest half-mile track in Canada.

Buy Attractions Early

It is good business, we have found, to pay special attention to racing and to grand-stand attractions. We buy early of the best features obtainable, as we feel we must have something outstanding so as to draw people from long distances, because the population locally is small and the fact that an attendance of about four and a half times the population is drawn is proof of the great drawing power of the exhibition.

The midway has been cleaned of all money games and for the last three years nothing except merchandise prizes have been allowed, and this policy is making friends for the fair. Co-operation with exhibitors, concessioners and midway is working out to mutual benefit and to the building of future business.

A larger program is planned for 1937, more premiums, larger race purses and more money for attractions. A contemplated extensive building program will better accommodations, and, with the best outlook in the city for workers and business men, the 1937 exhibition should be the most successful in a history of 110 years.

Two-Bit Gate and Added Acts for Marshall, Tex.

MARSHALL, Tex., May 15.—Return to a 25-cent gate and augmented attractions bill will feature the 1937 Central East Texas Fair here, said Manager M. E. Martin.

Wheeler and Wheeler and Three Valentines, booked thru Barnes-Carruthers, will be among free acts and there will be fireworks three nights and three night football games. All space has been sold in a \$9,000 merchants' exhibit building being completed.

Association is sponsoring a \$25,000-acre one-variety county cotton program, being assured of an excess of 500 cotton exhibits at the 1937 fair, \$750 to be given to cotton growers during the fall. Premium list has been doubled. Bill Hames Shows will be on the midway.

CHICAGO—M. H. Barnes, of Barnes-Carruthers, announced that Carl Freed will be under exclusive management for fairs during the 1937-38 seasons of Barnes-Carruthers and not with Gertrude Avery's *Diamond Revue*, as reported.

COLUMBIA, Tenn.—James Neeld, conductor of Neeld's Concert Band here, reports that the band has been booked thru Gus Sun Exchange for Southeastern Fair, Atlanta.

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Ferris Wheel, Merry-Go-Round, Kiddy Ride and other like devices, not connected with carnival, to Clay County Fair, Sept. 7th, 8th, 9th and 10th.
J. B. OVERALL, Cornington, Tenn.

More Signed In Cleveland

Great Lakes Expo lining up Midway and Streets of World—much radio talent

CLEVELAND, May 15. — Additional contracts signed this week for Great Lakes Exposition, opening on May 29, include these for the midway: Dufour & Rogers, Hollywood Cafe and International Crime Show; R. J. Zouary, Wonderland, miniature circus with dog, pony, bear acts, monkey speedway and Loop-the-Loop; W. K. Alberty, pig slide; P. M. Sturtevant, miniature train and railroad; L. Luzern Custer, Custer Paddle Boats, Custer Car Speedway; Arthur F. Luthl Company, sign shop; Phillips Orange Company; Arthur Grossman, citrus fruit juices; Robert Yulish, fresh fruit stand; Stadium Restaurant, Inc.; P. F. Kennedy, corn on the cob; Grant Photo Corporation, G. Peter Grant Jr., Ye Photo Shoppe; American Locker Company, automatic checking, hand checking; Victor Horwitz, penny crusher machines; National Key Shops, crushed pennies; Hanna Parking Company, East Ninth street parking lot; Great Lakes Parking Company, Lakefront highway and East 17th street parking lot, also Trailer City; Sam Phillips, Piccadilly Terrace Cafe; Mrs. Josephine Goldman, Disney toys; Nik-o-Lok, towel service and soap; Frank Shields, pet shop; Cleveland Concessions Company, Ben J. Goetz, president, stadium operation, sandwich bar and beverages.

Radio Stars Booked

Streets of the World: Marie Wolfe, Hungarian Village Tea Room; National Key Shops, penny crusher machine and Palestine merchandise; Lucy D. Fortunato, Tratorrio Santa Lucia Cafe; Joseph Blaskevics, Lithuanian Cafe; Edmond Dayan, Cottage Linen Shop, Belgian Lace Shop; Mrs. E. W. Pitch, English Tea Room; Fanny R. Licht, pop corn, soft drinks; M. & N. Cigar Company, J. C. Neumann, president; Lester A. O'Shea, Irish Village; Al J. Moore, grapefruit wine; Delmar March, ice-cream stands; John Mihal, Czechoslovakian Village, Czech merchandise; Warren B. Irons, Psychology of Life; Guild of the Good Shepherd, shop in Irish Village for religious goods and linens; African Art and Culture Society, African Tea Room and merchandise; Hungarian Women's World League, Hungarian art goods; Mrs. Josephine Flowers, palmistry; J. Gilbert Noon, shooting gallery; A. Barbett, Hungarian art goods and jewelry; Rumanian Exhibit Committee, J. N. Barbu, president, Rumanian exhibit in Rumanian Village cottage; Penguin Company, Joseph Garramone, president, Italian spumoni and coffee shop; Angelo Coveras, tricks, puzzles; Olga Broberg, Ann Peterson, Swedish Coffee Shop; Victor Paulik, Tyrolean Helmet Cafe.

Booking of radio talent to appear at Sherwin-Williams Radioland, near the Aquacade, is carried on by Ralph B. Humphrey, director of radio activities. Art Cook, assistant director, has been in New York several weeks lining up talent. Acts listed include Guy Lombardo's Band, Carborundum Band, Fireside Recital; Stainless Show, with Mario Cozzi; Fibber McGee and Molly; Singing Lady; Betty Winkler, known as the Girl Alone; Sealst Party, with Tom Howard, George Shelton, Jane Pickens and James Melton; Cycle Trades program; Ben Bernie and his boys; John the Call Boy Jr. and a United Broadcasting Company show.

Company Takes Playground

In addition to this stations in the Great Lakes area will offer presentations. List includes CFRB, Toronto; WLW, Cincinnati; George Heid's KDEKA troupe, Pittsburgh, and Joe Ferte's WBNS show from Columbus. O. WTAM, WGAR, WHK and WJAY, Cleveland stations, also plan programs. Radioland is the regular bandshell on an enlarged scale, with seating capacity of 4,000.

Jesse Crawford and Ann Leaf, radio organists, will work the electric organ in Radioland, with Doc Whipple and Herbert Voges, Cleveland, alternating. Final lineup of bands for the Aquacade: (See MORE SIGNED on page 48)



GUY WEADICK, T S Ranch, High River, Alta., who has arrived in Minot, N. D., to begin work as director of The Stampede to be held on North Dakota State Fair grounds there during an Independence and International Celebration to commemorate more than a century of peace between the United States and Canada. Manager H. L. Finke and Director Weadick conceived the event several months ago.

Davis Heads Stock Show for 12th Year

FORT WORTH, Tex., May 15.—Officers were elected and dates for the 1938 show set at annual meeting of stockholders and directors of Southwestern Exposition and Fat Stock Show last week. Ed H. Winton was elected treasurer, succeeding W. L. Pier. John B. Davis was re-elected secretary-manager for the 12th year. Membership of the board was increased from 35 to 38, to include officials of three national live-stock associations. City council seeks to bind the Stock Show and Rodeo to its present north side site for the next five years. City manager and city attorney are negotiating to sign the show board to a five-

New Entrance to Fort Worth Casa Manana Set; Thrill Show in Arena

FORT WORTH, Tex., May 15.—Plans for an industrial exhibit depicting Texas progress, which was to have been housed in Will Rogers Memorial Coliseum as a part of the Frontier Fiesta, probably will be dropped, according to reports. In this event, entrance to the show probably will remain in the same place as last year, between blockhouses at the head of Sunset Trail.

Municipal Auditorium most likely will remain dark along with the Coliseum. Entrance to showgrounds was to have been moved near the Coliseum and Auditorium if these buildings were used as part of the show this year.

A direct new entrance to Casa Manana from Burleson street will be opened this year, making it unnecessary for patrons to go thru the entire showgrounds to get to the cafe-theater. Latest act to be signed for Casa Manana is Sydel and Spottl. Episodes in this year's Casa Manana Revue are to be based on *Gone With the Wind*, *Wake Up and Live*, *Lost Horizon* and *It Can't Happen Here*. World's fairs were used as keynotes of this show last year.

Fencing Firefly Park

Free show to be presented in the Last Frontier arena is to be a thrill show, mountain is to be used again and a band to be installed. Melody Lane show, scheduled for the Jumbo building, is to feature songs popular during the last two decades. They will be played by the composers, who will also give a history of their composition. The 30-minute show will be presented three times nightly.

Firefly Park will have, besides 100 trees and numerous lights, an eight-foot board fence, painted yellow and green, to keep out non-paying customers during performances of Galle's marionette show. Admission for this probably will be 25 cents. Stage in the park is to be 40 by 22 feet. On a sloping arena 1,900

After the Flood

By LEONARD HAAG

Secretary Dearborn County Fair, Lawrenceburg, Ind.

Anyone who saw the devastation of Dearborn County Fair grounds after the receding waters of the January Ohio River flood could hardly believe, even after seeing, the splendid progress that has been made in rebuilding the plant.

The art building, lengthened to 80 by 30 feet, agricultural building and poultry building have been completed. The huge auto shed and three of four horse barns are nearing completion. All buildings have been rearranged, making a bigger and better midway.

Building program is not all that has been going forward, as Gus Sun Rodeo, Rajah Arabs; Lamy Brothers, casting act, and Raymond, contortionist, have been booked. Indications are that we will have the best fair since the American Legion Post has been sponsoring it.

year lease which could be broken only by payment to the city of \$5,459, which represents the amount the show claims to have spent this year for improvements of buildings on the site.

Directors asked that the amount be deducted from this year's rental price of \$5,000 plus a share of profits up to \$3,000. Council agreed to deduction only if directors will agree to enter into a five-year contract.

New annual rental price must be agreed upon, but councilmen say it will be higher than the \$5,000 previously paid, as the show is getting use of \$200,000 more in buildings than it formerly got for \$5,000.

LANSING, Mich.—A bill asking for an annual State fair in Mason County, introduced in the Legislature here, would empower the State commissioner of agriculture to acquire land in that county and to conduct an exposition annually. It would be known as Western Michigan Agricultural and Industrial State Fair. No specific appropriation is provided in the bill, sponsored by Senator Don Vanderwerp, Fremont.

Fair Grounds

IRON RIVER, Wis.—County board appropriated \$1,500 for Bayfield County Fair Association, which is expected to be matched by the State, dollar for dollar. It will mark the first time since 1933 that a fair has been held here.

ORANGEBURG, S. C.—Annual report of Orangeburg County Fair Association shows indebtedness on fair property reduced to \$4,000. In addition to reducing debt the property has been improved from year to year, officials said.

WEST POINT, Miss.—Northeast Mississippi Stock Show Association has been organized by several counties with an annual show planned for key communities. Dr. F. Price Ivy, Aberdeen, is president; Eugene Sykes Jr., Aberdeen, vice-president; J. W. Helms, West Point, secretary-treasurer. First show is planned in April, 1938, as part of the spring circuit of Mississippi Live Stock Association.

PETERSBURG, W. Va. — Tri-County Fair Association, which has shown a profit for years, even during depression, is constructing a grand stand, show arena and making grounds improvements, reported Secretary C. L. Stickler, who predicts the 1937 fair will break all records. Milt Hinkle's Rodeo has been booked for three days.

CONVERSE, Ind.—Miami County Fair here has operated satisfactorily two seasons without any form of passes, said Secretary D. E. Warnock, who believes, however, that passes are okay if not abused and that if passes are to be abolished all fairs should adopt the no-pass rule. The 1937 fair will have radio stars, fireworks, harness racing and will feature 4-H Club exhibits.

MANSFIELD, La.—De Soto Parish Police Jury called an election for June 22, when special tax proposals will be submitted for erection of a parish fair plant in Mansfield. Amount appropriated in bond issue will be matched by the government.

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THE COLUMBIA COUNTY FAIR
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HODGE ENDS RISK CAMPAIGN

Baker Calls It Greatest Drive

Success of NAAPPB economy insurance plan for industry appears assured

CHICAGO, May 15.—What is considered by officials the greatest campaign ever staged by the National Association of Amusement Parks, Pools and Beaches has just been completed by the office of Secretary A. R. Hodge for the purpose of acquainting the entire industry with benefits of the public liability insurance plan sponsored by the association.

The more than 600 operators who came under the plan during 1936 have renewed their policies for 1937 en masse, and from present indications gross premium volume will be doubled this year, which will mean even greater savings to all interested, it is reported. President Harry C. Baker of the NAAPPB, New York, calls it the greatest campaign in history of the organization.

Secretary Hodge, with offices in Suite 295, Hotel Sherman here, has conducted a marvelous publicity campaign in the judgment of the directors of the association and the public liability insurance committee, headed by N. S. Alexander, lessee of Woodside Park, Philadelphia, not only thru mails but also thru trade publications, and if there has been anyone overlooked it is not the case. (See HODGE ENDS on page 49)

Pittsburgh West View Bows

PITTSBURGH, May 15.—Jack Miles and his orchestra opened the dance season in West View Park Ballroom tonight, remodeled for summer at a cost in excess of \$2,000, according to Publicity Director Kenneth Witherow. First Sunday acts show tomorrow, with regular picnic season starting May 26. Acts booked thru George Hamid for two-week periods are Four Laddies, beginning on May 26; Flying Lavans, starting on June 10; Eric the Great, June 24; Fearless Cronins, July 8; Billetti Troupe, July 22; Osaki and Taki, August 5.

Jones Beach Work Rushed

JONES BEACH, L. I., N. Y., May 15.—With Jones Beach's official curtain raising on the 1937 season set for the week preceding Decoration Day, workers put on an extra spurt of activity. Many improvements have added to the State-operated beach, looked upon as the most exemplary one of its type. Real biz does not start until about June 15, but early opening assures complete readiness for the later date.

Acts in Scandinavian Spots

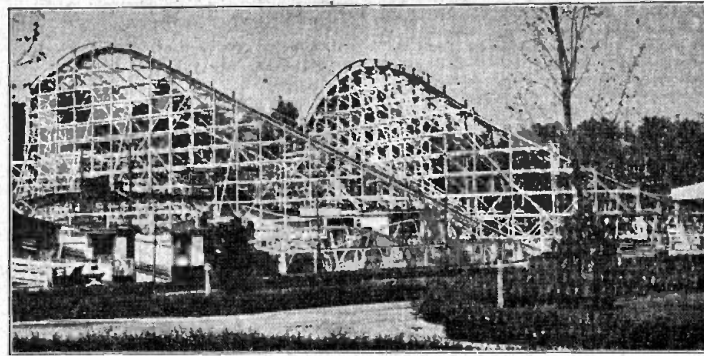
COPENHAGEN, May 10.—Tivoli Gardens and Turgarden, Copenhagen's big amusement parks, opened their seasons. Stockholm's big parks, Tivoli and Nofjesfalt Park, are also open, as is Liseberg Park in Gothenberg. Numerous other parks in Oslo and other towns of Norway, Denmark and Sweden will open soon, all using vaudeville acts.

Bus Line for Edgewater

DETROIT, May 15.—Detroit Amusement Corporation was granted a license to run a motor-bus line to Edgewater Amusement Park by city council for one year. Line will operate from the street-car line about a mile from the park and provision is made for one coach only.

Laws and Lawsuits

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



VIEW OF THE CLIPPER, new thrill ride at Coney Island, Cincinnati, in readiness for season's opening on May 22 after heroic efforts of officials and staff to rehabilitate the huge amusement park which was devastated in the January Ohio River flood. The big ride, more than 75 feet high and a half mile in length and with modern front and equipment, was named after long consideration by the park personnel. Ride was given final inspection last week by President and General Manager Edward L. Schott and H. P. Schmeck, chief engineer of Philadelphia Toboggan Company, which erected it. President Schott also conferred with Ray Anderson, Chicago, regarding the annual fall fireworks spectacle which has been directed by Mr. Anderson for a number of years.—Photo by Myron Benson, Cincinnati.

Capacity at Pontchartrain Marks Its Second Week-End

NEW ORLEANS, May 15.—For the second consecutive week since season's opening Pontchartrain Beach had capacity crowds, with more than 50,000 on the boardwalk Sunday night to see Bee Kyle's fire dive.

Manager Harry Batt opened the new German beer garden in center of an Alpine atmosphere and this week added a new ride, the Frolic. Casino also opened a week late with a house band and modernistic lighting. An addition is sunken gardens in front of the entrance. On Sunday long lines stood to get seats on the Wildcat, Bug, Caterpillar, Aeroplanes, Bumpers and other rides, while concessioners for the second week-end sold out before taps. Coin-operated machine Playland space has been doubled. Bingo games are getting fine play. It has been a bit too cool for bathing.

Williams Grove Frees 'Em

MECHANICSBURG, Pa., May 15.—Williams Grove Park started its season on May 8 with free rides, other amusements, dancing and floor show for school kids until 6 p.m., free stage show and outdoor movies and distribution of free hats, noise makers and balloons. Finale was a big fireworks display.

Hamid's White City in Worcester Gets a Big Improvement Program

WORCESTER, Mass., May 15.—Finishing touches are being put to a wide improvement program instituted by George A. Hamid for his White City Park here. Understood that new features and reconstruction will cost about 100 grand. New installations include an Octopus ride, pavements, sewage system, one of the largest Beano setups in New England, large section of refreshment stands, speedboats and rowboats for the park-owned lake.

Danny Duggan's Deck Ballroom has been redecorated and will offer music from name bands at intervals. Hal Kemp was lead-off man, opening dancing sessions on May 4. Ernest G. Geale has revamped his roller rink and is satisfied that he will put in a winning season. Hamid bought out the Harry C. Baker interests in Giggie Maze, Fun-house and shooting range and they will be ready to swing into action on May 22, opening date. Beach will bow a week later.

A new entrance has been constructed at cost of \$7,500, carrying a highly modernized indirect lighting scheme with neon decorations. Neon will reflect from an imitation glass substance de-

Change Thoro For Jefferson

Beach at St. Clair Shores goes ultra-modern—Manager Gibson has novelties

DETROIT, May 15.—With official opening last night Jefferson Beach Amusement Park at St. Clair Shores has been subjected to as, thoro remodeling as any park in the area has had in 10 years. A crew of 800 workmen was busy during the winter.

J. F. Gibson, new manager, is in direct charge. Stephen Focht has been designer of new attractions and superintended construction. Sid Bliefeld, Detroit amusement advertising man, has been appointed director of publicity.

Twenty-three concession and similar stands of a total of 31 are new. Rides have been augmented from 11 to 25, including some new to this section like the Strato-Ship. Some construction is still incomplete. All lighting is being converted to indirect style. A new idea, (See CHANGE THORO on page 49)

Enna Jettick In Act Array

Auburn park opens season that will feature thrillers—many outings carded

AUBURN, N. Y., May 15.—Enna Jettick Park opened the season May 8 with one of the most ambitious programs ever carded by President William B. Haefner and colleagues. Auburn spot is getting off to a flying start a couple of weeks in advance of the usual Eastern inaugurations.

"We, whose responsibility it is to preserve this marvelous beauty spot, sense that down thru the years all our predecessors were inspired to preserve it for the enjoyment of the people," said Mr. Haefner. "While we can add but little to the beauty of the park, which looks out upon one of the world's prettiest lakes, we do sense a deep obligation to bring to the park attractions that will draw and please vast numbers of our people."

He announced that George A. Hamid (See ENNA JETTICK on page 49)

Denver Lakeside Puts Out \$60,000

DENVER, May 15.—A crew of 40 has been employed all winter in Lakeside Amusement Park, preparing it for summer. More than \$60,000 has been spent on improvements to rides and about the park, largest project being remodeling of the Old Heidelberg Room, now to be known as the College Inn.

Remodeled and redecorated, equipped with booths and tables and indirectly lighted with luminous fixtures, College Inn is considered one of the most beautiful spots of its type in the city. Provision has been made for dancing and entertainment. Exterior remodeling includes a new marquee.

Park is to open on May 22 with all concessions, swimming pool and El Patio Ballroom. Booked for the opening is the Little Jack Little Band and thru summer the name-band policy will be continued.

Under direction of General Manager Benjamin Krasner improvements are being rushed.

Jersey Resorts Ready For Early, Active Season

OCEAN CITY, N. J., May 15.—Workmen have begun construction of a new jetty into the ocean at foot of Ninth street to restore central city beach by the time the summer season gets under way. Another crew is working at Eighth street whenever the tide permits to extend a jetty there to the end of municipal pier. Mayor Champion, whose department includes care of the Boardwalk, has already started redecking thru a WPA project.

Decoration Day will find the resort in full stride, ready for entertainment of visitors in a season confidently expected to exceed anything known in the past. Along the Boardwalk, shops, stores, cafes and amusement places are either open or preparing to open within the next fortnight, all of which breathes an atmosphere of confidence.

An elaborate program of activities at Stone Harbor is being prepared by borough officials and civic organizations. Early business activity also indicates a banner year for Wildwood, Crest, Sea Isle City and Cape May.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Quotes the Ravenhall

Correcting an item of last week reporting opening of Ravenhall pool, Coney Island, N. Y., as on May 15 comes a hasty communication announcing inaugural for May 30. The release contains a number of interesting facts concerning the Coney Island tank.

"Ravenhall Bathing Park will officially open its season on May 30 with an invitation AAU handball tournament one of the highlights of the opening day's ceremonies," it reads. "National champions will compete in the tourney. Charles J. Kean will again head the management of Ravenhall for the fifth successive season.

"It has been the policy of Manager Kean to offer some improvement in facilities each season. Last year \$60,000 was spent in rebuilding lockers, changing layout of the park by moving several of the buildings, enlarging the private beach and building 12 new one-wall handball courts and one four-wall court.

"This season, in line with his previous policy, Manager Kean is concentrating upon the 'keep fit in the open air' theory. He has doubled capacity of the men's and women's sun parlors, organized an amateur athletic club that will encourage all bathers to participate in some form of sports and mapped out a season of sports activities that will surpass all previous marks.

"Ravenhall Bathing Park covers four square blocks, comprising 10 acres. It has 26 one-wall and one four-wall, handball courts, large swimming pool measuring 90 by 30 feet, basket-ball court, outdoor gymnasium, steam rooms and solariums. It is the oldest bathing park on Coney Island and was the first to install a large swimming pool.

"Kean, in addition, is supervising manager of Far Rockaway (L. I.) Shore Club and the large Ostend Beach and Pool Park. Rockaway Shore Club is the most exclusive bathing park in Far Rockaway, while Ostend Park is the largest bathing park in Far Rockaway. Ostend Park has one of the largest pools in the metropolitan area, measuring 175 by 100 feet."

Help Wanted

A note to this department from G. A. Hampton, Columbia, S. C., reads: "What, in your opinion, could be opened and operated at the beach (investing not over \$500) at a profit?" While I'd like to be of help, there's not much advice I can give Mr. Hampton without more information about the beach.

Very often I receive notes of this nature and I really can't be of assistance until I have received all the information. To my mind that is usually the reason for many side-line activities being failures at pools. Pool men will buy a game or install some equipment just because a salesman or another tank operator has told him the success it has made elsewhere. One must adapt everything connected with a natatorium to his own specific project. Locale and size of an aquadrome are very important. And so it's practically impossible to generalize and say that every pool should take certain games because they're sure to make money.

Ballyhooligans

More and more commercial tanks are hiring professional press agents, or as they are more familiarly called, "Ballyhooligans," which, of course, is a good thing for the industry. Eddie Pealar, for example, is named as praise agent for Captain Whitwell's Starlight Park pool Bronx, New York. Also from the Bronx comes word that Chris Eagen, who took care of publicity for the Bronx Beach Club, intends to devote more time to the managerial end and so has engaged an outside press agent for this summer.

Martin Stern, handling the forthcoming national Swim-for-Health-Week campaign, reports he is far too busy on the drive to be able to do any publicity for Miramar open-air tank, New York

City, as rumored here. It therefore appears that Arthur Chase will again handle the ballyhoo reins.

Dots and Dashes

Too bad 'bout the Castle Bathhouse at Long Beach (L. I.) being destroyed by fire, because that spot certainly had a romantic background. Olympia open-air tank, in uptown Manhattan, will throw a bombshell in met pool circles with a 20-cent daily rate, lowest yet—Harry Ashley, operator of Lido outdoor pool, Harlem, New York, has relinquished the managerial role to Harris, the ballroom operator, with the latter running the place this summer and the former financing the project.

Wildwood Casino Being Modernized

WILDWOOD, N. J., May 15.—S. B. Ramagosa, amusement operator here and in Miami, has awarded contracts for more than \$80,000 to modernize Casino Arcade here. Several new rides are being added and addition of 2,500 feet of neon lighting will make the arcade the brightest spot on the land side of the Boardwalk. Lower floor of the pavilion at far side of the arcade, which housed a freak show last season, is being remedied as headquarters for outings. Many events will be staged there and National Marble Tournament has already been booked. Upper floor, dark for several seasons, will be operated as a roller-skating rink by Joe Barnes.

In addition to his own skill games and stands at this indoor midway, most of last season's concessioners are back preparing for Decoration Day opening, including Okra Brothers, Al Shenkman, Sam Snyder and sons, Herman and Jack. Mr. Ramagosa has prepared plans for building similar arcades on the land side of the Boardwalk opposite Convention Hall and another in near-by Sea Isle City, both to be ready next year.

Additional improvements have been made to Ocean Pier by William C. Hunt, including a 200-foot addition extending into the ocean. There has been a general overhauling of the 40 amusement devices and several new rides have been added. Two theaters will be operated on the pier this season and there will be dancing in Starlight Ballroom. An innovation this season will be free parking for pier patrons. William C. Penan will be directing manager. Following the big season last year and anticipating an even greater influx this season, Boardwalk proper is scene of much early-season activity. Demand for locations is brisk.

Palisades, N. J.

By MARION CAHN

Vacation is over and everybody is back with banners and nails and lots of fresh paint busily sprucing up for the season's opening on May 22. . . . Everything under watchful supervision of Rosenthal brothers. . . . Both Jack and Irving Rosenthal will devote full time to the park this year. . . . Anna Halpin is getting the ledgers ready for the season and will again be in charge of the office. . . . Al McKee is busy getting everything in general readied up. . . . Bert Nevins is getting out publicity, letting everybody know that it's all new and greater this year. . . . Doc Morris lining up those picnic days.

Three new rides go in this year—the tremendous Lake Placid Bobsled, which is sort of a "flying turns"; an Octopus and a Flying Skooter. . . . All stands and rides have new fronts. . . . a la World's Fair architecture and color schemes.

Anna Steinberg's Midway Restaurant is open for the benefit for those around the park. It has been done over and looks swell.

With the entire park practically rebuilt and everything looking shiny and new, everybody is looking forward to a better-than-average season.

DETROIT.—A new bingo game, one-man type, installed in Eastwood Amusement Park and using the name Screeno, is operated by Lew Wish, veteran concessioner, and is latest product of Pop Baker.

BELOIT, Wis.—Waverly Beach opened on May 9 under management of Cooney Esler, with free picnicking. Waverly Ballroom, with renovated floor, featured Joe Gumtin and his 14 radio artists, with Sherry Bergan, singer, and Bob Van Drull.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Long Island as a play spot has long argued that cheap fares are the most essential element in luring potential customers to beaches and amusements. Some points of the Island are available from New York City proper for as little as a dime fare. Yet these same places have failed to ornament their ledgers at the end of the season with black ink. It has been red.

On the other hand there is Atlantic City. Situated on the Jersey shore, with Philadelphia the nearest place of consequence, more than 50 miles away, it manages to attract trade in droves. Not only from Philly but from the more distant points, ranging as far west as Chicago and farther.

Compared to the "top" Long Island fares at \$2, which will bring one via train to almost any point there, Atlantic City rates seems unusually exorbitant. Still Atlantic City visitors spend big amounts to travel to the place when they are within a shorter and less expensive distance from Long Island.

The conclusion therefore is the fascination of the resort itself, we maintain. Your average citizen knows no distance or traveling price where a resort is concerned, provided it has attractions that make it worth while. Atlantic City exemplifies that.

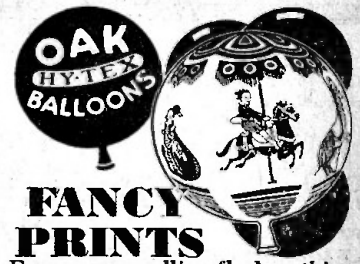
So, we believe, let those who have been championing low fares for Long Island direct part of that enthusiasm toward making the region a more interesting place to sell to Mr. and Mrs. Prospective Visitor. Fares then, they will find, will not be the obstacle they think they are.

ROCKAWAY BEACH: Small circus set to occupy Wainwright lot at Seaside, it has been announced. Lot of controversy now over where the main terminal will be now that rapid transit for the locality has been sanctioned, Jack Padden bartending at Jack's, Edgemere, after retiring from New York police force.

Chris' Hall at Far Rockaway Boardwalk approach open but trade a little slow. Roache's Beach, Far Rockaway, being asked to pay \$1,500 in income taxes for which it claims it was exempt because of charity purposes to which it contributes. There'll be about 40 cops assigned to duty on the Boardwalk this summer, largest number since the "Walk was constructed.

LONG BEACH: Officials are setting 10,000,000 as the number of visitors they would like to have at the resort this summer, or 2,000,000 more than last year. Castle Baths fire came just when local citizenry was congratulating itself on absence of fires in the amusement section this year.

DOVER, Del.—Rosedale Beach, Inc., was formed here to operate a public building for assemblies and lectures. Incorporators are given as Jesse W. Vause, Berwyn, Pa.; Floyd and Gussie Mae Vause, Millsboro, Del.



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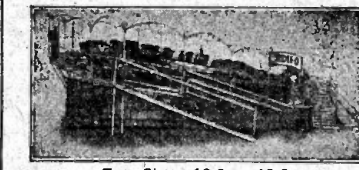
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American Recreational Equipment Association

By R. S. UZZELL

Your New York World's Fair committee has begun to function in earnest. Earl Andrews, general manager, and Maurice Mermey, director of concessions, called a meeting of our committee and the illustrators and cartoonists of New York at the illustrators' club.

W. F. Mangels was absent because of illness. The rest of the committee were present, Harry C. Baker, Norman Bartlett, Maurice Plesien, William Rabkin and R. S. Uzzell. About 30 members of this noted club were present. Mr. Andrews showed himself a man's man and a democratic character, while Mr. Mermey did not trail behind in these characteristics for dealing successfully with men.

Smith on W. F. Staff

The surprise of the meeting was the appearance of George P. Smith Jr. as the first assistant of Mr. Mermey. Now you know that your applications for space on New York's World's Fair grounds will go ultimately to George for his approval or rejection. We are all glad to see Smith get another chance in our industry. His wide experience will serve him and us well.

The illustrators and cartoonists warmed up to the opportunities presented here as an outlet for their artistic ability. This meeting gave birth to three ideas that are to materialize on the exposition grounds. Instead of a reproduction of European villages, which have now been overdone, we are to have a Greenwich Village and South and Central American villages with their colorful effects blended by these highly trained artists of the illustrators' club.

Then, best of all, we are to see the wedding gowns of the world with all of the attendant customs and ceremony. Mr. Mermey says in many instances we shall have the real wedding attendants and all. Who could not get a Czechoslovakia, Brittany or El Salvador wedding with its color, ceremony and native music? It required a little time to find each other, but now the contact is sure to be mutually beneficial. One of these quaint weddings framed by these artists is sure to be a classic.

"No Back-Door Entrance"

Mr. Andrews struck two keynotes when he said there would be no back-door entrance for prospective concessioners and that they shall have just consideration so long as they go straight. What more could be asked? It sounds like a page from the conduct of Herbert O'Malley at Playland, Rye, N. Y.

After all, these illustrators and cartoonists are real men and deal with real life. Their inspiration is drawn from actual life and not just plucked from the atmosphere, as some people suppose. They were glad to learn of the fundamentals of our business and to know that we are not just dreamers depending only on chance. The artist who drew the illustration for the front cover of the May 8 Saturday Evening Post had a jockey, riding clothes and all, pose for him while drawing that sketch. Likewise, we are to aid in producing a World's Fair from the facts of life.

The general manager of the fair, ably assisted by the director of concessions, is to have a series of meetings by which your exposition committee will come into intimate contact with other professional groups to enlist their technical support of the great fair, from which efforts it is hoped that masterpieces will be forthcoming that will benefit our industry, America and the world.

The meeting is a fine illustration of the fact that a gist of vague ideas can be found in any group, none of which would come to life but for some sort of organized and encouraging support. It is quite difficult to induce men to stand up and think out loud, but once the veil is broken and confidence established there is an amazing exchange of ideas.

Lorenzo Has Long Season

CHICAGO, May 15.—Paul Lorenzo, of the Four Lorenzos, aerial act, advises that he will open his season in State Fair Park, Milwaukee, on May 29, jumping from there to Playland, Rye, N. Y. Lorenzo has 18 out of 18 weeks booked, the other two weeks being required for long jumps.

Collitch Surf Guards

ROCKAWAY BEACH, N. Y., May 15.—City of New York, in announcing a civil-service test for life guards to patrol the local beach front, stated that candidates must be possessors of three years of life-guarding experience or have a college degree in physical education. Latter requirement puts the life-guard job into a new realm. Vets refuse to believe that the time has come when one has to be college degree to hold down a surf-guardian post, tho it really has. Feeling by public officials is that collitch lads make the best type of life guards, especially from the standpoint of efficiency and alertness.

Hyland Signs Concessions

GRAND HAVEN, Mich., May 15.—Hyland Gardens, management of which has been taken by R. (Hustling) Haynes, is prepping for a Decoration Day opening. New Sportland is under way and all buildings are being painted. Ray Switzer, last year at Park Island, Lake Orion, Mich., has photo gallery; H. Bradley, formerly with Johnny J. Jones Exposition, skee-ball alleys; Bob (Brownie) Brown, roller rink; Douglas Glazier, former manager of Park Island, penny arcade, and C. L. Worthington, former manager of Riverview Park, Elyria, O., and operator of midget auto races in Hammond, Ind., spot shooting gallery and skill games.

No Sale; Owner To Operate

NEW PHILADELPHIA, O., May 15.—Mt. View Park here failed to sell when offered at auction recently, and F. E. Angel, owner, who for several years has operated it, plans to continue operation this summer, he said.

CAMDEN, N. J.—Almonesson Park, near here, will open for the summer season on May 22, with Don Martin and his orchestra in the ballroom. John J. Kelly is again managing director of amusements.

PENANG, S. S.—Peelay Ringens, American high diver, presenting a bicycle high dive, was special attraction in Wembley Park, drawing big crowds and being booked for one month.

With the Zoos

PHILADELPHIA.—A cobra, recently imported, has been added to the reptile house in Philadelphia Zoo. Other additions include two lesser pandas from Rangoon, Burma. In an effort to further popularize the zoo 11 carefully selected denizens were released to prow the grounds at will, a rhesus monkey, green monkey, two ring-necked pheasants, two Egyptian geese, two Pekin ducks and three blue peacocks. The "do not feed the animals" ban is lifted for these.

NEW ORLEANS.—With completion of elephant and lion house, new Audubon Park Zoo is complete except an aquarium and second sea-lion pool, Frank E. Neelis, superintendent, told a meeting of directors. "Attendance thus far in May," he said, "proves that the Zoological Society, sponsor of the zoo, is filling a long-needed want. The zoo represents the most valuable asset to Audubon Park because it brings more people than most of the other attractions."

To Cruise on Upper Ohio

EAST LIVERPOOL, O., May 15.—To open the Ohio River excursion season, the large sidewheeler St. Paul, formerly operating on the Mississippi, will arrive here on June 1. After two weeks of charter trips it will make a down-river trip and return on June 30 for regular Ohio runs, with Pittsburgh as base. St. Paul will replace the Washington, also owned by Streckfus Company, St. Louis, which has operated in the Pittsburgh-Steuenville district several summers. Two excursions from Pittsburgh to Rock Springs Park, Chester, W. Va., have been booked for July 4 and 5 and runs every night except Monday will be made between Pittsburgh and Beaver, Pa.

Whalom Opening Biz Good

FITCHBURG, Mass., May 15.—When Whalom Park opened for the season on May 8 Whalom Ballroom was reopened by Forrest L. Abbott, Boston, opening attraction being Joe Holmes and his orchestra, with Dorothy Lane, vocalist. Business was good. Bowling alleys, restaurants and refreshment stands reported good business and free spending.

Coney Island, New York

By ROGER LITTLEFORD JR.

With all outdoor show business expecting and planning for one of the best seasons in years, an optimistic air rightfully pervades Coney Island and vicinity. Last season was not sensational from a business standpoint, but it was sufficiently better than the previous one to practically insure a more prosperous run in 1937.

There is a dearth of new shows, a feeling evidently persisting that 10 major attractions there during '36 should be enough to hold and prosper on '37 crowds. They all did okeh business before '36 stanza shut down and with no competition of the first water to meet, they should really go to town. From appearances considerable money has been spent on refurbishing the plants and it's a well-known fact that attraction budgets in general have been upped.

Freak Shows in Lead

Freak shows are in the lead, as usual, but novelties are moving right along. Sam Wagner's Side Show will again be in the limelight with Jack Johnson, former heavyweight champ, the headline attraction; Dave Rosen has another freak set-up on Surf avenue and Fred Sindell is presenting a couple near by. Motordrome has been moved from the Bowery to the Boardwalk and 42d street, sports a big cement protection wall and if of fireproof construction thruout. Requirements had to be met before license was issued.

Bathhouses, expecting tremendous play, have already shown signs of a big year. Advance season rentals are far in excess of last year's at this time. George Bernert, starting his third consecutive season as physical and swimming director of Irving Baths and Athletic Club on the Boardwalk, is also operating Whip on the Bowery west of 16th street. Bernert, who directs concessions at the big Eastern States Exposition, Springfield, Mass., later in the year, plans to

remain at the Irving until after Labor Day. Bert Goodman, seen here and there on the Boardwalk, will be connected with one of the big attractions by the time the season gets fully under way.

New Games Appearing

Several new games have made their appearance, a healthy sign if ever there was one, but premier honors must go to Maurice Plesien's Loopt device, introduced to American amusement men last December by the wise Coney Island game manufacturer. Plesien formerly made Skee Ball machines until Wuriltzer took over the game last spring. Coney is literally swamped with the new Loopt games and, according to reports, majority are proving exceptionally profitable purchases.

Charles Samuels, who last season directed publicity for Brooklyn Borough Gas Company as well as Coney Island, will not be around the playground this season, having accepted a position with United Artists, motion picture firm. We would not be surprised if Charlie were Hollywood-bound before long.

Almost summery weather the last couple of week-ends has been a boon to Coney. Hundreds of thousands of pleasure-seekers have visited and, from most reports, have not been too tight with their pocketbooks.

O'Brien To Move Show

REVERE BEACH, Mass., May 15.—W. J. (Bill) O'Brien, operator of the European Museum here, announced this week that he is shipping his *Chinatown After Dark* show to Coney Island, N. Y., for summer. Show will feature the ex-G man, "Little Flash" Murray, said to be the only former government man in show business today. Show presents a drama with cast of four people. It ran for two seasons as added attraction in the European Museum here.

At Gray's bathhouse, newly equipped, opened on May 8, Manager Russell Gray has erected a new float, largest in this section. New diving tower is 20 feet high, divers dropping into water 15 feet deep. Mr. Gray has installed a powerful lighting system for night swimming. Last season night business increased greatly. Life guards will be on duty day and night. There will be band concerts Sunday nights.

MORE SIGNED—

(Continued from page 45)

Wayne King, May 29; Joe Venuti, June 12; Xavier Cugat, June 26; Ted Weems, July 3; Shep Fields, July 20; Isham Jones, August 3; Casa Loma, August 17. Harry P. Harrison, who with Isaac Van Grove is planning the Winterland Show, went to New York to sign skating talent. Attraction will occupy the spot where Parade of the Years was last season. Canvas top with iceberg background, skating ballet and principal stars are planned, with skating for spectators if they wish.

Hargrave and Relcher, who have been reading *The Drunkard*, have work of rebuilding well under way. Rehearsals are set for Monday, allowing two weeks to shape before the opening.

May Company this week took over the playgrounds on a lake spot near site of last year's Iroquois Indian Village. Plan is to afford a play spot for kiddies with usual equipment. In addition plays and juvenile entertainment will be offered. It is estimated \$25,000 will be expended in the layout.

Midjet Show Missing

Ben Parks, with Stanley Graham's Midjet Circus last season, has been ill several months and is preparing to go to Colorado to recuperate. He was engaged by Greenberg & Unger to take over their Creation Show of last season and turn out a new production, Fountain of Youth, a gift tableau and illusion series, with models revolving on fountains and posing in water sprays. No midjet show has been lined up for the expo.

Bert Todd, gate superintendent of Streets of the World last year and many years manager of a local burly house, is working on the advance ticket sale. Dick Morehead, who worked in the Alpine Village Quartet last summer, has taken a post as assistant cruise master of the C. and B. Lines.

A. Harry Zychick, Cleveland attorney, who resigned as United States commissioner general of federal exhibits, is turning his attention to the building of a \$90,000 Children's Tubercular Preventorium in Northern Wisconsin. Money for this structure was left by Dr. Leon Willard, and Zychick, as attorney for the estate, has been left the supervision of the structure, which was one of the reasons of his resignation.

Another Exclusive Club

A touch of the ritz was added to the expo this week with formation of the swanky Recess Club, which will hold forth for the summer in the Horticultural Building. Organization consists of Cleveland society leaders. Offices have been opened in the Bulky Building, with Mrs. Louis F. Cody as social secretary, and membership invitations have been mailed to 600 Cleveland blue-book families.

Recess Club supplants the Admiralty Club, which held forth last summer on Theodore DeWitt's S. S. Moses Cleveland. Members only were admitted to the top deck. General public was obliged to remain below. This year Admiralty members in Recess Club decided to turn to the Horticultural Building, adjoining the beautiful gardens of the Cleveland Garden Clubs. Upper and second floors of the building are being rebuilt. There will be an entrance lounge on the top floor with retiring rooms, checkrooms and telephone service bureau for members. There will be a cocktail room with a circular fountain, the center of black flooring. Window-doors open on a terrace which overlooks the gardens and lake. Umbrella tables and modernistic chairs are supplemented by a portable bar.

On second floor, one flight down, is the dance floor and dining hall. Ralph Hitz will supervise luncheon, tea, dinner and late suppers with food from the big kitchens of Billy Rose's Aquacade, of which he is in charge. Board of governors have direction of food, wines and club service, and music will be furnished by Murray Driscoll and his Rainbow Four from the Rainbow Room of Radio City.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FINAL arrangements have been made to complete business activities of the newly organized Roller Skating Rink Operators' Association of the United States, reports Fred A. Martin, secretary of the association and general manager of Arena Gardens Rink, Detroit. Data regarding the organization will be forwarded to rink operators in a few days, he said.

All rink operators are urged to get into touch with Secretary Martin immediately, giving their names, rink names and addresses. "A great many letters have been received from operators, every one commenting very favorably on efforts to form such an association," writes the secretary.

"We feel that, with all the preliminary activities completed, the organization will be in full swing by fall. However, the membership is now open and we urge every rink operator to send in a request for an application at once."

HIS organization, Old-Time Roller Skaters of New England, Club No. 1, plans to visit every roller rink in New England this summer, says President Elmer E. Ayers, Revere Beach, Mass. Probably climaxing the season will be an old-timers' roller skating convention in Revere Skating Arena, managed by Michael Della Russo, date to be announced. Ben Morey, Bridgeport, Conn., has been chosen chairman of the convention committee, with these co-workers: Leo D. Doherty, Revere; Al Anderson, Webster, Mass.; Mr. Russo, Revere, and Martin H. Gorham, Manchester, N. H.

FLINT Park (Mich.) Rink, opened by Wally Kiefer on May 1, had big initial attendance, altho bow was three weeks earlier than last year, he reported. Mrs. Kiefer will manage Flint Rink and Wally intends to keep his Battle Creek (Mich.) Rink open all summer, weather permitting. He advises that conditions in Flint look good for summer. Much interest has been created in Battle Creek in waiting, free instructions being given Monday nights. Large patronage recently was drawn when Mr. and Mrs. Kiefer skated exhibitions. Skating interest in Michigan is reported at a high point.

JOE BARNES, Philadelphia operator, having selected a new site for rink activities in Wildwood, N. J., will introduce roller skating at Douglass Pavilion in Casino Arcade. Carrol Sisters and Nelson brought their roller-skating act to the Little Rathskeller, Philadelphia night spot. Philly theaters spotted skating acts during the week, the Thrillers at the Earle and Helen Reynolds and company at the Fox.

ONE of the most colorful events since opening of Arena Gardens Rink, Detroit, was on Mother's Day, May 9. Slogan was, "Honor your mother by bringing her to the rink on Mother's Day," and co-operation of Arena Gardens Roller Skating Club helped to make a success of the day, said General Manager Fred Martin. Mothers were invited to attend as guests of the skating club. A reception committee under direction of Ann Fivick, club secretary, greeted every mother, presenting her with a beautiful rose and welcoming her to the Gardens. Committee was composed, the girls in white and the boys in blue serge coats and white flannels, of Virginia Mount, Mary Jess, Louis Gorris, Dorothy Smith, Victor Smith, Ray Perkins, Leona Lamb, Ruth Borschat, Hugh Shively, Bill Halleman, Adel Savinsky, Isobelle Fraser,

Helen Wolds and Robert Hudson. Before the grand march a special number was set aside for sons and daughters to take "mother" on skates, during which musical numbers, *Mother* and *Little Old Lady*, were featured by Jean Wolds, the club's "girl with the golden voice," accompanied by Organist Russell E. Bice. "More than 100 mothers attended as well as many fathers," said Manager Martin. "However, the most pleasant aspect for me was the fact that the majority of parents had never before been inside a roller rink and it gave them opportunity to see for themselves where and how their children spent their recreational evenings. All appeared pleasantly surprised and commented upon the prevailing atmosphere of refinement and geniality."

AFTER playing the ABC and appearing at a dinner party of 20th Century-Fox convention in the George V Hotel, Paris, Four Skating Macks were on the opening bill at the Nouveau Palais d'Ete in Brussels. Finks and Ayres and Avalon Sisters, roller skaters, are at the Parisien Grill in Budapest. Eight Rolling Ladies are with the Circus Knie on tour in Switzerland.

PETE POLLOCK, East Liverpool, O., won a gold championship belt and pair of silver racing skates in taking the final heat in tri-state roller speed tournament in Winland Auditorium, East Liverpool, before a packed house on the night of May 9. He was closely pressed by Red Rhodes, East Liverpool, Curley Nolan, Minerva, O.; Bob Casner, Beaver Falls, Pa., and Dick Bolton, East Liverpool, were the other finalists, having won prelim heats in the last six weeks. Lew Bolton, Bus Mackall and Ray Clark were judges; Hap Jackson, starter. Annual event was sponsored by Wood-Dillon Company, operator of the Auditorium.

A GROUP of 86 from Eyer's Rink Roller Club, Anderson, Ind., visited Norwood Roller Rink, Cincinnati, recently. Upon arrival they were taken to a rathskeller for a special dinner. Special skating numbers were played by Retta Heldrich and her orchestra, one being played to the Anderson skaters, at which time they went alone on the floor. They demonstrated their new skate-dance step, Anderson Tri-County Shuffle, and were given an ovation. After the evening session lunch and other refreshments were served. Mr. and Mrs. E. R. Eyer accompanied the party, as they did when their club from Indianapolis visited Norwood Rink recently, 95 being in that party. Favorable comment was heard on the neat appearance of the visitors in black and white silk club jackets, the color standard for both rinks. On May 17 members of Norwood Roller Club visited Eyer's Bronx Park Rink, Indianapolis, celebrating the first anniversary under Eyer management. Co-operation between management, employees and patrons of Norwood Rink appears to prevail. There was a recent surprise birthday party for Sally Corn, check-room girl, flowers and candy being presented by members and friends of Norwood Roller Club and the rink staff. Claudine Magateaux and Armand J. Schaub were committee in charge of details.

GROUND for a new ice rink promoted by Cleveland Hockey, Inc., was broken last week at 37th street and Euclid avenue. Contracts were signed by Al Sutphin and Gilmore-Carmichael-Olson Company, with understanding the structure will be ready for fall occupancy. It is planned to use the arena not only for ice skating but for other sports events. It will cost \$1,000,000 and will seat 9,000 for hockey and 16,000 for other events. Planned to open on November 1, with Sonja Henle as attraction. Sutphin, owner of the Cleveland Falcons, International-American League team, is president of Hockey, Inc. It is believed he will not accept a national league proposition to move the Montreal Maroons to Cleveland.

PHILADELPHIA SKATING CLUB, of which Edgar S. McKalg is president, is sponsoring construction of an indoor ice-skating rink at Haverford (Pa.) College, in a main line suburb of Philadelphia. Ground has been acquired and plans are well under way. Rink will be on a tract of one and three-quarters acres, near County Line road and Holland avenue. E. Nelson Edwards is architect. Building committee includes these members of Philadelphia Skating Club and Humane Society: George Wharton Pepper Jr., St. Davids, Pa.; George A. Robbins, Ambler, Pa.; Roy Ruhska, E. A. Edwards and Clarence Tolan Jr. Plans provide for use

of the rink by schools and colleges, in addition to club and public sessions. Ground was purchased for \$3,000 from Haverford College, and cost of building is estimated at \$85,000. Location is accessible from Philadelphia by bus, trolley, highway and trains and undoubtedly all ice events will be transferred from the Philadelphia arena to the new location, excepting league hockey games. It is possible, however, that amateur games may be inaugurated at the new spot.

DUQUESNE GARDEN'S new roller rink, Pittsburgh, will open on May 28 under management of Howard Adelsberger. Remodeled from an ice rink by Harris Amusement Enterprises at a cost of \$7,500, the area can accommodate 1,500 skaters at one time; 500 pairs of new skates have been bought. Sessions will start at 2:30 and 8:30 and run two and one-half hours. Orchestra, occasionally augmented by acts, will be feature entertainment.

ENNA JETTICK

(Continued from page 46)

will again supply the lineup of free acts, having been contracted to supply a new act each week for a total of 17. Park will feature well-known dance orchestras from time to time, Phil Levant, Ozzie Nelson and Tommy Dorsey being some booked thru Music Corporation of America.

Many special events have been planned, including Scottish Day, Russian Day, Fashion Day, Oakwood Picnic, Big Five Picnic, Dog Show and American Legion Day. Leading industrial, utility and merchandising orgs in region will again have picnics and field days, with scores having set dates.

Petroff's Park Debut

Opening free act was Smith's Diving Ponies, a repeat from 1936. Schedule for rest of season calls for this Hamid array: Flying Sensations, Four Queens, Sensational Cronins, Dr. Bernard's Elephants, Winifred Colleano, Billy Ritchey's Water Show, DeCardos, Four Arleys, Juggling Jewels, Erwings, Aristocratic Goats, Les Klimris, Human Rocket, Les Rebras and Olga Petroff, latter imported by Hamid and introduced to America by Ringling-Barnum Circus in Madison Square Garden, New York. Billed as Mile. Richter at Garden, Miss Petroff makes her amusement park debut at Enna Jettick and then goes to Steel Pier, Atlantic City, for remainder of the season.

Personnel of the park includes: Charles A. Park, managing director; Dick H. Kratz, director of promotion division; Robert W. Swart, auditor; Francis Muldoon, pavilion restaurant, and Harold W. Spinks, master chef.

CHANGE THORO

(Continued from page 46)

but not the photo-electric cell or "electric eye," will operate without direct electrical current and is actuated by static electricity of the human body as a patron approaches contrivances controlled by it.

Mystic Tower Feature

A new silver dome has been erected on the Merry-Go-Round building. Outstanding structure of rebuilding is the combination Mystic Tower and Razzle Dazzle ride in a large building on site of the former Funhouse at the west entrance. This is ultra-modernistic in appearance with facade of a metropolitan city and a long suspension bridge, on

which at a later date Razzle Dazzle cars will travel, it is said. Its general design is like that of a modern terminal, with center ticket booth serving both attractions.

Razzle Dazzle, mono-rail ride, has new streamlined cars. An overhead platform will go the entire length of the building, with a watchman constantly on duty, with push-button stations at convenient positions from which he can turn on house lights and control exit doors instantaneously. Lower front of this double structure houses a number of concession booths. Front end will house a lookout office for park police and an outing committee room.

Mystic Tower, walkthru of unique construction, is designed to be an application of scientific fun. Enchanted island will be a special feature, with deep wells and a submarine which actually rocks. A periscope will show marine views clear across to Canada on a clear day, as the park is right on Lake St. Clair. Dizzy Room, representing a ship salon, has a floor angle of about 35 degrees. Shooting gallery is being remodeled. Airplane ride has been redesigned to represent fighting ships of various nations. Dungeon Dipper has been rebuilt. New bowling alleys are being completed.

Color Scheme Blends

A Dodgem boat ride will have a runway 1,000 feet out into the lake. A lighthouse is being erected to serve as ticket booth. A marine theater will be erected for water sports and other shows, and a lighted cascade fountain has been built in the bay. Nautical scheme is being carried out generally, with each building in a color scheme of pastel shades, all scenically harmonized. In the ballroom a large revolving stage has been installed, allowing use of two bands. Lumaline pylons in green and silver, with chrome molding trim, flank the room, with ceiling in blue studded with stars and rest of the structure in taupe shades. Synchronized ceiling spotlights and varicolored effects have been installed with a stage lighting load said to be 40,000 watts.

New soda fountain and refreshment counter have been installed. Lower end of the ballroom has been converted into a refreshment center for about 40 feet and will seat 1,000 persons at tables. Surf riding, a new attraction in this territory, will be introduced by Manager Gibson this season. Jacobs Brothers, refreshment concessioners, will handle all concessions of this type. Two 10-act shows will be given nightly, with a policy of name bands, in the Ballroom Theater, booked thru Music Corporation of America.

HODGE ENDS

(Continued from page 46)

fault of the secretary's office, it is stated. Procrastination on the part of many operators, however, has been a big handicap, with the result that the brokers and the inspection department of the Associated Indemnity Corporation of California are up to their ears, officials remarked.

For the benefit of those who have not studied the plan attention is called to the last bulletin issued by Secretary Hodge, giving a brief outline of the possibilities afforded by the plan. Those who have not communicated with the secretary's office for rates for the coming season are urged to do without further delay. A letter or telegram will receive immediate attention, it is announced.

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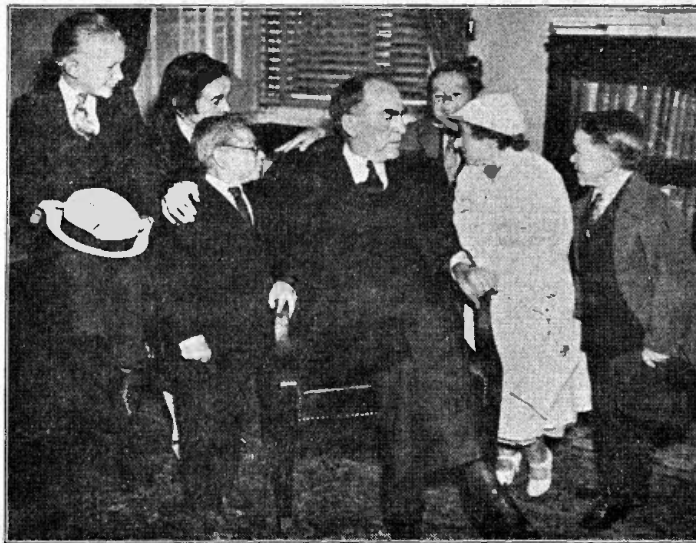
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Babcock Gets Good Opening

Mexicana Chamber of Commerce sponsors show to huge attendance

LOS ANGELES, May 15.—The Frank W. Babcock Shows opened at Ford and Brooklyn streets here May 1 under Mexicana Chamber of Commerce auspices and were highly successful, with huge crowds in attendance on Saturday and Sunday. Armanda G. Torres and Pedro Espinosa, of the sponsoring committee, assisted Milt Runkle and Frank W. Babcock in getting the show under way. Event was the second sponsored by the Mexicana Chamber of Commerce.

Midway presented an impressive sight, revealing all new tops. Rides have all been overhauled and attractive paint jobs prevail. Show is being transported on 12 trucks and trailers and carries its own light plant. Staff: Frank W. Babcock, owner; Milt Runkle, general agent; William Stoner, advance; Tom Ellis—
(See **BABCOCK GETS** on page 57)



"LITTLE PEOPLE GO TO CONGRESS!" During the engagement of the Johnny J. Jones Exposition in Washington, D. C., Starr DeBelle, press agent for the show, took the stars of the midget unit for a call on Hon. J. H. Bankhead, Speaker of the House of Representatives, at his office in the Capitol. Note the six little folk surrounding the notable one. From right: Eddie Adams is sitting on the desk. Back row: Mary Fillina and Basil Fillina. Front row: Mike Sokolsky, Anna Stacia Paefenova and John Velikanoff. Pola Velikanoff was on the sick list and could not attend but sent her regrets.

Lew Marcuse Is Now With Joyland Shows

SAGINAW, Mich., May 15.—Lew Marcuse announced here this week that he severed his connection with the Imperial Shows as assistant manager and joined the Joyland Shows, of which Roscoe T. Wade is owner and manager. With this show Marcuse states he will serve as Social Security secretary and auditor. He speaks of the executive heads of the Imperial Shows, Ed Hook and Dave Tenyson, in the highest terms and related that the past business association was most pleasant.

In reviewing the Joyland Shows, Marcuse stated: "The organization has 8 rides, 8 shows and 30 concessions and that of the concessions Johnny Quinn's corn game is the feature. He reports that Geyer Bros.' high pole act and fireworks as free attractions and that Bill Bahnsen has the animal show and Joe Bennett the Rumba show, while Jack Winters has a ball game of flash and merit. Marcuse reports the shows' date at Pontiac, Mich., as exceptionally good.

Big Midways, Paris And Metz Fairs

PARIS, May 10.—The midway of the annual street fair of the Montparnasse quarter of Paris covers more than two miles of the parkways along the Boulevards Vaugirard, Pasteur, Garibaldi and Grenelle and groups close to 300 rides, shows and concessions. Among the rides are 14 Kiddie Rides, 5 Auto Scooter rides, Loop-the-Loop Swings, Caterpillars and Carousels. Big shows include the Cirque Fanni, tent circus; Durval's dog show, two big menageries, Funhouse; freak, girl and wrestling shows; museums of anatomy, glass-blowers, Penny Arcades and Radio Rifle stands. Fair runs thru May 16.

Street fair running three weeks at Metz has 130 rides and attractions, including Scenic Railway, Autodrome, Caterpillar, Auto Scooter rides, Electric Railway, theater, museum of anatomy, wrestling exhibitions and dance hall.

A Snake Quits Show Business

TORONTO, May 15.—If Wally's Snake Show, which was a part of the Rubin & Cherry group at the Canadian National Exhibition last year, had one of the big members of its large family missing from home during the winter's cold period, then this city has the missing one, as a five-foot Southern king snake was found a few days ago at the western entrance of the exhibition grounds. Amazed, a motorist saw the reptile wriggling across the street and ran his car over its body twice. A youth finished the job by clubbing the snake over the head and then tossing it down a manhole. Moral: Snakes should never leave a show after joining.

World of Mirth Shows Win Fight For Engagement in Philadelphia

PHILADELPHIA, May 15.—Carnivals will be given permits in Philadelphia this year under certain conditions. When the World of Mirth Shows applied to the mayor for a permit he refused same and the show took the matter to court. Judge Davis, of Common Pleas Court, decided that the mayor could not peremptorily refuse a permit for a carnival if there was an ordinance providing for a fee for such permit—that he had to grant it if the show was willing to pay the amount of license, and if the show should not live up to the law on gambling and immoral shows he could, un-

der police power, close it. The show has agreed that there will be no gambling or immoral exhibitions and will appear in the Frankfort section of the city next week.

World of Mirth is a very large show and greatly improved over previous years. Whether other shows will attempt to come in under same conditions and without concessions is a question. Almost any kind of a concession can be classed as gambling under local ordinances.

All shows in this vicinity are using a pay gate and free attractions.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Hock-Rock, Ind.
Week ended May 8, 1937.

Dear Onion:

Every tough break in the world hit the show here. The town was not ripe for a carnival and the natives were not ripe for the harvest. To start the week off, we made a long jump north from Georgia to this burg. After being jerked around on 15 different short lines that various fair officials on our route held stock in, we arrived two days late. Of course, this didn't excite the bosses as they were used to it. Part of the time we have been two weeks behind our paper, then again we have been two weeks ahead of it. On the long run it all balances up.

With pulled-out drawbars, truss rods dragging, cars chained together and the privilege car out of stock, the Ballyhoo Bros.' train and shows arrived to play under the blue sky, our auspices having changed their minds. The on-the-streets location was canceled, which put the show on its own.

The bosses immediately rented a lot from a "chump" that was not only the largest property owner, mayor and theater owner; but the town's leading banker as well. After the show was up and ready to go, only a limited amount of parking space remained. Before this space could be allotted to the house trailers, living tops and jungles the "chump" filled it up by parking three of his limousines, a sport roadster and several other pleasure cars as well. This

caused many showfolk to kip under the show tops.

Wednesday night the show opened to a small tip. The crowds were slow in responding to the talkers' openings. It was then that the office issued orders for everyone to do away with their caps and wear hats or work bareheaded. This helped matters some, altho a few prospective customers were hidden by cigaret smoke being blown in their faces. The Minstrel Show lost one bally entirely, caused by the girl show stealing its bally tip after the opening. The crowd was held up at the ticket boxes waiting for the sellers to finish rolling their own.

Thursday the Paris After Midnight show held a meeting. The entire personnel voted on getting food and how to get it. The show's talker and the ticket seller were elected to bring it in, both agreeing to work different sections of the city and not to conflict. The talker with his strong opening scored for the heaviest lump of groceries on his food forage. That night when he concluded his opening with "If you don't find it as represented, I'll return your money," a gentleman stepped up, shouting: "Pay me! Pay me! You are the man that I gave groceries to for your wife and baby that were stranded on the highway."

MAJOR PRIVILEGE.

P.S.: Last of the week was okeh from a fodder standpoint. We grossed 500 cans of vegetables and meats, as well as 50 sacks of spuds. The "chump" advanced the office the moveout. M. F.

Endy Shows Open Big

Weather bad but record attendance — many rides and shows beautified

CHESTER, Pa., May 15.—Despite wintry weather and while all was not in readiness, Endy Bros.' Shows opened their season here April 29, a day later than scheduled, to one of the best attendances ever experienced by the organization. More than 11,000 paid admissions passed thru the gate Friday, Saturday and Monday and by Tuesday the paid attendance had soared to 16,000, with all rides, shows and concessions doing a thriving business. Much credit is due David B. Endy, general manager, and Eddie Lippman, business manager, for their untiring efforts in putting the grounds in shape. Penn Forest No. 21, Tall Cedars of Lebanon, auspices.

Midway, featuring repainted and re-decorated shows, together with thousands of lights studded on new fronts, concessions and rides, including the Octopus, made an impressive showing.

Attractions: Kiddie rides, Edwin Yeasted, manager; James Steede, operator. Twin Ferris Wheels, ticket seller, Alice S. Davis; Claude Bath, Walter Charnes, Robert Yeany, Otis Smith, Merry-Go-Round, Herman Smith, foreman; Eugene Butler, engineer; Mary Voorhees, tickets. Tilt-a-Whirl, Mr. and Mrs. Kaduke, owners; Paul Kaduke, foreman; Mrs. Sarah Kaduke, tickets; Jack Burke, Martin Kurtz and Paul Mitchell, assistants. Octopus, Sam Murphy, foreman; Charles Roe, assistant; Mrs. Ralph Endy, tickets. Chair-o-Plane, tickets, Neville H. Baker, also sign man and painter; William Sherman, operator. Ride-o, pony ride and miniature auto rides are the others.

Shows: Death Valley, Lee Erdman, owner; Rock Harrell, front man; D. L. Hendricks, lecturer; Chief Congo, torture act. Motordrome and Wall of Death, riders, Speedy Hays, Jack S. Davis and Alice Bright; talker, George Dixon; tickets, Howard Lafore and Jack Riegler. Sexology Show, Jack Ornsby, front; Robert Flynn, lecturer; George Fox and Billie Mays, canvas; Jean Jones and Louise Moore, models, Jungle Land, Fat Lorraine, front; D. M. Stackhouse, Clifton Grone and Eugene Baker, canvas; Darkest Africa, Darkey the Bear Boy; Harry Ostrom, Child of the Wilds; Lady Pearl, Palmistry, Follies Revue, talker, Pat Julian, tickets, Fred Roahn and John Smith; electricians, Pat Duffy and George Marns; feature dancers, Jachies Mason, Verna Levan, Francis De Caro, Lory Fox, Selma McClure and Babe Marston. The last named shows are under
(See **ENDY SHOWS** on page 60)

Big Crowds for R. A. At Cotton Carnival

MEMPHIS, May 15.—Fair weather, a downtown location and a great array of attractions resulted in large crowds, afternoon and night, the first four days on Front street for Royal American Shows at the Memphis Cotton Carnival. C. J. Sedlmayr and the Velare brothers had a difficult time locating the attractions at street intersections, in parks, along railroad and on Front street proper, but virtually every show and ride was in operation.

The Atlanta engagement played on a new showgrounds opposite Candler Airport and closing last Saturday night, was far ahead of expectations because of the distance to downtown Atlanta. Two nights were lost to rain and two others slackened by cold weather. The engagement, however, compared favorably with several medium-sized fairs on last year's tour.

Royal American will move to Peoria, Ill., over the week-end, opening a 13-day engagement on its privately leased showgrounds in Peoria Heights May 18.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

American United Beset by Rain

Apple Blossom Festival at Wenatchee with clear skies reported fair

WENATCHEE, Wash., May 15.—The annual Apple Blossom Festival was played by the American United Shows as its fourth week on the road. With a complete change to favorable weather after three weeks of rain, the season really started here as of the week ended May 1. Chamber of Commerce was the auspices and business registered fair.

With all rides newly repainted, the shows and concessions with new canvas and the two new marquees the American United began its third yearly tour nearly twice as large as in 1936. Favorable comments were received on the new office car and sound truck. Show moves in two baggage cars and 45 trucks and trailers.

Staff: H. H. Avery, president; A. B. Miller, general manager; Orlando Allin, treasurer; Pete Qulette, general agent; George Allin, gate manager; John Snobar, chief electrician; W. R. Smith, assistant electrician; M. M. Clark, trainmaster; Dutch Gorman, watchman; Henry Suptino, bookkeeper.

Free acts, Mario and LeFors, high swaying pole; Madam LaBelle Carmen, iron-jaw butterfly; Ray Rosardo, in the air with a chair.

Rides: Twin Ell Wheels, Ray Bevins, foreman; Bill Craig, assistant; Dusty Rhodes, tickets; Sammy Taylor and Johnnie Meyers, workmen. Dodgem, Harry Warren, foreman; Bill Williams, assistant; Rea Green, tickets, and Roy Hood, workman. Double Loop-o-Plane, Johnny Coyle, foreman; George W. Temple, assistant; Mrs. George Allin, tickets; Jimmie Bennett and Gene Turner, workmen. Kiddie Autos, Billy Allin, owner; Terrance O'Reilly, foreman. Loop-the-Loop, Wayne Endicott, foreman; Johnnie Sable, assistant, and Gordon Baxter, tickets. Pony Ride, Mrs. James Barber, tickets; Raymond Barber and Charles M. Hall, grooms. Octopus, George French, owner; Art Anderson, foreman; Earl Simpson, assistant; Mrs. Flint, tickets; Norman Peterson and Jimmie Hale, workmen. Buck's Rocket, Raymond Carr, manager, and Mrs. Raymond Carr, tickets. Kiddie Airplanes, C. Zeigler, owner, and Herbert Hawes, foreman. Merry-Go-Round, James Barber, foreman; Ed Kunkle, assistant; Ernest Dahl, tickets, and J. B. Miller, workman.

Shows: Ten-in-One, Johnny Bowers, manager; Blackie Ladell, lecturer; Freddie Morgan and Tex Putenat, tickets; Nadine Bowers, Charles McClain, Johnnie Fox, "Dodo," Charles Nelson, Pat King and Dot Smith, acts.

Athletic Arena, Tex Gillman, manager; Sam Mason, Bone Crusher McCarty, the Smiling Killer, wrestlers. Wild Animal, (See AMERICAN UNITED on page 52)

Curl Greater Shows All Set for Opening

LONDON, O., May 15.—Work at quarters of Curl Greater Shows is completed and the opening date for the season has been set for today in this city, auspices of the American Legion. Owing to bad weather recently nearly all important work had to be done indoors; however, all shows have new fronts and banners. Manager Curl has not been stinting in the expenditure of labor and money to make the physical equipment substantial and attractive.

Casa Loma Follies has a new panel front which is of the modernistic style. The new callopo truck has been completed and is much larger than the one used last season. Arkis Eads, DeLores DuShane, Ala DuShane and Shorty Barney arrived. W. H. Halden, of Tampico, Mex., booked his collection of tropical animals which will appear in the animal show.

Attractions for the Side Show are Chief Summers, Indian wonder worker; Milo, rhythm artist; DeLores DuShane, woman ventriloquist; Ala DuShane, mystery man, and Alexander, boy with iron tongue. Don Wagoner completed a new concession for Mrs. Curl. Ike Chapman has corn game, and Charles MonGar, seven concessions. Mrs. Curl recovered from a dental surgery operation. Reported by L. E. (Roba) Collins.

Engel Takes Control of World Wonder Car Museum

WASHINGTON, May 15.—Louis Engel, Washington attorney, has assumed directorship of the World Wonder Car Museum, succeeding John D. Lippy Jr. The car is returning here for a brief stay after a successful three-year tour around the country. It took to the road April 7, 1934.

The exhibits, a rare collection of curios, are mounted and displayed wholly within the car and these are viewed from a walk-around aisle, totaling 150 running feet of displays. In Cleveland more than 14,000 persons went thru the car in two days. In Norfolk May 10 more than 3,100 school children and 2,500 adults, a total of more than 5,600 persons, viewed the exhibits. The new director intends to have the car exhibited as a free attraction at fairs this year. Until the fair season gets under way it is planned to exhibit the car in the New York area, also in Philadelphia, Atlantic City and Baltimore.

Exhibition of the car has been mostly under sponsorship of department stores and other merchants, Chambers of Commerce and Lions, Kiwanis and Rotary clubs. Car is parked on street in the downtown district of each city and admission is free. Many times the car is taken to schools during hours and shown to children free. Negotiations are under way to have the car appear at International Boy Scouts' Jamboree here June 30-July 9.

Carnivals Near Manhattan Prosper

NEW YORK, May 15.—Soft, summery weather for a couple of weeks with a minimum of rain and chilly evenings has been a definite aid to the several carnivals playing hereabouts. Weather man kicked back last week, however, with shivery breezes and a couple of days of rain, affecting midway grosses accordingly. Shows have been open for almost a month now and considering the weather as a whole, it has been remarkably kind.

Bosco Liberty Amusement Company is playing Jersey City to fair business; O. C. Buck contingent is faring well at Foughkeepsie, N. Y.; Mike Centanni Midway, after recovering from a slight fire inaugural week, is back in the swing of things in New Jersey. Bell No. 2 opened the season at Fort Lee, N. J., and reports fair biz.

Coleman Bros.' Shows paying Torrington, Conn., with no kicks about the date; Jack Daverin is still on Long Island with his show, this week at East Northport; Charles Girard Shows are having an average week at 90th street, Elmhurst, L. I.; Hamilton Producing Company is playing Jersey City for the St. Paul of the Cross Church with three rides, a big top, 15 concessions, all nicely flashed.

Harry Heller and show are in Haleson, N. J.; New England Shows are in Stamford, Conn., with the gate, rides and shows doing well but concessions not so hot; George W. Traver in Rockaway and doing good business, and Mike Bruder at Linhurst, L. I., and doing okeh.

Wm. Bazinet & Sons Shows Open; Rain Falls All Week

ST. PAUL, Minn., May 15.—William Bazinet & Sons Shows opened the season here and ended an eight-day engagement Saturday, May 1. Weather conditions were very much averse to the successful operation of outdoor amusements as an almost continuous downpour lasted from opening to closing date, much to the disappointment of all concerned. Despite the weather handicap the carnivalgoers of the Twin Cities endeavored to brave the elements in view of this being the first carnival to open in this locality, as every unit was in operation at least part time every night.

Visitors: Billy Wolfe, of Wolfe Greater Shows; Bud Frisk, of Frisk Greater Shows; T. I. Cash, Harry Hines, J. Greener, Alice Ryan, Chuck Olson, Pat Maness, and C. J. Graves, scale concessioner.

The new Allan Herschell three-abreast Merry-Go-Round made a big hit with showfolk and public alike. Sam Henry Jr. joined as secretary and took over the office trailer.

Operating staff: William Bazinet, president; Dwight Bazinet, general manager, and Lowell Bazinet, general agent. Reported by D. J. Bazinet.

Dixie Belle Shows Open With Rain

OWENSBORO, Ky., May 15.—The official opening of the Dixie Belle Attractions occurred here Saturday, May 1. The lights had hardly been turned on when a deluge descended from the heavens, but, however, an eager show-going crowd was on hand and stood under concession awnings, played the games and visited the shows.

Fortunately the lot was solid and conveniently located in the heart of the city, therefore the business houses located around the lot enjoyed good business. It was the real good fortune to be so located, as when the rain stopped the lot filled with people. The good neighbor spirit prevailed between the show and business men and they appeared to enjoy each other's company during the engagement.

The Dixie Belle Attractions are only four years old and this city is "home town" for it and most of its personnel. Manager Riley has been successful in having his organization grow steadily. Many of his boyhood friends have made a success in outdoor show business, one of which is Zack Terrell, associate owner and manager Cole Bros.' Circus. Terrell was very unfortunate in losing his mother recently and her death was mourned by all on this show who knew her and Zack. Dr. Haywood Maxey, of medicine show, is also a native son and he exhibited here during the engagement. Visits were exchanged with the members of the L. E. Roth Blue Ribbon Shows, which played here a week previous to Dixie Belle engagement. General Agent Paul Drake for Manager Riley was kept busy entertaining other general agents.

Visitors: John Reed Alexander, oil operator; Miller Bros. (Little Ruff and Big Ruff), business men here. Former was concessioner and latter business manager Bob Strayer Shows; Joe J. Fontana, of L. J. Heth Shows; Curley Speris, of shows bearing his name, and Bill Lynch, his general agent; Eddie Jarbo, concessioner, now retired; Doc Swain, Tommie Davenport, Mike Rosen, Al Crane and Tom Gilligan.

State Fair Shows Start Salt Lake Carnival Season

SALT LAKE CITY, Utah, May 15.—State Fair Shows opened the outdoor carnival season for this city, playing for six days at Ninth, South and State streets. L. C. Kelley, general agent, headed the organization here and newspaper space was used. E. W. Wells is special agent. Carnivals of this caliber do well in Utah.

Monte Young and his three unit shows, of Provo, Utah, have their route arranged. Young had the Utah State Fair for two years past and also plays a number of county fairs in this State.

MACON, Ga., May 15.—Alamo Shows, management of J. L. Johns, have been playing lots around Macon for past several weeks. Business has been fair. Jack Shroyer joined here with Snake Show. Shows will play in Atlanta area for next several weeks.

Tyro High Diver's Life Saved by Sword Swallower

TORONTO, May 15.—Peggy Lofes, of this city, 22, high diver tyro, was saved from almost instant death by Leo Lalonde, sword swallower, at the opening date of Wallace Bros.' Shows of Canada.

The high diver fainted from a 35-foot tower—she swerved and fell sideways toward the side of the tank. Lalonde noticed something was wrong, ran to the side of the tank and with outstretched arms broke the fall as she came plunging thru, crashed against his shoulder, and instead of taking a fall that might have been definitely fatal is only suffering now from a fractured jawbone and facial lacerations. Lalonde's presence of mind prevented a fatality is the honest opinion of the near victim of death.

O. J. Bach Shows Open But It Was Mighty Cold

SOUTH GLENS FALLS, N. Y., May 15.—O. J. Bach Shows closed its first engagement of the season here May 8 after 10 days of good business considering the cold weather. Show had a good location in town and was under the auspices of the fire department, which gave wonderful co-operation.

A nicely uniformed 10-piece band is under the leadership of Professor Lankford. Captain Worley presents a public diving act, and Harold Hard has the public address motorized unit. Parades were made each day at noon. A blue and orange sidewalk surrounds the entire midway and a 20-foot marquee entrance adds to show's general appearance. The new electrical towers are also enhancing.

Show is entirely motorized and has its own transformers and electrical equipment. Reported by Leo Grandy.

DETROIT, May 15.—Israel Weingarten opened newest miniature rifle range this week with completion of construction on his Trushot Rifle Range. Spot is located across street from Majestic Theater, in the center of night life district.

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IT'S TIME TO GET GOING!
Get Set To Break All Your Ride Records With the
1937 TILT-A-WHIRL
Dazzling Beauty—Quick Portability—Real Money-Getting Power.
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Can also grab Frozen Custard and Scales.

Crowley's United Shows

Ottumwa this week; Boone next, both Iowa.

16 COUNTY FIREMEN'S CONVENTION

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FULL WEEK, JUNE 14, 1937.

Positively on the Streets. All Rides booked. All Concessions open. Choice Corners available for Frozen Custard, Grab, Drinks, Scales, Grand Stairs, Legitimate Whobics. Will sell exclusive on Diggers. Eddie Lipman, Andy Bros. Shows, Inc., Tamaqua, Pa., this week.

BANTLY'S ALL AMERICAN SHOWS

WANT Organized Colored Revue with Orchestra of not less than 15 pieces. Will furnish complete outfit for same.
WANT GRIND SHOWS—Legitimate Grind Shows.
WILL BOOK OR BUY Tilt-a-Whirl or Whip.
WILL BOOK Loop-o-Plane.

The cream of Pennsylvania territory, then FAIR. CAN USE one more High Free Act. Lock Haven, Pa., week May 17; Pottsville, Pa., week May 24. WIRE.

WANT

For Marion, O., and balance of season Loop-o-Plane, Merry-Go-Round, Big Snake, Illusion, 5 or 10-ft. Eddie Herman wants girls for his Girl Revue. Will sell exclusive Candy Apple and Floss and Guess Your Weight Scales. H. Doc Allen contact at Want Banner Man with sound truck. J. Nicholas answer. Wire, don't write.

J. F. SPARKS SHOWS

Marion, Ohio.

ACTS WANTED

Freaks, Novelty Acts for Park Season, opening June 12. Short hours. CAN USE Talker, Claude Woods write. Girl for Illusion.

AUSTIN & KUNTZ

1514 Wyoming Street, Dayton, O.

HONEST BERT'S WONDER SHOW

WANT Shows and Concessions that do not conflict with what we have. Must have clean joints and lay it on the line every Monday. Positively no grift. Mitt Camp X open. Write or wire.

HONEST BERT WONDER SHOW

Ganoso, Ill., May 17 to 22.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 1.65 Pair Richardson Fibre Ring Scales, all sizes. \$45.00 Nelson High Striker, with Malife. \$48.00 Portable Fish Pond, 12' Canvas Tank. \$22.00 Platform Weighing Scale, with Weights. \$50.00 Two-Headed Wax Baby, Fine Specimen. We buy Scales, all makes; Guess-Your-Weight Scales, Candy Floss Machines. Pay cash. WELL'S CURIOSITY SHOP, 20 So. Second Street, Philadelphia, Pa.

MINER MODEL SHOWS

WANTS Grind Shows, 25%. Have one Show Top, 20x20, open for someone who can put something in same. 60-80. American Palmist, Ball Game, Frozen Custard, Corn Game, Lead Galleries, Cigarette Gallery, String Game and Stock Wheels. All open. Address R. H. MINER, Spring City, Pa., All This Week.

READING'S UNITED SHOWS

Concessions wanted for real money spots. Set of Diggers, Bumper, Howling Alley Hoopla, Candy Apples, American Palmist, Custard Machine or any other Stock Concessions, also Grind Shows. Portland, Tenn., Strawberry Festival next two weeks. Best berry crop in years. Kentucky spots to follow. So come on to Portland, Tenn. W. J. WILLIAMS, Mgr.

BREMER TRI-STATE SHOWS

Want Shows and Concessions, must be clean. Have Tops, Front and Banners for real show men. Address Per Route.

Attention Pennant Men For Sewing Machines

We have something new and better in the felt pennant line. Our prices are lowest. Write for details and prices.

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FOR BALLYHOOD. Must be able to give private readings.

NO TRAVELING—SUMMER SEASON. Write Fully to

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18001 Russell Ave., Cleveland, O.

Arena Shows Open; Greatly Improved

BUTLER, Pa., May 15.—Arena Shows opened their season Saturday, May 1, at Kittanning, Pa., with a much larger and newer show than in the past. Everything rebuilt and repainted and many new faces were seen on the midway. Show was located in baseball park, West Kittanning, auspices of Volunteer Firemen. Harry Morrison and Edward M. Deltz Jr., owners, were congratulated on fine appearance of this year's organization.

Opening night found an Allan Herschell three-abreast Merry-Go-Round, Ell Wheel, and a new Thriller Ride, purchased from the Jones Manufacturing Company. Live Pony Ride, owned by Tom Crawford, reported good business.

Shows: Mystic Temple, Tora the Mystic manager, with three assistants. Mabel, two-headed baby, Pete Ruff, manager and talker; Mrs. Ruff, lecturer. Educated Dogs, Dr. Jatchell, manager and trainer; Andrew Zack, tickets. Irene Ferrill, double sex, Billie Winters, manager; Harry Bowlder, tickets. Hawaiian Village, Joseph Clifford, manager; Mrs. Clifford, tickets and talker; Cecil Horn, drummer, and three dancing girls.

Concessions: Mr. and Mrs. Roy Williams, stewardess; Raymond Williams, co-owner and counter man, and Roy Williams, griddle man. Harry and Daisy Reeves, milk bottles, Floyd Wiley, agent; hoopla, Pete Waterbeck and Bill McDonald, agents; pan game, George Sims, agent; fishpond, Joseph Walk and Virgil Beechman, agents. Mrs. Daisy Reeves is secretary of concessions and Harry Reeves, manager. Eddie Grady, blanket wheel. Peanuts and pop corn, Arthur White, owner; Harry Cubbison, agent. High striker and photo gallery, owned by Grant and Thorpe, Mrs. G. A. Grant, photographer; J. Kilnko, dark room. High striker, H. B. Thorpe and L. Ward, operators.

Sound systems owned and controlled by Grant and Thorpe, G. A. Grant, technician. Mickey Mouse, dish game, E. M. (Pappy) Deltz, owner. Bingo, Morrison and Deltz, owners; Jack O'Neal, manager. Cigaret shooting gallery, ham and bacon, pitch-till-you-win, J. J. (Gill) Gilliard, owner and manager. Shooting gallery, Mrs. Ruth and Esther Winters, agents; pitch-till-you-win, Freddy Cooper, agent; ham and bacon wheel, Ray La Velle, agent; grocery wheel, Jackie Fischer, agent; bumper, Lealand Brown, owner. Office owns penny pitch, jingle board, bingo and silverware wheel.

Personnel of rides: Merry-Go-Round, John Brown, foreman; Ed. Lloyd, clutch. Ell Wheel, William Winters, foreman; Mary Brown, tickets. Thriller, Ralph Byerly, foreman; Joe Adams, clutch.

Staff: Harry Morrison and Edwin M. Deltz Jr., owners; Mrs. E. M. Deltz Jr., secretary-treasurer; Mrs. Charles Watson, Social Security secretary; Ed Grady, lot superintendent; Harry Morrison, business manager and superintendent of transportation; Billie Winters, superintendent of shows and general announcer; Mrs. Gertrude Allan, front-gate tickets; Spicker Myers, tickets Gate No. 2; R. F. (Dick) Martin, scenic artist and sign painter; Harry (Happy) Winters, superintendent of rides; Charles Hayes, advertising man and chief electrician.

Free acts: Malloy Troupe presenting four acts, featuring Miss Darnell in muscle grinds on high trapeze. Jack Malloy, trained dogs and ponies, and Johnny O'Terl, midget cowboy, in songs. Weather and business perfect, except Wednesday, when rain caused loss of night. Walter L. Main, of circus world, was a visitor. Reported by Charles Hayes.

Crescent Canadian Shows Open at Home Base

PRINCETON, B. C., Can., May 15.—Show opened its season recently in rain and snow here at shows' winter quarters. All equipment painted and remodeled. New attractions are Wall of Death, with Speedy (Crazy) Webster, Ace Milligan and Jack Le Rougetal; Rainbow Revue, featured by Mrs. Myerhoff, who is assisted by Dave McDowell; Hillbilly Show, featured by the Texas Pals of radio; Mickey Mouse Show with assorted mice, managed by Gordon Whip. There are five rides, Ferris Wheel, Whip, Chair-o-Plane, Loop-o-Plane and Merry-Go-Round, all supervised by Jack Sullivan. Concessions are managed by Duke (Kay) Lobo, assisted by Johnnie Ellis and Sam Bowman. George Ashall is electrician and lot manager. Reported by Sam Bowman.

Boyd Again 'Opens Month,' This Time at Monmouth

Monmouth, Ill., May 7, 1937. The Billboard Publishing Co., Cincinnati, Ohio. Gentlemen:

First of all, I want to thank you for publishing my letter "In full" in last week's issue under the heading of "Jimmy Boyd all fussed up in Festus." It was the first letter in four years with the GREAT Sutton Shows that I have been able to get so much favorable publicity for my show, as I now have in my possession 31 letters and 7 telegrams congratulating me on the stand I took against the SMART CRACKS being made in your Carnival department, which show that my letter wasn't far from wrong when I said that I was telling you something that many of the boys thought but didn't want to come out in the open and declare themselves.

Now I want to answer your statement on page 56 of the issue of May 8th, 1937, wherein you try to RIDE me for sending in the clipping from the Osceola, Ark., paper with an account of the opening of the GREAT Sutton Shows, insinuating that I am not able to write my own copy, and it so happens that I wrote that article myself and my only reason for sending it to you was the fact that you had made so many SMART CRACKS about naming the rides and shows instead of saying HOW MANY, inferring that nobody's word in the show business was any good but YOURS.

As to being able to write press material, I happened to own my own paper for several years and carry press credentials that might surpass yours, that is if yours are legitimate and I don't ask you or any other COPY boy to rubber stamp my articles, now it is true that I hadn't realized that you are the RED ONION, the second lowest of the entire vegetable world, bowing only to the lowly GARLIC its self, and surely anybody who would so brazenly admit in print that they are the GREAT RED ONION couldn't be of much assistance to such a valuable paper as the old Billy Boy and how you ever got so misplaced is beyond my comprehension, surely if Mr. Page was still in the office you would have been in the waste paper basket before you met your first pay envelope.

I wish that you would publish this, so that your friends if any could read what others think of any person using the moniker RED Onion connected with the publishing of a great paper and ending his articles with the BOYISH way of—BANG! BANG! Another Redskin bites the dust of dishonesty to himself and his employer.

This is one Redskin that never bites the dust and my advice to you would be to wake up and start running your department before your boss finds out that you are merely RUINING your dept.

Thanks for the "article in the BOX" in last weeks issue.

Yours Very Truly

JIMMIE BOYD.

Baseball Dead, "They" Say! Carnivals May Come In?

ST. JOHN, N. B., May 15.—With baseball apparently dormant here, the price of carnival and circus lots this season will likely be lower than for some years. In the past the baseball has been responsible for lot owners, who also promoted baseball on the grounds, keeping the price fairly stiff. This season there seems to be little interest in organizing the leagues and clubs and less on the part of people eager to see the games. The poor quality of the baseball is the cause. Grounds likely available for carnivals and circuses this season are East End Athletic Field, Shamrock Park, Foundry Yard and South End Athletic Field.

John Tobin in N. Y. Hospital; Broken Leg

NEW YORK, May 15.—Sam Karl, manager of Crystal Hall museum and playground on 14th street here, reports that John Tobin, known to the carnival business as "Shorty" Johnson, is confined to Welfare Island, New York, with a broken leg. He is registered under the name of Tobin and is anxious to hear from some of his show-business pals.

Patrick Shows Open At Grand Coulee

GRAND COULEE DAM, Wash., May 15.—The Patrick Shows, under the management of W. R. Patrick and sponsored by the American Legion Post No. 94, closed a nine-day engagement here last Saturday as the first stand of the season most successfully. The weather was exceptionally good and no untoward incident occurred to mar the occasion.

Staff: W. R. Patrick, owner and manager; Monroe E. Eisenman, advance agent; Mrs. W. R. Patrick, secretary-treasurer; Harry Brice, advertising agent; Arthur S. Guernsey, lot superintendent; Lawrence Nix, electrician and mechanic in charge of trucks; W. H. Olson, painter; Elra Starks, foreman Loop-o-Plane; Ed Niederman, foreman Merry-Go-Round; Don Meredith, foreman Glider, and Mickey McVary, foreman Kiddie ride.

The new 16-foot office trailer was built to order in Spokane, Wash. All rides are repainted in a variety of colors. Bull Montana and family arrived from Los Angeles with four concessions, and Mr. and Mrs. Harry Lions also came in from the same city. Don Matney has three concessions; Bill Fielding two ball games, Howsie (bingo) and clothes pin game; Ray Adams, lead gallery; George Phillips, ham and bacon wheel; Dick Collier, Erie Diggers, and H. H. Erbe, photos. Jimmy Felix operates Mickey Mouse Show, Earl Stolze presents Artists Models, girl show. Mr. and Mrs. Les Fee and W. H. Olson came in from Salt Lake City, Utah. Warnie Adams, who has the Glider ride, will have concessions, now building.

Visitors: Mr. and Mrs. Edward Morse, Mike Rosenthal, George Colson, Mr. and Mrs. J. C. Kitterman, Mr. and Mrs. Dinsey Hamilton and Loyd Wilson. Reported by George Rassmerson.

AMERICAN UNITED

(Continued from page 51)

Wayne Endicott, owner; Eddie Gunther, manager, and Ray Denoler, lecturer. Girl Show, Midge Holding, manager; Bud Smith, talker; Eddie Clark, tickets; Helene Clark, Dolly Valler, Nancy Davis, Elinor Smith, Dixie Dunbar, dancers. Freak Animal and Mickey Mouse, W. T. McNeese, owner; A. R. Monk, manager, and Mrs. A. R. Monk, inside lecturer.

Concessions: Cookhouse, Harry Meyers and Ralph Meeker, owners; Tommy Gibson, manager; Charles Gilman, Hank Devine, Harold Henderson, Kenny Watson, Bill Bowles, Bert Saunders, Jimmie Johnson and C. Clark, cooks and waiters. Photo gallery, Mr. and Mrs. Ed Anderson and Bob Anderson. Hoopla, Max Snobar and Birdie Rasmussen. Shooting gallery, Red Mason and Leo Farmer. Penny pitch, Louise Coyle. Cane rack, Mrs. Maud Hodges, Mrs. Ed Penny and Albert Wild. Girl-in-Bed, L. Baxter. African dip, Mrs. L. Baxter and Hazel Mason. String store, Hazel Bevins. Pop corn, Verda Endicott. Candy floss, R. C. Williams. Mrs. F. Hollyoak, slum wheel; corn game, Ted LeFors, Mrs. L. A. Godfrey and Joe Bishop. Dilly game, Joan Calkins. Nail store, Billy Clark, Joe Ryan and Mark Clark. Cork gallery, Joan Avery. Scales, Opal Clark. El-Striker, L. C. Gracie and George Calkins. Dart guns, Pat Hogan. Short-range gallery, Harold Bradley. Scales, Frenchy Gorman. Pitch-till-you-win, W. Adams and Jack Alexander. Corn game, Virgil Snow, L. Godfrey and J. Bishop. Clothespins, Eddie Lane, L. W. Dale, Frenchy LeDoux and Joe Oogle. Skillo, C. D. Scott. Ham and bacon. Boots Aikens, Rollidown, Laddie Cose and Eddie Peirson. Grocery wheel, W. D. McFarland. Blower, Jimmie Griffen, Freddie Baker and Percy Murphy. Bowling alley, Ray Holding, Benny Caplin and Bob King. Milk bottles, Blanche Griffen, Peggy Snow and Bob Myette. Fishpond, Pat Frazier. Balloon store, Tex Childers and Don Calkins. Ball game, Don Frazier. Cigaret shooting gallery, Clarence McNeese and Mrs. W. T. McNeese. Iron claws, W. T. McNeese and Helen Clark. Milk bottles, Mrs. Penny Clark and Spike Cross. Cat rack, Penny Clark and W. Fielding. Iron claws, Harry Meyers and May Henderson. Penny pitch, Jocky Moore. Scales, S. A. Brooks. El-Striker, F. Hollyoak. Novelties, B. El-Striker. Balloon store, E. McFerren, Harold Cline and Jack Allin. Reported by Joan Avery.

SALT LAKE CITY, Utah, May 15.—Mel H. Vaught announces following fairs have been contracted for State Fair Shows: Four State, Tulsa, Okla.; Red River Valley Free Fair, Sherman; Ellis County Free Fair, Ennis; Denton County, Denton, and Young County District Fair, Graham, Tex.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 15.—As was reported in the news section of *The Billboard* in the last issue, we were informed that our application for increased free demurrage was disallowed by reason of the fact that the carriers are endeavoring to retrieve losses in revenues which have occurred since January 1 due to the discontinuance of the emergency charges and that to grant our request, altho conceding that the same was fair, would have far-reaching effect on other arrangements.

We shall, of course, present a full report on the subject to the annual meeting of the association to be held in Chicago next fall.

Unemployment Insurance

The article on the subject of unemployment insurance this week deals with the matter of payments of tax. The tax is due and payable without previous notice or demand not later than January 31 following the close of the calendar year for which the tax is due. Attention of carnivals is called to the fact that the tax may be paid in four installments instead of a single payment, in which case the installments will fall due on or before January 31, April 30, July 31 and October 31. If the show elects to pay in four installments each installment must be equal in amount. If the tax for any installment is not paid in full before the due date and no extension of time is granted the whole amount of the tax becomes due and payable on notice and demand.

Provision is made in the law to grant extensions of time within which to make returns and pay the tax where it would create an undue hardship upon the taxpayer. Applications for extension must be made upon forms prescribed by the commissioner under oath and must be accompanied by a sworn statement of the assets and liabilities of the taxpayer. The commissioner is empowered to require a bond for the payment of the tax in the event an extension is granted, in which case the bond must be filed after 10 days' notification that the same is required.

To avoid the inconvenience of having returns returned for correction by reason of errors in computation we wish to advise that a fractional part of a cent may be disregarded unless it amounts to one-half or more, in which case it should be increased to 1 cent.

Collectors are authorized to receive uncertified checks in payment of the tax if the same are collectible at par.

In the next portion of the subject to be discussed we will take up miscellaneous provisions of the unemployment insurance law.

We are at present engaged in working out our visitation schedule for the year and would appreciate it very much if the members of the association would notify us as to their preferences of place and date when they would prefer us to make our annual visit.

Shooting Galleries Affected

DETROIT, May 15.—An ordinance requiring stricter supervision of construction of shooting galleries was passed on first and second readings by city council Tuesday. Final approval will probably be given later.

Included is a provision that shooting galleries must be approved by the fire department and department of buildings and safety engineering before a license to operate is granted. Present situation is the result of miniature rifle ranges springing up, estimated by observers at about 50. License remains the same, \$25 annually.

Paris Showmen Form Joint Committee for Mutual Interests

PARIS, May 10.—The three associations of French outdoor showmen, Avenir Forain, Industriel Forain and Liberte Forain, have formed a joint committee in Paris to combat the movement to suppress the majority of street fairs in Paris and to defend the interests of carnival showmen. Heading the committee are L. Dachary (Industriel Forain), president; A. Foursin (Avenir Forain) and M. Brunel (Liberte Forain), vice-presidents.

Sims Exposition Shows Open Good in Canada

CHATHAM, Ont., Canada, May 15.—With ideal weather conditions the Sims Greater Exposition Shows inaugurated the season at Windsor, Ont., on Saturday, April 24. This marks the eighth year that this show is touring Canada.

New canvas was purchased and a new Allan Herschell Kiddle Auto Ride was added to last year's ride equipment. The two free acts are Spanish Queen, on a high trapeze, and Oscar Marchand, "White Demon" of the air, in a leap for life into a tank of water and fire. The show will travel in the provinces of Ontario and Quebec.

Gus Vallas built an entirely new cookhouse and it makes a beautiful appearance at the entrance to the midway. The entire show was rewired and new electrical equipment has been installed to conform with the new rulings of Ontario Hydro-Electric Commission.

Staff: Fred W. Sims, general manager; Frank Rome, manager; Eddie Hollinger, secretary-treasurer; Jack Manko, chief electrician; J. J. Murphy, publicity, and William Davis, *The Billboard* and mailman.

All rides are owned and operated by the show with the following in charge of operations: Merry-Go-Round, Mearl Harmon, foreman; Herbert Cormier and Edward Burke. Ell Wheel, Ronald Thibeault, foreman; Alfred Gallant and L. Morrison. Tilt-a-Whirl, W. Wallace, foreman; Joe Miller, Stanley Mason and Stanley Harmon. Caterpillar, Dan White, foreman; Albert Maywood, Gordon Rudolph and Tony Giratti. Mix-Up, Zoel Boucher, foreman; George McCormick and Larry Morgan. Kiddle Autos, Arthur Duquette, foreman, and Jimmy White.

Shows: Stanley's Side Show, Donogh's Monkey Speedway, Princess Victoria's Jungle Land and Donagh's Showboat.

Concessions: Cookhouse, Gus Vallas, manager; Penny Arcade, Jack Clancy, manager; Corn Game, William Cooper, manager; Joe Harris, M. Kabin, M. Eden, William Davis, Jack Burns, Mr. and Mrs. Porter, W. Anthunson, Leona Dmytryk, Mrs. Nugent and Herb Payne. Reported by J. J. Murphy.

Rice Bros.' Shows Make Debut at Southbridge

FITCHBURG, Mass., May 15.—The Rice Bros.' Shows, a New England organization, ended the first week of the season on the Charlton street lot in Southbridge, Mass., May 8. The date was marked with good weather and business. Show is under the personal management of Ralph Rice Jr., who also takes care of the advance. Five-cent gate proved a success and business increased daily. Show has a well-lighted entrance.

All shows, concessions and rides are repainted and well lighted.

Rides: Merry-Go-Round, Raymond Rice, manager; Chairplane, Norman Demer, manager; Venetian Swing, Paul Scrip, manager. Martin Ozarf has Five-in-One Show with an attractive bannerline. Acts: Ozarf, magic; Jack Reynolds, Punch and Judy; Madam Zula, sword walk; Mrs. Ozarf, blindfold act, and John Doe, escape act. Whitey Brown has a musical revue. Free act, motorcycle crash thru a wall of fire by Dare-Devil Scrip. Concessions: Bud Palmer, pop corn; Mrs. Chisholm, ice cream; Dick Lashua, three ball games; Arthur Morrell, candy wheel; Louie Terrio, three merchandise wheels; Madam Golby, minstrel booth. Mrs. Bernice Rice presides at organ. Whitey Brown is lot superintendent and electrician. Show has its own light plant, travels on six trucks and has five living trailers. Reported by E. H. Eaton.

Roster Dixie Expo Shows

WINFIELD, Ala., May 15.—Following is roster of show at this stand. Staff: C. D. Scott, owner; Mr. Millsap, manager; E. Hampton, secretary-treasurer; Jack Devoe, general agent; Shorty McCampbell, electrician; Felix Scott, lot superintendent and trainmaster.

Free acts: Ted Foster, high perch, and Iron Man Travers, platform act.

Shows! Geek, Mom and Pop Birchman. Girl, Peg Landers, May Jackson; Frank Landers, manager. Minstrel, J. Rucker, manager; S. Weather, band leader; F. Brown, T. Grice, W. Robison, Pea Wee Tallor, H. Mosley, Mrs. E. More, E. Crumbs, M. Tallor, S. Brown and J. Davis, performers. Alleen-Allen, James Coons, tickets. Illusion, Doc Yager, manager; Mrs. Wehant, cabinet. Snakes,

a message to SOFT DRINK and ICE BALL CONCESSIONAIRES

The days are gone Forever when your customer was satisfied with pink lemonade or orangeade made of compounds or syrups tasting like sugar water and orange oil. The customer is wise in these days of automobiles and radios. He wants action for his money. And if you want repeats, reputation and success you will have to give your customer what he pays for and has a right to expect.

Smart judges, big buyers of orangeade acclaim our product the best obtainable at any price. AND IT COSTS LESS THAN THE ORDINARY KIND. Why, there is no comparison. Might as well compare diamonds with glass. Now we are ready to have you judge for yourself.

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WANTED—Shows with or without outfits. John T. Rea wants Feature Freak. Talkers and Grinders, Fire Eater, Sword Swallower or any Good Acts suitable for big high-class side show. Also Girls For Girl Revue. Victor Ferguson wants to buy Glass House or other Walk-Through Show. River Rouge, Mich., May 17 to 23; Royal Oak, Mich., May 24 to 30.

Mrs. Yager, manager; Professor Omar, lecturer. Athletic, Tom Grogan, boxer, manager.

Concessions: Big wheel, Mrs. C. Robinson; fishpond, Mrs. V. McChampbell; cork gallery, Mrs. C. Coons; hoopla, H. Sacks. Bingo, Mrs. B. M. Scott, owner; Charlie Roberson, Jeraldine Shad and Clarence Dishmon, agents. Cigaret gallery, Wally Banks. Ball game, B. Levinthal and Pat Pierce. Penny pitch, Mrs. W. Banks and Grady Banks. Mouse track, C. Coons. Chuck-Luck, Dad Green. Pop corn, Edith From. Over and Under, Mrs. Mollie Hampton. Bowling alley, Mr. and Mrs. Laughhead. Blanket store, Bill Murrie. Cookhouse, Mr. and Mrs. Ben Mottie, owners; Mr. and Mrs. O. B. Silver and Bill Brooks.

Rides: Kiddy, H. Wehant; Chairplane, C. Lawrence; Loop-o-Plane, Jim Pruitwe. Joe Hampton, pay gate, and W. Banks, sound truck. Reported by Ted Foster.

J. F. Sparks Corrects

CINCINNATI, May 15.—J. F. Sparks, manager J. F. Sparks Shows, takes exception to some statements made in a show letter of Christ United Shows by B. W. Snedicker in the May 8 issue.

"According to the article, the entire personnel of the Christ United Shows visited the Jessie Sparks Shows on Saturday, April 24, at Bucyrus, O.," writes Sparks. "The name is not Jessie Sparks Shows, but J. F. Sparks Shows. Both Mrs. Sparks and I were formerly connected with the show and not Miss Sparks as printed. My main objection to the writeup is the false statement that my brother, Joe Sparks, made final arrangements during the visit of the personnel to join Christ United Shows. Truth of the matter is that arrangements were made between Joe and the Christ Shows at least 30 days prior to my opening here in Bucyrus. The personnel of the Christ Shows are more than welcome on the J. F. Sparks Shows."

NEW YORK, May 15.—R. M. Harding, representing the Powers & Company canvas firm of Philadelphia, spent several days of last week in this city contacting circus and carnival people. In the company of John Kelly he visited the Ben Williams-I & T. lot in Brooklyn and reported a sizable sale.

Roster Corey Greater Shows

JOHNSTOWN (Loran Boro), Pa.—Following is roster of the show's unit No. 1 at opening here for benefit of local firemen. Staff: E. S. Corey, general manager; George F. Dorman, assistant manager; Jack Leonardson, special agent; A. J. Stewart, general agent; Ralph Gates, press agent; George C. Smith, superintendent of lot; Percy Dalrymple, superintendent of lights; Samuel Collier, superintendent of transportation; George H. Ammon, boss canvasman; Lee Parks, superintendent of rides. Merry-Go-Round, Big Ell Wheel, Chair-o-Plane, Midget Cars, Kiddle Chair-o-Plane and Pony Ride. Shows: Plantation, Athletic, Paradise Revue, Snake, Ten-in-One, Follies of 1937, Geek, Darkest Africa, Dog and Pony and Pat Girl.

Concessioners: Larry Osborn, Harry Morris, Roy Henning, George Smith, Jack Campbell, Harry Keller, Lester Tate, Frank Maddish, Lucille Leonardson, Percy Dalrymple, Frank C. Harris, Jack Rockway, Alex Nefedro, C. E. Story, Jack Murphy and Virginia Samples, Ruth Anderson, and Dave Winnie with the high pole free act. Reported by E. S. Corey.

Ben Williams Reports Good Business Near Circus

NEW YORK, May 15.—Ben Williams, carnival operator, reported this week that his current engagement near the Ringling-Barnum Circus lot in Brooklyn has been just about his best since 1920. Thousands of people have been attracted to the vicinity daily and easily find their way to the carnival midway. The Williams show, combined with the I & T Shows for this engagement, consist of 8 rides and 20 concessions.

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Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price,
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SNAPPS SHOWS, Webb City, Mo., week May 16; Nevada, Mo., week May 24.

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Four-Wheel Office Trailer in first-class condition, finely painted. Would make a perfect ticket wagon for small circus or office for motorized carnival. Can be seen with **MRT LEWIS SHOWS**, May 17 to 22, New London, Conn.

Midway Confab

By THE MIXER

EVER hear of the "Great I Wonder Shows?"
RALPH THOMAS—Communicate with your father, Lorman Thomas.
PARTNERS for a few days: Ben Williams and Phil Isser.
MARIE K. SMUCKLER—Some news from Royal Palm Shows and Robert R. Kline.
THE WORLD is not all "Kesepeus." It's the people in it.
WALLY REESE letters from Seattle, Wash.: "Am not in the carnival field as a talker."
TILLIE FEW CLOTHES says: "Just like Tom Smith, of vaudeville fame, I always like an egg with my tea."
FRANCIS KELLY cards from Paterson, N. J.: "Have my concessions with George W. Traver's Fair at Home Shows."
IT WAS I who invented the brain amplifier.—Soapy Gluc.
REMEMBER when Mrs. Jessie Glick was the candy wheel queen? "The little boy got it!"
PURL SHIELDS has the Minstrel Show with R. H. Work Shows. He states that



DALLAS SHOWFOLK GO "PICNIC." This snapshot was taken May 3 at White Rock Lake, Tex., which is out from the exposition city. Left to right: Ada Dufour, J. Ed Brown, Mabel Brown, Joe Rogers and Ella Rogers. Lew Dufour, who sponsored this picture, said: "Note, they're on a picnic and that is very evident from Eddie's actions."

he has been in this line for 25 years and all season with R. H.
WOMEN of the carnival world. Send in your latest photograph for use in *The Billboard*. This is a general invitation, ladies.
THE BIG free-act program presented by the Eric B. Hyde Shows is beginning to create favorable talk in carnival circles.
SPEED BALL MORTENSEN cards from Globe, Ariz.: "On way to California for a couple of months of wrestling dates. So far have had a very nice trip.
WHEN the late Charles C. Blue had a by-line hundreds professed to be his friends. Such is the game of life as pretenders play it.
GREAT PATTERSON SHOWS was a good title. To remember, Harry S. Noyes and James Patterson. When is Harry S. going to general agent again? Kick in.
FAMOUS LAST WORDS: "We will straighten it out when we arrive there."—Walter B. Fox.
DON LANE cards from Honaker, Va.: "Formerly with Krause Greater Shows. Now operating J. J. Steblar's Chairplane on World of Fun Shows."
HARRY METZ letters that he is home at Paterson, N. J., after a short season with the side-show department of the Hagenbeck-Wallace Circus.

ported to have a carnival of his own and William Zeldman is a big ride operator with Mighty Sheesley Midway.
MONTE NOVAREO cards from Winston-Salem, N. C.: "Have front of Paradise Revue on Cetlin & Wilson Shows. The most beautiful front I have ever talked on. My wife, Billie Lane, is doing fan, bubble and strip-tease dances."
PERCY MARTIN, former general agent, letters from Crystal River, Fla., that he is expecting a boom in that section. He speaks of big developments and a ship canal. Percy may yet become a real estate baron, who knows.
"THE BIG SHOW" is known all over the world as that and everyone knows which one is being referred to. Now let's have "THE BIG CARNIVAL."—Wadley Tif.
JACK ARNOTT letters from Sweetwater, Tex.: "During the Spinach Festival at Crystal City, Tex., the largest business done by any local cafe was done at the Red Onion Eatorium. It's a fact. Eatorium goes as is spelled.
M. JACKIE MILLER cards from Mountain View, Mo.: "Home after four months in government hospital. Will have two more months in Kansas City under doctor's care. A little improvement, eyes are worse."
ELMER SPANGLER letters from New York: "Have quit show business and am now with Philip Morris & Company, the

We Really Have Trained Honey and Bumble Bees!
The group, known in showdom as the "official visitors," Dode Fisk, Adam Gilger, M. W. Westlake and son, and Rev. E. S. Matheny of Columbus, and George Conner, Parson Waddell and his father, Doc Waddell, of Chillicothe, O., with their womenfolk, motored to Nelsonville, O., and put over a "surprise" at the winter quarters of Stire Brothers—Fred W., Ralph and Art—and their mother, Mrs. Kate Stire, aged 78, and their aunt, Mrs. Rose Dill, 90. The Stire Brothers will have two units on tour this year, one opened in April, playing still dates and carnivals, and the other, starting in July, making fairs. Both units are motorized. They present this season a new success in training, having succeeded in having a perfectly trained honey and bumblebee circus.

claret people. Am the midget who broke his leg on the motordrome last season with Hennies Bros.' Shows, but will never stop reading *The Billboard*.

WONDER WHO invented the handkerchief? After all these many years it has prevented a lot of epidemics. Yet a lot of fellows I know have not yet found them useful and highly sanitary.—Soapy Gluc.

VIOLA FAIRLY letters from Boonville, Mo., something about the Fairly-Martone Shows and says: "Hush! We had a lovely summer day, 80 degrees. We have been out six weeks and have lost 17 nights. How is that for a start in the spring? But we are still happy."

ROY GOLDSTONE letters from the McClellan Shows, Belleville, Ill.: "L. Opsal has been connected with me for some time and he is a very capable press agent. He also operates a very nice up-to-date sandwich shoppe on the midway with the assistance of his wife."

AMERICA is a very big place. You will grant that. So kindly give all the information covering the location your carnival is playing such as the nearest post office address when writing *The Billboard*. Know where you are at least at the time of writing your show letter.

YOU GET the idea. Those "kick back" general agents. Then some wonder what is the matter with certain carnivals. If a general agent trims the carnival he is with he is only robbing himself and hurting the business in general.

FLYING HOWARDS letter from Pompano, Fla.: "Have completed our seven months' rest, sun tanning, swimming and fishing, and are now ready to open

POWER TO SPARE

With an ELLI POWER UNIT on your ride. Take no chances on the big days ahead.
ELI BRIDGE COMPANY
Builders of Dependable Products.
N. West St., JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

our season at South Hill, Va. Have added 'Wimpy,' high-diving dog, to our attractions."

MR. AND MRS. WALTER K. SIBLEY, of the Goodman Wonder Show, passed thru Cincinnati last week en route from Knoxville, Tenn., to Detroit. Walter K. visited *The Billboard* office while Mrs. Sibley watched their car a few blocks distant.

HARRY J. BOWEN letters from Baltimore: "Opening of carnival season around here was very good and the future looks very bright. De Luxe Shows playing here have a fine show, newly painted and new ideas in midway equipment. Their gate receipts have been above expectations."

A PRESS AGENT said he sent in a perfect piece of copy relating to his shows. Look here, young man, nothing is perfect! Most of us strive to do the best we can, so let it go at that, but do not slack up on this human obligation.

LAWRENCE LALONDE cards from Stockton, Calif.: "At present am connected with Congress of Oddities with Clark's Greater Shows. Manager Stella and John Cudrels are rapidly framing a beautiful show. As usual will have two units, with writer again going on No. 2 Side Show to play the main celebrations and State fairs of the West."

BABE AND JOE MILLER three-card from Owensboro, Ky.: "Wish to express our sorrow at the death of Charles C. Blue. He was a real trouper. The Miller Amusing Company, of which we are the head, is not incorporated. It consists of a Dodge house car, one grocery wheel, a bull dog and a colored boy, the putter-up and taker-down."

TED LeFORS letters from Lewiston, Ida.: "American United Shows claim the first girl show 'sit-down' strike. Girls on the girl show sat down on the bally-hoo platform and refused to dance until some of the features of other shows were eliminated. They won. What is meant by 'proving grounds for free acts.' To prove what?"

GOOD OPERA singers are available to sing with carnival concert bands. Give this a thought. Remember when all bands had singers with them. Opera stars will get your carnival into the society columns of newspapers and time on broadcasts for the good of the business.

ALLAN BRYANT cards from Silvis, Ill.: "Sold roses to all the girls and boys on Sol's Liberty Shows on Mother's Day. I bought out the stock of roses in two dime stores and resold them on the lot. It did not take long to sell out and some of the boys wanted more, so everything was rosy on the big day for roses. So roses also to The Onion."

C. R. (SPEDDY) HENRY, of Royal American Shows, letters from Atlanta: "Death of Charles C. Blue was sure a shock to all of us. Heartfelt sympathy to the bereaved. Am again with Dick Best in the Odditorium on the world's largest and most beautiful midway. En-



JIMMIE McCLELLAN KIER is the bright looking young man shown here. He is the grandson of Mr. and Mrs. J. T. McClellan and is the assistant secretary of the McClellan Shows. Who knows but that some day he will have a carnival of his own.

joying satisfactory business. Tattooing Social Security numbers seems to be a hit."

IF A country store wheel operator smokes a pipe while he is behind his store what does that make him? The assumption on the part of some of the folk in the hinterlands is that the man who smokes a pipe is a safe person to do business with. Smoking a pipe may be the real gimmick to a country store—who knows.

LEW DUFOUR letters A. C. Hartmann from Cleveland: "Joe Rogers did not sail May 1 but did sail from New Orleans on S. S. Sixoola Saturday, May 8, and will be on a 16-day cruise. At this writing we will now operate four shows and a restaurant here. If I don't get out of here quick I might find something else. Will leave here for Dallas to spend five or six days and then back to Cleveland."

DOC WADDELL letters from Decatur, Ill.: "Michael J. Donahue, in the early days of the carnival, was general agent for a number of the big ones. Of late years he has been connected with Hotel Sherman, Chicago. He quit Chicago and the hotel game and returned to his old home place, Streator, Ill., with his charming wife. He then took over a life insurance business and wrote 41 policies the first day he was in his new line."

IF ANYONE should ask you there are very few men and women in the carnival business who are not human beings. They have their scraps among themselves but need no outside butting-in from anyone. Great people, these carnival people, but some of them are funny and at times have peculiar trumped-up delusions about things. Only human beings after all.

JACK WILKERSON letters from De Quincey, La.: "World Exposition Shows played Lake Charles, La., and then came here. Business was fair when weather permitted operation. Manager S. B. Doyle has had all equipment painted and the show makes a very good appearance. Ben Verret, veteran merchant of Hayes, La., sold his business and is now realizing his boyhood ambition by operating a concession with the show."

EDDIE STEWART typed a few items from the West Coast Shows at Coeur D'Alene, Ida., as follows: "A. J. Budd's Side Show topped. He has 120-foot banner line and 3 amplifier horns. . . . Jack Lee and Lola Griffin are the lecturers. . . . Jeff Griffin is known as Zaballo, the man immune to pain. . . . Mickey Compton is getting along fine after her recent operation. . . . Tiny Marvel is the fat boy who gets over big with his act."

MAURICE REYNOLDS letters from Oneonta, N. Y.: "Signed for 17 weeks with Buffalo Bazaar Company, under canvas, a week-stand show playing auspices. Am doing an accordion act and handling amateurs. Opened in Cortland and stay in New York State all season. Purchased a new house trailer so wife and son will troupe with me. Have been a faithful reader of *The Billboard* for years and I give a lot of credit to it

for a number of contracts I have received.

WELL, we have had carnivals titled after rivers, valleys, lakes, mountains, sun, moon, stars, oceans and whatnot. Wonder what next. Some titles are so inappropriate and silly that they puzzle one at times, don't you think? They are in a number of instances more ridiculous than the titles for some of the burlesque shows past and present and they are bad enough.

MRS. ROLAND P. WITFAKER cards from Centralia, Ill.: "After visiting a number of shows this spring have heard numerous managers of carnivals state that they had sent money by P. O. and Western Union to various show people, workingmen and others to join their shows. These people never reported to work. Suggest *The Billboard* advise them thru Midway Confab that it is a federal offense to obtain money in this matter by P. O. or telegraph." Mrs. Wittaker—it is a federal offense only thru mail.

BROTHERLY LOVE: When the Hagenbeck-Wallace Circus played Cumminsville and the Mighty Sheesley Midway, Norwood, O., Howard Ingram, trainmaster for John M. Sheesley, took his train crew over to Howard Y. Bary's Circus at 6 a.m. on that unloading morning recently and helped Frank Segal, trainmaster of the circus, unload. They do tell us that it was a grand meeting of trainmasters and train crews. This is the way things in outdoor show business should be done.

CHAS. T. HOLLAND letters from New London, Conn.: "Was in show business 20 years, now retired and clerking in a local hotel. I believe that Stanley Reed, banner man for Stanley Bros.' Shows, sold a banner here that I have never seen or heard of being sold to the company and that company is the Western Union. The banner, 6 by 3 feet, was in the center of the midway at shows' opening here. After talking to some of the showfolk I learned that Reed often sells banners to the Railway Express, hospitals and other lines of business seldom advertised in this manner. He is a very capable banner man and had a display of 28 banners in this city and I found Reed a very interesting man to talk to."

WAY BACK: During the late World War the late President Woodrow Wilson encouraged "Block Parties" in all quarters in order that the people in each block in every city could become acquainted with each other and to "know their neighbors." They were plentiful and were virtually Outdoor Bazaars and did plenty of business. Nowadays, in some towns, if a promoter goes in to promote a Block Party or Outdoor Bazaar, a lot of political "chumps" raise their objections simply because they cannot conceive any reason why they should be held. Block Parties and Street Carnivals in a great measure help people to "know thy neighbor as thyself." Is this not a good reason for carnivals on the streets? Yes!

IN ORDER to right an erroneous impression regarding various free acts booked by Jack Schaller on Hilderbrand's Shows, it must be stated that Schaller was granted privilege of trying out his many units preparatory to their departure to prospective shows where they were booked for the regular season: Schaller not only added his performers in earning a few dollars, but gave show an opportunity of presenting a different group of performers weekly to Southern California public. The first act, Four

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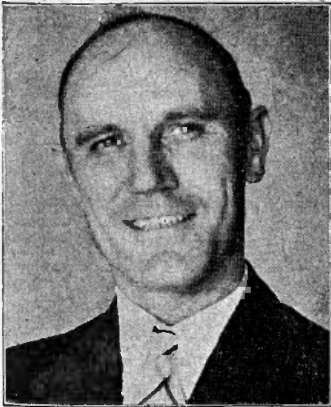
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OCTOPUS

"World's Newest Ride Sensation."

56 UNITS
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SALEM, OREGON

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ABNER K. KLINE, Factory Representative.

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FOR COTTON CARNIVAL WEEK, PINE BLUFF, ARK., WEEK OF MAY 24-28.

Up-to-date Shows, Midgets or Fat People Show, Good String Show with something inside. Will place Stock Concessions. Must work for stock. Also Ball Games, Ten Pins and Bottles. Wonderful opportunity for Snow and Ice Cream. No ex except Corn Game. Will place real Gookhouse for balance of season. Shows positively located in heart of city on lot known as post office lot. First carnival on this location in several years. All merchants have joined hands with Chamber of Commerce to make this the biggest celebration of the year in Arkansas. Address all to
C. W. NAILL SHOWS, Warren, Ark., May 17 to 22.

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CARNIVAL-CELEBRATION**

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CAN PLACE ONE or TWO MORE FLAT RIDES, also SHOWS with own outfit. We are booked for TEN SOLID WEEKS of CELEBRATIONS, CENTENNIALS and CONVENTIONS all in NEW YORK STATE.

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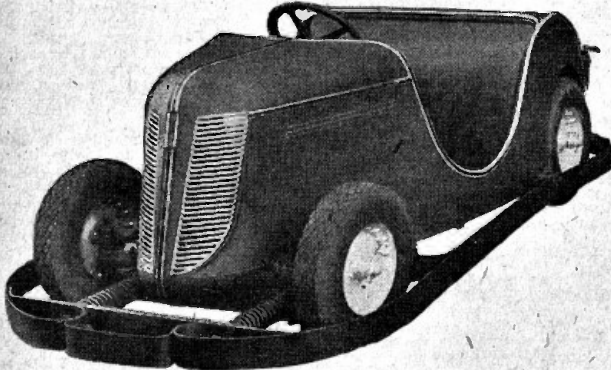
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Cleaned and Sterilized in 5 Minutes.
Capacity 30 Gallons per Hour—50 to 80% Overrun.
Can be seen in operation with Frank C. Miller, en route with Ringling Bros., Circus, World of Mirth Shows, Art Lewis Shows, Wm. Gluck Exposition Shows, or call or write to us direct at

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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



MRS. PETER RICHARDS, of the Marks Shows concession row, where she is known as "Queen of Penny." She is credited with having one of the really bright spots on the midway and is always there with a smile and quick change.

Corintos, were shipped to Japan for the exposition. Second group, Four Aces, went to Marks Shows; third, Four Jacks, are on C. F. Zelger Shows; fourth, Four Queens, were sent east to a show, while fifth group, Four Thrillers, are present attraction on this show and will remain the entire season.

W. C. FLEMING letters from Buffalo, N. Y.: "Had the pleasure of visiting the Conklin Shows at Hamilton, Ont. Was agreeably surprised at the wonderful lineup of attractions, new canvas, riding devices; everything all painted and decorated and, above all, the first introduction of a beautiful new entrance and many new show fronts. The merchandise concessions are a flash and well stocked. Side show is second to none and every section is on a separate platform, with plush backgrounds and a plush proscenium at each end of the top and brand-new banners and banner line! Ballyhoo stages were built by Spillman Engineering Corporation of heavy pipe with matched platforms and steps. Ticket boxes are artistically painted and lettered. All in all a great show and properly managed. Several of the rides are new to the writer."

IF A SELF-STYLED press agent cannot get any publicity for his shows unless he balls out somebody he is in a bad way as a press agent. Illogical minds naturally contradict themselves in making statements, especially if they happen to be statements that are exaggerated. The power of *The Billboard* is admitted when he states that he received so many letters and telegrams in substantiation of the "general wave of protest to the black-face items in this column." Moral: Of all the leading carnivals none of them title their organizations as GREAT. They are simply titled as being what they are and let the public and press decide how "GREAT" they are, and this goes for a vast majority of the smaller ones as well, who are to be equally as highly complimented on this score as relating to titles.

ON MARKS MIDWAY by Carleton Collins: Paying her Social Security tax, Mrs. Jan Martin remarked: "It's a good thing we don't have to pay a tax on all the fun we have, for I could never raise it." . . . When show made a sudden shift in dates recently Frank Lafferty, billposter, hung paper in three towns on the same day, which we call stepping along. . . . Jimmy Hurd, the Massachusetts boy whose Wall of Death is a sensation with show, bought a dog recently, and for a strange thing it was not a Boston bull. . . . Such a mob of newswires turned out for a party in Mar-

15 Years Ago

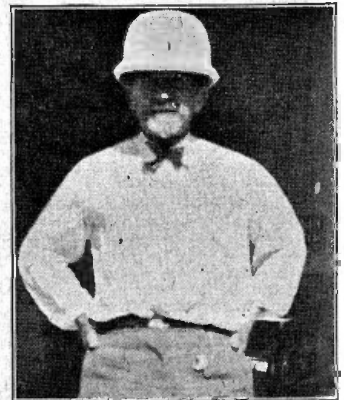
(From The Billboard Dated May 20, 1922)

The Mighty Doris Shows were taken over May 7 for a cash amount by Mrs. M. T. Bernardi, wife of Felice Bernardi, who had been part owner of the late Honest John Brunnen Shows for some time. She announced that the show, consisting of four rides, 10 shows and about 30 concessions, would henceforth be known as the Bernardi Greater Shows. . . . Billed originally for Wellsville, O., an 11th-hour switch had to be made by the Rubin & Cherry Shows on account of a railway strike in that community. Agent Hogan found a garden spot in New Brighton, Pa., and the organization set up there instead.

Sam Feldman, known to outdoor show-folk as Willie Miller (carnival trouper), was confined in the Bellevue Hospital, New York, suffering from blood poisoning of the right foot. . . . After a splendid opening engagement under American Legion auspices at Woodriver, Ill., the L. J. Heth Shows were playing to good midway attendance and attraction patronage at Alton, Ill. . . . Johnny J. Jones Exposition was playing to banner business at Johnstown, Pa. . . . Miller Bros.' Exposition Shows had just concluded a successful two-week engagement at Nashville, Tenn. . . . An executive of the (See 15 YEARS AGO on page 61)

tinsburg, W. Va., recently that the writer explained to his boss that *The Journal* had a quick delivery service—one boy for each paper printed. It looked that way to the ride foremen, but they all helped to give the youngsters an enjoyable evening.

PONCHATOULA, La., May 15.—Ralph R. Miller, of the exposition shows bearing his name, announced here that he has been awarded the contracts for amusement features at Regional Strawberry Festival, Bells, Tenn., and Cotton Carnival, Dyersburg, Tenn.



DOC C. B. SCANLAN, noted as a lecturer on snakes and animals, started in show business in 1892 with the Buffalo Bill Wild West. In 1893 he was at the Columbian Exposition, Chicago. Since then he has been with various and sundry organizations and is again with the Beckmann & Gerety Shows this season as mailman, *The Billboard* salesman and doing inside lecturing. With the date of this issue he is celebrating his 65th birthday anniversary. He has many well-wishers with the shows he is now with and on many others.



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BIGGEST—FLASHIEST—BOX FOR THE PRICE!!
Delicious Assortment of Summer Confections, Cellophane Wrapped.
Packed 10 to Case, \$4.40 per Case.

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\$10.00 per 1,000 Packages, Packed 200 to Case, \$2.00 per Case.
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500 Other Items To Pick From. Price List Sent on Request.

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Quill Quips

WALTON DE PELLATON speaking:

The indefatigable effervescent repartee carried on night and day by loquacious Emmy Clifford has the showfolk in stitches. . . . O. H. Hilderbrand was recipient of a beautiful blue-ribboned medallion in 1935 by the officials of one of the major fairs in Idaho on which was printed in gold letters, "Meritorious Award to the Biggest Sap in Idaho," and it adorns a conspicuous place in the office. . . . Lucille King has acquired the habit of leaving her key hanging in the lock outside of her hotel room, and up to the present no one has ever disturbed her restful slumbers. . . . General Manager E. W. Coe is one man in a million, he continues to exist without vices. . . . What do you do for recreation, George?

The defenseless woman cannot apply to Fern Cheney, her wrestling ability holds the weaker-sex in awe. . . . Virgie Miller has been erroneously nicknamed "Hot Love," but from a reliable source we have been informed the title thus conferred should have been "Iceless." . . . Mrs. Marie Alton affects a "tam" which she claims is the sign of intellectuality, but it all depends upon the length of the tassel. . . . General Agent E. Pickard carries the title of the "Little Giant," but Mrs. Pickard insists it should have been "Short-comings."

Hazel Fisher's life ambition has been to operate a Ten-in-One Side Show with Vern-Verna in the annex and "Fug Ugly" on the bally. . . . If Mrs. Margaret Balcom does not receive the photo she so kindly loaned *The Billboard*, she threatens to make a special trip to Cincinnati with dire results. . . . Watch your temperature, Margaret, remember what the doctor said. . . . A lady always reserves the prerogative of changing her mind, therefore Claire Hertz is still plucking daisies endeavoring to discover who will be the best man. . . . On their wedding night Mr. and Mrs. George Vanderhoef spent the night crossing a condemned bridge. . . . The bride on one side and the groom on the other. What a honeymoon!

Giggles Cardwell detests housekeeping, but friend hubby persuaded her to cook for a little while; 12 weeks have passed and Giggles is still wondering how long is "a little while." . . . Mrs. Claude Barrie, who is considered the best-dressed lady on the midway, was mortified to tears when she discovered the hotel she was forced to reside in recently was bathless, waterless and lined with papier-mache walls. What, no beauty parlor? . . . Genial George Morgan, the dashing cavalier, has been out-classed, out-finessed and out-maneuvered by the show's No. 1 He-Man, Fredrych Nelson, of the Four Thrillers. Dashing Mrs. Peggy Nelson is the dashingest dasher that ever dashed when she sits behind the wheel of her Chrysler coupe and dashes about town. . . . Attractive Vivien Taylor, who's favors are few and far between, has the boys on the show-agg in an attempt to please her slightest whim. . . . et tu, Brutus! . . . To be or not to be, that is the question Lillian Kimball is attempting to solve when her thoughts stray in Lyman Grisham's direction. . . . faint heart ne'er won fair lady, Babe.

DICK COLLINS speaking:
Chief "Long Time Sleep" had a wife and Chief "Little Man Afraid of His Wife" was not afraid of "Long Time Sleep's" better-or-worse half. "Long Time Sleep" slept too long on the Gruber Exposition Shows at Annapolis, Md., and his partner vanished, which goes to show that there is something in a name, even if it is an Indian name, sometimes. Now the wigwam on the show is desolate and deserted. "Long Time Sleep" is on the wife hunt or warpath. . . . Two new rides will be seen on the shows, Tilt-a-Whirl and Ridee-O, and they do say that there is an Octopus in the offing. How about it, Max? . . . As a Beau Brummell of the first water, Joe Mannheim, promoter, is the real thing. Add to this personality, plus real good fellowship and a desire to help everybody, and you got it. And is he some fast stepping round—watch his smoke.

DAVE CARROLL speaking:
C. Guy Dodson, general manager of Dodson's Shows, ever mindful of the present demands of the outdoor show-going public, stole a march on the New York theater managers and night club producers when he signed the all-Cuban troupe known and billed as Ida Woolsey's Caballeros of Rumba to present the entire performance on the midway. New York booking agents working in the interest of the shows were quick to realize the possibilities of an excep-

tionally talented group of real genuine Cuban artists, who play Cuban instruments, sing Cuban and Spanish songs and present what is perhaps the most outstanding display of specialty dancing ever before seen with an outdoor show. Dancing numbers consist of the Rumba, Bolero, Calienta and Carloca, all given by truly clever artists, none of whom have been in the United States more than three months. A special high-panel show front, 80 feet long by 35 feet high, built and designed under the personal supervision of C. Guy Dodson, is being used. Joe De Trapani, the show's scenic artist, painted the front in an unusual modernistic style, different than anything in show fronts seen along the midway. A new tent of green canvas, 40 by 60, with a seating capacity of 500, occupies a prominent location on amusement lane. This attraction will be strongly featured during the tour. Costumes, scenery and lights are simply gorgeous. Girls are all young, perfectly formed and real beauties of the Latin type. Slydini, the magician, will present his magical act in the performance and act as master of ceremonies. Personnel of the show: Ida Woolsey, manager; Pepito Arroyo, Ralph Lopez and Jimmie Rivera all play and sing Cuban songs. Dancers, Sucha Lopez, Tina Roman, Rosa Arroyo, Suzzie Manzo and Ida Woolsey, all specialty dancers of the Rumba, Bolero, Carloca and Calienta. A strong specialty is that of Ralph Lopez and his genuine Cuban maracas, a native Cuban instrument of wonderful tone and vibrant music. Joseph Bul-

cookhouse. Every morning Mrs. Eddie Madigan arrives to find friend husband has provided the daily horticultural supply. As they fade during day employees can figure hour. . . . Enthusiasm of kind seldom seen around a show in spring is noticeable everywhere. In rainy weather voluntary rehearsals were in order. The Singer Midgets almost have to swim to reach their stage, but most of the day were working on their roles and studying their respective parts. Elsie Calvert's chorines in Show of Shows lost not an hour in their respective vocal and terspichoric exercises. . . . Thursday afternoon Max Goodman, inventor of the smile that won't come off, spent his time steering 100 underprivileged children and orphans from St. John's Orphanage thru midway. He guided their ship of entertainment so nicely that each felt he or she was monarch of all surveyed.

JACK DADSWELL speaking:
One of most interesting new acts on this year's Royal American Shows lineup is presented by Walter and Marjorie Kemp in the Lion Motordrome. . . . It involves placing of two male Nubians on pedestals on opposite sides of the motordrome while Walter Kemp rides his motorcycle in spectacular "dips of death" over and under them at high speed. This act was perfected during A Century of Progress but never before has been attempted on a mobile unit because of the confined space available in motordromes suitable for transporting Jack and Marjorie Kemp.

La-dees—and Gent-ul Men!

"During Fiesta Week in San Antonio the Beckmann & Gerety Shows are making their opening for the season right here in San Antonio, after which they swing out on the road to travel over the United States. . . . Fred Beckmann and Barney S. Gerety will attend our noon luncheon meeting. Kent Hosmer, press and advance publicity agent for the big shows, will be the guest speaker, telling us of the advertising and promotion of his shows thruout the country. . . . "Come out Tuesday! Maybe you will have the rare opportunity to sit next to the fattest woman in the world or have lunch with the Rubber Man from India or the sword-swallowing wonder. You might get a chance to talk personally with the two-headed monster or the four-legged stunt artist. . . . "The Beckmann & Gerety Shows spend many thousands of dollars right here in our city maintaining their winter headquarters between seasons. Most shows of this nature take money out of our city, but here is one that brings money back to us and SPENDS IT RIGHT HERE WITH US. . . . "COME OUT TUESDAY! LET'S MAKE IT A BIG CARNIVAL MEETING!" (Excerpts from Ad-Scripts, official publication of the San Antonio Advertising Club, San Antonio, Tex., Tuesday, April 20, 1937.)

ner has been engaged as talker for the show. Joseph Silvers, ticket box No. 1; Matt Vickers, ticket box No. 2. Ida Woolsey and her entire troupe joins shows after a season of theater and night club work in New York and Philadelphia.

BEVERLY WHITE speaking:
In the family of Goodman Wonder Show are many who had heard much but seen little of famous Great Smoky Mountains of Western Carolina and East Tennessee. Hence when company struck camp at Asheville for trek to Knoxville all who could make the grade piled into autos for drive to Knoxville. Morning broke without a cloud and the nomads were thoroly delighted with their rides. . . . The weather man, or someone around his establishment, then accumulated a great big peeve. He opened all rain gauges and then went on vacation until Wednesday morning. His register was set so it would rain each afternoon just at dusk and consequently keep amusement lovers at home. Wednesday he relented, turned off power and a waiting Knoxville turned out to visit and patronize the new show company. . . . His consistent deluges were not enough to dampen ardor of the showfolk. All were optimistic to peptomistic degree, and a glaring example of broad smiling was Max Goodman. Show taught some East Tennesseans value of sawdust and shavings, because there was an unusual demand on the hill-town supply. . . . Visitors were few. In fact, the only real trouper to call is Warren Wright, director of advance for the Modernistic Shows. All other brothers, it seems, had accompanied or followed swallows to north country. . . . Show family has a new chronometer. It is the condition of the omnipresent vase of flowers alongside the cash register at

was enlarged sufficiently to make the performance possible, and from its opening at Jacksonville, Fla., it received the plaudits of public and press alike as the most spectacular wild animal and motordrome performances ever attempted under canvas. . . . Marjorie Kemp's two automobile-riding lions, Sultan and Prince, of course, continue with their regular joy ride of beauty and the beast. . . . This season's personnel in the Kemp attraction features Marjorie Kemp as the star and Walter Kemp as the motorcycle trick and fancy performer. Riders include Russell Willmer Thompson, Audrey C. Price, Kirk Hudson and Joseph L. Allen. Clair S. Rilee is talker, and ticket men are Fred Cantrell and Wallace L. Senrerfil. Chubby Gilfoyle is boss animal trainer and Harriett Gilfoyle assistant. Mrs. Gilfoyle incidentally is carrying on during Chubby's incapacitation from injuries experienced at Jacksonville. . . . Mrs. Russell Thompson is ticket relief, Eleanor Price understudy and baby Walter El Roi Arthur mascot. Peggy Ann Hudson is bally girl. Canvas men and electricians include George Butler and Jack Harris. Motordrome's equipment sparkles with chromium plating on motorcycles and lion-ride cars. The entire bally platform system was rebuilt for the 1937 season and the lion-cage display on it is far more impressive than ever before. Brilliant neon signs festoon the edge of the circular top, and this season's power-amplifying system is constructed to transmit motorcycle noises for long distances away from the showgrounds. . . . Walter Kemp has employed Scott Pierson to fly his Waco two-place airplane this season, and it flies over cities during engagements dragging lion motordrome banners, with sirens attracting attention of sky gazers. Complimentary

displays are to be made to fairs with the airplane also by displaying banners calling attention to featured days where Royal American Shows are playing.

BABCOCK GETS

(Continued from page 50)

worth, secretary; Martin Brookings, treasurer; Jack Mills, lot superintendent; Don Vincent, chief electrician; Dan Meggs, assistant electrician, and Mate Doyle, chief mechanic.

Shows: Athletic Show, "Roughhouse" Jack Sherman and Young Ed Lewis, wrestlers; Red Roberts and Terry Antrim, boxers; George Daley, front; Ellen Laird, tickets. Desert Wild Life, Bill Cault, inside; Martha Everly, tickets. Moulin Rouge Girl Revue, Arthur Stanley, manager; Al Simons, front; Tim Nelson, tickets; Milica, Nell Ratner, Belle Lewis and Hula Torreon, dancers, and Hadji Aboud, musician. Palace of Illusions, Professor Dower, illusions and magic; Mada Gregory, Vanishing Venus; Rose Jacquelin, tickets. Trip to the Moon, Ben Hiery, inside; Pat Fluorey, tickets.

Rides: Merry-Go-Round, Van Horton, foreman; Maynard Friedgang, assistant foreman; Bell Thomas, tickets. Ferris Wheel, Frank Johnson Jr., foreman; Harry Barber, assistant; Carrie Bryant, tickets. Kiddie Auto Ride, Henry Ward, foreman; Cora Becker, tickets. Merry Mixup, Frank Johnson, foreman; Eddie Patten, assistant; Mary Oursley, tickets. Tilt-a-Whirl, Mike Towne, foreman; Dave Rose, assistant; Myra Towne, tickets.

Concessions: Cookhouse, William McKesson, manager; Ed Tabor, chef; Mrs. Pearl McKesson, cashier; Tommy Swanfield, waiter. Plaster store, George Luckey, manager; Tommy Woo and Bill Kimmel, agents. Live ducks, George Sackson, manager; Paul Hiffmeyer, agent. Glass house, Mr. and Mrs. A. W. Scott. Photo strips, Mrs. E. M. Rockwell, owner; Lee Walters, assistant. Candy floss, Mr. and Mrs. Ed Covington. Bumper game, Ed Kincaid, manager; Moe Stein and Irish McGrew, agents. String game, Homer Center, manager; Bert Munsey, agent. Lunch stand, Bill McKesson, owner; Country Yeager, agent. Pitch-till-win, Andy English, manager; Mrs. Ellen English, agent. Candy apples, Eva Brewster and Jimmie Cooley. Ham and bacon, Jack Mills, manager; Vic Davis and Billie Drew, agents. Cigarette store, Mr. and Mrs. Gene Gartner. The derby, Jay Miles, manager; John Bailey, agent. Barbacoa, P. Valerez and M. E. Poynter. Snow drinks, Phil Bergone and Allen Fairley. Tip-tem-over, Dan Stover, manager; Phil Cleary, agent. Pop corn and peanuts, George Villier. The clock shop, Buddie Kelly, manager; Jack Severin, agent. Soft drinks, Raymond Salas, manager; Don Stout, agent. Penny arcade, P. Arcante, manager; Ed Nevers, agent. Long range, lead gallery, T. Oakes and Smiley Thorn. Bottle game, Sid Sturm and Manny Furst. Candy wheel, Phil Moore and George Rettig. Open house was held Sunday at the cookhouse and the office wagon. Pacific Coast Showmen's Association sent greetings and floral piece. Visitors were Mr. and Mrs. Robert Downie, Mr. and Mrs. Ben Dobbert, Frank and Vera Downie, Mr. and Mrs. Steve Henry, Mr. and Mrs. E. M. Lane, Mr. and Mrs. Leo J. Haggerty, Doris Downie, Mike Kirby, Fred Shafer, George Simmonds, Harry Phillips, Mr. and Mrs. A. E. Weber, Charley Steffens, Mr. and Mrs. Chet Bryant, Mr. and Mrs. Ernie Downie, Louis Baicaluppi, Sallie Koomas, Mr. and Mrs. Tom Laird, D. W. Tate, Joe Glacey, Jack Eigelow, Capt. Frank Phillips, Mr. and Mrs. Joe McCallie, Capt. W. D. Ament, M. Wilson, Mr. and Mrs. Ed D. Mirjan, Harry Wooding, Pat Armstrong, Doc Cunningham, Lew Keller and W. S. Parker.

Sunset Amusement Co.

Want Talker and Working Acts for Side Show. Can place Pitch Win, Fishpond, Bumper, Cigarette Gallery and Custard. Want Geek Show and Mechanical Show, East 10th and University, Des Moines, Ia., this week; Albia, Ia., next week.

WANTED

For Battle Creek, Mich., May 17 to 23, Chairplane, also one Flat Ride, Shows of all kinds, except Girl Show. Legitimate Concessions of all kinds.

JOHN C. POLLIE & KENOSIA SHOWS

PEARSON SHOWS

Wants Athletic People, May 17 to 22 at Virden, Ill.; May 23 to 29 at Roodhouse, Ill.

McClellan Shows

Centraia, Ill. Week ended May 1. Weather, rain. Business, fair.
 Rain came intermittently nearly every day. Saturday matinee was big, but rain killed business at night. Tops were left standing until Sunday morning. Hardy Brady joined with a concession, and Mrs. Frank Phillip with a show. Mrs. Raymond Martin, wife of Mixup foreman, returned from Richmond, Mo. Matt Dawson, of Gelman Brothers, was a visitor. Orla Lashbrook, tent manufacturer, delivered three new tops. Mrs. Maud Keel Williams, special agent, has a new Dodge coupe. Mrs. Kitty Thomas is doing well with her mentalist booth. Chief Clearwater and family, of the Indian Village, gave demonstrations at surrounding schools as an advertising feature. John T. Hutchins added some new attractions to his museum. Whittie Nolte is doing well with his shows. Whittie Douley is now superintendent of house trailers.
Bellville, Ill. May 4-6. Auspices, American Legion. Location, fairgrounds. Business, good.
 General Agent Maurice Wood was back on the show Monday and Tuesday. Mrs. McClellan was on business in Memphis. Mrs. L. A. Helman and grandchildren, George Allen and Mary Louise, returned to Moberly, Mo. Ralph Ralley and Verne Phillips arrived from Lexington, Mo. Ralph is chief artist and Verne is stock checker. New top arrived for General Manager Roy Goldstone. L. OPSAL.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

C. W. Nail Shows

Smackover, Ark. Week ended May 8. Auspices, High School Band. Location, downtown. Weather, fair. Business, fair.
 Engagement came between pay days of oil industries. Business picked up latter part of week but not enough to make spot profitable. Frank G. Wallick, ex-carnival owner, manager and musician, is teacher of band which sponsored the show. While it is not the intention of writer to unduly laud him, Wallick has one of outstanding musical organizations in these parts. He, as well as entire personnel of band and school, did everything possible to make date a success. They made it a pleasant one at any rate. Sisie and Petie Schafer, small twin daughters of Mr. and Mrs. Charles Shafer, celebrated their sixth birthday on Friday with a party for entire personnel of show as well as a number of the town children. Athletic Show top was cleared to make room for games for children, and after presents had been presented refreshments were served to everyone. Band from Minstrel Show played for occasion. Stokes and Weeks joined with their Pit Show.
 L. E. DUKE.

tinguished. Skooter ride continues to top midway. Octopus is close runner-up. Charles Clark and his concert band received many favorable comments from local musicians. Sam Dodson, son of late Arthur E. Dodson, is a welcome addition to Dodson show family.
 DAVE CARROLL.

Yellowstone Shows

Albuquerque, N. M. Week ended May 8. Location, downtown. Weather, fair. Business, good. Auspices, American Legion.
 Second week of season success for everyone, despite strong winds every night about 10 o'clock. Mrs. Daisy Stanley arrived with her camp accompanied by her mother. Mrs. W. S. Neal, wife of owner-manager, entertained women of show at her suburban home with a bridge party. A buffet lunch was served and an enjoyable evening was reported. Those present: Daisy Stanley, Amelia Truber, Nora Lucas, Veggie Robert, Beulah Hart, Billie Bridges, Alice Martin, Virginia Menahan, Juanita Hunter, Dodie Brasel, May Starr, May Moore, Jessie Voght, Jo McCarthy, Mabel Simmons, Teddy Neal, Mrs. Brashell and Georgia McKitrick. Bill Salisbury added six trained monkeys and four trained pigs to his Jungland Show. Doc Sturgis, old-time trouper, was killed in an auto accident here and his wife seriously injured May 1. He was buried May 4 with the entire personnel of show in attendance. Mrs. Sturgis is critically ill in St. Joseph Hospital. Mrs. Vaughan, mother of Mrs. McKitrick, returned home to Boise, Ida. G. MCKITRICK.

Dixie Exposition Shows

Linden, Ala. Week ended May 1. Location, downtown. Auspices, Public Schools. Weather, unsettled. Business, fair.
 Opened Monday to profitable returns. Friday one of the hardest rains of the season fell and continued until Sunday noon and made tearing down a real difficulty. All shows have new panel fronts and are freshly painted thruout. Mom and Pop Birchman have a snake show. Doc Yager and Chuck Beckett joined and have finished their illusion show. They received a shipment of reptiles and animals for their snake show. Both shows will be equipped with new banners and fronts will be painted by show artist Hughey Waters.
 Manager C. D. Scott is being complimented on the fact that each spot we have played so far has been in heart of town locations. TED FOSTER.

Reynolds & Well's United Shows

Independence, Mo. Week ended May 8. Weather, bad. Business, good. Auspices, American Legion.
 Tilt-a-Whirl top money for rides. Buck McClanahan's Side Show, with Dick Hard in charge, leads shows, with Miller's Mechanical Show a close second. D. D. Duke joined with Girl and Monkey Show, also S. H. Duff with lead gallery. Roy Dailey recently joined as Merry-Go-Round foreman. Show is framing new fronts for Athletic and Girl shows. Business Manager Izzy Wells and Secretary Jack Lindsay are now working Athletic Show, Wells, boxing, and Lindsay, wrestling; taking on all comers. Show is now moving on 15 trucks and trailers.
 JACK LINDSAY.

Cote's Wolverine Shows

Mt. Clemens, Mich. Week ended May 2. Auspices, Knights of Pythias. Location, three blocks from Main street. Weather, two days' rain. Business, good.
 Show rounding in shape for grand opening at Royal Oak, Mich. Opened with Merry-Go-Round, Big Ell Wheel, Chair-plane, Tilt-a-Whirl, double Loop-o-Plane, 2 kiddie rides, 3 shows and 20 concessions. Tom Murray's cookhouse joined. Mr. and Mrs. E. F. Cote entertained their two daughters, their son and family.
 JACK PURCELL.

Majestic Exposition Shows

Greenville, Ky. Week ended May 1. Auspices, none. Location, circus lot. Weather, rain. Business, bad.
 Fifth week and still lots of rain. Train arrived Tuesday morning after 178-mile jump. Sun shone every afternoon and every night it rained. Mrs. R. G. Davis, of girl-show fame, has been confined to bed with a broken leg. A section of office trailer is being remodeled to be used for social security service department.
 ACE TURNER.

Dyer's Greater Shows

Byhalia, Miss. Week ended May 1. Location, heart of town. Weather, variable. Business, good.
 First carnival to play this town in five years. Everything moved smoothly and auspices worked in harmony with management. New Octopus ride promised latter part of June. James Jeramano, new lot man, being coached by Bill Boyle, who will resign shortly.
 WILLIAM REYD.

Fairly-Martone Shows

Boonville, Mo. Week ended May 8. Weather, rain. Business, good when weather permitted.
 Emporia, Kan., rain, cold and plenty of wind. Business was satisfactory when show could work. A full week was put in at Nevada, Mo., instead of three days, due to rain and cold. Business was all that could be expected in a town that size. At Boonville, Mo., continuous rain from Sunday morning until late Monday night made it impossible to move on the lot before Tuesday noon. With aid of a Caterpillar the trucks were pulled onto location and at 6 p.m. everything was ready to open, but at 8:45 a downpour came and lasted for about two hours. Wednesday found sun out and everybody went to work and by night lot was in good condition and a very nice crowd turned out. New top for Minstrel Show, also Fred Bond's Animal Show and Skooter, arrived. Ada Myers joined with her Minstrel Show with 20 performers. Visitors: Leo Dailey, manager fair, Spencer, Ia.; Slim Johnson, Midwest Novelty Company, and George and Hattie Howk, Mr. and Mrs. Harry Duncan, Mr. and Mrs. Dave Stevens, Mr. and Mrs. Dred Tinell, Mr. and Mrs. Bud Tralle, Mr. and Mrs. Artie Brainard, of Kansas City, Mo.; Marty Williams, Joplin, Mo.; Mr. and Mrs. Fred J. Meeker, Wichita; Mr. and Mrs. J. B. Bauman, McMahan Shows; Mr. and Mrs. William Snapp, Snapp Shows; Denny Pugh, Dallas; Orville and Harry Hennies with their mother, Daisy, from Joplin, where show was playing; J. A. Rodebaugh, Baker-Lockwood; Reynolds and Wells, show bearing title. Bill Scanlon has been confined to bed with a very severe gallstone attack.
 M. VAN HORN.

West Coast Amusement Co.

Lodi, Calif. May 1-3. Auspices, American Legion picnic and fair. Weather, ideal. Business, best in 10 years.
 For 11th year show played this spring fair. Turnstiles registered close to 50,000 people in the three days. Rides were packed to capacity from early morning until late at night or next morning to be exact. Shows and concessions did big business.
 No. 2 show was at Lincoln, with writer in charge of this annual picnic, and business was phenomenal. Committee claimed largest crowd in all of preceding 20 years. Business was capacity from Saturday until Monday night on riding devices. Concessions did fine business, topped by Hule Bowman's pop corn and candy floss. His new bingo ran 18 hours daily to capacity. M. E. Arthur had several shows at this spot and reported good business. Joe Zotter had his unit of rides at Lincoln. Edward Kemp, of the Joyland Shows unit of West Coast Amusement Company, surprised members and friends by bringing a bride to this spot, making first marriage of season on this show.
 W. T. JESSUP.

Wm. Bazinet & Sons Shows

St. Paul, Minn. Week ended May 8. Location, University avenue and Dale street. Weather, good. Business, profitable.
 Second week of season quite a change from opening spot. Tom Bird's corn game did well all week and patrons seem to appreciate class of merchandise he passes out. Clarence Graves joined with scales and George Graves with post office and dart game. Ralph Lasher and Marlin Reynolds, wrestler and boxer, respectively, joined Athletic Show, making their second season with show. George Harrison is training dogs, ponies, goats and monkeys. No shows have been used on their two city lots, but everything will be up and ready for the first spot out of town at Anoka, Minn. New paper arrived and was distributed by Cap Mathews, Ted Gaudette and Swedc Hanson. It is a flash with a new cut, with show's title placed in a carnival background. Auspices were very generous and co-operated and banner man struck a red one. Office trailer has been renovated and put in first-class shape for one of show's executives, S. S. Henry Jr., secretary.
 DWIGHT BAZINET.

Barkoot Bros.' Shows

Toledo, O. Week ended May 1. Auspices, American Legion. Location, Front and Main lot. Weather, cold and rainy. Business, good when open.
 Show decided to remain another week on same lot. Rides did very well. Several new house trailers on the lot.
 H. G. HOCKETT.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 25 cards, \$8.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 20 sets of 100 cards each. Played in 3 rows across the card—out up and down. Lightweight cards. Per set of 100 cards with markers, \$8.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Sheet, feel class, \$12.50
 Bingo Blackboard, size 24x36 (rolls up) 2.00
 Bingo Record Sheet, 24x36, 20 for \$1.00
 Bid, for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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EXPERIENCED DARK ROOM BOY
 For positive favor, not 4 for 10. Must be fast. Good Salary. Work all year. Also 3 attractive, lively girls for tenting. **MAX SANDERS**, Happy Land Shows, River Rouge, Mich., May 17 to 27.

Harris Carnival

Kokomo, Ind. Week ended May 8. Weather, rain until Friday. Business, one day.
 Saturday was first day sun shone. Lou Bartell could not work his show early part of week. He had a good play with Jack Adams and Bull King. Mr. and Mrs. Bull King, who are well known on several Eastern shows, visited. Case Corbin's girl revue had good attendance, and gate, rides and concessions did business on one night without rain. Gibson and Gibson, free act, with Niles, diving cat, and performing dogs went over good.
 BESSIE HARRIS.

Dodson's World Fair Shows

Greensboro, N. C. Six days ended May 1. Location, fairgrounds. Auspices, Veterans Foreign Wars. Ten-cent pay gate. Weather, cool with showers Wednesday and Thursday. Business, good.
 Trainmaster Don Montgomery really knows how to railroad a show. His acquaintance among railroad officials is most valuable. Show was in operation at 7 o'clock Monday night. Grounds three miles from downtown business district and it was a surprise when over 4,500 passed thru the pay gate. Friday good attendance and fine business in spite of overcast skies. Saturday matinee for children was big. More than 7,000 children on lot all afternoon and they had money to spend. At 7 o'clock on closing night populace began pouring thru entrance and at 9 o'clock a check on main gate revealed that 7,989 people were in attendance. General Manager C. Guy Dodson made many friends. He was highly complimented on appearance of show, the biggest and best he ever had in his career as a show owner. Eagle eye of Ray Balzer was first to detect smoke rising from rear of concession lane about 9 o'clock Saturday night. Fire of undetermined origin broke out in a wooden frame concession booth, property of Greensboro Fairgrounds. Fast work on part of show attaches and local fire department the flames were quickly ex-

Frisk Greater Shows

St. Paul, Minn. May 1-8. Auspices, Booster Club. Location, Colorado street playgrounds. Weather, warm. Business, good. Free gate.
Show opened to good attendance and business. Big crowds each night. Rides got a big play. Show will have its official opening at Northfield, Minn. Manager B. C. Frisk has been on go night and day but is well pleased with results of his efforts. Midway and rides are well lighted, credit going to Neal Lanagan, electrician. Show moves on its fleet of new GMC trucks and semi-trailers.
GENE RIEL.

Gruberg Exposition Shows

Annapolis, Md. Week ended May 1. Weather, rain, cold. Business, nil.
This engagement can be put down as most perfect blank on record. Rain first two nights ranging from a deluge to a drizzle. Lot for opening Wednesday required practically rebuilding and attendance was nil. Cold weather prevailed practically entire week. Hospital unit is complete and is one of show features that gets wide publicity and a host of visitors. Max Gruberg did himself proud. It is complete even to cot and an operating table. Later was brought into almost immediate use when Robert Hill got his hand crushed in Ell Wheel. Dr. John Fisher had to amputate two fingers and part of his hand. Harlien Barkoot is enlarging restaurant, Cafe DeBeyruth. His staff is Barkoot Pasha, owner; Mrs. Estelle Hamilton, cashier, with George Hamilton, Lark Lane, Charlie Schmidt, Bob Hunt, William Weber, William Harman, Clarence Hemingway, James O'Neill, Bill Starkey and Ali Baba Bashi, assistants.
Milt M. Morris' Bingo game is talk of all beholders and his general wife is in charge. Mrs. Frank McIntyre has Diggers, which are latest type and do a land-office business. Mrs. Rose Gruberg has a most attractive and well patronized frozen custard wagon. Madam Ada has Temple of Knowledge.
Additions to Richard Scott's Minstrels are George Washington Lincoln and Sadie Belle, two featured performers. Millie Dushene, once with Ernie Young revues, has been added to Sex Show. Preacher and Jack Monroe have perfected their Mysteria attraction and is now about the last word in illusions. Doc Warren has added a new regal python and a horned rattlesnake to Jungle Monsters. Twenty-five new floodlights have been added to equipment over which Whitley Hewitt presides. Fardanella made a hit in night club circles here on two occasions with her dances. Capt. Ringman Mack has two perfect shrunken heads.
DICK COLLINS.

Byers' Greater Shows
St. Genevieve, Mo. Week ended May 1. Weather, bad three days. Business, good last half.
First favorable night was Thursday, and business was very good.
J. W. Byers, owner-manager, returned from a booking tour. Martin Operle, manager of local theater, the Orris, gave two special matinees for shows' members and invited entire personnel of show to each change of program. Eddie Able, of corn game, furnished a one-man free act for entertainment of entire show at Chaffee, Mo., where he visited "The Brakeman's Wife." Visitors: Sam Solomon, of Sol's Liberty Shows; Frank Sutton and Cotton Ellis, of Great Sutton Shows; Doc Dean, of medicine show fame; Buster Ellis and Spider Rolland, of Little Rock, Ark., and Jimmie Morrisery, of Baker-Lockwood. ROY LEE.

Funland Shows

Murfreesboro, Tenn. Week ended May 1. Location, downtown. No auspices. Weather, rain three nights. Business, fair.
Several shows passed up this spot because Milk Company lot is no longer available. Shows' advance man, however, arranged for a new lot within three blocks of square. The Earl Mitchells (just married) are finding that they can combine a pleasant honeymoon and profitable business with their photo booth. M. W. Robertson, an Indiana State official, was a guest of the management several days. Maggie, Mrs. Bugg's black and tan dog, is expecting a blessed event. Ralph Welch has been promoted to Ell Wheel foreman and Jess McClure is now in charge of Kiddie Rides. Madam Stella is assisting Mrs.

Arthur Buggs with the management of new cookhouse. Time is hanging heavily on George Walker's hands in expectation of his wife, Gladys, joining from Tampa. John Brown left.
PAT DAVIS.

F. J. Kennedy Greater Shows

Blythe, Calif. Week ended May 2. Whooperino, Days Celebration. Auspices, 20-30 Club. Weather, hot. Location, streets. Business, good four days.
First celebration of season. Parades were featured each day, a rodeo every afternoon and at night fireworks, street dancing. Forty-Nine Camp with carnival held crowds until a late hour each night. Joe Pickeren, local merchant, was celebration manager, assisted by Fred Stumpf, fire chief, and Bob Grant, commander American Legion. Athletic Show, under management of Cyclone Franco, was top-money attraction, followed by Buddy Cohen's Hollywood Models and Bill Hardin's Snake Show. Concessions reported nice business. Nina Rodgers opened and closed here, joined with three concessions, worked week out, then had to leave on account of a previous contract to join Monte Young Shows, Nampa, Ida. Entire show dislike to see Nina leave, as she is regular showfolk, and all wish her good luck. Mikey Wilson and wife made another trip to Los Angeles to buy stock for their concessions. Manager F. J. Kennedy was on sick list for three days, confined to his room with severe cold.
DOC HALL.

Beckmann & Gerety Shows

St. Louis, Mo. Eleven days ended May 9. Location, Kingshighway and Natural Bridge. Weather, bad. Business, fair.
Rain and unsettled weather marred most of engagement. Eighty-five loads of cinders, 100 loads of shavings and 10 tons of straw were spread on lot first few days, so even with heavy rains for five days lot was in passable condition for latter part of engagement.
Mike Bodenschotz, operator of pony ride, while crossing street near lot last week was hit by a fast-driven truck, which came around corner from apparently nowhere. He was knocked to ground from impact and rushed to the hospital, where it was found his left leg had been fractured. Mike will be incapacitated for duty for about six weeks. Macon C. Willis, special agent here last season and who has been piloting a whale unit during the past winter, has resumed his duties ahead. Bill Wilson, well-known circus caterer, is now steward of show's circus style cookhouse, stepping in the shoes of George Davis, resigned to assume like duties with Hagenbeck-Wallace Circus. Many visitors from across the river, where Hennes Bros' shows were playing. Noted were Harry Hennies, Denny Howard, Robert L. Lohmar, Joe Weinberg and Lillian Murry Shepherd. Other visitors were Frank B. Joerling, The Billboard's local manager; Kathryn Oliver, ride owner; Dennis Pugh, of Dallas, Tex.; Jimmy Morrissey, Baker-Lockwood; Milford H. Smith, Siegel Tent and Awning Company; Mr. and Mrs. Charles T. Cross, and Mr. and Mrs. Noble Fairly, Fairly-Martone Shows. KENT HOSMER.

Blumenthal Attractions

Pittsburgh, Pa. Week ended May 8. Auspices, Mt. Ephriam Church. Location, Lincoln and Frankstown avenues. Business, very good. Weather, rained out Wednesday.
Location, three blocks from center of east end business district, was excellent. Albert Smith replaced Buck Weaver as Chairplane operator. Tom Daugherty has charge of cigaret shooting gallery. Christ Yost has been employed as mechanic. E. Smith is assisting on corn game. Callope has been completely overhauled.
ORA E. KINCH.

Byers & Beach Shows

Fulton, Mo. Week ended May 8. Location, Gee lot. Auspices, none. Weather, rain Monday and Tuesday. Week-end fair.
Show opened Wednesday evening featuring Ski-Hi Girl, doing 90-foot plunge down a cable, clinging to a strap with her teeth without net. As special guest of management Wednesday evening was the Fulton flash, Helen Stephens, who achieved fame as an Olympic champion in women's sprints at Berlin. Other guests were Milford Smith, St. Louis; Slim Johnson, Kansas City; J. W. Byers and Tom Fuzell, Byers Greater Shows.

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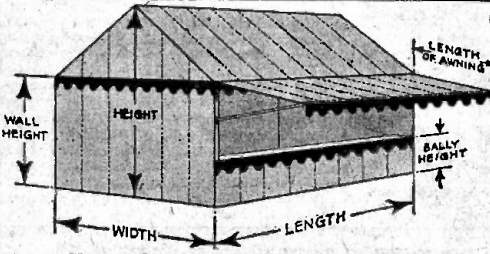
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Leading shows in attendance was new side show under direction of management. Blackie Sullivan is framing two new concessions. Carl Byers has been on a booking tour. On lot Harry Beach has been busy entertaining visiting friends and directing activity to keep show fronts freshly decorated and all rides in repair. Local business men gave show excellent co-operation.
DON TRUEBLOOD.

CANDY FLOSS & CORN POPPERS

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De Luxe Shows of America

Baltimore. Week ended May 8. Auspices, K. of C. Location, Belair road. Weather and business, fair. Ten-cent pay gate.
Special move from Danville, Va., found show here on record time; long haul, however, necessitated postponing opening until Tuesday night. The cool weather prevailed, front-gate business was good and increased toward end of week. Bobby Hasson's Ten-in-One Show topped midway. Octopus topped rides. Frank Hilderbrand replaced Max Goodman as abvibrant man. Paul Prell has Bingo and added three more grind stores. Bill Hasson, assistant manager, gave a get-together Friday night at Minstrel Show. Harry Finnagin was emcee. Billetti Troupe and Mae West, high-diving monkey, free acts, are drawing. S. E. Prell was guest of Sergeant H. Stein. All of which is according to an executive of the show.

Eric B. Hyde Shows

Harriman, Tenn. Auspices, none. Location, ball park. Weather, mostly fair. Business, good.
Location two blocks from business center. Fair weather except Tuesday night. Nothing big, just good. Billy Morgan joined with Ell Wheel, making dual wheels on midway. Morgan also furnishes show with amplifying system on new Ford panel truck decorated circus style. Madam Cushing, sky lady, knocking audiences off balance with her 181-foot-high swaying pole. Captain Cushing's fire-to-fire dive a sensation. Charles Seigrist's flying return act still a favorite. Helen Adams' loop-the-loop well received. Madam Bird's 500-foot slide for life talk of town. Janette Ter-

rill's last communication was dated Pittsburgh, Pa. Rain, cold and wind have retarded building and expansion program.
JAN HYTER.

Buckeye State Shows

McComb, Miss. Week ended May 9. Location, adjacent to post office. Weather, rain. Business, fair.
Saturday afternoon fair, storm at night, Wednesday afternoon all children from the Good Samaritan Home were entertained on all rides and other attractions and were given special entertainment by the Three Flying Lesters. C. R. Stephens chaperoned.
The show received splendid co-operation from the McComb daily news boys of The Enterprise, favorable writeups published daily. O. C. McDavid, editor, especially praised show for its Santa Claus act. Francis Small and wife arrived to take charge of new Tilt-o-Whirl.
ELOISE LOWRY.

Marks Shows

Martinsburg, W. Va. Week ended May 8. Auspices, Rynear Fire Company. Location, Lambert's Field. Weather, cool all week, rain Wednesday. Business, fair.
Wonderful turnout Saturday night was sufficient to turn what might have been a bloomer into a fair week's business. As it was, the week was not quite up to the 1936 engagement on gross business and on attendance. With Gruberg World's Exposition Shows 20 miles away at Winchester, Va., it was old home week on both shows with practically entire personnel of both organizations exchanging visits. Dick Collins was an early visitor and writer repaid call on Friday. Norman Wolfe, Gene-Eugene, Milton Morris Newton Kelly, Del Couch, Raymond Spencer and George Kerestes were visitors. John H. Marks headed Marksmen and women who invaded Winchester almost every day. Martine-



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MARKS SHOWS, Inc.

Have Newly Framed Side Show. Want Capable Manager for same. Must have something to put inside.

Have opening for one more meritorious Show. Must be up to our standards.

Wonderful opportunity for Octopus, Skooter or other Novelty Ride.

Wanted Eight-Car Lindy Loop and Chairplane. Also want Foreman and Help on all Rides.

Legitimate Concessions always welcome.

JOHN H. MARKS, General Manager

Trenton, N. J., This Week; Camden, N. J., May 24-29.

DEE LANG'S FAMOUS SHOWS

America's Most Beautiful Motorized Show.

Can place several Dancers for Hawaiian Show. Several Guitar Players to join on wire. Max Wilson, wire me. Can place sober Ride Help who can drive semi-trailers, on all Rides. Can place for Colored Minstrel Show, Trombone, Cornet and Clarinet Players. Sax Roberts, Bandleader over here. B. M. Edwards, Wm. Washington, Tom Stevens, Mose Penny, Bert Hudson.

All Wire DEE LANG, Gen. Mgr..

Canton, Ill., Week May 17th; Iowa City, Ia., Week May 24th.

burg is home town for Hawklines, Mickey and Happy, and they both laid off to entertain friends and relatives. Co-operation from Ward Davis and members of Ryneal Fire Company was all that could be desired. Same can be said for Martinsburg Journal. C. M. Morrison, publisher, is a real friend of showfolk. Martinsburg Times gave good support.

Mrs. M. A. Glynn returned and resumed her duties in husband's diner. Mack Glynn has lost no time in moving into good will of Marks members.

Pete Richards swung into action with his penny pitch games, operated under direction of Mrs. Richards. Mrs. Jannette Martin's smile continues to illuminate Pleasure Trall. Among shows James Hurd again took lead with Wall of Death. James Raftery became a concessioner, his bowling alley being opened for first time here. First wedding of season here was when Lee Neece, of Four Aces, married Earl Cameron, of Caterpillar.

CARLETON COLLINS.

Cetlin & Wilson Shows

Winston-Salem, N. C. Two weeks ended May 8. Auspices, American Legion, benefit-uniform fund. Location, 28th street circus grounds. Weather, rain and cold. Business, poor.

Show not ready for opening until Tuesday of first week. Rain again on Wednesday and Thursday, a good day on Friday, with Saturday a complete loss. Grounds in such a condition that made moving an impossibility. Show remained for second week, causing cancellation of contract with the American Legion in Staunton, Va. Second week rain and cold continued with no attendance and no gross. Show had 100 per cent co-operation from everyone in town, with mayor making official opening, drum and bugle corps parading streets nightly when possible. Opening day had three broadcasts direct from grounds and two studio programs over two stations. Journal and Sentinel and The News both very generous with space. Talent for radio broadcasts furnished by Paradise Revue, Streets of

Calro, Sammy Lewis with his Rhythm Band, Baby Lillian and Flying Sensations. During second week Radio Station WAIR held Cetlin & Wilson Amateur Hour every afternoon at 3:15 p.m., with final winner being awarded prize during a special show for each daily winner at Paradise Revue. Weather handicapped completion of a lot of work that was unfinished in quarters but with a break in weather work will go ahead.

GEORGE HIRSHBERG.

Strates Shows

Norfolk, Va. Week ended May 8. Location, showgrounds, Ninth and Granby streets. Weather, fair and rain. Business, fair.

Midway laid out under skillful hands of Cliff Ralysa, lot superintendent, showed up artistic and elaborate fronts created by Nate Workman and James Yotas. Opening night found grounds packed with carnival fans and each attraction did good business. Entire week turned out on right side of ledger and kept Secretary George S. Marr and Auditor Florence Dickens busy.

Hon. John Corbelle, city clerk, was on lot several nights visiting General Manager James E. Strates.

Newly formed American Legion Post of Norfolk police and firemen had charge of ticket takers and proved themselves most efficient. Jimmie Klein, billposter, had city thoroly billed, and a radio tieup with Station WGH gave daily plugs that helped business. BEN H. VOORHEIS.

Johnny J. Jones Exposition

Washington, D. C. Third week, four days ended May 7. Auspices, Tall Cedars of Lebanon. Weather, three days clear and one rain. Business, fair.

Due to bad weather exposition remained over for four days. This to fulfill 10 days' showing allowed by District of Columbia proved profitable even with loss of Wednesday when rained out. Gloom was cast over midway when word was received of death of Treasurer Arthur Atherton's mother. He immediately rushed home to Montgomery, Ala., to attend funeral. Many floral offerings were sent as well as telegrams of regret.

Ralph Lockett officiated during absence of Atherton. Mrs. Carl J. Lauther was visited by Norma Nelson, Virginia Maston and her mother, Mrs. Fleda Olson, of Millers Tavern, Va. As a Mother's Day gift Mrs. Lauther presented her mother with a new Ford V8. Eddie Adams, midget performer, was visited by his parents, Mr. and Mrs. Walter Kozicki, accompanied by his brother and sister, John and Betty.

Joe Pearl, The Billboard salesman and show's mailman, returned from Mercy Hospital in Baltimore feeling better and brighter, having taken a 10-day treatment for his leg that was infected by running into an iron stake. Mrs. Pearl Harvey on the road to recovery. Having her eyesight affected with metal poisoning caused by the rim of her glasses.

Show has been moving faster this year than in last two, credit to veteran trainmaster George Shannon, and his assistant, James Darrook.

Earl J. Walker and Gay New Yorkers have been getting their share of patronage. Evelyn Farchette is a front-page feature with dallies and a sure-fire story for the writer. Harlem and Dixie Colored Night Club entertainers present a show of merit. Flying Otis joined, making free-act program three in number. STARR DE BELLE.

Art Lewis Shows

New Britain, Conn. Week ended May 1. Weather, good latter part of week. Business, very good. Auspices, Kensington Baseball Association.

Bad start. Lot a sea of mud. Sun finally peeped thru and grounds drained and crowds show hungry came. Saturday night gates registered 7,000 paid admissions.

New modernistic front completed. Most outstanding main entrance ever seen by writer. Art Lewis Shows in electric lights. Entire colonnade studded with electric globes and neonized in orange, white and baby blue, official colors of show. Whole ensemble is painted ivory trimmed in orange. Ticket booths are incased in two center columns of the colonnade. There are over 1,700 lights on this front and marquee. On the top of each column is mounted a powerful searchlight on a revolving pedestal, throwing rays of light heavenward. Free acts are Four Devils, 120 feet in

the air, and Dare-Devil Anderson on slack wire. Shows that scored were Pete Thompson's Havana Rumba and Mid-night Follies. Barney Lamb's side show and Speedy Palmer's Autodrome close seconds. Doraldina proved a drawing card in side show, while Speedy Palmer's Hell Drivers thrilled. Manager Lewis informed writer that the new show he is having constructed will be an innovation in American midway shows, as he has personally contracted same in Europe thru a foreign agent. This attraction will arrive in New York aboard liner Rex in near future.

F. PERCY MORENOY.

Zimdars Greater Shows

Wood River, Ill. Week ended May 1. Auspices, none. Location, five blocks from business district. Weather, bad. Attendance, fair. Business, two days.

Saturday night continuous rain, but quite a few were out and all did fair business. Lee Moss bought a new car at St. Louis and his father-in-law, Doc Tyree, came on to take over the frozen custard. Visits were exchanged with Dee Lang's Shows. A. (Dutch) Wilson and wife, of Beckmann & Gerety Shows, also visited. Buddy Munn still on show, waiting the arrival of Octopus. CHAS. SEIP.

American United Shows

Wenatchee, Wash. Week ended May 1. Location, streets. Apple Blossom Festival. Weather, ideal; two-day celebration. Business, good.

Show moved over mountain range into first full week of sunshine since opening April 3. Each year at the time apple trees blossom in their finest way the celebration is advertised and known from California to Canada as being second to only Pasadena Rose Parade. Top money rides were Octopus, Dodgem, Twin Ell Wheels, Merry-Go-Round and Loop-o-Plane. Shows did near capacity. A. B. Miller installed a lighting system in front of marquee with studio lights such as used in Hollywood premiere nights, also a large sky light. Midge Holding had her new tent and velvet drops up for first time in the girl review. George French made a trip in preparation for opening of French Ziegler Shows. Johnnie Bowers added a pinhead and sharp-shooting act to his Ten-in-One. Tex Gillman, Athletic Show manager, is busy between house matches and handling his show, using such talent as Chief Thunderbolt. Mario and LeFors-Rosard, combination of free acts, have been drawing, proving that carnivals can profit by carrying attractions and placing a small admission fee to enter grounds. H. H. Avery and Orlando Allen, co-managers of show, were nightly customers on the Octopus. Jim Barber says I'll stay with the Merry-Go-Round. Pierre Ourlette, general agent, has the show booked well in advance. TED LEFORS.

ENDY SHOWS

(Continued from page 50)

the management of Charley Tashky. Arlene Show, Gordon Knight, front; feature inside, Arlene Crown, World's Most Beautiful Tattooed Girl. Endy Bros. Circus Side Show, India; the writer was unable to get the lineup of this one at present. Minstrel Show (Hot Harlem), Matty Crown, manager; Walter (Curley) March, producer; band personnel, Coston Smart, William Christin, Louis Scots, Albert Parker and Johnny Walker; Vernon Biddle, Walter Louis, Andrew Gillon and Curley March, comedians; Lillian March, chorus producer; Louise Johnson, blues singer; Annie Brown, Elizabeth Biddle and Mamie Johnson, chorus girls; Sugar Johnson, bass canvas; Eugene Williams, electrician; Albert Parker Jr., novelty dancer; Donald Crown, tickets, and Mat Crown, front. Bill Quigley is handling the cookhouse and doing well with 40 other concessions in the lineup.

Free act is Bench Bentum's Diving Sensations. Act this year consists of Bench Bentum, owner and producer; Arlene Gran, springboard; Fred Beattie, clown; Johnny Borona and Jerry O'Brien, high dive; Jack Bentum, electric controls; Harry Calderier, property and rigging; Harry Bentum, emcee.

Visitors: B. H. Patrick, of The Billboard; Bill Block and Mike Welsh.

Staff: David B. Endy, general manager; Eddy Lippman, business manager; Matthew J. Riley, general agent; Ralph Endy, secretary and treasurer; Matt Mathewson, advance and billing; Jack Lambert, chief electrician, and Sam Murphy, superintendent of rides and grounds. Reported by Harry Bentum.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, May 15.—Altho the club isn't holding meetings during the summer, business is being carried on as usual by the treasurer and the secretary.

John E. Castle, chief adviser and who has accepted the title of Dictator, spent several days here, going over the work of the various departments of the club. Art Brainerd, chairman of the monument committee, has been looking after the drive to be put on to raise funds for his committee.

One of the first shows to be put on a drive for funds was the Seal Bros.' Circus. Men responsible for the benefit performance were Joe Webb, McBride and Fred Brad, all of the circus. Club is indebted to these men. They are the first to present a benefit performance for the club this year.

President Jack Ruback has pledged that his Western States Shows will raise \$100 or more on the first benefit performance they put on.

Membership drive is well under way and more than 30 new members have already been added to the club's list of members. Frank Warfield, of the Crowley Shows, sent in three new members with the prediction that he will be returned the winner when the contest closes December 31.

Benny Hyman, of Western State Shows, is still in first place, with Harry Altshuler running a close second. Dave Stevens and Frank Warfield are tied for third.

Any showman can send in his membership and state to what member the credit is to be given, thus helping a good friend along in the membership drive.

Detroit

DETROIT, May 15.—W. G. Wade Shows closed a successful engagement Sunday night at Fort and Miller road lot, auspices of Our Lady of Mt. Carmel Church. Hodges Side Show joined and did exceptionally good business. John Hennessey will open on this show with two concessions.

Max Goodman's Show came in Monday for opening of a three-week stand for Veterans of Foreign Wars, making the biggest engagement played by a carnival in this town, aside from the State Fair, in over 10 years.

Pop Baker, carnival supply manufacturer, has his shop working until midnight in order to handle the demand for new games in this territory.

Roster of McClellan Shows

Staff: Roy Goldstone, lessee and general manager; Mrs. J. T. McClellan, secretary and treasurer; F. Maurice Wood, general agent; Mrs. Maud Keel Williams, publicity agent; Robert B. Thompson, electrician.

Rides: Baby Merry-Go-Round, Tom Duncan, manager; Baby Ell Wheel, Raymond Martin, manager; Big Merry-Go-Round, George White, manager; Andrew Patrick Riley, helper; Mixup, Eddie Williams, manager; H. Henry, helper; Ridee-O, T. W. Hutson, manager; Roy Virgison,

KAUS UNITED SHOWS, Inc.

Wants for both Units for long season Octopus, Ferris, Wheels to use as twin wheels, Chair-Plane, Pony Ride and rides that don't conflict. Legitimate Concessions of all kind, no exclusive except Bingo. Candy Apples and Candy Floss. Can place experienced Ride Men in all departments. Bessie Traylor wants Side Show Acts. Address Lyndhurst, N. J., this week

LAST CALL J. R. EDWARDS SHOWS

Opening date Saturday, May 22, Uptown Location
All people contracted report at once. Can place all kinds of Concessions that work for stock. No racket. We hold contracts for Firemen's Convention at Defiance, O., week of June 13; also American Legion Celebration, North Baltimore, O. Wanted High Five for Putnam Pumpkin Show, July 25 to 30. See Kyle write. Phil Phillips can place a few more real acts for 10-11 places. Hawaiian and Pit Shows. Devine the Glass Blower and Neasia wire. Address Wooster, O., to May 20; then Fostoria, O., May 31 to June 6.

helper: Tilt-a-Whirl, Francis Small, manager; Andy Harmon, helper.

Shows: Harlem Hot-Shot Minstrels, Hot Pappa, manager; Jack Coffelt, front; Flossie Kemp, Violet Kemp, Carrie Green, Dollie Turner, Laura Dukas, Edward Johnson, Clarence Turner and Flossie Lee, performers. Streets of Cairo, Dee Ryan, manager; Bessie Rule, Carrie Mayes, Connie Gilberts and Caroline Elliott. Paris at Dawn, J. E. Nolte, owner; Tex Morris, front; Martha Nolte, inside. John T. Hutchins' Museum, Mr. and Mrs. John T. Hutchins, owners; John T. Hutchins, manager and talker; Mrs. John T. Hutchins, secretary and treasurer; W. N. Montgomery, second operator; W. C. Russell, box No. 1; Glen Russell, box No. 2; Bobbie, dog-faced girl; Leopold, spotted man; Shadow Rogers, thin man; Joan, two-headed baby; Cavella, one-man band; Mrs. W. N. Montgomery, sword box and electric chair; Lady Leon's, mentalist; Ester Lester, annex; Chief Congo; William Hall, in charge of front; Mrs. Leopold, in charge of cookhouse. Wisco Wonder Shows, J. E. Nolte, owner; Red Doran, front; Jack Beauchamp, helper. Mammoth Pythons, Dr. J. C. Walz, manager; Mrs. J. C. Walz, lecturer. Indian Village, Chief Clearwater, manager; Mrs. Clearwater, lecturer; Little Bear and Running Deer, rope artists. Athletic Show, Battling Williams, manager.

Concessions (owned by Roy Goldstone) are cookhouse, Mr. and Mrs. George Helman, managers; Flossie Miller and R. A. Tinklepaugh, chefs; Nestor Elstrom, waiter; Alva Dare and David Spencer, helpers. Corn game, Edward Burnett, manager; Paul Osborne, helper. Ball game, Herbert Rollins. Ball game, Hazel Brashear. Knife rack, Otto Rabish. String game, Clyde Webb. Blower, White Danley, Slim Lyons and Floyd Lamb. Radio wheel, Robert Flannagan. Long-range gallery, J. R. Terrill. Bucket store, Blackie Miller and L. W. Cole. Slum wheel, Jack Thomas and F. Smith. Ham and bacon, Hardy Brady, Fishpond, Mrs. Roy Goldstone, manager; Albert Petka, assistant. Blanket and silverware, Frank Phillpps. Cigaret gallery, Mrs. Frank Phillpps. Mentalist booth, Robert Purdue; Kitty Thomas. Penny pitch, E. B. Thompson, owner; Mrs. Robert Flannagan, operator. Jingle board, Mrs. White Danley. Hoopla, Mrs. T. Neal, owner. Mouse race, Roy Turpin. Pop corn and peanuts, Mr. and Mrs. White Pratt. Candy floss, Mrs. J. T. McClellan, owner; Tom Holmes, helper. Snow cones and pop corn, Mrs. J. T. McClellan. Photo booth, Martha McClellan. Sandwich trailer, Mr. and Mrs. L. Opsal.

W. B. McClanahan is in charge of mechanical department; Ollan Clarborn, in charge of merchandise on concessions; W. M. Doyle, canvas man; Henry Saxon, in charge of sanitary department; Mrs. Jack Coffelt, Mrs. Raymond Martin and

Mrs. Frances Small, tickets; Willford Kemp, Charles Green, Allen Beal, Clarence Turner, Sylvester Patter and Charles Johnston, band. Reported by L. Opsal.

15 YEARS AGO

(Continued from page 56)

Matthew J. Riley Shows announced that three new shows and another ride had been added to the midway since the organization's opening at Hanover, Pa.

The Lorman-Robinson Shows were rolling along at a merry clip after concluding their ninth week of the season at Lynch, Ky. . . . Truss rods tightened to the breaking point in repair shops in Louisville, on one of the flat cars of the World at Home Shows' train, snapped a short distance from Louisville shortly after midnight May 11, and delayed arrival of the train in Newport, Ky., until late the next afternoon. . . . The K. G. Barkout Shows were playing the streets around the Courthouse, Richmond, Ind., under Veterans of Foreign Wars auspices, to swell business.

DeKreko Bros.' Shows arrived in Belton, Tex., May 11, after concluding a pleasant week's engagement at Cameron, Tex., under American Legion auspices. . . . Huge crowds packed the midway of the Dodson & Cherry Shows when they opened at Elwood, Ind., May 10. . . . Snapp Bros.' Shows were encountering a great deal of rainy weather in Illinois territory. . . . T. A. Wolfe's Superior Shows were scoring heavily at Buffalo.

UNDER THE MARQUEE

(Continued from page 40)

circuses. Ed Scheblis operates the Streator, Ill., billposting plant and he was a Streator, Zouave in Group 2. There was a third group and in this was E. C. Klime, who at Streator has a large nursery, vegetable farm and canning factory.

IRA M. WATTS, who perhaps has served in more important positions on more of the larger railroad shows than anyone else in the last several years, now feels "at home" with a motorized show. It is his first season on trucks, but he learned the ropes fast. He is general manager of the Dan Rice Circus.

BERT LEO, veteran clown, visited Tom Mix Circus at Youngstown, O., April 29, renewing old acquaintances, and advises that program clicked. Show also was attended by Harry and Princess Sloan, side-show people, formerly with Sells-Floto Circus, now operating a medicine store at Youngstown. Leo is not trouping this season, but is busy repairing his pony buggy and chariot for street advertising this summer.

ALLEN J. LESTER, press agent of Cole Bros.' Circus, beating the drums for

coming of show to Akron, O., May 25 sought to land a story on the show's engagement in the Rubber City, but instead made the lead story in the daily theatrical column of *The Akron Beacon Journal*, conducted by Edward E. Gloss. Captioned "Circus Press Agent Last Stand of Journalism's Age of Romanticism," Lester recalled attack of spring fever which took him from Goodrich office to big top publicity job.

CERTAIN RAILROADS, which were begging for business during the depression, are now apparently getting prosperous and refusing to handle certain circus trains. Old shut-out contracts are being revived and the Interstate Commerce Commission, as well as the Federal Trade Commission, are being asked to interfere.

WHEN Stanley F. Dawson showed up on the lot of Cole Bros.' Circus at Rochester, Ind., May 2, to join the show, he states he saw one of the best built and lighted circuses. He adds: "Everything from front to back is new. There is not an old or used tent anywhere. The rolling stock is the finest decorated I ever witnessed. Messrs. Adkins and Terrell have installed the most efficient lighting equipment of all time. Before getting to the 'front' proper is a line of portable lights, strung high. Approaching the Side Show one will find a large neon sign with letters 24 inches high, with that name on it. A similar sign announces the Big Show-over the marquee."

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"Design for Living"
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STOCK MODELS—CUSTOM BUILT MODELS

Ask the Man Who Builds them.
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Trailer Legislation

CINCINNATI, May 15.—Supplementing the information given in our May 1 issue, the Georgia maintenance tag tax for a three-quarter-year period on trucks and trailers not for hire, which tax is in addition to the regular license plate tax, is based on weight. For each truck less than one ton in weight the tax is \$3.75; each truck of one-ton capacity, \$7.50; each truck of more than one ton and not exceeding one and one-half tons, \$11.25; each truck of more than one and one-half and not exceeding two, \$22.50; of more than two and not exceeding two and one-half, \$28.13; of more than two and one-half and not exceeding three, \$33.75; of more than three and not exceeding three and one-half, \$39.38; of more than three and one-half and not exceeding four, \$56.25; of more than four and not exceeding five, \$112.50; of more than five and not exceeding six, \$281.25; of more than six and not exceeding seven, \$562.50, and all trucks of more than seven tons, \$843.75. As to trailers, each one not exceeding 1,000 pounds is taxed \$3.75; exceeding 1,000 and not over 1,500, \$7.50; exceeding 1,500 and not over 3,000, \$15; exceeding 3,000 and not over 4,000, \$22.50; exceeding 4,000 and not over 5,000, \$30; exceeding 5,000 and not over 6,000, \$37.50; exceeding 6,000 and not over 7,000, \$45; exceeding 7,000 and not over 8,000, \$60; exceeding 8,000 and not over 9,000, \$90; exceeding 9,000 but not over 10,000, \$112.50, and trailers exceeding 10,000 pounds, \$750.

would require trailers with gross weight of over 1,500 pounds or cabin trailers with gross weight of over 1,000 pounds to be equipped with brakes, no objection to the requirements that the latter be equipped with brakes was made.

ATLANTIC CITY, May 15.—Tourist camps, tent communities and trailer tourists will be barred from Atlantic City under discriminatory ordinance introduced by Mayor Charles D. White in the City Commission. The only exceptions will be fireproof cabins with two or more rooms, each cabin having 2,500 square feet of ground and complete cooking, bath, sewer and health facilities. It follows that the footage required would mean a lot 50 by 50 feet for each building. Whether or not this ordinance will pass is a matter of question.

ALBANY, N. Y., May 15.—The bill which defines a house trailer as a building, house or domicile and providing proper protection for occupants thereof, passed both branches of the Legislature and is now in the hands of Governor Lehman. It is an amendment to the Penal Law and provides a penalty for crime committed in a trailer as elsewhere.

MADISON, Wis., May 15.—At a hearing May 4 before the Assembly committee on highways on Bill No. 846-A, which

WHITE CITY SHOWS, INC.

WANTED—SHOWS, RIDES, CONCESSIONS, FREE ACT.

TWIN FALLS, IDAHO, MAY 17-22; GLENN'S FERRY, IDAHO, MAY 24-29.

Laws and Lawsuits Pertaining to Amusement Biz

THE law is well settled that all officials and employees of amusement parks, carnivals, circuses or other shows are required to exercise care to prevent injury to all persons. This statement is not new law, but very old. In fact, it always has been the law, the only shortcoming being that few officials and employees are familiar with the elementary principles of this established legal rule. Otherwise fewer suits would be filed for damages resulting from injuries. This is true, because if all officials and employees were familiar with the law, the business, transactions and operations of all places of amusement could be conducted IN VIEW OF AVOIDING LITIGATIONS, and where suits cannot be prevented a foundation can be prearranged expressly to win any and all suits that may be filed. In other words, almost all adverse verdicts rendered against the owners of places of amusement can be eliminated by proper, prearranged and legal conduction of the business.

For illustration, one certain plan which will enable the owners of all places of amusement to avoid liability for injuries to patrons is: When constructing or designing any building, amusement device, walkway or the like employ a competent and experienced person who is capable of using standard materials and a recognized design.



Circuses, Coliseums, Carnivals,
Fairs, Rodeos, Fraternal Orders,
Beaches, Pools, Parks

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Wanted

Will buy or book a Two-Abreast Merry-Go-Round. Following Concessions open: Candy Shooting Gallery and other Concessions. CAN Floss, Candy Apples, Corn Game, Cigarette USE Free Actz. Athol, Mass., week May 17 to 22; Lowell, Mass., May 24 to 29.

ALAMO SHOWS

Want Shows, Rides and Stock Concessions for lots in Atlanta, Ga., commencing week May 17-24. Walker and Nelson Srs. Permanent Address: 258 Central Ave., S. W., P. O. 3—Also want reliable Concession Agents.

Rules for Winning Damage Suits Filed by Injured Patrons

By Leo T. Parker, Attorney at Law

SERIES No. 5

This is the fifth of a series of articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Mr. Parker can be reached in care of The Billboard, Cincinnati, O.

For instance, in the leading case of *Bernardo vs. Hoffman*, 145 Atl. 884, it was disclosed that a place of amusement was designed by architects having 30 years of experience.

One evening during a windstorm the structure was blown down, effecting serious injuries and death. In holding the proprietor not liable the court said: "The roof was constructed from specifications which were standard. The house was inspected by the president of the company which built it, as well as by the building inspector of the city and the fire marshal and pronounced all right. . . . We do not think it could be reasonably held, in view of the foregoing and surrounding facts, that these defendants (proprietors) were negligent in the matter of the construction and use of this structure."

In consideration of the legal knowledge imparted by reading and digesting this late higher court case it is easy to realize that at any time and under all circumstances officials and employees may lay a foundation for winning a suit for damages by having at hand dependable and convincing testimony that various structures and apparatus were properly designed and constructed by competent persons, and that the safety of the different structures and apparatus was approved by experienced inspectors.

Inspection Necessary

To eliminate liability owners of all places of amusement should adopt a rule that a selected and competent employee shall regularly make inspections of buildings, tents, seats, steps, walkways and the like for the purpose of discovering and repairing defects and eliminating dangerous conditions. It will be valuable when defending a suit for damages. The fact that a proprietor introduces testimony of this nature proves that he exercised at least ordinary care to prevent injuries. This is valuable testimony because the higher courts in all States have uniformly held that the standard of duty required to be exercised by proprietors of amusement places is that of reasonable care.

However, testimony of this nature must be truthful and convincing, otherwise the court will not render a favorable verdict. Moreover, the court may by deduction determine whether frequent inspections were made by competent employees.

For example, the leading case of *Crisafi vs. Seils*, 159 N. E. 811, clearly illustrates the reasoning of the courts when deciding whether a traveling carnival, circus or other show owner is liable for injuries sustained by a patron. Also the character of the testimony required to relieve the owner from liability is indicated.

In this case a patron of a traveling show was injured when she stepped upon a loose board while walking down an aisle formed in the usual built-up seats utilized by traveling shows.

The superintendent of the construction work, who was employed by the show owner, testified that he had examined the seats just before the show opened and saw no indication of any loose plank or any plank having shifted out of place. However, the court held the owner of the show liable in damages for the injuries sustained by the patron, saying:

"The judge could have found as a fair inference to be drawn from the evidence that the cause of the slipping or moving of the plank was improper lashing."

Therefore it is important knowledge well established and based upon leading higher court cases that a traveling show owner may avoid liability for injuries sustained by patrons if evidence is introduced to prove to the satisfaction of the court that the defect in the equipment which caused the injury was of such nature that it could NOT be discoverable BY ORDINARILY CAREFUL INSPECTION. Frequently proprietors of amusement places lose suits because this point of the law is not brought out.

For instance, a defect in a seat which causes an injury may be inside the wood or iron supports. Under these circumstances the proprietor NEVER is responsible. Also in the case of traveling shows if an injury is caused by a defective rope which ties the seat board the owner is not liable if it can be shown that the rope APPEARED to be strong and the defect was NOT discoverable by ordinarily careful inspection.

In other words, testimony that an inspection was made is NOT sufficient. It must be proved that when the last inspection was made the thing which caused the injury appeared under ordinary inspection to be in safe condition. If the proprietor of the amusement place introduces this testimony the injured person will lose the suit unless he proves positively that the thing which caused his injury actually was defective before occurrence of the injury.

For illustration, in *Berberet vs. Electric Park Amusement Company*, 3 S. W. (2d) 1025, it was shown that at the time of the alleged injuries a woman with her husband and her grandson visited an amusement park, paying the customary entrance fee. While in the park they went to a Merry-Go-Round. The boy rode on the Merry-Go-Round, after which they walked from the device on a boardwalk which inclined somewhat. The woman fell, sustaining severe injuries. She sued the park owners for damages, contending that the board which caused her to fall was loose and unfastened, whereby the former were guilty of careless and negligent acts in permitting and leaving a board in the walkway unsafe and dangerous.

During the trial the injured patron did NOT prove that the boardwalk was defective BEFORE she walked upon it. The lower court held the patron entitled to damages for the injuries, but the higher court reversed this verdict and in holding the proprietor NOT liable explained the law on this subject in the concise language as follows:

"The rule is that the proprietor of a place of public amusement owes to his patrons that duty which is ordinary care. . . . However, one who invites another to come upon his premises is NOT an insurer of the safety of such other person. . . . IT WAS NOT SHOWN THAT THE BOARD WAS ORIGINALLY DEFECTIVE, OR THAT THE BOARD OR THE STRINGER UPON WHICH IT LAY HAD DECAYED, OR THAT IT HAD NOT BEEN NAILED, OR THAT IF NAILED, THE NAILS HAD COME OUT. . . . Since, as the cases hold, the defendant (proprietor) was bound to use ordinary care and was not an insurer of the safety of the plaintiff (injured person) it was necessary to show that the condition which existed should have been known to the defendant."

Obviously if the testimony proves that all things found defective were NOT repaired then the proprietor of the place of amusement is liable.

For instance, in *Cherry Shows vs. Dinmore*, 164 N. E. 304, a traveling show

owner was held liable for damages, in a large amount, for injuries sustained by patrons as a result of defective bleacher seats falling down, because the testimony indicated that the proprietor was negligent in failing to know that his employees properly repaired a dangerous condition of the seats. This court explained the law as follows:

"On the day of the injury he inspected the seats and he found water standing on the ground near and about the jacks which supported the seats to a depth of about five inches. . . . The collapse of the seats which caused the injury was brought about by the water loosening the blocks supporting the jacks, and thus in turn the jacks moved out of place and permitted the whole seating arrangement to fall."

Cannot Delegate Care

Owners of parks, carnivals and other shows lease space for concessions and under these lease contracts endeavor to shift the responsibility of injuries. However, such contracts do not relieve the proprietor from liability.

For illustration, in the late case of *Bruder vs. Philadelphia*, 185 Atl. 725, it was disclosed that a proprietor leased a space under a lease contract that contained a clause which provided that the lessee "shall be responsible . . . and hereby agrees to be solely liable for any accidents alleged to be due to their defective condition."

A person was injured when he stepped into a hole in a defective walkway on the leased space. The injured person filed suit against the proprietor for damages. Although the latter contended that he was not liable because in the above mentioned lease clause the lessee had agreed to maintain the premises in good condition, yet the higher court held the proprietor liable.

Obtain Admission

Liability may be avoided by obtaining information, admissions or statements which indicate that the actual cause of the injury did not result from negligence of the proprietor, but that the injury actually DID result from want or lack of ordinary care on the part of the injured person to protect himself against the injury. If an admission is obtained that the injured person knew of the existence of the danger which caused the injury or that the injured person realized that a dangerous condition was present, then the proprietor will not be held liable, because no person is entitled to recover damages from another for any injury sustained as a result of his own carelessness. And knowledge of the danger indicates carelessness on the part of the injured person.

In other words, no person is entitled to recover damages for an injury if the evidence indicates that a reasonably prudent person, under the identical circumstances, would have exercised such care that the accident would not have occurred. This point of the law has been upheld by all higher courts.

When rendering its decision the jury will consider the evidence to determine the facts, as follows: (1) Was the person exercising at least an ordinary degree of care to protect himself from injury when the accident occurred? (2) Was the person unfamiliar with the fact that the thing which caused the injury was dangerous? (3) Was the illumination so poor that the average prudent person, under the identical circumstances, would have been injured? (4) Did the proprietor and his employees have knowledge of the defective condition, and if not, had the defect existed for so long a period that the proprietor could have discovered and repaired the defect had he used ordinary and reasonable care which would have been exercised by the average prudent and experienced proprietor?

If, after considering all of the testimony and evidence the jury decides that all of these questions can be answered in the affirmative then the jury is bound to render a verdict allowing the injured person damages in an amount sufficient to compensate him for: (1) the permanent disability which will reduce his ordinary income, (2) the pain suffered; (3) the loss of time; (4) the expenses incurred as a result of the injury, and (5) loss of income during this period of total disability.

However, if any of the above questions are capable of being answered in the negative the proprietor is NOT liable.

Specs To Mark Jubilee for Chi

CHICAGO, May 15.—This city is making a strong bid for visitors this summer thru the Charter Jubilee, celebrating Chicago's 100th birthday. An estimated 250 cities in a 500-mile radius will be visited by a covered-wagon trailer carrying a troupe of entertainers, plugging Chicago as a vacation spot. Covered-wagons put on a show in a theater or radio station in each town, depending on pre-arranged tieup.

Larger cities in the Middle West have been invited to send contestants to the Carnival of Lakes in August, when a Miss Chicago Jubilee is to be chosen for the Atlantic City pageant and a most talented boy and girl for a trip to Hollywood and screen tests.

Several sponsored events are planned in conjunction with the Jubilee, first of which will be a June Jubilee Horse Show on Soldier Field. Important stables from every part of the country are expected to compete for \$30,000 in prizes.

Military, civic, commercial and national organizations will form a parade on June 7 to be curtain-raiser on a string of spectacles. Nearly 25,000 marchers, 5,000 of whom will be bathing beauts, will dramatize vacation advantages.

Shows in at Frisco Fete

SAN FRANCISCO, May 15.—Carnivals will be represented by three units in various parts of the city during Golden Gate Bridge Fiesta on May 27-June 2 to celebrate opening of the new span and which is expected to bring 1,500,000 visitors. A pre-Fiesta program includes Radio Stars Night in the Civic Auditorium, from where a big air show will be broadcast Coast-to-Coast. A pageant with cast of more than 3,000 will be directed by William H. Smith Jr. Other celebration phases will be spectacular parades, concerts, balls, beauty contests, Spring Festival for children, fashion shows, memorial services for men who died building the bridge and all manner of sports contests. Mayor Rossi heads the citizens' committee.

Johnny Toffel Shows Signed

SOUTH BELOIT, Wis., May 15.—Johnny Toffel, representing the shows bearing his name, has been contracted to furnish midway features at this city's three-day Independence Celebration under joint auspices of the local American Legion and the South Beloit Business Men's Association, reports Walter Hoey. A pageant and pyrotechnic display will be presented daily.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets heralds, etc. for all occasions. Quick service, low prices. Write for free catalog. BOWER SHOW PRINT 1240 E. FOWLER, IND.

WANTED

Rides, Merry-Go-Round, Ferris Wheel, a few good Shows, etc. for one day, July 3, Celebration. We give big free fireworks demonstration. Write H. L. SMITH, Schoolcraft, Mich. No collect wires.

CARNIVAL WANTED

OAKWOOD, ILL., On Route 10, Five Miles West of Danville, Ill. Sponsored by The American Legion, May or June. Write B. O. HIGGINS, R. F. D., Fithian, Ill.

LIONS CELEBRATION

BRAZIL, IND., JULY 5, 1937. WANTS Shows, Concessions and Free Acts. Write at once to DR. A. A. SPEARS, Pres., Brazil, Ind.

WANTED FOR BOY SCOUTS PICNIC

JULY 1, 2, 3 Concessions, Rides and Shows. Boy Scouts, DR. T. W. MCKINLEY, 8. M., Stupper, Okla.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

Humboldt Festival Tops Past Record

HUMBOLDT, Tenn., May 15.—Attendance at fourth annual West Tennessee Strawberry Festival here on May 6-7 topped all records for this event, said R. D. Neely, chairman of free attractions. Horse Show, with more than 100 entries and offering premiums amounting to more than \$400 in addition to several trophies, drew 7,300 paid admissions.

Baby parade, junior pageant and floats also proved great drawing cards. More than 6,000 paid admission to witness the Beauty Revue the last night. Queen's Ball, which climaxed festivities, attracted a larger crowd than any similar event ever held here. Johnny Hamp and his orchestra provided dance rhythm.

John R. Ward Shows, which furnished midway attractions, reported a fair week's business, while the free circus played to capacity attendance at each performance. Despite some criticism, the festival's 10-cent gate proved successful, it was said.

Sponsored Carnivals Increasing in Detroit

DETROIT, May 15.—Popularity of carnivals sponsored by churches, veterans and other organizations is continuing, with four new permits granted this week by city council within city limits alone, and several shows are scheduled for suburbs.

A near-downtown location will be played on May 17-23 for Ore Post, Veterans of Foreign Wars, at Elizabeth and Brooklyn streets. VFW also figures in the picture with another carnival scheduled to close tomorrow at East Jefferson and Adair.

Judge Faust Post, American Legion, was forehanded, securing a permit for a mid-July date at Grand River and Oakman boulevards, a location that was billed this week for a VFW carnival, and Metropolitan Church is currently holding another event at Lovett and Michigan avenues on the west side.

St. John Has N. Y. Acts

ST. JOHN, N. B., May 15.—Sponsoring a Community Spring Fair in St. Andrew's curling rink for 10 days, local branch and Carleton branch, Canadian Legion, and Kinsmen's Club presented two shows nightly. Acts, all from New York, were Valentine, magician; Charles and Dorothy, tap dancers; the Earles, aerial gymnasts; Ray Pike, balancer, and Fenwick and Cook, comedy cyclists. Awards numbered 100, first being a Fordor sedan. A Made-in-St. John exhibit was featured.

Biz Good at Clover Fete

WINCHESTER, Tenn., May 15.—At the second annual Crimson Clover Festival here last week Cumberland Valley Shows did excellent business, according to Ellis Winton, manager. Shows were hit by a severe storm in Cowan, Tenn., the previous week, with about \$1,500 damage reported to equipment.

Second for Brazil Lions

BRAZIL, Ind., May 15.—Plans are being completed for the second annual community Fourth Celebration, sponsored by Brazil Lions Club in Forest Park. Last year's celebration under the Lions drew more than 15,000. Committees are arranging baseball, horseshoe pitching, tennis and other sports, free acts, rides, concessions and fireworks. A 1937 Chevrolet and nine other prizes will be given. Entertainment committee head is Lions' president, A. A. Spears.

HELP This Department by Telling Committees About It.

For Convention Fund

WHEELING, W. Va., May 15.—City council gave permission to the American Legion Post drum and bugle corps to sponsor Dodson's World's Fair Shows on Wheeling Island a week in June, license free. James B. Moore represented Legionnaires. The post's percentage will send the crack drum and bugle corps to the national convention in New York City. Dodson Shows first appeared on Wheeling Island fairgrounds week of August 21, 1936, during Wheeling's Centennial Celebration, contributing much to financial success of the event.

Winston-Salem Event Clicks

WINSTON-SALEM, N. C., May 15.—Commander L. H. Burwell, Clyde Bolling Post, American Legion, reported that the Cetlin & Wilson Shows grossed about \$7,000 during their two-week engagement here, netting auspices more than \$700. Money will be used to purchase uniforms for the Legion Post band and for support of its baseball team. Inclement weather the first week cut attendance, but the Post secured continuance of the permit to operate its first annual Spring Festival. Attendance the second week was regarded as satisfactory.

Dickinson To Celebrate

DICKINSON, N. D., May 15.—West Bros. Amusement Company has been contracted to furnish midway features at a three-day Independence Celebration here, under Chamber of Commerce auspices. N. S. Nicola is committee chairman and Don Lamos secretary.

Shorts

FIVE LOWELL (Mass.) organizations will sponsor carnivals this summer, Gorcham Twilight League, Lincoln Square Associates, La Legion Franco-American (See SHORTS on page 75)

WANTED

SHOWS AND CONCESSIONS. Everett Fire Co., Annual Carnival JULY 17TH-24TH. Wire or Write, E. L. NEWHOUSE, - - - Everett, Pa.

LEGION WANTS CARNIVAL

JULY 4TH AND 5TH. DODGE COUNTY FAIR GROUNDS Beaver Dam, Wis. Successful Celebrations For 17 Years.

WANTED FIRST CLASS CARNIVAL

Palacios Volunteer Fire Department. During Texas National Guard Encampment, August 9th to 21st. Ten days sure fire. It's a red one. Answer: SECRETARY, Fire Department, Palacios, Tex.

CARNIVAL WANTED

JULY 3-4-5, OR FOR WHOLE WEEK. Under Auspices Veterans of Foreign Wars. Addr.: POST 2252, Box 283, Kalispell, Mont.

WANTED GOOD CARNIVAL

For Ardmore Golden Jubilee Celebration, July 25 to 31. Wire immediately. J. R. LANE, Director, Ardmore, Okla.

WANTED

CONCESSIONS AND RIDES For Annual Homecoming at Malvern, O., July 30 and 31. W. A. LEWIS, Secy.

GOOD CLEAN CARNIVAL WANTED

For a four-day Picnic at the Devil's Promenade, three miles southeast of Quappaw, Okla., July 1, 2, 3, 4. Will furnish lights. Also want Wild West Show. Must have own stock, side wall or tent. Carnival and Wild West Show will be booked on percentage. Write or wire O. S. HAMPTON, Box 308, Quappaw, Okla. P. 6.—A very large attendance on the 4th of July.

WANTED HIGH DIVE

for K. of O. Mardi Gras, Patchogue, N. Y., July 5 to 10 inclusive. Address all to VERNE W. CRITZ, East Patchogue, N. Y. Phone 178-J.

WANTED

Harrison Merchants and Firemen's Festival

JUNE 14 TO 19, INCLUSIVE

Good Entertaining Shows. Also some Concessions open, such as Frozen Custard, Ball Throwing Games, Long Range Shooting Gallery, High Striker, Fish Pond and other legitimate stands. Nothing but honest games will be considered. Address inquiries to

CHARLES MARKS, Celebration Committee, Harrison, O.

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FORT BENTON, MONTANA

JUNE 10-11-12

Celebration typifying the Old River Days at Fort Benton, Indian Pageant, Carnival, two shows each day. Concession men write KIWANIS CLUB, Fort Benton, Mont.

WANTED

SHOWS AND CONCESSIONS, PRICES ON FREE ACT, AERIAL OR HIGH DIVE. WEEK OF JUNE 14-19.

CANNELTON, INDIANA

WRITE JOE McMAHON, CARNIVAL CHAIRMAN

ATTENTION: This Legion Circuit starts at Petersburg, Ind., Week May 31; Huntington, Ind., Week June 7; Cannelton, Ind., Week June 14-19; Jasper, Ind., Week June 21; West Baden, Ind., Week June 28. Write Commanders of these Posts for Privileges. All good spots.

BIG CELEBRATION

3-4-5 OF JULY, OROVILLE, WASHINGTON

BIGGEST CELEBRATION IN 20 YEARS

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LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. S-807, Chicago, Ill.

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COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, FURS, STAGE and Street Wear. **HULAS CONLEY**, 310 West 47th St., New York City.

CURTAIN, 11 1/2 x 32, SATEEN, \$10.00; LARGE Cyke, \$25.00; White Mess Jackets, \$3.00; Red Band Caps, 1/2c; Coats, \$2.00. **WALLACE**, 2416 N. Halsted, Chicago.

NEW SHORT CHORUS PANTS-SUITS: SILK Orchid, Satin and Gold, \$12.00; six Pink Silk and Diamond Cloth, \$12.00. **LEHMAN**, 12 Mercer, Cincinnati, O.

SPECIAL SALE — ALL DESCRIPTIONS HIGH class New and Second-Hand Uniforms, Costumes, Character Wardrobes, Full Dress, Waiter Outfits for sale, hire. Lowest prices. Written description on request. No catalogs. **DAVID'S**, 129 West 42d St., New York. Bryant 9-3325.

1,000 BLUE SERGE UNIFORMS — NEW OR nearly new. Complete with caps. At sacrifice price. **PAUL TAVETIAN**, 61 Rutgers St., New York City.

ARE YOU LOOKING FOR BARGAINS? HERE'S some: Targette Gun, \$59.50; Bally Roll, \$59.50; Bally Pockets, \$16.50; A. B. T. Target Rifle, \$16.50; Bally Bumpers, \$29.50; Post Time, like new, \$79.50; Multiples, \$19.50; Grand Slam, \$9.50. 1/3 deposit. **MARC-COIN-MACHINE**, 1211 E. Third, Dayton, O.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

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 BUY FOR SUMMER SPOTS—PAMCO MARKS-man, Jungle Hunts, \$59.50; Exhibit Shoot-A-Lites, \$70.00; 9's Rola Score Bowling Games, Bally Rolls, \$65.00. Rush 1/3 deposit, balance C. O. D. Free bargain list. **MARKEPP**, Cleveland, O.

FIFTEEN MILLS MYSTERY BLUE FRONTS, Gold Award, Side Venders, \$52.50 each. **UNITED AMUSEMENT CO.**, 3410 Main St., Kansas City, Mo.

FOR SALE—TEN LATEST MODEL PACE'S Races, cash payout, 30 to 1 odds, used one to three weeks, \$300.00 each. Four Ray's Tracks, used one to three weeks, latest model, serial Nos. over 3,700, \$200.00 each. All of these Clubs are just like new. Five Exhibits Jockey Clubs, coin slide type, used thirty days, \$75.00 each. One latest model Exhibit Jockey Club, seven coin head, used three days, \$150.00. One-third deposit required. **WALKER SALES**, 1723 Franklin, Waco, Tex.

FOR SALE—FIVE 5c WATLING LARGE JACK Pots, G.A., Goose Neck, \$37.50 each; eight 5c Watling Wonder Venders, \$37.50 each; two 10c Watling Wonder Venders, \$37.50 each; two 1c Watling Wonder Vender, \$42.50; one 5c Roll-A-Top Wonder Vender, \$42.50; one 5c Roll-A-Top Mystery Pay, Dark Oak Cabinets, \$47.50 each; five 5c Mills C.A., Future Pay with Indicator and Skill and Vender, Light Oak Cabinet, \$82.50 each; one 1c Pace Banner, Standard Pay, \$20.00. 1/3 deposit, balance C. O. D. **AUTOMATIC MUSIC CO.**, Rowland, N. C.

FOR SALE — 1934 MICROSCOPE CRANES, Treasure Islands, DeLuxe, Buckleys, Skee Balls, Bally Rolls, Genco Bank Rolls Slots, Pin Tables. Write or wire, plenty of machines on hand. **DOC FOREST DISTRIBUTING CO.**, 1679 Main St., Buffalo, N. Y.

HAVE TWO TOM MIX RIFLES, PRACTICALLY brand new, \$249. One-third deposit. **AL CLAIR**, 4319 Carpenter Ave., New York City.

LATEST MODEL JENNINGS CLUB VENDERS Cigarette Machines, \$19.50; Reel 21, \$6.95. **JOHN R. MACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex.

MAKE US BEST OFFER. WE ARE GOING OUT of business. 50 Mills Nickel Bluefronts, 7 Dime Bluefronts, 1 Quarter Bluefront, 10 Watling Rolltops, 30 Penny Mills Bluefronts, 20 Penny Watling. Also 20 Bally Preakness, 20 Bally Derby, 12 Jumbos, 10 Prospectors, 10 Gottleib Daily Races, 15 Sunshine Derbies, 1 Exhibit Big Richard, 12 Giants, 6 Electric Eyes, 12 Rockola Deluxe. **SOUTHERN VENDING MACHINE COMPANY**, Charlotte, N. C.

MILLS BLUE FRONTS, LATE SERIALS; MYS-tery Gold Award Venders, Nickel, \$50.00; Dime, \$52.50; Quarter, \$52.50; Half Dollar, \$60.00; 25c Pace Races, \$200.00; Double Steel Sale, \$15.00; 10c Futurity Gold Award Mystery, \$50.00. **PEERLESS SALES CO.**, Fayetteville, N. C.

MUST SELL 100 SLOT MACHINES, MILLS, Callie, Watling, Jennings; 100 One-Ball Pay Out Tables; 200 Assorted Counter Machines. Special price. Write immediately. **KOSTAKES NOVELTY COMPANY**, 512 East Trade St., Charlotte, N. C.

MUST SELL—150 USED MACHINES IN A-1 condition. Hi-De-Ho, \$35.00; Prospector, \$12.50; Put and Take, \$7.50; Coconuts, \$7.50; Cocktail Hours, \$25.00; Auto Bank, \$7.50; Traffic "A", \$10.00; Five and Ten, \$7.50. **AMERICAN SALES COMPANY**, 3003 Harrison St., Davenport, Ia.

ONE JUNGLE DODGER. IN EXCELLENT CON-dition, \$98.00. 1/4 with order, balance C. O. D. **OLIVER E. OSBORNE**, 412 Miami St., Bicknell, Ind.

RAYS TRACKS (SERIAL NO. 4300), \$250.00; Used (Serial No. 9300), \$185.00. Perfect cabinet, mechanically. Rush \$50.00 deposit. Bargain list free. **MARKEPP**, Cleveland, O.

REBUILT NICKEL Q'S, \$39.50; PENNY Q'S, \$35.00; three Galles Nickel Cadets, like new, \$100.00; Single, \$35.00. **COLEMAN NOVELTY**, Rockford, Ill.

TEN APT TARGETSKILL, USED TWO WEEKS, Pennies and Nickel, \$24.00 each. **AL CLAIR**, 4319 Carpenter Ave., New York, N. Y.

TOM MIX RADIO RIFLE, ROCK-O-BALL Senior, all floor demonstrators, sacrifice for cash. **STEWART'S RADIO, INC.**, 135 North Pennsylvania, Indianapolis, Ind.

TURF CHAMPS, \$59.50; TYCOONS, \$19.50; Cigarette Games, \$7.50. Mills Escalators, \$35.00; Mills Double Jacks, \$25.00; Single Jacks, \$15.00; Slot Machine, \$10.00; Skee Ball Games, \$59.50 up; Bumpers, \$35.00. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

WANTED—USED BUCKLEY DIGGERS. STATE model, year, price. Address **BOX C-245**, Billboard, Cincinnati, O.

WANTED AT ONCE—ONE HUNDRED WUR-litzer Phonographs. Will pay spot cash for all you have. Prices must be cheap or you don't answer this ad. **KING HARRY MUSIC SERVICE**, 1162 Broad, Augusta, Ga.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Lite-A-Lines and Galloping Dominoes. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y.

1c WATLING DOUBLE JACKPOT, \$32.50; 1c Little Duke Single Jackpot, \$17.50; Mills 5c Single Jackpot, \$17.50; Mills 25c Silent Double Jackpot, \$50.00. Will trade Mills Small Scale for Slots. Mills Target 1c Machine, \$2.00. Will trade Wurlitzer Phonographs for Paces or Rays Races. **O'BRIEN**, 89 Thames St., Newport, R. I.

5 WURLITZER SKEE BALLS, WITH RETURN Ball, \$89.50 each; 5 Roll-A-Balls, De Luxe. 1 month old, perfect condition, \$99.50 each. **KEYSTONE AUTOMATIC AMUSEMENTS**, 2135 Walnut, Philadelphia, Pa.

200 RECONDITIONED AUTOMATIC PAYOUTS priced to sell quickly. Alamos, \$15.95; Bally Derbys, \$25.95; All Stars, \$24.95; Beajays, \$29.95; Cocktail Hours, \$10.95; Chuckalattes, \$150.00; Captain Kidds, \$10.95; Challengers, \$24.95; Double Nuggets, \$12.95; Fence Busters, \$24.95; Grand Prizes, \$24.95; Gallop-Plugs, \$24.95; Hialeahs, \$19.95; Jockey Clubs, \$150.00; Jennings Grand Prizes, \$9.95; Leathernecks, \$19.95; Mystery Daily Races, \$25.95; Multiple Daily Races, \$19.95; Multiples, \$19.95; Multiples, \$24.95; Monopoles, \$14.95; Naturals, \$19.95; Peerless, \$19.95; Paragons, \$19.95; Pamco Parlays, \$19.95; Preakness, \$60.00; Red Man, \$19.95; Rockets, \$4.95; Ray's Tracks, \$185.00; Repeaters, \$9.95; Top Rows, \$14.95; Ten Strikes, \$69.95; Turf Champs, \$49.95. Rush order with 1/3 deposit, balance C. O. D. to **AMERICAN NOVELTY**, 1787-89 East 24th, Cleveland, O.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog, free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

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FREE — CORN REMEDY FORMULA. STAMP. Free Formula Service. Make your own products. Supply agents. **ACE-HIGH PRINTERS**, Box K-5, Peoria, Ill.

HAIR COLOR RESTORER—MAKE YOUR OWN. Formula, \$1.00. **LETTIE RHODES**, Queensboro Station, Shreveport, La.

MEAT TENDERIZER — SENSATIONAL SELLER to Restaurants. Steady repeater. Formula, full information, only \$1.00. **WM. J. LYNCH**, Dept. B-20, Springfield, Ill.

FOR SALE—SECOND-HAND GOODS

CDRN POPPERS, GASOLINE, ALL ELECTRICS. Geared 12 quart kettles; Rotary Poppers, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. jy10x
E-Z FREEZE CUSTARD MACHINE, A-1 CON- dition, \$300.00; \$150 cash with order, bal-
 ance C. O. D. Living Top, 8'x12', \$200.00.
H. M. HARRIS, Kinsley, Kan.

FOR SALE—1935 FORD TRACTOR. NEW 36 Motor, Sleeper Cab. Like new. Large closed trailer, air brakes, cheap. **WILBUR SHELDON**, Knightstown, Ind.

FROZEN CUSTARD OUTFIT—YORK MACHINE, mounted on truck, special built body, big flashy outfit. Good contracts for summer work included. Cause illness. **MRS. E. REITZ**, 114 W. York St., Philadelphia, Pa.

PORTABLE SKATING RINK FLOOR FOR SALE. **W. C. CALHOUN**, Marshall, Mo.

REBUILT FROZEN CUSTARD AND ICE CREAM Freezers. All electric and ice and brine types. **WILLIAM H. FIERO, INC.**, 8 Main St., Kingston, N. Y. my22x

10 KW, 110 V. D. C. GAS ENGINE GENERATOR Set. General Electric make. Good condition. **INDEPENDENT ELECTRIC MACHINERY CO.**, 300 S. W. Blvd., Kansas City, Mo. my22

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 PUBLIC ENEMY WAX FIGURES HEAD- quarters. Unborn Shows, Octopus, Girl in Fishbowl, Doll House Illusion, Bargains. **UNIVERSAL**, 849 Cornelia, Chicago.

ADULTS AND KIDDY CHAIR PLANES, SIX- teen and twenty-four seat capacity; Kiddy Aero Planes, eighteen capacity. **CALVIN GRUNER**, Pinckneyville, Ill. je12

ARC SPOT, 70 AMP. SUPER, \$40.00; POWER- ful 120 amp. Arc or Carbon Spot, \$50.00; Spectacular Arc Searchlights, \$75.00. Write for bargain lists. **OTTO K. OLESEN**, Hollywood, my29x

COMPLETE DODGER RIDE, 13 CARS; 2,700 Square Feet Steel Floor, all in good shape, \$1,500.00. E. E. ELDER, Fredrick Apts., Des Moines, Ia.

CONEY ISLAND RABBIT RACE. GOOD CON- dition. Priced right. **ELITCH GARDENS CO.**, Denver, Colo.

FOR SALE—COMPLETE GIRL SHOW; 20x40 New Khaki. Showing in Detroit, Mich. Priced low. Two hundred dollars. **BOX C-250**, Billboard, Cincinnati, O.

FOR SALE—PORTABLE SKATING RINK, COM- plete; African Dip, used two months. Priced reasonable for quick sale. **Stred in Kentucky**, W. T. TURPIN, 1804 E. Church St., Jacksonville, Fla.

400 WATT SPOTLIGHTS, \$4.75; 1,000 WATT Spotlights, \$15.00. New equipment. Literature on request. **F. A. BOHLING**, 328 West 44th St., New York City. je5

HELP WANTED

ALL TYPES HILLBILLY BANDS, ACTS, CO- medians, Soloists, Harmony Teams. Steady work if you can deliver. **WDD RADIO PLAY-** HOUSE, Chattanooga, Tenn. my29x

ATTENTION, GOOD ENTERTAINERS—MAKE application now for Walk-a-Show. **JACK CONNORS**, originator Walk-a-Shows, Venice Ballroom, Venice, Calif.

CAN ALWAYS USE MUSEUM HELP—FREAKS, Working Acts, Oriental Dancers. Open year around. **SHOWETERIA**, 452 S. State St., Chicago, Ill. je5

GIRL OR YOUNG MAN BALLOONIST—MUST be light. Send photo, weight, age, experience. Do not misrepresent. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill.

GIRLS—DANCERS, SINGERS; ALSO GIRL Strollers. Engagement unlimited. Don't misrepresent. Send photo if possible. **CLARK'S NITE CLUB**, 161 Seneca, Buffalo, N. Y.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. my22

MED. PEOPLE, ALL LINES. MUST PAY YOUR own. Write or wire **DUNK HALL SHOWS**, Swazee, Ind.

MED PERFORMERS OF ALL KINDS—ONE with car to haul light Trailer. **TOM CHRISTY**, 2308 Cherokee St., St. Louis, Mo.

MEDICINE PERFORMERS, SKETCH TEAM. Singles. Change for 9 nights. Prefer those with house trailers. **DR. R. J. ATKINS**, North Washington, Ia.

MUSICIANS FOR HOTEL CLUB ORCHESTRA. Play all standards and classics for concert as well as dance music. Write full details. **LEROY VAN DE CAR**, Wm. Brooks, Mgr., Prospect St., Hudson, N. Y.

NITE CLUB VODVIL, NOVELTY COMEDY Acts, Specialty Girls, Units, Reviews, Bands, Musicians. **CONTINENTAL AMUSEMENT SERVICE**, 435 Industries Bldg., Dayton, O.

ROLLER SKATER—GIRL. ENGLISH SILVER Dance Medalist or familiar with English Dances. Temporary near New York. **ALFRED YORT**, Deal, N. J.

Show Family Album

Col. F. J. Owens and TEXAS CLEO, MIDGET BRONCHO.



TEXAS CLEO, shown here with his owner and trainer, Col. F. J. Owens, was not a Shetland pony, but an educated midget broncho. His mother and sire tipped the scales at more than 800 and 1,000 pounds, respectively. The broncho weighed 19 pounds when born on the old K-C Ranch at Ft. Stockton, Tex., May 21, 1897. He was exhibited for the first time at the Omaha Exposition in 1898, and from then until 1904, when he entered vaudeville, he toured with circus side shows throughout the United States. He also appeared in Cuba and Australia. Season of 1918 Colonel Owens had Texas Cleo at Riverview Park, Chicago, where the broncho died on the day the armistice was signed. The veteran showman has been ill for the last few months at his home in Chicago.

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.

SAX MEN DOUBLING CLARINET—IMMEDI- ately. Prefer Fiddle or Voice Double. Small Combo. Location; salary. **BOX CHI-40**, Billboard, Chicago, Ill.

TENOR—TRUMPET, PIANO (ARRANGE), JAM, read, fast, union. Five months' location guaranteed. No transportation. Wire immediately. References. **JAY TEMPLE**, Idaho Falls, Ida.

WANTED TEAM, ALL AROUND, FOR VAUDE- ville under canvas. Must change for week. State all in first. **JONNIE MACK**, North Vernon, Ind.

WANTED—MERRY-CO-ROUND OPERATOR in Park. Sober and reliable, with mechanical experience. Write **M. KINSEL**, Hotel Monticello, Toledo, O.

WANTED—GIRL ACCORDIONIST OR GUITAR- ist that sings. State lowest, including room and board. Good amateur considered. Send photos. **MURRAY'S**, Cambridge Springs, Pa. x

WANTED—TROMBONE MAN, YOUNG, RE- liable, sober, good tone, range and reader. **ROGER GRAHAM**, Cull Lake Hotel, Richland, Mich.

WANTED—GUESS WEIGHT MAN, PENNY Pitch Agents and live wire second Agent for Horse Race Game. All A-1 locations and good proposition. State all, inclose late snapshot. Two Acts for Museum. Magic open; Snake Show Peoples Feature Attraction for finest framed Long Tom Snake Show. All address **O'BRIEN BROS.**, Revere Beach, Mass.

WANTED—FOR SALISBURY BEACH MASS., good small—nut Show or two, with complete frameups; Park and Beach Concessioners with own frames and canvas. No buildings ready this year. One or two Rides; better than still dates, jumping around. All address **O'BRIEN BROS.**, European Museum, Revere Beach, Mass.

YOUNG MAN ABOUT 140 LBS. TUMBLING and little juggling required. Write full particulars. **BOX 788**, care Billboard, 1564 Broadway, New York.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. je5

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. je12x

MAGIC SHOW—LARGE AND SMALL EFFECTS for sale to settle estate. Write for prices. **MRS. WILLARD**, 121 Tarrant, San Antonio, Tex.

PINXY'S NEW ADDRESS: 1313 NO. WELLS ST. Punch, Ventriloquist and Marionette Figures. Lists free. **PINXY**, 1313 North Wells, Chicago.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new PhotoStrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. my22

ALL PURPOSE ELECTRIC WATER HEATER, placed in water boils quick wherever wanted. Universal convenience includes camps, cabins, garages; tourists' trailers; \$1.50 prepaid. Postal brings more news. **BECK O. K. PRODUCTS**, 501 Foote Bldg., Syracuse, N. Y.

BARBECUES—INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.**, Columbus, O. je5

NEW "VELVO" FROZEN CUSTARD AND ICE- Cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C.

GOLF CLUBS—BANKRUPT STOCK; 4,000 new, clean regulation size and weight; hickory shafts, chromium plated, right hand irons, \$40.00 per 100. Sample five-club matched set, \$2.50; no woods. Used on every popular golf course U. S. **LINCOLN SURPLUS**, 516 Chestnut, Freeport, Ill. my22

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. je12x

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

SCOLLOP SHELLS—OCEAN PRODUCT. AT- tractive, useful souvenirs made. Three to nine inches. Make own decoration. **LINDEMAN**, 63 West Eleventh, New York City.

SEVERAL PHOTO STRIP OUTFITS, TAKE- down Models F, 2-9 lens, complete with enlarger, \$135.00. Write **MIDDERN WHILE U-** WAIT STUDIOS, Newcastle, Ind. my22

4-FOR-DIME OPERATORS MAKE BIG SAVINGS. New 3x4 Camera, \$105; Photo-Strip Jr., 1 1/2 x 2, \$140; Rolls 1 1/4 x 2 1/2, \$4.75. Mounts, mirrors, supplies of all kinds. Write for catalog. **MARKS & FULLER, INC.**, 44 East Ave., Rochester, N. Y. x

10 KILOWATT A. C., 110 VOLT MOTOR GEN- erator Set, Hercules Gasoline Engine, three phase Generator, Circuit Breaker and Panel Board. All brand new. Cash only. **ROOM 911**, 415 Lexington Ave., New York City.

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. je5

BRAND NEW WEBER SOUNDHEAD, MODEL ABH, \$125. Other models, \$50. **THEATRE SOUND SERVICE**, Box 395, Rochester, N. Y.

DEVRY PORTABLE 35 SOUND MACHINE WITH Amplifier, \$189.50; 35MM. Shorts, \$1.00; 8MM. Camera, \$9.95; 8MM. Motor Projector, \$12.50; Tripod Screen, \$4.49; Odd 16MM Silent Film, \$1.00 100, \$2.85 400 Ft. Free Film Lists, 2, 9 1/2, 16, 35MM Silent, Soundisc, Soundfilm, America's largest film rental library. New Bargaining, used equipment. Trades accepted, purchased. **Victor Sound 16MM. Machine**, complete, \$79.50. **MOGULL'S 1944-B** Boston Road, New York. x

DO NOT CONSIDER BUYING PORTABLE Sound Projectors unless you actually try them out first. We allow free trial and ship with-
 out deposit. You don't have to pay until you are more than satisfied with it. We also ship Films for screening purposes. **WESTERN FEAT-
 URE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago, Ill. je5

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock, theater accessories. Free catalog. **MONARCH THE-
 ATRE SUPPLY CO.**, Memphis, Tenn. je5

EXHIBITORS' COMPLETE NEW 500-WATT Stereopticons, having Color Wheel, Spot-
 Light Attachment, \$25.00. Catalog free. **GRONBERG STEREOPTICON WORKS**, Sycamore, Ill.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantities. **DeVry, Weber, Universal**, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Complete stock, theater accessories. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. je5

ROADMEN, PORTABLE CIRCUIT OPERATORS All Talkie Programs rented weekly, \$20.00. **General sale of Prints, Roadshow Specials, Equip-** ment. **REMINGTON PICTURES**, Box 524, Cincinnati, O.

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. my22x

ROAD SHOW EXHIBITORS—COMPLETE 9 Reel, late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. **EASTIN PICTURES**, Davenport, Ia. je12

ROADSHOW MEN—WE SUPPLY LATEST SIX- foot Millimeter Sound Equipment and Programs. Low weekly rate. **MICHIGAN FILM**, Grand River, Detroit, Mich.

SILENT FILMS, 50 CENTS REEL; 1,000 FEET Western Dramas. Positively no Junk. Third deposit. Examination. **P. H. AUSTIN**, 205 West 18th, Kearney, Neb.

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Doubling our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. je5

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WANTED TO BUY—DEVILS BOWLING ALLEY, complete with balls. Must be in good condition. Address, stating full particulars. S. R. DODSON, Dodson Shows, Logan W. Va., week May 17, then Huntington, W. Va.

AT LIBERTY MAY 28TH—DRAMATIC TEAM. Man, 50, six feet, weighs 150. General business. Lady, 30, five feet five, weighs 118. Ingenue type, specialties, scripts. Direct if desired. Good studies, modern wardrobe. Go anywhere, prefer Midwest. Have car, no transportation required. JACK PARSONS, 107 Melbourne St., Detroit, Mich.

AT LIBERTY MAGICIANS

DALINI, MAGICIAN, AND MADAME RUBAY, Mentalist Supreme. Open for engagement with any good road show playing under tent; work stands. Five vaudeville bally acts of magic, including my famous dove act. Madame Rubay appears nightly. Proven box-office attractions. Write or wire DALINI, Eagle Bend, Minn.

FEATURE ILLUSIONS AND MAGIC WITH NICE flash. Week's change. Wife assistant. Have P.-A. System. Prefer med. State all in first letter. C. HAMMOND, Hugo, Colo. my29

CREATOR—DEVELOPER OF TRICK EFFECTS. Unique costumes and props for the stage. Now engaged. Wishes new connection with producing company or large theatre. Can make appointment in New York and show samples of work. Permanent address: GRIMES, THE MYSTERY MAN, 17 Gardiner Place, Montclair, N. J.

SIDE SHOW MAGICIAN—"ABLE BEN," 293 S. 2d St., Apt. 16, Brooklyn, N. Y.

AT LIBERTY MISCELLANEOUS

THOROUGHLY EXPERIENCED Grid, Counter Man and Cook. Concessionaire. Single, will travel anywhere. References exchanged. For full particulars write M. N., 501 W. High St., Mt. Vernon, O.

AT LIBERTY M. P. OPERATORS

MOTION PICTURE CAMERA MAN—Wishes connection with Short Subject, Promotional or advertising Film Concern. Ten years' experience on travelogues, scientific and educational films; also miniature and trick photography. Have full equipment. Will travel. DANIEL ALBERIGO, 26-22 20th St., Long Island City, N. Y. my29

AT LIBERTY MUSICIANS

A-1 MODERN DRUMMER—Experienced Dance, Floor Shows, any style. Young, absolutely sober, union. Willing, conscientious worker. Worth your time. Cut off Louis, Ill. DODD, 554 N. 30th, East St. Louis, Ill.

TRUMPET—FAST RIDE, fine Reader. Fifteen years' experience Dance and Show. TOAD THARP, 411 Hazel, Texarkana, Ark.

A-1 PIANIST AND DRUMMER, AVAILABLE June 15th. Ages 23. Fast with plenty of flash and rhythm. Read or fake; can really swing. Piano; Bounce, intros and hot choruses. Drums: Complete outfit with special lighting system. Want location job. Do not misrepresent please. RODNEY C. SMITH, Montvale, N. J.

AT LIBERTY—TRUMPET, EXPERIENCED THEATER, Stock, Concert, Circus and all lines. Trouper. Address MUSICIAN, 647 Third St., Albany, N. Y. my22

AT LIBERTY JUNE 5TH—EXPERIENCED SAX (Alto, Tenor, Baritone) and Clar. Tenor voice worth featuring. Union, sober and reliable. Write or wire top offer to ROBERT E. JOHNSON, 312 North Tenth St., Decatur, Ind.

AT LIBERTY—SWING BASS, DOUBLING String Bass and Trombone. Wife plays Piano and Sings. Panics lay off. SANDY WATSON, 1910 Prospect, Indianapolis, Ind. my29

AVAILABLE AFTER MAY 21—TENOR SAX Man. Doubles Alto, Baritone and Clarinet. Location only. Union, references. MUSICIAN, 117 N. 3d St., Oxford, Pa. my22

BAND DIRECTOR—INSTRUCTOR—JUNE 11 FOR summer. Ninth year band instructor Birmingham Public Schools. Young, union, good appearance. Play trumpet, college degree. State Teachers' Certificates Alabama and Florida. BAND DIRECTOR, 1410 17th Ave. So., Birmingham, Ala. je5

FLUTIST—THEATRE EXPERIENCED. Musicianship. All matters welcome. C. KINAMAN, General Delivery, Boston, Mass.

RHYTHM DRUMMER—YOUNG, THOROUGHLY experienced. Steady tempos, swing, read spots. Want location with band that pays off. BOX C-226, The Billboard, Cincinnati, O. my29

STRING BASS—GOLD LACQUERED RECORDING Tube. As you want it. DON "RED" KIERLAND, 2411 Nicollet Ave., Minneapolis, Minn.

TROMBONE, FORMER TROUPER, WANTS CONNECTION Shop or Municipal Band. Location only. Double Sousaphone. Small hotel, club, restaurant orchestra. Write if steady. BOX C-229, Billboard, Cincinnati, O. my29

TRUMPET—EXPERIENCED. RELIABLE. STATE all. F. BELL, 806 Howard Ave., Altoona, Pa. my22

BASSONIST—Several years' experience, wishes correspondence with good concert band or orchestra. Music side line if necessary. WM. O'NEILL, 740 No. Dearborn St., Chicago, Ill. je5

DRUMMER-TRUMPET—Complete Pearl Set. Plenty boat and experience. Trumpet, read, tone, riffs, etc. Proter location. Panics lay off. Liberty June first. Write BOY HAMBURG, Conway, Ark.

MUSICAL DIRECTOR—Leader, Unit, Vaudeville, Production. Twelve years' experience. Formerly Loews, Fox. Finest references. Modern. Will locate, travel. MUSICAL DIRECTOR, 430 Crown St., Brooklyn, N. Y.

SAX, ALTO AND TENOR, doubling Cello and Viola. Read and fake. Modern take off, 34 and neat appearing. MUSICIAN, Court Place Hotel, Room 23, Denver, Colo.

STRING BASS AND ALTO SAX—Bass doubles on Violin and can take over either position. Sax doubles on Baritone, Clarinet and Violin. Young, reliable and experienced. Leads take play and join. Reliable bands answer. Will separate and join union if necessary. Have car and reference. Don't misrepresent. State all in first letter or wire to NORMA, 70 Freshing Ave., Newark, N. J.

TENOR SAX AND CLARINET—Plenty of experience with good dance bands. Phrase modern, good tone, read and go. Job must be steady and reliable. State all in first. Hams lay off. CASEY 112 Boulevard N. E., Apt. No. 3, Atlanta, Ga.

TROMBONE—Young, Read, Swing. Name experience. Available for three weeks after June 1st. Of practice, but if you like a big, fuzzy tone write P. L. GRANDALL, 643 Havelin Ave., Jacksonville, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. je19

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. my29

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill. je19

BALLOONIST OPEN FOR Engagements. HARDIE DILLINGER, 1006 West 6th, Little Rock, Ark.

WILLIAMS AND BERNICE, Comedians. Featuring Bounding Trampoline Hay-wagon. Address Billboard, Cincinnati. je12

ARMSTRONG'S FAMOUS COMEDY FORD ACT. Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. je19

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Diving Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. my29

BALLOON ASCENSION—MODERN EQUIPMENT. Prices reasonable. Trapeze on Open Parachute. BALDRIDGE BALLOON CO., 1502 Glenwood, Flint, Mich. my22

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. je3

BINK, KING OF THE SLACK WIRE—THREE acts. Wire, Trapeze and Comedy Juggling, all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. je12

CARMEN'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich. my22

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati. my29

LEO DEMERS, EUROPEAN ACROBATIC NOVELTY. One of the best single acts in the business. Act is original and will please on any program. If you are interested in the very best write or wire today. 1504 State Road, Menominee, Mich. my22

THREE HIGH CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, homecomings, parks, etc. Write for price. LA-BLANDE TROUPE, 915 Court St., Pekin, Ill.

WIRE ACT AND HIGH TRAPEZE ACT FOR Fairs and Celebrations. Price reasonable. BOX C-222, Billboard, Cincinnati. my29

A ONE-RING CIRCUS for your free attraction, with Performing Monkeys, Baboons, Pony Dogs, Young Lady Fancy Rope Spinner, Clown Acts and other circus novelties at price that will surprise you. For illustrated description, price, etc., address LATHAM'S CIRCUS ATTRACTIONS, Billboard, Cincinnati, O.

AERIAL COWDENS—Three separate and distinct fast-stepping acts. Double Trapeze, Comedy, Revolving Ladder and Illuminated Swing Ladder. If you want snappy acts that will please your patrons, send for literature and price. Address care Billboard, Cincinnati, O. my29

AT LIBERTY—Rice's Troupe of Comedy Pies and Dogs for Fairs, Parks and Circuses. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

CHARLES LA CROIX—Original Outstanding Novelty Trapeze Act. A high-class platform free attraction. Available for celebrities, fairs, etc. Plus equipment. Special large advertising posters free. A Real Act, elaborately costumed. Price reasonable. Address CHARLES LA CROIX, 13104 South Anthony Blvd., Fort Wayne, Ind.

CLONE MOTORCYCLE COP on "Penny Ford" Cycle. Platform, truck or street. Also Comedy Juggling, Comedy Wire, Comedy Trapeze. Just closed Cole Bros.-Clyde Beatty Circus. ART AT T.L.A., Billboard, Chicago.

At Liberty Advertisements

50 WORD, CASE (First Line Large Black Type). 20 WORD, CASE (First Line and Name Black Type). 10 WORD, CASE (Small Type) (No Ad Less Than 250). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

METEER AND METEER HAND BALANCING. Tumbling Sensation of Western New York. Would consider vaudeville, night spots, circus. RUSSELL METEER, 1136 Linwood, Niagara Falls, N. Y.

YOUNG MAN—Able to do Tight Wire, Slack Wire, Aerial Acts on Rings or Trapeze, Tumbling, for Canada. H. SABOURIN, 122 Cedar St., Clarkstown, Ont.

AT LIBERTY AGENTS AND MANAGERS

REGULAR SHOWMAN—Thirty years tested experience as Vaudeville Theater Manager. Expert Booker, Stage Talent, Advertising and Promotion. Much Amusement Park knowledge. GEORGE ENGBRETT, Billboard, Cincinnati, O.

YOUNG MAN, 28—Sign Artist. Capable Manager. Excellent Talker. No drinking. References exchanged. Will travel anywhere. Write P. O. BOX 566, Mt. Vernon, O. my22

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY JUNE 1—UNIVERSITY Campus Band. 10 fine personalities, featuring modern Glee Club. Excellent Vocals, Arrangers. Send recordings. BOX C-247, Billboard, Cincinnati. my29

HERB KING AND HIS KING Kongs. White Eight-Piece Standard Swing Band, featuring Girl Director playing Violin, Imperial Marimba, Vibra-Harp. 318 Oak, Nogales, Ariz. my29

LEADING MIDDLE WEST COLLEGE BAND—Union. Available June 14. Desires only first-class location or several two-week spots. Prefer to go East. Has played leading jobs here in this section for past five years. References, pictures. Ten men and girl singer. For details write ORCHESTRA LEADER, 1312 W. University, Urbana, Ill. my29

MODERN FIVE-PIECE ORCHESTRA—HOTEL, Resort, Club. Open May 30. Violin, Sax, Trumpet, Drums, Piano, Doubles, Vocals. Special Arrangements. Vaudeville experience. Play sweet or swing. Closing eight months' engagement at local hotel. CHAS. STROUD, 23 Monroe Ave., Oshkosh, Wis. my29

TWO DE VRY 35 MM. SOUND ON FILM PORTABLE Projectors with Amplifiers, ready to use, like new. Price each, \$225.00, guaranteed. BASS CAMERA COMPANY, 179 West Madison St., Chicago, Ill. my29

MODERN ELEVEN-PIECE ORCHESTRA and exceptional Girl Singer available May twenty-sixth. Smooth, sweet and swing. Organized three years. Doubles, Spectacles, Trio, Vocal, Novelty, etc. Modern arrangers, complete library, amplifiers, racks, excellent transportation. Desires location. Best of Middle West hotel engagements on above date. Reliable agents, ballroom, hotel, club and resort managers wire or write BOX C-248, Billboard, Cincinnati, O.

DON ELLIS and His Royal Chicagoans, a 5-Piece Swing and Nite Club. Durango, Colo. Nite clubs and bookers contact for future bookings. Accept jobs with contract not less than 3 months. Reliable and sober. DON ELLIS, Care Trimble Springs Hotel and Nite Club, Durango, Colo.

RAY HUMMEL BAND—6-8 or 10-pieces, desires engagement with park, club, ballroom or hotel. Two weeks' notice with contract necessary. Write BALLOON, Silver City, N. M. my29

11-PIECE ORCHESTRA of Young Men wants summer job. Band doubles. Have Vocal Trio, Singers. Special Arrangements, complete library and equipment. Available June 19. CHUCK WELINGTON, 2923 Towers, Farmington, Mich.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY AFTER JUNE 1—Saddle, Bareback and Steer Rider. Also do good Rope Spinning Act. PAUL DYER, Max, N. D.

DRILL—4 BUCKSKIN Ponies. Silver Manes and Tails. 4 Dog Act. Trained Monkey and Bucking Horse. New Flash act. JANE SOBIE, 456 3d St., Albany, N. Y.

A-1 MECHANIC AND BUCKING HORSE. Canable, experienced. Tread Circus. RENE BERNARD, care Mack Winkle, 2808 W. 10th St., Brooklyn, N. Y. my20

AT LIBERTY DRAMATIC ARTISTS

WILLA O'BRYAN—PREFER CONNECTION with Dramatic Stock Company or Summer Theater. Experience, age 21, 5 ft. 2, 107 lbs. Good appearance. Care The Billboard, Cincinnati, O.

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair steps and uses an inside globe. Somewhat that is different. Two people wire act and a juggling act. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. my20

AT LIBERTY
PIANO PLAYERS

PIANIST—ALL ESSENTIALS. YOUNG, SOBER, modern, neat appearance, union and experienced in all lines. Also available. Sax. Man doubling Violin and Clarinet if A-1 proposition. All details must be explained in first. **REG. COPENHAVER**, Coalport, Clearfield Co., Pa.

PIANO MAN — YOUNG, EXPERIENCED, Union, wants dependable job. Can read or jam. State salary and proposition in first letter or telegram. **LEON STRAIN**, Dunkerton, Ia.

YOUNG MAN AT LIBERTY—Union, fully experienced and qualified all lines of piano playing. Opening must be reliable and steady. **RAYMOND DEMPSEY**, Franklinville, N. Y. my22

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY — CAMPBELL AND CONNORS, Med. Sketch Team. Change 2 weeks. Man, Blackface. Put on all acts and make them good. Play no music. With Doc Pete Duval 12 years. Nuf said. Write, don't wire, Cynthiana, Ind. my22

AT LIBERTY — Comedy Singing-Talking Team. Man Irish, Black. Woman straight and characters. Up in acts. Sober, reliable, experienced. Plenty of changes. Have car and trailer. Please state salary limit in first letter. **FRANK VAIRDELL**, Gen. Del., Watkesha, Wis.

AT LIBERTY — Novelty Act for Fairs, Vaude, Celebrations, Clubs. Rope Spinning, Baton Spinning and Juggling. **WILL BROWN**, 34 Ethel St., Johnson-City, N. Y.

TEAM — Boy Thirteen; Girl, Twelve. Sing, Tap, Acrobatic. Experienced, plenty of numbers, excellent wardrobe. Last summer San Diego Fair and Hollywood. **WM. ADAMS**, 4236 Fairfield Ave. Ft. Wayne, Ind. my22

VERSATILE NOVELTY TEAM — Salary or percentage. Have complete med. outfit. Lecturer or trailer write **GLENNY AND FORD**, Billboard, Cincinnati, O. my20

OKLA. FUNDS

(Continued from page 43)

\$25,000 by the upper house and then killed by the lower body.

Mill Tax for Fairs

Others killed were a bill for \$50,000 for a semi-centennial celebration in Guthrie, Okla., in 1939, and one bill calling for a commission of five citizens of Swedish descent to represent the State at Delaware Tercentenary in Philadelphia in 1938.

Bills passed included a State allotment of \$5,000 for American Indian Exposition in Anadarko, Okla., and a bill making it the official Indian exposition for the State.

Important to the three major fairs in Oklahoma City, Tulsa and Muskogee was a bill passed to allow counties of more than 100,000 population to make levies not to exceed one-fourth mill for payment of premiums at agricultural fairs. A previous bill had been held unconstitutional.

MORE NAMES

(Continued from page 43)

headquarters, where the casino troupe is in rehearsal.

Finishing Cavalcade Set

Construction and retouching of grounds is moving rapidly. Joe Zenz, ex-champion soccer player and referee, and Charles LePoint are working on technical and staging details of the World a Million Years Ago, Dufour & Rogers' attraction that will replace Warden Lawes' International Crime Exposition on the midway. Joe Rogers and Dufour & Rogers, left on a short cruise to Honduras and is expected back within a few days. Mr. Dufour returned on Thursday from Cleveland.

Giant set of Cavalcade of the Americas is in last stages of completion. Scenic wings and walls are being painted with an oil process, giving them more natural luster, and paving of the outdoor stage is about done. Full-length dress rehearsals will begin on June 1, 12 days before opening, producer A. L. Vollmann said.

Collins Back on Job

Ruth Fox, wife of Phil E. Fox, exposition ticket sales manager, has joined Stanley Graham's publicity staff for the Midget Circus. W. J. (Billy) Collins, associated with Graham Enterprises, returned after having spent the winter in San Antonio with Graham's *The Drunkard Company*. Alexander Oumansky, under contract

to James Smith and Walter Herzog to produce *Road to Rio* at the exposition, left for Chicago to book talent. He is seeking acts that have not played previous Texas expositions and will use variety numbers to surround a 24-girl ballet. *Road to Rio*, in last season's *Streets of Paris* location, is a theater-restaurant with 5,000 seating capacity. Keht Watson, Sally Rand's former press agent, has been signed by Herzog to do publicity.

R-B BUSINESS

(Continued from page 38)

be an extra full week, altho the circus did at one time play a split engagement of nine days.

Advance sales this year went ahead approximately 70 per cent over last year.

BROOKLYN, May 15.—A record-breaking indoor season in New York and Boston behind it, Ringling-Barnum opened its annual canvas tour here May 10. Despite unseasonably cool weather early in the week business has been ahead of last year. Show is on a new lot, at DeKalb and Cypress streets, somewhat removed from that section of the city played in recent years, but sufficiently close to the center of population to insure good attendance. Lot is easily accessible by train and street car.

The show presents a glittering array of newly painted and reconditioned equipment, from pole wagons down to the smallest stake puller. Clyde Ingalls' Side Show is sporting new and handsome banners done in several colors, and the midway ticket wagons, with exception of the red one, are all new. New rolling offices are of metal construction, as is the front of the new marquee. For first time in several years new canvas is not being used at the Brooklyn date but will be on the show in a few days. It's reported that because of abundance of canvas needed for the Barnes-Sells-Floto and Hagenbeck-Wallace shows, completion of Big Show tops was held up at quarters in Sarasota.

Program being offered is more splendid than ever, is clicking remarkably well and offers a combination of talent that is probably the best to ever grace "The Greatest Show on Earth." Several acts used in New York and Boston have been dropped, including Mills Richter and the Great Florescu on the high poles, and the Alf Loyal dog number. Reported that Dr. Ostamaier, of the menage department, will leave shortly, possibly for Hagenbeck-Wallace show. Except for the customary addition of two stages on the ends not much change registered as compared to performance at Garden opening with three rings and only two stages. Road show is slightly shorter and moves a bit faster, running two hours and 20 minutes.

Mrs. Charles Ringling is back with show after a visit with her son, Robert, in Evanston, Ill. Carl Hathaway, superintendent, resting a bit, his setting-up duties having virtually been completed. . . . Ralph Clawson, legal adjuster, and Eddie Vaughan and Robert Frazer, of the legal department, commenting on the excellent police co-operation in this city. . . . Frank Braden, press representative, off for Washington, having come down from Boston last Friday. . . . Sam W. Gumpertz, general manager, and Dexter Fellows, press rep, reminiscing on a cool evening. . . . Frank Miller, privilege controller with his brother Paul, temporarily indisposed. . . . Ralph Gram, announcer, and most of the performers, catching quick "coffee ends" in the backyard. The chilly evenings will obviously have effect on the backyard grab stand this week. . . . Merle Evans, bandmaster, and his cohorts working as hard and adeptly as ever. . . . and wondering how the Evans-organized musikers are faring on Hagenbeck-Wallace show.

BIG BUSINESS

(Continued from page 38)

fewer upsets for Cole Bros. than in the past. First upset occurred at Fort Wayne, Ind., when grounds in Centilvre Park were found too soft to enable the show to get ready for an afternoon performance. At night tent was filled to capacity, with folks sitting on the ground all way around up to ring curbs.

Lima came thru with two good houses. Mrs. Bud Gorman visited here. At Muncie first section got in at 5:30 a.m., but second section was delayed somewhat because of engine trouble. However, parade and two shows went on as per schedule. The afternoon was good, with packed tent at night. Tommy Pence and wife visited here.

A new lot was used in Indianapolis for the two-day engagement. It is at

Southeastern avenue and Keystone and has been used as an athletic field and baseball park by the Pennsylvania Railroad employees. Three of the four performances were "straw." The support of the three Indianapolis dailies was very noticeable. Ora Parks, who made the city, has a wide acquaintance among the newspaper men and did a good job.

On Monday at Indianapolis F. E. Schortemeier, legal representative for show, gave a noonday luncheon party at the Columbia Club, where he had as guests Jess Adkins, Zack Terrell, Clyde Beatty, Ken Maynard and Jess Murden, of the circus, and the Lieutenant Governor of Indiana, Mayor John W. Kern of Indianapolis and others.

Visitors at Indianapolis were Harry Sarig, who has a money express business there; Roy Feltus and Ralph Woodward, from Bloomington, Ind.

The run into Terre Haute was made in quick time, with a half-mile haul to lot at 25th and Washab. Schools were dismissed. Two good houses were chalked up, night show capacity. Colonel William Sneed, circus fan, paid show a flying visit here and returned to Chicago that night. Judge Palmer, who presides at Side Show door, received news at Terre Haute that his sister died suddenly at Owensboro, Ky.

Tarkington was on hand at Kokomo and Mrs. Walter Wappenstein at South Bend. General Agent Floyd King was with show at South Bend. A sister of the late Jerry Mugivan visited at Terre Haute. As show has been in close-in territory of the home town, Rochester, many friends of Messrs. Terrell and Adkins have been daily visitors.

Clyde Beatty was on the radio at Indianapolis. Ken Maynard and associates, including a tribe of genuine Blanket Indians and a score of real cowboys and cowgirls, give the show an added color, flash and snap that has to be seen to be appreciated.

Gene Weeks, William Young, Mrs. Paul Nelson and several other women who have husbands with the show, have been visitors.

With the new lighting effects Clyde Beatty's act is shown in a manner that is comparable to that presented in the best equipped theaters in the country.

Am Jones, of Crawfordsville, Ind., has been a visitor every day since show opened.

H-W STRAWS 'EM

(Continued from page 38)

o'clock, which is 1:30 p.m. railroad time. New Castle performances were also right on the dot, and boss hostler "Spot" Griffin, tractor boss Benny Sturgis and trainmaster Frank Sieger are to be congratulated on the work their departments are accomplishing.

Mel Smith flew from California and joined the show Monday as Side Show manager, succeeding Harry Metz. The Monday's business under his management was the biggest day in his career and also set a new figure for 1937 for H-W. Tuesday the Side Show also had a heavy play all afternoon and night. Manager Smith retained all of the acts and will add a few more features in a few days.

In order to facilitate the moving at night Manager Bary purchased a special stake-pulling truck of his own design. It is mounted on a special Chevrolet tractor chassis and also serves as a water wagon and, in addition, is used to convey wagons to the lot and "runs." He ordered this machine from his own blue prints, which he designed last winter, and it is expected to aid greatly—at least 30 minutes each night—in getting the show off the lot. Another machine is being built.

Visitors were numerous in Pittsburgh, among them Jimmy Simpson, general agent of Johnny J. Jones Shows; W. U. Christman, managing editor of *The Post-Gazette*; Bill Lewis and Karl Krug, of the drama department of *The Sun-Telegraph*; and Caspar Monahan, critic for *The Pittsburgh Press*. Alice Seniff, of *The Sun-Telegraph*, wrote two page articles on living with the circus and also the clowns. Charles Katz, assistant manager of Downie Bros., spent a day with Mr. Bary, as did J. C. (Tommy) Thomas, of Johnny J. Jones. Nate Leon and brother, of Walter L. Main, were also visitors. "Hoot" Gibson visited with Mr. Bary.

General Agent C. W. Finney was on hand for the three days in Pittsburgh, as was Harry Atwell, who came on to "shoot" the entire show. Gene Whitmore, of Chicago, known by all circus men, spent two days with the circus, while George Degnon, contracting press agent, hurried in for a short conference with Messrs. Finney and Bob Hickey. KDKA had two special broadcasts, one

from the studio, which was handled by Jack Hollister for KDKA and which featured Terrell Jacobs, Poodles Hanneford and Aletha Villa. On the lot "Doc" Murphy aided in arranging a KDKA broadcast, which included all of the stars of the show. A special studio broadcast was also given over KQV, and this featured "Doc" Murphy, Arthur Borella, Chris Cornalla, Jimmy Millette and Ernie White.

FINE OPENING

(Continued from page 38)

"The Act Beautiful," statute act, featuring Lillie, pure white Arabian mare, with two English setters by William Uteridge and Guinevere Stoker; flying trapeze, Vivian Kay; clown contortion number; two ponies in drills; closing number, Atila, the wonder pony, in a routine of new tricks.

Show has two light plants, folding chairs in grand stand and foot rests on the blues. Moves on 12 trucks and cars.

The Staff

Robert J. Vanderbeck is sole owner and general manager with headquarters at Somerville, N. J. His staff follows: Clarence Auskings, general agent; William Lumb, in charge of billing; E. Snoden Holland, assistant manager; G. M. Fraster, secretary and treasurer; Annie Haskins, reserved chair tickets; Mrs. Ray Stoker, ticket taker; Albert F. Haskins, electrician and mechanic; George Abraham Cregar, in charge of sound systems and mechanic; Scotty O'Brien, boss canvasman, with crew consisting of George Martin Laux, Paul John Kelly, Roy Fenimore, Ray Bean and Roleston Bolt; Elmer Milligan, boss property man; Frank John Hudjek, assistant on props; Harry E. Scofield, steward; Joseph T. Phillips, assistant cook and waiter; William Uteridge, equestrian director; Oscar Decker, superintendent of concessions; Mrs. Ida Montgomery, in charge of grab stand; Leonard Smith, griddle man; Cora Wilson, candy stand, and Pete Van Cleef, novelty stand.

Among those at opening were Mr. and Mrs. Al F. Wheeler; Schlyer Van Cleef, New Brunswick Circus Fan; Elmer Kemp, of Trenton, Circus Fan, and wife; Mr. and Mrs. Charles Moss, of Larchmont, former troupers; Hammond, of Hammond Booking Office, Philadelphia; Joe Conway, former owner Reo Bros. Circus; George Roberts, and the Lloyds, former side-show operators.

THREE FOR RICE

(Continued from page 38)

played advertised date at Bradshaw to good afternoon and night business. The dailies in West Virginia picked up story because of unusual procedure.

Esther (Gypsy Lee) Henry broke in here handling bulls, giving excellent performance.

Straw at laeger

The show straved 'em at laeger, W. Va., at both performances.

Traveling on 62 trucks and housecars show spent 27 days in Kentucky with excellent results, notwithstanding plenty of opposition in which paper was pulled and covered repeatedly. Owner Brydon gave strict orders to the advance not to touch another show's paper and never to resort to slurring newspaper advertisements, being content to use fair play tactics that won him many friends and customers in the towns played, where the news traveled fast because of his ignoring the unfair methods used in an attempt to belittle the Dan Rice title.

An imposing midway, studded with neon lights, an attractive "front door," new ticket and office wagon, all attendants in uniform and a banner line 160 feet in length for the Side Show and Museum, the show is a striking contrast to those that have played this territory. The pruning of the big show performance has been going on since the opening, still running slightly over two hours. Thru the addition of two platforms, besides the three rings, it is expected to have the running time reduced to one hour and 40 minutes. Courtesy is the keynote of the Rice organization. Orders have been given that no employee be allowed to smoke while working on ticket boxes, at the entrances or behind the concession stands.

To further the high morale already established, Brydon insists that every employee has a savings account and he personally watches over it that money is deposited weekly in various banks to assure each one of a winter bank roll. "It was a long time before I started to save," stated Brydon, "and it's a cinch for everyone, once he gets the habit."

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

Radio Saturation Myth Exploded By CBS Market Analysis Report

Figures reveal that a profitable market exists for midget sets—virgin territory for first sales in South—replacement sales continue to increase

CHICAGO, May 15.—The myth, given credence by many merchandise men, that the radio market is doomed to reach an early saturation point was neatly exploded by Columbia Broadcasting System's recent market survey. The statistics compiled by Dr. Daniel Starch and his staff of Columbia experts, published under the title *Radio in 1937*, indicate that only 78 per cent of the people in the country own radios. What's more important to concessioners and salesboard men is that only 16.3 per cent of this number have more than one radio in their homes. Consequently there seems to be room for further promotion of a second and third set in American homes. Midget sets are coming into greater demand all the time. Not only are they a pleasure to have in the bedroom, kitchen, library and other parts of the home but they offer the only effective solution for the usual program squabbles which every family experiences.

One of the most interesting facts disclosed by the survey is that Alabama, Arkansas, Georgia, Kentucky, Mississippi, North and South Carolina, Tennessee and New Mexico are practically virgin fields. Of this group Mississippi is the lowest, with only 38.2 per cent of the families owning radios. Remainder of these States average less than half. New Mexico and Tennessee have the greatest number, with only 52.7 and 52.9 per cent, respectively.

Even though the concentration of radios in the metropolitan areas is comparatively high, the rapid clip at which antiquated sets are being replaced indicates that as long as the manufacturers continue to improve their products there is as little probability of the radio field reaching a saturation point as that of the automobile field becoming stagnant. Replacements have steadily increased from 50 per cent in 1932 to 70 per cent in 1936. In the first three months of this year 1,300,000 new sets were purchased by new and old radio families. This means that radios are selling at a rate of 28 a minute.

Report further revealed that of the millions of cars and trucks traveling the highways today only 4,500,000 of them are equipped with radios, so that a low-priced auto set capable of being adapted to salesboard and concession use should be a real money-maker.

Certainly, in the light of such unalterable facts, the word "saturation" as applied to the radio field seems to be no more than a hobgoblin which some merchandise men have permitted to haunt their imaginations. In contrast it appears that they have a golden opportunity to put many additional radios in American homes and automobiles. Every family realizes the myriad advantages of an auto radio or an extra set in the home. Most of them may regard such a purchase as an unwarranted expense, yet they'll always be eager for the chance to win one as a prize. Consequently the bugaboo of saturation should in no wise affect the popularity of radios as a prize for many years to come. Perhaps some other factors might arise to curtail their use. Saturation, however, certainly should not.

Direct Sellers To Meet June 2 to 5

WAWASEE, Ind., May 15.—More than 250 executives of the leading direct-selling companies are expected to attend the 22d annual convention of the National Association of Direct Selling Companies at the Spink-Wawasee Hotel here June 2 to 5, inclusive, according to Enoch Steen, association president.

The multiplicity of new federal and State regulations, proposed or enacted, (See DIRECT SELLERS on page 73)

Merchandise Sales to Resorts Hit New High

NEW YORK, May 15.—Wholesale merchandisers report that sales of prize merchandise to leading resort spots in this area have reached a new high. "Furthermore," the wholesalers say, "sales have not been confined to any one type of merchandise, but have been varied enough to bring business to everyone. The sales include everything from the low-priced items used by pitchmen to the more expensive radio sets used by arcades and sportlands."

Many attribute the boom to the fine weather which this section of the country has been enjoying. More than 500,000 visitors were reported to have thronged Coney Island the last two week-ends. Rock crowds were also reported at Rockaway, Asbury Park, Long Beach and Atlantic City.

Others point out that concessions have

Spring Weather Spurs Retail Distribution

NEW YORK, May 15.—Favored by spring weather and helped by special clearance events, retail distribution received fresh impetus last week and recovered some of the ground yielded during April, according to the weekly report by Dun & Bradstreet. Interest in Mother's Day gifts also helped the upturn, particularly on such items as handkerchiefs, jewelry, books, candy and radios.

Sales for the entire country were estimated at better than 3½ per cent over the preceding week and 8 to 25 per cent higher than last year's figure. In contrast to the slower pace of the last few weeks, buying from wholesalers broadened with retailers showing a tendency to build inventories in some lines. Demand for summer goods boosted wholesale volume about 20 per cent above the level of the preceding week and the comparative week for 1936.

opened up in greater numbers this year than for the last three or four years. Practically all of these spots have adopted the merchandise award system for play stimulation and pre-season sales are reported higher than they have been since 1929.

Prices in some lines have advanced, but not enough to hamper sales. Other lines remain stationary. More purchases of increased volume have resulted because many of the buyers are guarding themselves against further advances during the season. Some have arranged long-term contracts which will enable them to buy thruout the season at prices now in force.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

ALTHO it is somewhat early to predict what is in store for the souvenir business, New York experts believe that we are going to have a big tourist season all over the country. Dealers feel that operators have neglected this important source of income in recent years and that the souvenir field is sadly in need of a tonic. Operators should bear in mind that there exists a definite demand for souvenirs and there are several manufacturers to supply this demand. The question is 'who is going to be the middleman? If the outdoor trade does not fill the gap this business will be lost by the men who formerly carried most of it. The carnival trade gets a share by way of the amusement parks, seaside resorts, etc., but there are a great many other outlets yet to be covered satisfactorily. Last year a few pitches were made in New York. I am told, however, that drug and chain-store competition took the life out of profits. At any rate, there is a chance that this summer will see a revival of stands in bigger cities where tourists congregate in large numbers and I believe we shall see a few permanent pitches made at the summer resorts.

Wire puzzles are coming into vogue again. I have seen them sold on 42d street but it wasn't exactly a cleanup. Like souvenirs, puzzles also need a stimulant. Right now everyone seems to be seeking the road to fortune via contest routes. Puzzle fans, however, will soon tire of sending in box tops and labels and a good tricky number will win approval. Now is the time to trot out anything new in this line.

I understand that several fair operators have had difficulty in getting delivery on their chinaware orders and those who are ordering now have to pay higher prices. These conditions are caused by the chaotic state of affairs in this market. First everyone believed the floods would cause a slump. As it turned out the floods caused manufacturers to get behind in their orders. Then when matters looked as tho they were straightened out warehouse men went on strike, causing another delay. Then another flood came along and, altho it didn't do much harm, it did strike the market at a sensitive time. As a result another price rise is in sight. I can only say: "Buy in May and buy enough to last you thru the season."

Premium buyers are apparently aware of the price rise situation. Newest wrinkle is to get away from the competitive items and run into quality lines where price increases are not so noticeable. Customers have a fair idea of what a cheaper article is worth. The comparison is more difficult in the better grade lines where the market operates on a more liberal profit. This goes for almost all premium merchandise, including metal goods, clocks, watches and jewelry.

Compared with last year, pre-season demand on premiums is up. Roughly, leather goods, jewelry and furniture specialties have risen a quarter; hosiery, mens' specialties, toilet articles and musical instruments are up 15 per cent. Sporting goods, seaside articles and travel items take tops with almost double that of last year. There is just enough stock to take care of a normal expansion but no more. Better keep this in mind.

Circus Animals Now In Fashion Parade

PHILADELPHIA, May 15.—Circus animals aren't content with all the attention they're getting these days. Now the giraffe is found straining his neck from somebody's coat lapel, while the zebra adds a touch of color to someone's neckline. Of all the novelties introduced this season by costume jewelers, fashion amuses itself most with the gadget parade of animals. In fact, the animals have reproductions of themselves attached to the costume of every pretty girl in town.

Circus pins are the immediate rage, not just insignificant little gadgets but good two-inch beasts in amusing poses, fashioned with infinite detail. They are made with an eye toward beauty and permanency and are popularly priced.

An inspection of the showcases at the novelty houses reveals a regular circus parade. First there is a red enamel ringmaster cracking his golden whip, then a white seal balanced on a golden ball, followed by a colored French poodle with brilliants, a gold giraffe with green spots and high above the sawdust stands floats a truant bunch of multicolored balloons on golden strings. The elephants are lazy this season, being content just to lie imbedded in the tops of cigaret cases and compacts.

Some of the members of the animal kingdom who cannot boast of a circus education have managed to slip into the pin parade. Among them are gold-painted frogs, fish and snails, incrustated with colored stones.

Field, Sun Glasses Getting Heavy Play

CHICAGO, May 15.—Running of the Kentucky Derby last week was the signal for a sharp rise in the demand for field and sun glasses, binoculars and periscopes.

Wholesalers report that orders for field glasses have been heavy during the last 10 days. Demand is particularly heavy in the Middle West, where the 500-mile Memorial Day auto race and other sporting events will be held. It has been noted that field glasses are also being used in other types of award systems and that the high-powered type is preferred. Practically all of the orders have specified leather carrying case complete with shoulder straps.

Sun glasses for motorists have been in good demand for several weeks and the arrival of real touring weather in the last week has boosted activity in this item. Counter card men have been particularly successful in canvassing filling stations and garages. Pitchmen, too, have been taking advantage of the brighter sun and are also stocking the glasses.

Bingo Migrates To Summer Spots

NEW YORK, May 15.—Now that warm weather has definitely arrived Bingo is moving to summer spots. Stores that received a big play during the past indoor season are now displaying signs announcing new locations at various resorts.

Merchandise sales have been affected by this migration. However, as more and more people begin to throng resorts, it is expected that Bingo games will pick up the same crowds that patronized their former locations and merchandise sales will rise.

Wholesale merchandisers, who enjoyed a boom business because of Bingo, believe that the continuation of the same generous award systems in vogue during the past season will continue to attract Bingo fans thruout the summer.

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.

Four-in-One Watch

A clever and attractive timepiece has just been introduced to the merchandise field by Pierce Watch Company. Called the Pierce Chronograph four-in-one watch, it combines four timing instruments in one. Watch has a regular timepiece movement, a stop-watch movement which records one-fifth seconds, a tachometer feature giving speed from 20 to 500 m. p. h. over known distances, and a telemeter principle which records the distance sound and sight have traveled from a simultaneous source. Available in pocket or wrist model with seven jewels and a chromium case with steel back, timepiece is said to have tremendous appeal for men and boys alike. Already it is reported as being used for prize purposes. Price is said to be remarkably low for such a unique and useful instrument.

Larmloc

Edmond Michel, of New Orleans, inventor of the jimmy-proof, keyless electric lock, has announced the formation of Larmloc Corporation to manufacture and market his new idea. Offices have already been opened and the new company is capitalized at \$100,000 under a State-granted charter. Company officials are Michel, president; Michel J. Rouchell, vice-president; Gaetano de Maio, vice-president; Joseph L. Caballero, secretary-treasurer, and Guy J. D'Antonio, counsel. The Larmloc, says Michel, is pick-proof because it has no key mechanism. It is operated by a push button panel on the outside of the door, connected with small switchboard within the house that automatically opens the door lock when the correct combination of buttons is pushed. Fifty-six combinations are possible and these may be changed by changing the two plugs that connect with the push buttons. Michel invented the first electric handsaw and aided in the organization of the armored car service.

NEW REDUCED PRICES! IMPORTED RUGS 55 Cents and up

(Oriental Designs) All Sizes
REAL FLASH! BIG VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$1.00 today for 24" x 40" sample rug and circular giving descriptions, sizes and new reduced prices or write immediately for sample swatch of actual rugs and price list.
M. SEIDEL & SON
243 W. 30 St., New York, N. Y.
Established Since 1910.

Karavan Catalog

A line of most unusual merchandise ever seen in this country is featured in Special Bulletin Number 7, the new catalog of Karavan Trading Company. Among the many outstanding items are Hungarian and Czechoslovakian hand-made character dolls in brilliant and colorful native costumes. They come in a wide range of sizes and prices and are flashy and inexpensive. Other items are cigarette boxes, blotter and desk sets, candlesticks, bookmarks, pitchers, wall plaques and ash trays. All are of unusual design and very reasonably priced. Concessioners, salesboard and coin-machine operators, agents, salesmen and canvassers interested in really colorful, appealing dolls are invited to send for a copy of the new catalog.

Photo Jewelry

The line of photo jewelry distributed by Harry Pakula & Company should prove a profitable one for any four-for-a-dime photo operator. Company features a complete line of gold and silver-plated rings, tie holders, pendants, brooches, pendant fobs and bracelets, so made that a miniature photo can be slipped into them instantly. Anderson Camera Works markets a photo reducer which makes small photos quickly. It looks like a natural for photo ops looking for additional sources of revenue, especially since the photo jewelry fad is increasing.

Mirro-Silver Lamp

Calumet Novelty Company is introducing a flashy lantern-design lamp that packs plenty of eye appeal. Base of lamp is finished in a silver preparation, making it gleam with mirror brightness. Standing 17 inches high, it is ideal for table use. Number should prove popular with concessioners and salesboard men.

Bandeaux

Knickerbocker Handkerchief Company, New York manufacturer, keeping in line with the present styles, is manufacturing ladies' bandeaux for summer wear. Bandeaux are a new-type ladies' headgear which are gaining quite a vogue. Item is made of a plaited rayon material in assorted colors to suit the complexion of the wearer. The item offers itself to salesmen working beaches and suburban localities.

Auto Cleaner

An air-operated auto cleaner, the latest convenience for car owners, service station and garage owners, has been introduced to the direct-selling field by Chicago Appliance Company. Klean-King is its name and it is said to be a simple, sturdily made device which cleans auto upholstery and floors quickly and thoroughly. Company officials claim that this device will be recognized by agents and demonstrators as a natural.

OUR BIG NEW CATALOG

NO. B128

IS NOW READY FOR MAILING

Over 1100 Pages Featuring

- Larger Selections
- Leading Sellers
- Newest Novelties
- Lowest Prices
- Better Profits
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Showmen, Concessionaires, Pitchmen, Streetmen, Carnivals, Parks and Fairs,

START YOUR SEASON RIGHT —

THIS BOOK IS YOUR BEST BUYING GUIDE

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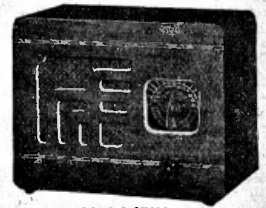
THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4-1/2x5-3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
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- Original Design
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You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW.

\$6.60 each
In Lots of Six. Sample, 25% Deposit.
\$7.25 each

PLAYLAND SUPPLY CO., Inc.
14 WEST 17th ST., NEW YORK CITY
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

LAPEL WATCHES

If it can be sold for less, Hagn does it! This fine Lapel Watch with lustrous black enamel cases and leather cord attachments in flashy display boxes. Reliable Amer. made mvt. and fully guaranteed. Retail price \$1.85. Order No. B1 at our factory price. Each **79c**
In lots of 36 or more. Each **77c**
Postage additional. If you don't have our catalog, ask for it and please mention your business.

JOS. HAGN CO.
WHOLESALE AND IMPORTERS
223 W. MADISON CHICAGO

CARNIVAL & CONCESSION SUPPLIES

SEASON IS HERE AND AS USUAL

We are Manufacturing the Best Line of Plaster Novelties.

3 Dozen Sample Order \$5.00. Money Order in Advance. Money-Back Guaranteed if Not Satisfied.

Radio and Table Lamps — Flash — Swagger Sticks — China Heads — Jap Capes — Roach Bouncers — Slum.

INDUSTRIAL ART SUPPLY CO., Inc.
3533 GRATIOT AVE., DETROIT, MICH.

OUR PRICES REMAIN LOW WHILE THEY LAST!

MEN'S WRIST WATCHES Assorted Shapes; 10 1/2 Links, 10K Rolled Gold Plate Case.
8 Jewels, Each \$3.50
15 Jewels, Each \$4.50
ELGIN or WALTHAM 7J, 12z Octagon Shape, in Doz. **\$2.75**
Lots, Each \$3.00
Less than Doz. Lots, Ea. \$3.00
15J, in Dozen Lots, Ea. \$3.50

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, \$3.50 and up; 16 Karat, \$4.50 and up.

ELGIN & WALTHAM—12 3/4 Size, Knife Edge, Thin Model Case, Black Enamel.
7 Jewel, Each **\$4.00**
Same 15 Jewel, Ea. \$6.00. Chain to match \$5.00 Ea.

SPECIAL PRICES FOR QUANTITY USERS
Sample \$50 Extra.
25% Deposit, Balance C. O. D. Send for Catalog.
N. SEIDMAN,
178 Canal Street, NEW YORK, N. Y.

Carnival Novelties

New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$7.00
BB2 Gillette Style Blue Blades	Per 1000 3.50	BB7 Piggy Wigs, Compo, 8 3/4 in. Doz.	1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Coll. Doll, 7 in., with Plume Dress	Gro. 8.50
BB4 Flying Birds, Inside Whistle	Gro. 2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5 High Hat Fur Monks, 6 1/4 in.	Gro. 3.75	BB10 China Head Swagger Sticks	Gro. 6.75
Parade Canes, Balloon Toss-Ups, Daisy Cork		BB11 Jap. Cir. Cases, Pearl Inlay	Gro. 4.50
Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Alex Hats, all sizes; Min. Straw Hats, Rayon Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.		BB12 Roach Bouncer Balls	Doz. 1.15
		BB13 Carnival Print Balloons	No. 8
		BB14 Serpentine Balloons, 45 in.	Gro. 2.35

25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

CONCESSION OPERATORS GIVE-AWAYS

THAT GET REPEAT PLAY LOOK LIKE 2c

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. D. S. Chicago. 50% Deposit, balance C. O. D. on Orders of \$5.00 or More.

IMPORTERS OUTLET CO.
766 West Adams St., Chicago, Ill.

FOX TAILS

SMALL MEDIUM LARGE

With Red, White and Blue Flag Streamer and wire for attaching. A fast-moving number. CATERING TO THE JOBBING TRADE.

CHARLES BRAND
208 W. 26 St., New York, N. Y.

NOTES from SUPPLY HOUSES

Sales of the retail trade in general continued to forge ahead in April. In some cases, however, figures were lower than those of last year. Early returns from 23 leading corporations show a volume increase of 12.5 per cent over April, 1936. Aggregate sale advanced to \$211,115,141 from \$187,532,836.

Excel Merchandise and Novelty Company's summer catalog will be ready for distribution next week, according to Max Wasserman, company president. This year's book, comprising 98 pages, will be sent free upon request to pitchmen and concessioners.

"We pride ourselves on the service we give all orders, small or large," Wasserman says. "I believe this policy has had much to do with our phenomenal success. We have already shown a 60 per

cent increase in business for the first four months of this year. This increase has enabled us to carry as large and complete a stock of merchandise as any house in the Middle West.

Wasserman, an oldtimer in the show business, has devoted the greater part of his years to the problems of pitchmen, concessioners and premium users. His experience has been a benefit to hundreds of the company's customers.

National Premium Company has just opened a branch in Chicago, with Earl C. Jasper in charge. Al Johnson announced that orders have been coming in so fast that an additional office is needed to handle them.

Goldfarb Novelty Company reports that its outdoor show season sales are away to a good start. In some instances last year's records have been broken, particularly in the case of circus sales. Saul and Phil Goldfarb are busy at present working out new sales plans to attract out-of-town trade. Their lines cover a much wider scope and they are rapidly becoming a strong factor in the bingo field.

After much early experimentation M. Seldel & Son have found an ideal way to show exactly what type of merchandise its imported heavy cotton rugs of Oriental design are. In addition to an unpretentious circular listing of prices and showing in rough sketch form the general design of the rugs, company is sending actual swatches of the rugs to interested parties.

From the demand for these rugs in recent weeks it would seem that concessioners, operators, agents and salesmen all over the country are using them.

Rapid improvement of general business conditions is shown by the records of the Leipzig Fair which just closed. Attendance this year totaled 278,000 from 74 countries in every corner of the globe, establishing a new record for the 700-year-old fair. Exhibits numbering 8,897 were featured, a gain of 10 per cent over 1936. There were over 33,000 exhibitors and buyers from foreign countries as compared with 25,000 last year. American participation in the fair showed an increase of 100 per cent. The world has watched this fair for centuries as a barometer of world conditions.

Spotswood Specialty Company, manufacturer of more than 100 child-appeal and adult-specialty numbers, is rounding out its 40th year of successful operation. From a humble beginning in 1897 the sales organization has grown to 200 men who cover the entire country. Company's rocket parachutes are popular toy premiums of the day. The rocket parachute soars high into the air, opens up and descends gracefully, all ready for another flight.

Early reports from the H. M. J. Fur Company and Charles Brand, who handle the genuine fox tails, indicate that the item will have its biggest season this year. Concessioners on carnivals, fair workers, park concessioners and agents are ordering the tails in 100, 500 and

1,000 lots, they say. A good deal of the popularity of the number is attributed to the fact that it has received much favorable publicity of late and has been featured on the cover of *The Saturday Evening Post*. Tails are made up with red, white and blue streamers and are used to attach to radiator cap of automobiles, bicycles and motorcycles.

As recently announced, Victory Sales Company is marketing a line of made-to-order rings. Company states that it will furnish them in any signet design desired. Ring is richly engraved with a horseshoe and a four-leaf clover. The words "good luck" appear on each side of the signet. It is to be an attractive number for merchandise men. Company will furnish designs and prices upon application.

Webster Company, maker of sound equipment, has added to its new systems and has revised and improved its two previous systems for inter-office communication. Systems are now contained in beautiful plastic cases and come in various color combinations.

In the last issue of *The Billboard* mention was made that Novel-Craft Manufacturing Company makes a specialty of cigaret table lighters and lamps. This should have read: "Novel-Craft Manufacturing Company makes a specialty of cigaret table lighters and clocks of unusual and distinctive design in metal, onyx and catalin. This concern also manufactures a complete line of kindred items."

WALTHAM

CHROMIUM CASE ENGRAVED, LINK OR LEATHER BAND.

7J... \$3.95
15J... 4.95

SAMPLE WATCH 50¢ MORE. ILLUSTRATED CATALOG ON REQUEST. SPECIAL PRICE TO QUANTITY BUYERS.

BERK MDSE. CO. 145 W. 45th St., New York City.



69c Each

No. B101—Case Metal, Assorted Colors/ Snap or time-Pictures. Size 1 1/2 x 1 1/2 in.

Ten for \$6.50

B101 1/2—Films for above, 6 exposures to Roll. Per Dozen Rolls..... 85c

Send For New 1937 Catalog.

ROHDE-SPENCER CO.

Wholesale House.

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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

THE PIN-ON TAILS which are being worked on the highways to motorists have been getting some real touches. Fellows working the item report that selling it isn't what causes the worry, but that trying to keep stocked is what causes the greatest anxiety.

HOT TIP: Remember the races at Indianapolis Decoration Day, boys. Two hundred thousand automobiles are expected in the Hoosier Capital on that day. You fellows close by with the novelties and the pin-on-tails, make a beeline for the spot.

WILLIAM (RED) MCCOY worked the Catholic celebration at Elmira, Mo., with the novelties and balloons to a good take.

DUTCH PARKER is lingering in Kansas City, Mo., preparatory to making a jump to Detroit to join Joe Morris and some of the boys he worked with in the South last winter.

ESTHER EBEL is operating Abe Whiteman's jewelry layout in a St. Louis chain store to swell business.

TRIPOD OPININGS: Some pitchmen are not so good but they are good and loud.

DR. E. J. GOODIER of the Universal Laboratories, Dallas, visited with quite a few pitchmen recently while on a buying trip in St. Louis and Chicago, taking their recommendations for the items they most desire. He promises a new coupon deal of the Universal merchandise, which has always been known to get the big dough.

"BACK AGAIN" in my old stamping grounds, Little Egypt's coal fields, inks Sammy Smith from Centralia, Ill. "It's not the best spot, but to me it's as good as the best. Saw Ralph Stedman going over in a big way here with the horn nuts."

S. N. ULLMAN lines that he and L. A. Sweeney are now working spots in Northern Wisconsin after enjoying six successful weeks in Illinois, Iowa and Minnesota.

THINGS WE NEVER HEAR: "Pick out the corner you like and start right in."

JOHNNY MAHER working his own copyrighted song sheet at the entrance to the Beckmann & Gerety Shows at the Laclade avenue lot in St. Louis, was on the receiving end of some fast-rolling dimes, while

Allen Greenstreet worked the midway with his rice-writing and calling-card pitch in one of the shows on the midway to swell takes. Bill (Red) McCoy, with two assistants, corralled the coin with the Mickey Mouse balloons, the miniature elephants and the whips. Roundy Caruthers and Little George Beaver, med-show operators, and their families visited the midway.

D. D. LOCKBOY of Lockboy's Med Show, fogs one thru from Furman, S. C., under date of May 7: "Have been playing spots in South Carolina territory to good business at all stands. Ran across Dr. Speagle, who has also been playing spots down here. He's a real med man and a clean worker. Otis Lockboy returned to the show after being confined in a Charleston (S. C.) hospital. Show roster includes D. D. Lockboy, lectures and manager, and Nick Koy, comedian. Nick is a father now and his wife will return to the show next week. Pipe in, Doc Speagle and Doc Ward."

FAMOUS LAST WORDS: "I took in so much money I got tired counting it."

KING LA MAR who has been suffering for the last six weeks with a lame back at his home in Utica, N. Y., inks that he is now recovered and plans to leave there soon and head for Detroit, where he expects to fill out the gap left in his bank roll by his illness.

JACK SCHARDING after spending the winter in Tampa, Fla., is now in St. Louis, where he plans to linger a while before heading northward.

PITCHMEN'S SAYINGS: "This money goes to the widows and orphans. My wife is the widow and I am the orphan."—Joe Clark.

TED O'DAY after several years' silence, blasts from Salina, Kan., under date of May 3: "Have been working spots in Kansas with sharpeners and glass cutters to fair business. Made Russell last Saturday and enjoyed a good day's business. The town has an oil boom and can be worked on the streets for \$2. Have been working all the sales on my way up from Tulsa, Okla., but the crowds aren't so good at present. Farmers have been spending much of their time in the fields. Chappie Chapman is coralling the gelt here. Fred Sego and I played Salina one Saturday to fair business when the wind let up long enough to permit us to work. Saw Bill Goforth working rad to swell business at Junction City. Despite the fact that the weather has been against us here, we are all getting our share, not big money, but enough. I'm going to work my way east, as I plan to make some spots in Canada this summer. Made the fairs there last year to good results. Following are some of the good spots I worked this week. Hutchinson, McPherson and Great Bend all have \$3 readers; Salina and Lindsborg have \$1 readers and Clay Center, sale, 10 per cent reader. Unless you fellows are near by, I'd advise against any long jumps to make these spots, because they are all community sales. Pipe in, Joe Miller and Blackie Beard."

MONEY SPOTS: You boys who are contemplating making Wisconsin and Minnesota don't fail to give the co-operating milk markets the double-o. Farmers from all directions come to these spots with their products and collect their money right on the spot. You should collect yours the same way.

J. W. GATES comes thru with his first pipe from Hibbing, Minn.: "I'm working blades and hones to pretty good business. Almost all of the towns are open up here but the readers are extremely high. Here in Hibbing the reader is \$10 per day to work a street corner, and the same condition prevails in Virginia. At Two

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MICKEY MOUSE PRINTS

Mickey and Minnie Mouse, Donald Duck and other Walt Disney characters step from the screen to Oak balloons (exclusively) to give you some really sensational sellers. Handle Mickey Mouse balloons and make big money.

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Full Line of Rings, ladies' and gents' (signets) \$1.00 doz. up
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P. LEWIS & CO., 417 E. 23d St., New York

Harbors the reader is \$5 per day, and at Duluth it's \$10.

GEORGE J. (HEAVY) MITCHELL . . . letters from Michigan City, Ind., under date of May 7: "Last Tuesday was a red-letter day at South Bend, Ind., when the Cole Bros.-Clyde Beauty Circus brought out a real crowd and, thanks to the boys putting up the paper, the crowd was circus-minded and the novelty business was swell. Come on, boys and girls, pipe in. Where is Chief Redwood, Jim Ferdon and Johnnie Voght?"

MEMORIES: Remember when the late Harry Parker made the fair and advertised Betty Parker as Princess Teetotawa and when that lady turned as much as \$100 on a single passout? Harry certainly did deal the misery with his megaphone, but we now have p-a systems to buck.

OLIVER FITZMAURICE JR. . . . is working med in Memphis and has added a four-foot rattlesnake as a bally.

GEORGE BEAVER . . . Roundy Carruthers and Carl Holdorf made Salem, Mo., and found it to be a fair Saturday spot.

LORD'S-PRAYER-ON-A-PENNY . . . machine owners are out with them early this year and from all indications they are getting their share of the gelt.

MARY RAGAN . . . tells from Long Beach, Calif., under date of May 7: "Seen here recently were Bill Bradley and his partner and Slim Murphy. Understand that Bradley is going to Australia to pitch this winter. We, together with Jim Basset, plan to leave here about July 6 and head for Michigan to work the fairs there. Doc Hass is still holding down Los Angeles. The Nellars are working astrology here and seem to be doing a good business."

JOE BOND . . . is reported to be working in Chicago with the calculators to a swell business.

PITCHDOM BOASTS of two types of people. Those who bore and those who are bored.

OLIVER FITZMAURICE . . . better known to Pitchdom as Calculator Williams, is getting ready to celebrate his 40th anniversary in the business.

BOB HENLEY . . . and Thomas (Slim) Rhodes made a jam pitch at the farm sales in Taylorville, Ill., recently and obtained some real long green.

HARRY CORY . . . of jam fame, has the distinction of having his jam store in the Palace of Wonders on the Hennies Bros.' Shows. His patrons pay an admission fee to attend his auction pitch. Some of you fellows who are wont to cut up the big jackpots, match that one.

SID WOLFF . . . of jam fame, is reported to have the jam store privilege at the Dallas expo this year.

MICKEY McDOUGAL . . . of Svengali fame, has been writing magazine articles on his card tricks and coming in for some good publicity.

HARRY MCGINLEY . . . reports that Luther Frye, of health book and med fame, has been doing exceptionally well at the Indiana farm auction sales.

HERE'S ANOTHER . . . of those weekly epigrams from that 60-year-young Tom Sigourney, he of eucalyptus oil fame: "Silence is golden, but it never got a pitchman a dime."

WHEN HARRY WILLIAMS ran short of money he would slay the graveyard cat, button up his coat, make a spot and then the people would pay and pay.

LEONARD ROSEN . . . is reported to be getting his share of the filthy lucre in Akron.

JOHN R. STEVENS . . . who held Birmingham down all winter with his escape act, is now working his way northward.

C. H. (SUREFIRE) HENRY . . . left Wisconsin on account of inclement weather and after working some spots in Central Illinois decided to shoot back to the northern sections of the Central States. Henry is building a mental act for the fairs this fall in the hope that



KNOW THEM? Sure you do! The happy couple is none other than **Teddy Goldstein** and his comely wife, the former showgirl, **Ada Lehman**. There is perhaps no exponent of the "art of pitch" in the country who has reached greater prominence in his field than the congenial **Teddy**, of hum-a-tune fame. Mrs. Goldstein will make the fairs with **Teddy** this year with a new lotion.

he will have it down to perfection by the time the big one comes off in New York in 1939.

ANDREW BARNETT . . . is working the clam shell plants and getting some consistent money working in St. Louis.

J. K. YOUNG . . . who has been clicking with the transference in New Orleans and Dallas, is working his way to New York by easy jumps.

EARLE B. WILSON . . . and wife, Clara, ink from Columbus, O., that they have just designed a new cleaner for washable wallpaper which they claim puts the old cleaners in the shade. A New York corporation, according to Earl, is keeping the mails hot to take over the manufacture of the product. The Wilsons have been in the wallpaper cleaning business since 1900.

IT'S A REAL break for Pitchdom the way the strikes are being settled, for it means better pay and brighter dispositions for the factory workers. If the pitchmen keep themselves inviolate it is going to be a big year.

ANDY DAY . . . according to Fred X. Williams, is placing a lot of credence these days in that old proverb, "It never rains but it pours." He, together with Lonzo Shallow, Frank Collins and J. Day, in one car, and Julius Soss, John Gower, Spencer Taylor and R. E. Carthwright, in another car, were returning to Indianapolis from the Kentucky Derby, May 9 when things began to happen. Nearing Seymour, Ind., Carthwright lost control of the car he was driving and sideswiped the one driven by Day, causing Day's car to overturn. Those riding with Carthwright were uninjured, but Frank Collins sustained cuts and bruises. Shallow suffered a deep scalp wound and cuts about his face. All were treated at a Seymour hospital. Shortly after Day had left the circus at Ft. Wayne for the Derby, Williams received a wire informing him that Day's father had died suddenly in Chicago. Efforts by Williams and Harry Forrester to locate Day proved futile until May 8. By that time, however, it was too late, as his father had already been laid to rest. All of the above-mentioned boys are novelty hustlers following the Cole Bros.' Circus.

SAM SMITH . . . scribes from Centralia, Ill., that the town isn't open, but one may work in a certain hardware store there if he sends the customers into the store to make purchases. He adds that Baltimore Red Hulin is working rad to fair play in St. Louis.

BEE MON YANCEY . . . ace exponent of the jam pitch, blew into Cincinnati last week after a successful winter in Florida. During a visit to the Pipes desk he indicated that he will remain in the Queen City for a while before accepting one of several offers from carnival companies to set up a jam store.

Pitchdom Five Years Ago

Roy Graam, for many years one of the best known sheeties on the road, was managing the Sterling Hotel, Shamokin, Pa. . . . Bertie Darnoc was again out with one of the niftiest med shows of its size on the road. . . . Bert Micklin returned to Coney Island from Florida and was readying for the summer. . . . Earle Wilson was corralling the dough working auto polish at Columbus, O. . . . Charles (Yiddle) Gameiser was operating two flat spots, one at Gloversville, N. Y., and the other at Saratoga Springs. . . . Chic Denton was heading northward after leaving Longview, Tex. . . . Included among the fast-stepping sheeties at the Wilkes-Barre (Pa.) Fiesta and Jubilee were Fred Ryan, Count Bolen, Mike Kelly and Tad Robinson. . . . The good ship Manatowac had just concluded the 14th consecutive week of its 1932 tour at Lenoxville, Pa., according to its skipper, Dr. Kries. . . . Bill Ruiz, the Spanish boy from Detroit, was pitching white liniment and other med to swell takes in New York. . . . Ask-Me Dodge, of Albany, N. Y., he of the long-tailed clerical coat and high hat, had just finished appearing in a new role. He was the valedictorian at a bachelor's farewell dinner to his friends, the bachelor host being a physician, as were 16 of the guests. . . . W. C. D. Robinette was enjoying fair business working the sheet around Portland, Me. . . . Louie H. Dean had just rounded out his 11th year in the med show business. . . . Paperman Dell and his wife were finding business to be in keeping with the times at San Antonio. . . . Rotogravure section of many metropolitan papers carried in the Sunday (May 8) issue a photo taken at Miami which depicted Dr. Ross Dyer, of the World Medicine Shows, and another bold fisher lad, Cecil Fisk, of Cincinnati, proudly exhibiting a catch of half a

Pitchmen I Have Met

By SID SIDENBERG

I have run into a lot of pitchmen in my day. Some have been new to me, while others I have heard of any number of times. In some I was disappointed when I found them to be overrated, while others really amazed me. Words are inadequate when it comes to giving a real description of them and their ability. One of the latter babies is none other than Herman (Red) Sparber, St. Louis wholesaler of rebuilt watches. Sparber conducts an antique jewelry store and does some auctioneering in addition to his activities in Pitchdom. The first time I met Sparber was about 15 years ago when he was just breaking into the business. At that time he was giving a good account of himself as a high-pressure salesman. Sparber saw some bigger fields to conquer and opened an establishment in St. Louis, auctioneering showroom goods of jewelry establishments hard pressed for dough. That became a big thing for Red and in later years he was connected with an organization that disposed of some of the largest jewelry stocks in the nation. Today his establishment on Seventh and Chestnut streets, in the heart of downtown St. Louis, is patronized by the socialites of the Mound City in quest of antique jewelry and other heirlooms. Well, on my last visit to St. Louis I dropped in on my old friend. The number of people he employs and the amount of customers in the store convinced me that this sorrel-topped money maker is getting his share of the world's goods. Red makes his store his headquarters. He still sallies forth and buys out the jewelry stores and puts on the auctions. He is ever on the alert on these trips buying the movements and sending them in to his own watch factory to be rebuilt and incased in the latest style cases. Red recently constructed an elaborate home in St. Louis. He is a member of the Masons and B'nai B'rith and is 35 years old.

dozen fish about eight feet long and varying in weight from 55 to 65 pounds. R. E. (Rabbit) Hawkins infoed from Judington, Mich., that he was busy covering the highways of Northern Michigan with *The Highway Engineer and Contractor* and getting from 20 to 40 slugs a day. . . . That's all.

HARRY RILEY . . . pipes from Boston under date of May 11: "After leaving Hot Springs, Ark., I slowly wended my way northward, with a stop in St. Louis for a day. Noticed a few carnivals there but no pitchmen. A

couple of the boys who had been working song sheets informed me that they had been stopped due to the copyright law. While in Chillicothe, O., on a Saturday recently I saw a lone pitchman working the courthouse sidewalk. Also saw some of the boys getting the dough with the little Scottie dogs in New York. Some of the boys worked them at the circus here last week to a sellout. Plan to stay here all summer and make the beaches and several of the circuses coming this way."

WATCH THE PIPES COLUMN for the best spots. It's good business to know where you are going next.

"**HERE COMES** . . . pencils Eddie (Shifty) Lewis, of combination sharpener fame, from Terre Haute, Ind., under date of May 12. "Have been hibernating here, but the feet are itching and we are getting ready to shove off. Plan to work Indiana and Ohio and then go south for the winter. Saw Bill Homer, ace pen worker, getting his share of the filthy lucre in Anderson, Ind. Town is open and the factories are running at a fast clip. Would like to read a pipe from Gene Doc Anderson."

"**HERE I AM** . . . in the Motor City," pens Tommy Hoy from Detroit under date of May 9. "Have been working white liniment at the sales here all winter to fair business. Strikes here have made it bad around the shops, but conditions have been improving lately and the boys are beginning to get a little money. Included among the contingent here are Mike Reynolds, Sammy Shon, Jack Ruskin, Gypsy Brown, Harvey Bag, Joe Miller, Bill Ellis, Bert Galuner, Hap Moldenhaur, Jake Branholtz and Soapy Williams."

HUSTLER'S TIPS: The zipper billfold is a sure-fire article and seldom misses when worked thru a window demonstration. Item should be properly flashed, however. A stamping machine, inscribing names, lodge emblems, etc., will greatly enhance its sale. Signs showing the different compartments can also be utilized. Better still is the use of a p.-a. system, with the purveyor making a clever talk last just long enough to entice buying. Take depends entirely upon the ability of the purveyor.

HAV-A-LAF WALKER . . . and Cozy, who opened their lot-show season in Eastern Oklahoma recently, are playing one and two-day stands to more than average business. Organization is carrying only four people this season and will soon embark for Eastern territory. Doc M. O. Curtis is doing the lecture work, with the entertainment end being furnished by Walker and Cozy and Mrs. Curtis.

DIRECT SELLERS—
(Continued from page 68)

will be given particular attention. Speakers will include H. L. McCarthy, regional director of the Social Security Board, and Zenn Kaufman, author of the book *Dramatized Selling*. Almost all of the leading companies selling their product thru personal solicitation are members of the association. In addition to men's and women's wear, printing and office supply companies, subscription book publishers, nurseries, manufacturers of fire-fighting equipment and other specialties are represented.

Association headquarters are located at Winona, Minn., J. M. George is commissioner and general secretary.

Laws and Lawsuits

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

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No. 114—MINIATURE FELT SPANISH HATS. Reg. Price, Gross \$8.40. Less 10% 7.56	No. 131—MINIATURE NESTED STRAW HATS, with Feathers. Reg. Price, Gross \$3.75. Less 10% 3.38	No. 2384—7" MAE DOLL. Feather Dress, with Hat and Gown. Reg. Price, Gross \$9.00. Less 10% 8.10	No. 1008—SAILOR—MAJOR—BELL-HOP DOLLS. Reg. Price, Gross \$9.00. Less 10% 8.10	No. 40—LARGE VAMP DOLL—11" Feather Dress and Beads. Reg. Price, Gross, \$18.00. Less 10% 16.20
No. 1389—HIGH HAT FUR MONKEY, 7 1/4" High. Reg. Price, Gross \$4.00. Less 10% 3.60	No. 346—LARGE HIGH HAT FUR MONKEY, 9 3/4" High. Reg. Price, Gross \$8.00. Less 10% 7.20	No. 808—KING KONG FUR MONKEY, The Original. Reg. Price, Gross \$8.00. Less 10% 7.20	No. 31—CHINA HEAD CANES, Dice, Dog, Etc. Reg. Price, Gross \$6.00. Less 10% 5.40	No. 9—STREETMEN SPECIAL BALLOONS. Reg. Price, Gross \$2.50. Less 10% 2.25
No. 6—SELECTED REED STICKS. 27" Reg. Price, Gross 25c. Less 10% .23	No. 1685—WHISTLE HANDLE SNAKE LASH WHIPS. Reg. Price, Gross \$7.20. Less 10% 6.48	No. 305—LARGE CONCEALED WHISTLE FLYING BIRDS, Reg. Price, Gross \$2.50. Less 10% 2.25	No. 21—BAMBOO CANES, Groom Handle. Reg. Price Gross \$7.20. Less 10% 6.48	No. 2954—HEAVY SHELL FRAME SUN GLASSES, CONVEX LENS. Reg. Price, Gross, \$9.60. Less 10% 8.64
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No. 8 MIOKEY MOUSE BALLOONS, With Ears.	Gross 3.25
BLACK HANDLE MEN'S WALKING CANES	Dozen 7.00
WHISTLE LASH WHIPS, Best Quality, Rayon Braid.	Gross 7.00
MECHANICAL CRAWLING DOLLS	Dozen 10.50
MECHANICAL O U DOGS, This Year's Sensation	Dozen 2.00

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SENSATIONAL demonstration on hands turns 80% of tip. Sell one for 25c, give other free. Man working sloane recently took \$170 in one day. Man working solo took \$400 in three days. Hot, I'll say.		FREE—With each double gross you get, absolutely FREE, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price \$1.50 dozen, a quick-50c seller. 50% deposit on all orders.

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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Hartmann's Broadcast

IN THIS pillar, issue of May 1, we carried an item about Charles A. Jackson Jr., commissioner of public health and safety of Benton, Ill., sending us a clipping from Benton Evening News of April 17, which told of the chief of police, after receiving numerous complaints concerning skin games at a carnival held on East Washington street under auspices of the American Legion, ordering six of the operators of such to leave town or suffer the consequences. "Taking the officers at their word," the clipping said, "they left 'on high,' with no forwarding address."

No show was named, but Dr. Henri Clayton feels readers might have thought it was the Great Superior Shows, of which he is secretary, that the six operators were connected with. "Please be notified," Clayton writes, "that said concessions had nothing to do with our shows. They were booked independently and we had nothing whatever to do with them. While our name was not mentioned in the news item, it is known that this show played there at that date. To show you our relations were pleasant and of the best I inclose herewith a letter. I would like you to read it and return in the addressed envelope inclosed. You will notice that this letter came to us here in Danville two weeks after the date was played. This proves that we left the city in a clean, healthy condition."

The letter referred to was written by C. C. Moss, Commander Legion Post No. 280, and was very complimentary to the show, saying, in part: "They fulfilled their contract with us in every detail and we were highly pleased with their showing here."

Mr. Moss, in another letter, bears out what Clayton said, that the operators of the games who were asked to leave town were not connected with the Great Superior Shows. "They wanted to join the shows here," he continues, "and were permitted to come here on Wednesday after the carnival opened on Monday, and it was my understanding it was Mr. Blake, manager of the Great Superior Shows, who asked them to leave after they had been here two nights."

PRE-ELECTION campaigns to outdoor shows are generally what Sherman said about war. Take Hilderbrand's United Shows for instance. If they didn't have their share of grief during the Los Angeles engagements nobody did. Here's how Walton de Pellaton, press representative of the show, tells it:

"Following the fiasco at 53d and Central streets, where the show was forced to tear down to escape being wrecked by colored inhabitants, the organization moved on its scheduled route to Fifth and Vermont. With the entire show in readiness for the opening on Monday night the city council was prevailed upon by surrounding neighbors to rescind the permit. They not only had the permit revoked but brought out police department, fire department, health department and industrial commission to make certain the show would not complete its engagement at this location. The Spanish War Veterans, under whose auspices the show was operating, discovered themselves helpless to combat the strenuous opposition while the entire show sat in darkness awaiting further developments.

"The entire week was lost while awaiting a settlement of the controversy. Deciding it was a helpless and useless undertaking to complete the remainder of the Los Angeles engagements, the management moved the show out of the city and canceled all of the

remaining dates. And to make the situation more aggravating the sun then shone for the first time in weeks. By unanimous decision the management has agreed to winter the show away from Los Angeles in the future.

† † †
CONEY ISLAND has had some fine parades with floats and what goes with them, but Harry A. Illions has not seen any there nicer than the one given on Kiddies' Day at the Memphis Cotton Carnival May 14. Harry was very much interested in the Memphis pageant inasmuch, as he expects to be part of the New York World's Fair with "The Land of Make Believe."

Writing on the same day that Kiddies' Day was held, Harry says: "Well, here we (Royal American Shows) are in Memphis and what a swell time the kiddies are having today! This being their day, they have floats and all the trimmings that the grownups have, only in miniature form, for here this week it's the Cotton Carnival and the King and Queen rule the town. The floats of the parade were just as nice as we had in Coney Island, and all right downtown on the streets. We have had some rain the first two days, but the weather is beautiful today and we are running to capacity."

Harry feels fortunate in having received contracts, both for the Lindy Loop ride and Century Ferris Wheels at the Texas and Pan-American Exposition, Dallas. By the time this appears in print Royal American will be in Peoria, from which point Harry intends to jump into Chicago and ship the Lindy Loop, which has been stored there since A Century of Progress, to Dallas.

Good Day for H-W At Alliance, O.

ALLIANCE, O., May 15.—Hagenbeck-Wallace Circus was late arriving here. A 4 o'clock matinee resulted from delay in getting the big top up. Business was fair despite late start, while at night the top was filled to near capacity. Show played at Rookhill Park, not used by a circus in more than a decade. William Naylor handled stand for press department and did a nice job. More than 100 of the younger kiddies at Fairmount County Home were guests of management at matinee, with Naylor taking care of arrangements.

GRAHAM READYING—

(Continued from page 39)
Torelli's dogs, the Three Little Pigs that appeared in *Pennies From Heaven* and others.
An incomplete list of executive personnel includes John Lester, equestrian director; John McMahon, advance agent; J. C. McCaffery, contracting agent; H. W. McClaskie, general agent; Buck Saunders, in charge of midget personnel; Grover McCabe, lot superintendent; John Barry, designer and architect; Ed Delevan, ticket manager, and D. H. Rodenburg, steward. Graham will travel with show as active manager.
Gene Palfry is conductor of the 24-piece midget band and Kenneth Waite

has been named producer of the 24-man clown unit.

The itinerary from Dallas includes in order San Antonio, Tulsa, Wichita, St. Louis, Chicago (indefinite length engagement), Detroit, Buffalo, Toronto and London, Ontario.

MAIN STAFF—

(Continued from page 39)
and trapeze performer. No. 7—Clown boxing bout, Bryant and Larkin. No. 8—Adams' canines, Watkins' dogs, Captain Sonderlander's lions and dogs. No. 9—Lillian St. Leon, rider. No. 10—Clowns. No. 11—June Williams, aerialist; Betty Watters, iron jaw; Yoshida Troupe, balancing perch. No. 12—Romanoff Troupe, six people, teeterboard and acrobatics. No. 13—Nellie Bedonie, Alta Mae, June Williams, swinging ladders. No. 14—St. Leon Troupe with Howard Bryant, riding act. No. 15—Adams, Watkins and Kirk with ponies. No. 16—Fisher and Graham, loop-the-loop and Roman rings. No. 17—Diving dogs. No. 18—Avalon Family, an offering on double wires. No. 19—Clown parade. No. 20—Ernie Wiswell and his Funny Ford. No. 21—Newton's herd of elephants, performed by Grace Brown and June Williams.
Wild West concert by Rex Cole, cowboy movie star, with Alta Mae, Nelson Caowette, Roy Faust, Omaha Indian tribe and others.

The Staff

William (Honest Bill) Newton, manager; John Wall, superintendent of transportation; G. S. Meikle, assistant manager and superintendent of concessions; Joe Haworth and Bill Hamilton, legal department; Mrs. W. L. Main, treasurer, and Lewis Stone, assistant; "Lucky Bill" Newton, entertainer and host; "Hi-Brown" Bobby Burns, radio, press and uptown tickets; Jimmie McGee, boss ticket seller; Jack Riddle, tickets; Nate and Morris Leon, banners; Mrs. Lucky Newton, Mrs. J. Haworth, Mrs. Wiswell, reserved-ticket gates; B. S. Griffin, equestrian director; Blackie Freeman, boss canvasser, and Gus Casting, assistant; Whitey Stets, managerie boss; Pete Sawdosi, chief mechanic; H. R. Steinkamp, chief electrician; Ed Von Schoen, painter; novelties, Grace and LaVa Brown; chef, Nealam; props, Al Cosby, Sam Hobart, Pete Carter, Shorty Meks.
Big show band: Jack Erwin, director; Dave Roland, Floyd Glass, L. A. Harris, cornets; Benny Kenner, Frank Novak, clarinets; Jingles Carsey, Jack Campbell, trombones; Knute Olsen, bass horn; Gus Henry, snare and traps; Ted Girard, bass drum.

Side show: Doc Young, manager; Bert King, Salem Bedonie, tickets; Dan Cashman, doorman; Jimmy Lord, boss canvasser; dancing girls, Thelma Beasley, Ruby King, Eve Irwin; shooting and knife throwing, Marie and F. Mansfield with Joan and Jean Audrey; Indian Village, Princess Griffin, Henry and Norman Tendel and tribe; minstrels, the Tallys, Ed Dubols, George Pope, Clarence Troutman, Viola Hall, Sarah Bates, Mabel Walls, Fred Jackson, Curly Walls, William Fair; Cupid, educated pony.
Concessions: Walter McNeff, boss butcher; Louis Archer, Nick Kirsch, John Bourke, Miles Sims, and A. P. Rice, Cannibal Village; Ed M. Harris, manager; William McDonald, Albert Harris, Russell Gill and David Weintop. Grooms include Fred Bates, Sam Jackson, McCoy Jenkins and Dick Black.
Walter L. Main is general agent; Russell Knisely, contracting agent; Clyde Mallory, brigade manager; Harry Fitzgerald, head of publicity.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 15.—Cold and rainy weather has kept some of the boys from going out on the lots, hence club has a few visitors each day. Ray Okes opens with Patsy Potenza the latter part of the week, and, according to reports, Maxwell Harris will pull out of the barns this week.

Sam Dollinger and Barney Miller arrived in town after a long absence and reported that they expect to remain here all summer.

Larry Hogan, while in town on business, visited the clubrooms.

Welcome letters were received from Past President Patty Conklin, Frank R. Conklin, Lew Dufour, Earl Burke and George Jackson.

E. H. Parker and Charles Levine are in town looking the situation over, while Larry O'Keefe is visiting the carnivals playing this vicinity.

Brothers Ralph Posnar and Arthur Beard: We are noding mail for you. Better get in touch with this office at once.

Final notice for 1937 dues has been mailed. Better give it your immediate attention.

Brother E. C. Velare advises that he is active in the 1937 membership drive and we may look for real results from him. Others doing some real hustling for new members are Fritzie Brown, Morris Lipsky, Frank R. Conklin, John W. Galligan, Whitey Lehrter and Frank D. Shean. Past President Patty Conklin writes that he will lend his full co-operation.

Some of the brothers are planning a trip to Detroit, where they will visit with the Goodman Wonder Show and the Conklin Shows, playing Windsor, Ont., this week.

Brother Harry Coddington letters appreciation for the good wishes sent him while confined in the hospital. He is now staying at the Raleigh Hotel. Brother Col. F. J. Owens is still confined to his home. Brother William Young visits him each week.

Chairman Brother Carl J. Sedlmayr and President J. C. McCaffery are looking for real co-operation on the 1937 Cemetery Fund Drive. Is you show among those that are planning a benefit show during the summer? Keep in mind the fact that the club has recently purchased a 140-grave addition to Showmen's Rest. Let's all lend our full support to this drive and put it over in a big way.

Rumor of Glick's Death Is Greatly Exaggerated

BALTIMORE, May 15.—The rumor emanating from Chicago this week that William Glick, carnival showman, had dropped dead in this city had no basis in fact. Local correspondent of *The Billboard* investigated a query from the Cincinnati office and found Glick on his show lot hale and hearty.

THERE ARE "SCORES" OF REASONS

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Showmen's League of America



165 W. Madison St., Chicago

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Historical Sketches, Acts, Shows Levitt's Idea for N. Y. Expo Series

NEW YORK, May 15.—Following his original announcement last week of the leasing of Grand Central Palace here for a series of summer expositions, Morse D. Levitt, general manager of Summer Shows, Inc., operating company, revealed that the events will consist of a series of exhibitions dramatizing and commemorating the first Constitutional Convention.

Summer Shows, Inc., backed by a group of first-class organizations as auspices, will inaugurate a series of historical sketches and displays of a governmental nature, using "The Spirit of the Constitution" as a theme. Exhibits of a historical and civic nature will be

presented weekly with free acts, shows and games. At present it is the belief of Levitt, son of the late Victor D. Levitt, that only attractions lending themselves to the spirit of the theme will be used in the exhibition.

He pointed out that a constitutional-type show should be intensely timely at this time, owing to the current political situation as well as the fact that the first Constitutional Convention, over which George Washington presided, was held just a century and a half ago on May 14-September 17, 1787. He has delved into history of that era to qualify himself for directing the Palace events. Lease on Grand Central Palace is for June 26-August 28.

Notes From the Crossroads

By NAT GREEN

MAX LAVINE, secretary of Tri-State Fair, Superior, Wis., was in Chicago last week to line up attractions, and he reports that prospects for this year's fair are very bright. Like most other fair secretaries, Max is figuring on a strong entertainment program. He realizes its value as an attendance stimulant. The demand for good grand-stand attractions is exceptionally heavy this season. Booking offices report heavy advance bookings, and acts of merit are going to be at a premium.

Rubin Gruberg drove into Chicago a few days ago for a conference with his general manager, J. C. McCaffery. . . . The weather being what it is, we didn't ask Rubin how business was in Davenport. . . . Mrs. Al Ringling celebrated her 85th birthday May 12 at her home in Baraboo, Wis. . . . Doc Broadwell back in Chi after a long absence. . . . The Magic Carpet took on the appearance of an agents' convention the other day when Bob Lohmar, Larry Hogan, J. C. McCaffery and A. H. Barkley hit town the same day. . . . Ray Dean, announcer on Cole Bros.' Circus, left the show last Thursday and will go with Stanley Graham's Midget Circus, opening this week in Dallas. . . . Irving K. Pond, noted architect and circus fan, celebrated his 80th birthday recently by doing a back flip with the ease of a youngster. . . . Mr. Pond's new book, *Big Top Rhythms*, is an interesting study of life and art, cleverly linking the rhythms of the circus to those in other walks of life.

Harry A. Atwell, noted circus photographer, is back home in Chi after spending nearly a week on Hagenbeck-Wallace Circus taking photographs. The trip was a pleasant one, Harry reports, and he has nothing but praise for the show and its personnel. "Howard Bary deserves a lot of credit for the way he has handled the show," says Atwell. "In the face of most terrible weather and many other difficulties he has carried on in a manner that would have done credit to a seasoned circus executive. He has whipped the show into excellent shape and I believe me, it will be a go. With all that he has had to contend with, Bary still finds time to be courteous and agreeable. And he has gathered about him a staff with whom it is a pleasure to work."

"The Billboard please take notice" was all we caught of a recent radio broadcast as we idly turned the dial. Curious to ascertain what program it was on, we did a little checking and found that it emanated from Manitowoc, Wis., where the graduating exercises of the Manitowoc Vocational School were being aired. One of the departments of the institution is a circus school, presided over by Lester, of the old Lester-Bell and Griffin act. A brief report of the broadcast appeared in the circus department of the May 8 issue. We'll have to learn more of this school, which has many interesting angles.

Now that the midget circus is being launched we are frequently asked: "Do you think they'll make a go of it?" If we could accurately answer that ques-

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CHALKIAS BROS. SHOW WANT

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tion we wouldn't be pounding a type-writer. Three years ago when Cole Bros.-Clyde Beatty Circus was launched we were repeatedly told: "They will never be able to get out of the Coliseum." In some instances the wish inspired that thought; in others those who expressed it were sincere in the belief that the "Cole boys" couldn't make a go of it. Look at 'em today! No other circus has made such rapid and consistent growth, and there is every reason to believe that they are going on to still bigger things.

Charles J. Meyer writes from Elizabeth, N. J., that his air-conditioner, mention of which was made in these columns some time ago, is being tried out on Eddy Bros.' Circus and has been quite successful. . . . Speed the day when the bigger shows adopt an adequate cooling system! . . . Al Humke, who recently left the Cole show, has been in Chi and probably will soon announce a new connection. . . . Frank Hartless, president of the CFA, off to a convention in Boston.

SHORTS

(Continued from page 63)

Society, L'Association Catholique Society and American Legion Field Band. Legion Band has offered \$2,000 for use of Lowell Common.

PARADES, band concerts, sports and midway shows will be features of the three-day fifth annual Fall Festival and Homecoming in State Center, Ia. Committee chairmen are Merrill Hoopes, Harold W. Nolte, Clifford W. West, E. C. Rohde, Harold Gray, F. G. Bagee, W. L. Haesemeyer, Bert Merrill, Leo Kiely, E. O. Wilkening, W. R. Koepke, F. B. Gilbert, Walter E. Eckhardt and S. J. Houghton.

CARLETON F. BURKE has been named chairman of the executive committee for the National Aquatic Show which will be held in Los Angeles soon under Southern California Sportsman's Association auspices.

FREE Southwest Fair Association, Dodge City, Kan., in conjunction with the Chamber of Commerce, plans a rodeo, carnival or circus, water carnival and fireworks display on the grounds this summer.

CONTRACT for attractions at Waterville (Kan.) Annual Celebration has again been awarded to Cherokee Amusement Company.

BESIDES its Independence Day Celebration, Kossuth County Fair Association, Algona, Ia., reports Secretary E. L. Vincent, will sponsor a later celebration on the fairgrounds for which Clyde S. Miller's Rodeo has been booked.

A \$100 **CONTRIBUTION** was made by City and County Public Service Employees' Union to Milwaukee County park commission to help finance the Mid-summer Festival.

A **CARNIVAL**, parades, pavement dancing and two nights of fireworks will be features of a Homecoming Celebration, sponsored by Antigo (Wis.) Post, American Legion. Frank Lynde is chairman of parades; William Kohl, dances, and Ed Menting, contests.

LETTER LIST

(Continued from page 34)
Wilson, Howard Zeitlin, Mack (Doc)
Wright, Earl
Wyatt, J. W.

MAIL ON HAND AT
ST. LOUIS OFFICE
290 Arcade Bldg.,
Parcel Post

Henderson, E. G.
140

Ladies' List

Belmar, Mrs. Jack Block, Laura
Buchanan, Mrs. Claude T.
Buchanan, Mrs. Opal
Burns, Mrs. Frank Oalkins, Mrs. Pearl Conyer, Mrs. Mozelle Cook, Mrs. Amy Davidson, Mrs. Geo. E.
Deck, Madrac
Duhbs, Mrs. Nema Evans, Mrs. E. J. Gould, Mrs. Dede Griffith, Mrs. Hamilton, Mrs. Tom (Bess) Hann, Mrs. Bessie Hester, Mrs. Mae

Stein, Mrs. A. E. Todd, Mrs. Thompson, Mrs. E. V. Towe, Mrs. Gusste Valley, Helen Venters, Marge
Mills, Mae Mitchell, Anna E. Morgan, Doris New, Mrs. Anna Norman, Mrs. Dollie Phillips, Juanita Rooney, Myrtle Shanon, Mrs. Stanley, Dorothy

Westmoreland, Mrs. Madlyn Pink, William Porter, Pat Puritus, Wayne Reed, Charles Sylvester
Reid, Joe Rohn, T. W. Sadler, Harry Sewell, C. M. Shannon, Jack Skitmore, A. L. Scott, Joe H. Stanley, Clipper Stanley, Mike Stearns, Paul Stark, Mack Stein, A. E. Stober, Tex Tate, Ruth Thompson, Thomas Timmons, Bobbie Topping, James F. Vail, George Van Zandt, Harry Vernon, O. A. Vitzke, Harold R. Wade, Adrian Warbarten, Rex Wagner, Robert L. Webb, H. D. Wells, Tex Whitehorn, W. R. Williams, Guy V. Williams, Bill Williams, Bob Williams, S. J. Wright, E. (Blackie)
Zager, Robert Zeitlin, Mack

Adams, Blacky Asters, Mantlo Baldwin, Billy Barwell, Wilfred Bartlett, R. C. Beaumont, Jack K. Bowen, C. W. Bennett, James Bentley, Clarence Benham, Richard Berns, H. Bernie Bown, C. W. Bray, Harry Bresnahan, T. J. Bryer, Mrs. Mabel Burns, Frank Cain, George Carline, Hank Carson, L. D. Cole, Ernie D. Cole, Franklin Conner, Johnnie Conway, H. D. Conroy, Ted Crane, W. J. Darlino, Gene Darlington, O. V. Davis, James N. Dean, Dr. M. E. Eberle, E. J. Fano, H. A. Fawell, Lee Allie



Turn Potatoes Into Dollars!

I'LL SHOW YOU HOW TO GOIN MONEY MAKING SENSATIONAL NEW POTATO CHIP

Yes, right in your kitchen, or basement or storeroom, I'll show you how you can turn ordinary potatoes into dollars of profit and establish a permanent business with Mineralized, Great-tasting VITA-SEALD Potato Chips that can pay you a big steady income every week of your life from now on! If you'll be satisfied to start paying yourself only \$95 to \$50 a week and increasing your pay as your business develops, I'll open your eyes to the sweetest money-making opportunity you could ever imagine! Millions of pounds of Potato Chips are sold every week—at big profits. Now you can get into this money-making business with the VITA-SEALD POTATO CHIP MACHINE and literally put in potatoes and take out dollars!

YOU MANUFACTURE! Let Others Sell For You! You don't need selling experience, because you don't have to sell! You manufacture and let others do the selling! I show you how to appoint as many dealers as you can supply!—you just deliver and collect. This is the kind of business you've dreamed of own-ness—and profits that will grow as fast as you get them! Find out all about this sensational opportunity. Send your name and address NOW for facts, figures, pictures and PROOF!

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I FURNISH EVERYTHING

I furnish you with a complete business and complete instructions for establishing it on an immediate money-making basis. This means not only the amazing VITA-SEALD Potato Chip Machine but also complete equipment—bags, signs, posters, advertising material—everything you need to start making money the very first day. And the one, unbelievably low price covers everything—you don't have to buy a lot of extras or spend money on concealed expenses. Find out all about this extraordinary opportunity at once. Send a postcard now with your name and address and get the FREE FACTS by return mail.

WANT IMPERIAL SHOWS WANT CECIL C. RICE WANTS

Pat Fisher, Nell Brancier, Ethel Perkins, Dynamite, Worry Wart, Lone Dale and all other Oriental, Rhumba, Fan, Bubble and Carioca Dancers who have worked for me before. Also want Ticket Sellers, Grinders and Canvas Men. Join on wire quick, for the Famous Princess Pat Show. Want Tattooer, Magician who can do Punch. Also Half and Half; Ileen Allen, wire. Will make room for capable Act that can Bailly. Can place a few real Showmen with or without outfits. Concession People take a tip and look this show over quick. Excellent string of Fairs and Celebrations booked. Fair Secretaries and Celebration Committees, we have some open time. Look us over, or wire and we will have agent call on you. Week May 17 to 22, Wabash, Ind.; week May 24 to 29, La Porte, Ind.

DICK'S PARAMOUNT SHOWS

Will book Loop-o-Plane, Single or Double. Shows, liberal percentage. Concessions wanted, Photo Gallery, Shooting Gallery, Duck Pond, Frozen Custard. Tilt-a-Whirl Help wanted. Framingham, Mass., week of May 17. Wire.

Cole in Columbus Under Pepper Club

COLUMBUS, May 15.—Cole Bros.' Circus has contracted to play here May 19 under auspices of the Columbus Pepper Club, an organization which until this year had sponsored a show at the Coliseum at the fairgrounds. Club abandoned its winter show after arrangements had been made with executives of the Cole show.

BATHERS' KEY BANDS and BRASS KEY CHECKS

Highest quality obtainable. Lowest Prices. Immediate delivery.
S. GRIFEL, 643 E. 5th St., New York, N. Y.

GREAT OLYMPIC SHOWS

Can place shows with or without outfit, man to take Minstrel, Girl Show, Talker and Grinders.
Concessions: All open, including Corn Game. **POSITIVELY NO CONTROL GAMES OR GRIFT.**
Rides: Will book any ride that does not conflict. Linton, Ind., week of the 17th; Greencastle, Ind., week of the 24th.
A. SPHERIS, Mgr.

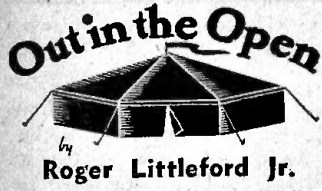
W. E. West Motorized Show

Can place capable Concession Agents for Grind Shows. Manager with two dancers for Oriental Show. Have canvas and banners for other shows worth while. Smith & Smith Mixup for sale; can be seen in operation on this show. Cash only. Parsons, Kan.

Golden West Shows Want

Ball Games, Pitch-Till-You-Win, Hoopla, Cigarette Shooting Gallery, any stock Grind Shows. No grift. Hi Show People, Talkers and Grinders, Hula Dancers and Musicians. Wire or write Granite Falls, Minn., week May 17; Clinton, Minn., week May 24; then Beckmead, Minn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



N. Y. Fair Takes Its Time— Big Celebrations in Little Towns — Shorts on Show- folk

"HASTE Makes Waste" still seems to be the slogan of the amusement and special events department of the New York World's Fair. According to John Krimsky, who has been at the head of the division since last fall, so many excellent ideas (and some not so excellent) have been submitted to him by showmen the world over that at this time it would be impossible to try to break them down in merit classification. Mr. Krimsky, who with his brother operates the immensely successful American Music Hall in New York, besides being interested in other Broadway theatrical projects, has been listening to fantastic propositions almost constantly since his inception in office.

The fair is still two years away, Mr. Krimsky says, and in the interim there can be so many fundamental changes in American entertainment standards that to accept definite propositions at this time would be extremely dangerous. One thing seems certain: The New York World's Fair of 1939 will be a tremendous achievement, and more than that it is not planning to be in any way outmoded. Day in and day out Mr. Krimsky listens to potential angels, producers and crackpots; he studies each idea earnestly . . . and remains silent.

THIS actually happened. We received a phone call the other day from someone (obviously not a jester) asking if the Piccadilly Circus was still playing in London. (Coronation as a spec, maybe.) . . . Felix Adler, famed funmaker on the Ringling-Barnum show, had Frank V. Baldwin Jr. of the Empire Trust Company, in a near-violent mood last Sunday eve by insisting that Barbara, ramp-climbing, bottle-nursing pig used in the Adler antics, was then en route from Boston via express to Baldwin's dignified Broadway office. "My dear Felix, what sort of an appearance will Barbara make in a bank? I ask you!" was about the only retort forthcoming from the perspiring Mr. Baldwin. He haven't heard as yet whether the animal actually arrived.

George Duffy, Ft. Plain (N. Y.) circus fan, in town on biz but out again before he had time to visit the Ringling-Barnum Brooklyn lot. Harry Metz and Max Kassow back on the Stern after leaving the Hagenbeck-Wallace show in Pittsburgh. Metz operated the side show and Kassow assisted. Mel Smith, absent recently from the sawdust trail, returned to take over Metz's duties. Smith, who formerly tramped with the Al G. Barnes show, has been connected with a San Francisco liquor concern. . . . Will Lea, professionally known as Chocho the Clown, is seriously ill of a heart ailment and complications following amputation of a leg in Oakland (Calif.) hospital. Chocho is beyond the threescore and ten mark.

LEONARD TRAUBE, of the George A. Hamid office, infos that Tommy Polon, former man about New York, who has been in Pittsburgh these many months in behalf of Kraft cheese, sold a load of said product to Hagenbeck-Wallace when that top played Steel-town. . . . American Weekly is said to be readying an exhaustive yarn on thrill merchants—high acts to youse guys. . . . Doc Beebe will have the weighing scale; Adolph Schwartz, of Palisades Park, the mouse game, and other pro concessioners will supply this and that at the May 21 spree of Dexter Fellows Tent, Circus Saints and Sinners' Club, Big party, to be held at the Hotel Commodore, will be strictly informal, officials warn.

Ted Maloney shoots that Hughie Fitz, acrobatic clown, is one of the hardest workers for the Actors' Fund of America. . . . Frank C. Miller, of frozen custard fame, confined to his home last

week with a case of nerves. Frank and his brother, Paul, have the privileges on the Ringling-Barnum and Hagenbeck-Wallace shows this year. In addition Frank sells quite a few of his patented custard dispensers to shows hereabouts.

THIS is a victory year for celebrations, including many new ones and several revivals. Smaller the town bigger the event, it seems—a pip of an example being the annual Strawberry Festival in Wallace, N. C. Fete is headed by the chief executive of the town and is taking on tremendous proportions as result of Mrs. Franklin D. Roosevelt's promise to appear and make a speech. She will be surrounded by Governor Hoey of North Carolina, Governor Johnson of South Carolina, Senator Robert R. Reynolds, Congressman Bar-dan and other bigwigs. The event is arousing the interest of entire region and gaining official recognition by many political and civic leaders thereabouts. Newspapers thruout the State are filled with pictures and stories, including a couple of the inevitable George Hamid, who is supplying attractions. National columnists have been contacted, bleacher seats erected in the streets for a grand stand and an extravagant illuminating system is being installed. This is just the tip-off on what one small-town celebration is doing.

Los Angeles

LOS ANGELES, May 15.—Warm days and comfortable nights have done much to boost outdoor show business here. Beach crowds have greatly increased and reports indicate that more money is being spent than for some time. Many improvements have been made at both Ocean Park and Venice piers.

Goebel's lion group, worked by Louis Roth and presented by Venice as its first free act of the season, proved a big attraction. Beach at Oceanside, Calif., will be enlarged and improved, with the management intending to provide attractions all summer.

Ross R. Davis, who has the rides and concessions at both Lincoln and Griffith City parks, is reported to be doing a swell week-end business. Six-day bike race here was also a financial success.

Joe Diehl Jr. has added more Kiddie rides and is reported to be doing a splendid week-end business.

California Zoo has begun its week-end picnics and other events are being put into shape. William Randolph Hearst presented the zoo with an elephant from his ranch to replace Jenny, who died some time ago. Joe Metcalfe is working her and with Anna May is presenting a two-bull act.

Frank W. Babcock Shows enjoyed a good opening this week at Monterey Park after concluding a successful week at Ford and Brooklyn avenues.

The United Shows are ready for the road and Joe Moffat reports that he has many spots booked.

The Kennedy Shows, after leaving the Los Angeles sector, reported as doing an okeh biz.

Will Wright infos that the Golden State Shows have been doing satisfactory business since getting a better break in the weather.

C. E. Steffens Shows are making spots in suburban Los Angeles and environs. Joe Glacey closed with the Golden State Shows here to go to Cleveland, where he is contracted to produce two new shows. Wallace O'Conner is assisting him.

Captain Ed Mundy has returned from the Golden State Shows and is handling his usual studio activities.

Thomas J. (Fuzzy) Hughes has rides on West Coast and Eastern shows.

Cal Lipps reports that he will remain at Rainbow Pier, Long Beach, for the summer. Copenhagen Flea Circus business, he states, has been very good. Long Beach Shrine Fiesta will feature rides, concessions, shows and Yankee Patterson Circus. Denver Kleine and Jimmie Woods have the stands. Bob Winslow returned to town for a short stay and reported that he has been doing nicely. Harry Seber and his wife left to join the Crafts Shows. Jimmie Dunn, now with the Foley & Burk Shows, inks that the organization is doing a swell biz.

Ted LeFors, who, with Marlo, is the feature high act with the American United Shows, writes that the show's tour of the Northwest has been a successful one.

Ben Dobbert has returned from a trip north. He made several of the carn-

ivals and reports that they are all doing well.

Carl Sonitz is back in town and has several promotions under consideration. Ed Smithson is now with the West Coast Amusement Company.

Hank Carlille is now general agent for the Bessie Harris Santa Fe Shows. Henry J. Blake, well-known West Coast showman, is confined in a San Francisco hospital, to undergo an operation.

Hal Compton and Eddie Slevert are with the West Coast Amusement Company. Mr. and Mrs. Speedy Babbs leaving for the East to join an Eastern carnival. Pat Armstrong is entirely recovered from his recent indisposition.

Ed Mozart, somewhat improved in health, is at his Highland Park home. John Lyons continues to gain in health.

Bill Guider just arrived in from Memphis. Ed S. Workman arrived from Balboa. Harry Bob Matthews has been booked for a tour of the Orient with his lion act. P. W. Richmond is making near-by spots. Valli the Magician is planning a trip to Japan, with opening at Tokyo. Frank Fawins is making the clubs here. Ada Mae Moore is recovering from a recent operation here.

Michigan Showmen's Association

156 Temple Street

DETROIT, May 15.—The association was organized in January and has been making great progress in building up membership, which takes in people in all branches of show business, including allied interests, such as merchandisers supplying the concession trade and manufacturers of rides.

The organization has passed its 225th member and has set the goal as 500. During summer months there will be a membership drive on at parks, carnivals, circuses and other outdoor attractions within a couple of hundred miles of here, in the States of Ohio, Indiana and Michigan.

The clubrooms have been open day and night, but during the last two weeks they have been closed from 6 to 11 p. m., as members were employed on various shows and parks, but after 11 p. m. there have been from 50 to 100 members in the clubrooms on special occasions. Every member has acted as a committee of one to bring in members.

All bills have been paid promptly and there is several hundred dollars in the treasury. All show people are welcome at all times in the clubrooms. If a showman is not a member of the organization a courtesy card is given to him good for one week.

Philadelphia

PHILADELPHIA, May 15.—Weather has been spotty with rain and cool nights during the past week. Kaus Shows did fair business at Norristown, Pa., last week. Show looks good, with plenty of light being used. It carries two free attractions with gate; Flying Sullivans, casting act, and Fred Reckless, pole act. Mr. and Mrs. Dick Traylor, who have circus side show with complete new equipment, banners and all inside furnishing, report satisfactory business. Minstrel Show, operated by William Cal-lis, is a good one. P. Vanault, for many years with Dodson's Shows, has a nicely arranged Penny Arcade with plenty of light and decorations. Tom Percival has hoopla and ball games. Morris Michaels, operator of cookhouse, has been very ill, and being unable to be on hand his wife, sister of the late Ben Krause, is looking after it. Willie Levine reports swell business with his photo gallery, while Simon Krause has been giving out plenty of frozen custard.

Benn Weiss has retired from the general concession business and is devoting his entire time to bingo games. He will operate three this year, one with Jere Shaw unit, one with J. R. Edwards Shows and a permanent one at Far Rockaway Beach.

World of Mirth and West's World Wonder Shows are showing same dates this week in New Brunswick, N. J.

Curley Ingram has concessions with Jere Shaw unit and Exhibit Producing Company.

Exhibit Producing Company, featuring a complete unit, opened the season at Mount Ephraim, N. J., this week. John Keeler is manager.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 15.—An unusually large turnout attended Monday night's meeting, there being 45 members present when First Vice-President Ralph E. Smith called the meeting to order.

Usual business routine was handled in quick time and all bills were ordered paid. Communications: A New York undertaker wired asking information about Mike (Pop Eye) Butch, who was with the Slide Show on the Ringling-Barnum Circus. Butch died May 7, and efforts to contact any of his relatives have thus far proved futile. Frank R. Conklin, of Conklin's Shows, lettered thanks for the club's congratulatory wire on the organization's opening.

Dick Wayne Barlow came thru with his weekly travelog. Peggy Forstall and Ruby Kirkendall, president and secretary, respectively, of the Ladies' Auxiliary, lettered thanks for the use of the clubrooms for their card party and for the invitation to attend the Magicians' Night. Communications were also received from President Will Wright, Johnny Branson, Jack Healy, Jimmie Dunn and M. Tenebar, of Rangoon, Ind.

Doc Cunningham revealed that he was attempting to organize an Al G. Barnes Memorial Association for the purpose of having the remains of Al G. Barnes exhumed and removed to Los Angeles, where it is proposed to erect a monument fitting to the great showman. Every effort will be made to do this, with Doc Cunningham, Bones Hartzell, John T. Backman and Ben Dobbert in charge. Due to the fact that there was not much business to be handled, members were anxious to get to the refreshments and spread provided by Johnny Klein. In order that the club might have the usual refreshments without taking money from the funds, it has been in order for members to volunteer to provide same.

Frank Downie, without solicitation, came forward to donate the fund for next Monday night's affair, at which time a seven-act vaudeville show, featuring the LaJolla Spanish Orchestra and dancers, will be presented.

Ladies' Auxiliary

Club held its pre-summer party in the Pacific Coast Showmen's Association's clubrooms May 6. Peggy Forstall, Ruby Kirkendall, Pearl Runkle and Minnie Fisher were the hostesses. Dancing, cards and bingo were the diversions for the evening. Blossom Robinson rendered several songs in swell voice.

Club is planning a summer drive for members. At this writing, the present membership is the largest since the club's inception. President Forstall announced that a round of summer affairs are being arranged and that the home-coming party to be staged in the fall will be something "to talk about." Mrs. Louis Manly was awarded the door prize and two of three special awards.

Biz Fair for WPA Show

NEW YORK, May 15.—WPA Federal Theater Project's circus played only day at Ridgewood Grove Stadium last week-end. Biz was fair at both performances Sunday. Monday and Tuesday dates were canceled and show's personnel began rehearsals for opening of tenting season next Tuesday. Many of the folks visited Ringling-Barnum show, which was only a few blocks away.

In its official bulletin the City Project's Council, an organization of white-collar workers on the WPA, announced that the administration had granted their requests for a raise in salary for the circus ushers. They are to be related to circus attendants at a substantial increase, reports Wendell J. Goodwin.

NEW YORK, May 15.—New York's WPA show will open under canvas May 18 at Sunnyside, L. I., under sponsorship of the Mayor's Community Study Committee of Blissville, Laurel-Thompson Hill, Sunnyside and Woodside.

Besides regular performance, show will inaugurate its new 17-minute spec, *Savage Africa*. Spec personnel garnered from cast of Federal Theater's dance drama, *Bassa Moon*. Walter Diggs is directing the circus.

Atlantic City

ATLANTIC CITY, May 15.—This resort has planned an interesting entertainment menu for the next four months with varied appeal to back up individual programs of amusement interests. Altho a number of city events will cut afternoon grosses, they should more than make up in attracting bigger night crowds here. Heading list of city activities is a relay carnival on May 22, with some 1,500 athletes expected from all sections of the country, and there should be plenty of money for concession boys.

Big Decoration Day event will be the International Atlantic City motorboat race starting and ending at Steel Pier, with special enlargement of grand stand at end of the pier to seat more than 8,000. Other piers also are offering choice seats. There is a \$5,000 trophy and restaurants are pulling big for the aftermath. Children's Week follows on June 24-July 1 with all amusement men co-operating.

Water Follies of 1937 will be July 4 attraction in the Auditorium, said Manager Phil Thompson, who has lined up for summer a program which apparently in no way conflicts with general amusement interests here.

President Frank P. Gravatt of Steel Pier is on the committees of the Headliners' Frolic on July 9-11, which will bring newspaper men and radio people from all over the East for the annual awards for outstanding writing. July 22 is set for opening of the Ice Follies in the Auditorium, with ice carnivals and new stars for remainder of the season. Roy Shipstead and Bess Ehrhardt head the starting troupe. With windup of the ice show the annual Jubilee gets under way with another Miss America contest. For the first time in years the Auditorium is setting up a big publicity department, and Mall Dodson, well known in newspaper circles, goes in as head man.

Joe Quttner brought in his *Brown-Skin Follies* at the Earle and pulled 'em in for a week's running. He will go onto the Boardwalk at opening of the season and again take over the Globe with burly.

Commissioner Off won the bathing-suit argument and officially announced that topless suits won't go on beaches. Notice has been sent to all bath establishments so they may make what new purchases of suits are needed. However, pools still okeh the one-piece (trunks) for men. Lex Carlin is reported in a deal for Garden Pier theater for presentation of legit this summer, while the Pier ballroom has been signed up by

Myer Saul. Louis St. John, Central Pier, started building his exhibition houses on the end and expects to have them ready by July. There will also be a colored theater completed here by July. A new shooting gallery org has rented a big space on the lower walk.

Many Visitors to Barnes Around the Bay District

EUREKA, Calif., May 15.—There were many visitors while the Barnes show played around the Bay District. Col. Edward M. Burk spent the day in Oakland. "Dutch" Marco, old-time clown, now retired and living in Oakland, cut up the old days with Milt Taylor, Abe Goldstein and the other boys. Charles Mugivan was on the lot nearly every day. General Willis visited with his old friend Capt. William H. Curtis. Felix Burk and Butch Gogus were on hand in San Francisco. Joe Glacey, of Golden West Shows, and Dave Cavagnaro and Dr. Murray, Circus Fans from Napa, drove over frequently to Oakland, San Jose and San Francisco. Mel Smith was on lot at Oakland and visited with Bert Nelson and Hal Silvers. Smith is now publicity director for Seagrams, Inc.

Bert Nelson has been making radio talks nearly every day, besides entertaining representatives of the press in his private wagon. Nelson's charges recently gave battle. A tiger tore chair to pieces and then tore into the lions.

Madame Cherie is again in charge of the ballet girls. Al Weir and Harry Levy are on the tax box.

The publicity campaign in San Francisco was greatest—Gardner Wilson handled the date and was followed by the writer, Harry B. Chipman. More than 5,000 inches of space was obtained. On second and third days all papers carrying half to full-page spreads of pictures.

On account of using new grounds in San Francisco, J. D. Newman, general agent, laid out special paper, with a brief map of how to get there. These were posted along with a fine display of pictorial work. The street cars not only carried banners and cards but special printing inside.

Up thru Vallejo Klara Knecht closed schools in 12 out of 15 towns for the afternoons.

The show had rain at San Jose, Redwood City and San Mateo and evenings were cold but crowds turned out. Played Redwood City for first time on account of old lot in Palo Alto being cut up. New lot proved a good one. Jack Fenelon is handling the police details and fine co-operation is obtained in every city.

Mrs. S. L. Cronin rejoined show at San Francisco. On April 30 in San Francisco Wilson Chipman, assisted by Walter McClain, pulled a stunt at Third and Market streets with the elephants that crashed all papers.

Murdock Cook was recently married and more than a hundred members of show were in attendance. Chapel was arranged on the mezzanine floor of the Governor Hotel in San Francisco. Sawdust was used as rice.

Ralph Carson is the backyard officer. Ada Hanfin, dramatic editor of *The San Francisco Examiner*, was guest of show in cookhouse and with a party attended evening performance. Show had a late arrival at Vallejo but front doors opened on time.

At Eureka Milt Taylor, Abe Goldstein and 12 other members of the backyard entertained the children of Humboldt County Hospital. The kiddies received balloons, cotton candy and peanuts. *The Humboldt Times* and Kiwanis Club sponsored the event.

Eureka turned out splendid. Claude Barle and wife, of Hilderbrand Shows, spent the day there, also Fred A. Goodloe.

Kansas City

KANSAS CITY, Mo., May 15.—Despite the prevailing inclement weather in this section of the country the various carnivals have been playing to fair business. All report that they are well pleased with prospects for the coming season.

Reynolds & Wells Carnival, making its appearance on the road for the first time, played Independence, Mo., under American Legion auspices to a good

WANTED SIDE SHOW MANAGER

For finest equipped show on road. Now working. Also want two more outstanding Freaks. Salaries from office. Want at once, Organized Jig Show with Band. We have complete equipment for same. Also want Whip Foreman and Help all departments. Baltimore, Md., this week; Elizabeth, N. J., next week.

SAM E. PRELL, Gen. Mgr., DE LUXE SHOWS OF AMERICA

CAPT. LATLIP'S HOME STATE SHOWS



NOTICE TO SHOW FOLKS, GLANCE AT THESE SPOTS! THE CREAM OF WEST VIRGINIA—WESTON, RICHWOOD, FAIRMONT, CLARKSBURG. All Under Good Auspices.

WANT TO BOOK OR BUY Single Loop-Plane. ALSO WANT Man with two or three Acts or Freaks to take charge of first-class Ride Show. Will furnish Top and nice Banner Line and latest Wax Show Figures, including Hawkman in the Electric Chair, also two great Freak Monkeys. You must be able to furnish the balance to make up a first-class show. Also want to hear from small Tab or Hill Billy Show with own music. Will furnish first-class complete outfit for same. Will book any clean, independent Show with own outfit at the right percentage, such as Pat Show, Midget, etc. CONCESSIONS TAKE NOTICE—Will book all legitimate Concessions: Photo Gallery, Fish Pond, Bumper, Cat Rack, any legitimate Concessions using stock. No Wheels. Wire or write, state what you have. LATLIP SHOWS, Weston, W. Va., until May 28; Richwood following; then Fairmont. MORRIS VOLTAGGIO, Manager.

REYNOLDS & WELLS UNITED SHOWS

CAN PLACE: Ham and Bacon, Devils Bowling Alley, Pitch-Till-You-Win, Dart Gallery, Fish Pond, Groceries, Radio or any nonconflicting concessions that operate for stock. A. N. Opat wants Corn Cane Help and Concession Agents. Wants High-class Bally and Grand Shows of all kinds, with own transportation. Your equipment must be in keeping with this show. D. D. Duke wants Girls for Girl Revue, also useful people on Monkey Circus. Fair secretaries and celebration committeemen in Missouri, Illinois, Wisconsin, Arkansas and Louisiana we will have some open dates. Trenton, Mo., May 17 to 22; Quincy, Ill., 24 to 29.

WANTED M. R. WEER SHOWS WANTED

SHOWS: Snake, Mechanical, Mickey Mouse, Fun House, Motordrome or any other shows with own outfits on low percentage. CONCESSIONS: Legitimate Stock Concessions of all kinds that can and will throw stock. Banner Man that will hang paper, that can join on wire. Want first-class Electrician.

Committees, we have some open dates, write for our proposition. Address MABEL R. WEER, Three Rivers, Mich., May 17 to 22; Dowagiac, May 24 to 29.

C. L. SPENCER SHOWS WANTED

FOR STURGIS, KY., WEEK MAY 17; LOOGOTEE, IND., TO FOLLOW.

Pit, Freak or Platform Shows, Fun House or any Show that will get money will be okeh. Buy Flat Rides. Can use all kinds Legitimate Concessions. George Hurris wants Comedians, Chorus Girls, Trumpet, Bass and Tenor Brass to strengthen Minstrel Show. Salary and percent. Billie Thomas wants Slum, Skillo and Coupon Agents. No boozers. Joe Sorensen wants Girls for Revue and Half-and-Half to feature. Fair Secretaries in Indiana, Illinois and Michigan, get in touch with us.

All address C. L. SPENCER SHOWS, Sturgis, Ky., this week.

ATTENTION!! DEMONSTRATORS

Annual TRAILERS EXPOSITION & MERCHANTS SHOW ASBURY PARK (Ocean Ave.)

15 Days—June 16-July 1
Space Size—8x8 Feet, \$50.00.
Send 25% deposit. Space limited.
Write NATIONAL EXPOSITION CO.
850 Broad St., Newark, N. J.

Opening New Museum

SATURDAY, MAY 22
Interested in acts such as Sword Swallower, Fire Eater, Fat Woman and other Flash Acts and Freaks. WILLIAM RISTON, 466 S. State St., Chicago, Ill. Phone Harrison 2882.

CURL GREATER SHOWS

Wanted one more good Free Act. Oriental or Strip Dancers for Girl Show; good pay. People for Side Show, Midget or Fat Girl, American Painter. Concessions that work for stock: Penny Arcade. London, O., this week; Hillsboro, O., May 24-26.

Large & Lane Shows

TUNICA, MISS.
Wants Corn Game, Cookhouse, Popcorn, Picture Gallery, Bowling Alley, Fishponds, Bumper. Legitimate concessions of all kinds, \$10 a week. No gates. C. E. Lane wants Agent and Help. Help. We have 12 fairs. All address LARGE & LANE SHOWS, Tunica, Miss.

SUNSET AMUSEMENT CO.

Have complete Hawaiian Show open. Address E. 19th & University Ave., Des Moines, Ia., this week; Albia, next week.

RINK BROS. CIRCUS

and Midway—3-Day Stands Under Auspices
Want Promoters who can handle advance sales; Performers doing 2 or more acts; small Band, Clowns. Concessions of all kinds; Electrician; Cavasman to handle sidewalk inclusions; place Slide Show with own outfit. Open May 26. B. H. NYE, Mgr., Valley Center, Kansas.



Start New Business WITH NEW GREASELESS DOUGHNUTS IN YOUR KITCHEN!

Amazingly Popular FOOD IDEA!

A surprising new profit opportunity is now offered to every ambitious man and woman! A sensational new kind of food business has been invented that can be operated with no previous experience in either full or part time. Big cash earnings possible even in smallest cities! Everything supplied. We supply equipment and plans for making and selling delicious new greaseless Doughnut that is cooked in a remarkable electrical device. Easy to digest and more toothsome than old-style doughnuts ever were. This delicious new dainty—Brown Bobby—costs less to make and sells faster. No wonder so many people without one bit of experience are making a comfortable income with this new money-making idea.

COSTS NOTHING to learn all the facts about this wonderful home business. Amazing details sent absolutely FREE—show exactly how you can start at home and make good profit from the very first day. Send your name on a postcard for our special quick-starting offer. Do this at once, and soon you may actually be in a good business for yourself. BROWN BROTHERS CO., 325 West Huron Street, Dept. B-215, Chicago, Ill.

week's business.

F. W. Crowley Shows, which opened at Leavenworth, Kan., are an organization that can no longer be classed as a small carnival. Crowley has a show that he can be proud of. Layout and lighting set the show off. He is being assisted by his wife, who takes care of the office wagon, is secretary and treasurer. Show is well booked. Rides include Twin Ferris Wheels, Merry-Go-Round, Caterpillar, Loop-o-Plane, "Tilt-a-Whirl, Merry Mixup and five kiddie rides.

Shows: Pit Show, Athletic Show, Girl Revue, Hiawathan Show and Colored Minstrel Show. Free act, Chappell and Drunke. Show is transported on 35 trucks. Visitors included John R. Castle, G. C. McGinnis, Harry Altschuler, H. L. Whitesell, G. V. Shubert, Cliff Adams, Jack Moon, Ed Ryan and Moxie Hanley. Mrs. Harry Altschuler is recovering from a recent operation at the Menorah Hospital.

Fire on the J. L. Landes Shows destroyed the dramatic end of the girl show. A new one was ordered. A fire on the Crowley Shows destroyed the cab on one of the trucks.

John Delmore is resting here after playing the circus for school children. He was with Kenneth Waite's troupe of clowns.

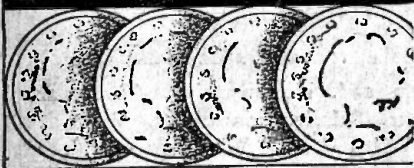
Toney Martone, of the Fairly-Martone Shows, was in town for a few days on business and to visit with friends.

H. Harris, formerly with the Snyder Carnival and at present in the restaurant business, also visited. James Patterson was also in town preparatory to opening his rides on the beach at Corpus Christi.

B. W. Wadsworth and his manager, Louis Slusky, of Krug Park, Omaha, Neb., were here on business.

Bob Morgan and his wife, formerly with the J. George Loos Shows, passed thru on their way north.

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.

KENTUCKY DERBY

The cartoonist suggests that there are wide differences of opinion about the Kentucky Derby and similar events. One fellow sees it as a display of the best in speed and beauty of the horse world; another as a big event in which there are crowds, glamour and excitement, and still another sees it as just another something to gamble on.

The cynic will say that a person's opinion of the Derby will depend on whether he won or lost. And thus the world of opinion goes.

The amusement games industry may benefit by viewing the Kentucky Derby and similar sporting events from many angles. The big event May 8 was big business in itself. It also presents one of the greatest publicity spectacles for a State, a city and a business that can be imagined.

Something of the volume of business may be gathered from figures released in the press. The crowd of 60,000 or more is said to be the largest since the days before the depression. The betting reached a total of more than \$1,500,000, while bets placed on the Derby race were over half a million.

Picture the volumes of publicity given to this betting, amounts paid, etc., all over the country and you have an education in sports and gambling that reaches countless millions of newspaper readers, old and young, in every part of the country.

There are millions of American citizens who will read the news of the betting on the races and be confirmed in their opinion that the country is going to the dogs at a fast pace. An increasing number of legislators and officials will read the story and wonder if such events cannot be made to yield more revenue. Many an operator of coin machines will wonder why such a big business based primarily on the gambling instinct is legalized and applauded while he works constantly under the fear that his machines may be taken from him as illegal.

Newspapers have a vital interest in the races and all other sports. Perhaps no single field of news has meant so much to circulation as the sporting pages. That the sporting pages of newspapers are the greatest single factor in educating to gamble is known by everyone. Yet newspapers often assume very inconsistent and unfair opposition to other forms of gambling which do not contribute to their circulation in any way.

A good example of this may be seen in the attitude of The Baltimore Sun toward a recent bill in Maryland which would have legalized bookies and pinball games. A reputable paper like The Sun, which publishes racing news, opposed the bill because it felt that legalized bookies would "not be for the social good of the State." The observer is compelled to believe in such cases that the underlying reason is because bookies, thru their tipster sheets, may take away from newspaper circulation rather than add to it.

That the inconsistency of newspapers on the gambling question can assume serious proportions was revealed about two years ago in a gambling crusade by the papers in Washington. One of the large dailies said that it was inconsistent to publish racing news and at the same time oppose petty gambling of all kinds, and proposed to discontinue its racing news if the other papers would. But the challenge was not accepted.



How Opinions May Differ

—Battenfeld in The Chicago Daily Times.

spirit which legalizes and taxes pari-mutuels, playing cards and eventually bookies will also extend to include recognition of coin-operated games as a legal amusement.

Due to the vagaries of politics, situations develop in which amusement devices face the opposition of racing interests. Such a situation is unfortunate for all concerned. An example of it may be seen in Florida at present. The Miami Tribune, published by Moe Annenberg, who operates the largest racing news service in the country, has carried on a regular editorial campaign against the Florida slot machine license law. Apparently the bookies in this instance have been led to believe that the licensed slot machines in Florida get some of the money that might otherwise be bet on the races. This antagonism is unfortunate for all concerned.

As the Kentucky Derby of 1937 becomes history the amusement games industry can hope that a more consistent and liberal opinion will eventually prevail.

KEENEY'S Track Time

3 SPINNING DIALS

The **HIGHEST POWERED MONEY EARNER EVER MADE IN A COIN GAME!**



7-Play, Odds Changing

\$7 AWARD

POSSIBLE FOR SINGLE NICKEL PLAYED

Operator's Price

\$279⁵⁰

CASH PAYOUT MODEL

TICKET OR CHECK SEPARATOR MODELS \$15 EXTRA

Interchangeable Tops; such as

KEEN-BELL (BELL-FRUIT SYMBOLS) **KEENETTE** (NUMBERS) **KEEN-KUBES** (DICE)

Each Game Undergoes 10,000 Test Plays and Payouts Before Shipping

Player (or, players) puts in one, two or up to seven nickels in 7-play chute according to number or symbol he (or they) cares to play.

If played symbol or number "comes up" on first left-hand dial, then player receives Show Money according to odds changed with each play.

If played number or symbol also comes up on middle dial, player receives Show and Place Money according to odds shown. And if played number or symbol comes up on all three dials,

then player receives Show, Place and Win Money as per Odds indicated. Odds run from 2-1 up to 140-1, thus a \$7 award is possible for single nickel played.

All parts machined to 1/1000th inch and mounted on removable shelf. Only two small relays used, and no powerpak. The finest example of precision engineering ever embodied in a coin game.

Delivering the largest gross and net earnings of any coin game ever manufactured. List of operators furnished on request.

NOW SHIPPING

TRACK TIME, KEENETTE, KEEN-BELL, & KEEN KUBES.
MAGIC LAMP, 1-ball, Electric-Beam Payout Table \$149.50.
KEENO, 5-ball, bumper-spring, novelty game \$69.50.

Order Direct or Thru Keeney Distributors

J. H. KEENEY & CO.

2001 CALUMET AVENUE, CHICAGO, ILL.

"THE HOUSE THAT JACK BUILT"

WRITE FOR LITERATURE



A. C. Novelty To Double Capacity

DETROIT, May 15.—A. C. Novelty Company, manufacturer of the new Multi-Bell, doubled its plant with the acquisition of 5,000 square feet of floor space this week. Staff will be increased as fast as experienced men can be hired or new men trained.

In this connection a service men's training school is being planned for the organization. Regular courses will be conducted right in the plant so that a service man will be able to handle any service problem that may arise. Lessons in the classes and actual experience on the production line in the plant will be combined effectively to give complete understanding of the operations of the machines.

An important part of the company's service is the packing case in which each machine is shipped. This is built at a cost of about \$3 per case and is

so heavily constructed that it can fall off the truck and sustain no damage. Solid cleats in the inside keep the machine in the proper position under all conditions.

The Multi-Bell is fast proving a popular machine in various types of clubs and fraternal organizations, with many reported out on such locations in various States.

Arthur Calle, president of the company, is considering a trip to Europe this summer if business will allow him to get away for a few weeks.

Demand for Carom Continues Strong

CHICAGO, May 15.—Discussing the fact that payout territory has shown marked gains in the past few weeks, Jim Buckley, general sales manager of Bally Manufacturing Company, reveals

that Bally is at present in heavy production on two different bumper-type one-shot games.

"Most remarkable," Jim states, "is the continued strong demand for the Carom one-shot. This game was first introduced at the January show and now, four months later, it is still a best seller. In spite of the terrific demand for our newer Golden Wheel machine operators still want Caroms and are unable to dig them up on the used market. The clever odd-or-even scoring system which, together with bumper action and changing odds, made Carom such a hit at the show is holding its own in the public's fancy and continues to result in record-breaking collections.

"Of course, much of the present demand for Carom is from territories just now opening up, where operators have not yet had an opportunity to cash in on this great game. In other territories Golden Wheel is finding favor and in all probability will be an even more outstanding success than Carom. After all Golden Wheel has all the bumper

action that made Carom so popular, and in addition it has the first, second, third and fourth place payout features that accounted for the success the one-shot game Preakness. And above all Golden Wheel has the most spectacular flash and eye appeal ever built into a game with its 20-inch-high backboard in 10 brilliant colors and sparkling mirror effects. Between Carom and Golden Wheel operators can count on a busy, prosperous season."

FOR IMMEDIATE SALE
50 A. B. T. Skill Target Machines,
\$19⁵⁰ EACH
Used only 30 Days.
Write or wire
EARL E. REYNOLDS
Suite 222, Jefferson Hotel,
Dallas, Tex.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,
OPERATORS!

PLAYTIME is here for millions of vacationists! Are you prepared to get your full share of this summer-time business? You'll find our Extended Credit Plan quite handy to aid you in expanding your locations. And you'll have no carrying charge to pay. WRITE FOR CREDIT!

Lee S. Jones

P. S.—Thanks to my friends all over the U. S. who sent orders while I was sampling the grape in Europe.

Bowling Games Retain Popularity

CHICAGO, May 15.—With the advent of coin-operated bowling alleys last summer it was generally predicted that the popularity of the bowling games would diminish in the spring the same as regular bowling has always diminished in interest from late spring to early fall.

Reports from every section of the country, however, indicate that interest in the game shows no sign of diminishing as summer approaches. The thousands of people who visit amusement parks and summer resorts have among them many bowling fans and they naturally will be attracted to the coin-operated bowling games at these places.

Reports to Jack Nelson, vice-president in charge of sales of the Rock-Ola Manufacturing Corporation, inform that both Rock-Ola Senior and Junior Rock-O-Ball alleys did a bigger business in April of this year than during the winter months, and every indication points to a continued increase in the playing of these games during the summer. One of the many reasons given by operators for Rock-O-Ball going so well is that bar receipts in locations increase 20 to 50 per cent where there are bowling games. This naturally redounds to the benefit of both operator and location owner.

Sol Schneider Passes

PORTLAND, Ore., May 15.—Portland and Northwest coin machine operators were shocked a few days ago to hear that Sol Schneider, of Portland, had met his death in an automobile accident seven miles south of Olympia, Wash. Funeral services, held May 9 at the Holman Chapel here, were attended by practically every member of the Portland coin machine fraternity.

Lou Dunis, of the Superior Amusement Company, was badly injured in the same crash. He is confined to St. Peter's Hospital, Olympia, where it was stated that his chances for recovery are bright.

SPRING CLEARANCE SALE

WE MUST MAKE ROOM FOR NEW MACHINES. THEREFORE WE ARE OFFERING THESE RECONDITIONED MACHINES AT THESE EXTREMELY LOW PRICES. ALL READY TO OPERATE.

American Beauty Big Shot Orles Gross Cue Five & Ten Kings Line-O Rebound Sink or Swim Spot Lite Tit for Tat Totally Rockola "21" Three in Line Sportland (Counter) Flying Colors Jr. (Counter) Select 'Em (Counter) Twins (Counter) Sweepstakes (Counter)	Trapper, Sr. Twister, Sr. Big Bank Nite Draw Bull DeLuxe "48" (Auto) Giant (Auto) Baffle Board (Auto) Head Light (Auto, free play) Pearl Harbor (To Auto)	Country Club Hunter (Jennings) Sleek Exchange Excel Short Box Ponies Great Guns Big Leaguer (Auto) Put 'N Take (Auto) Reel "21" (Counter) Cent-A-Pack (Counter)
\$3.00 Ea.	\$10.00 Ea.	\$7.50 Ea.
Happy Days Hold 'Em Lights Out Neck 'N Neck Jumbo (Ticket Auto) Western Sweep- stakes (Auto)	High Hand Mad Cap Torpedo Tie Score Thriller System Daval Races (Counter) High Tension Horse (Counter) Reel Races (Counter) 3 Jacks (1c) (Counter) Tit Tat Toe (Counter)	Hi Lite Gusher Jumbo (Auto) Tycoon (Auto) Daily Limit (Auto) Ace (Auto) Zephyr (Counter)
\$15.00 Ea.	\$5.00 Ea.	\$12.50 Ea.

SLOTS.

Mills Blue Front, Single Jackpot (5c) . . . \$72.50	Watling Front Vander, Double Jackpot (10c) . . . \$57.50
Mills Blue Front, Double Jackpot (5c) . . . 67.50	Jennings Single Jackpot (10c) . . . 12.50
Mills Skyscraper, Double Jackpot (5c) . . . 39.00	Mills Front Vander, Double Jackpot (5c) . . . 27.50
Mills Tiger Front, Double Jackpot (5c) . . . 27.50	Escalator (5c) . . . 32.50
Mills Front Vander, Mystery, Double Jackpot (5c) . . . 40.00	Mills Q. T.—Blue Model (5c) . . . 32.50
Watling Front Vander, Double Jackpot (5c) . . . 32.50	Mills Q. T.—Orange Model (5c) . . . 42.50
	Mills Futurity, Mystery (25c) . . . 75.00
	Mills Extraordinary, Double Jackpot (5c) . . . 55.00

Terms: 1/3 Deposit with Orders, Balance C. O. D.

Automatic Board Pleases Public

CHICAGO, May 15.—Stating that the annual summer upswing of counter games has arrived a month early this year, Ray Moloney, president of Bally Manufacturing Company, reports unusually heavy buying of his company's Nugget, coin-operated salesboard.

"Our past experience," Ray states, "has been that counter game sales start climbing about the middle of June, but this year's heavy buying has already started on Nugget. The only explanation is that Nugget is meeting with such popular favor that operators are rushing to cover their spots with this little gold mine in a counter space six inches square.

"There's just something about Nugget that gets 'em! It has plenty of eye-catching flash. It has all the appeal of a salesboard—plus the animation and suspense that can be obtained only with spinning reels. And from the player's viewpoint it is exceptionally appealing—because the numbers are never punched out. The winning numbers are always there on the reels ready to come up at any time."

BESSER NOVELTY COMPANY, 8020 OLIVE ST., ST. LOUIS, MO.

9 PREAKNESS . . . \$69.50	1 GRAND PRIZE . . . 55.00
2 SPEED KINGS . . . 55.00	2 C. FOOTBALLS . . . 55.00
3 DERBY DAYS . . . 55.00	2 POLICY . . . 37.50
1 FLYING HIGH . . . 45.00	2 TOP 'EM . . . 35.00
3 ONE BETTER . . . 35.00	4 HIALEAH . . . 25.00
3 CHALLENGERS . . . 25.00	12 BONUS . . . 15.00
7 DOUBLE SCORE . . . 12.50	7 TYDOONS . . . 22.50
3 BALLY DERBYS . . . 12.50	2 REPEATERS . . . 12.50
2 GRAND SLAMS . . . 12.50	1 SNAPPY . . . 40.00

Terms: One-third cash, balance C. O. D.

WESTERN SALES CO.
301 E. 3rd St., Tulsa, Okla.

Michigan Slot Bill Up

LANSING, Mich., May 15.—A bill has been introduced into the House of Representatives here which would legalize slot machines. The measure is sponsored by Carl E. DeLano, of Kalamazoo, and M. Clyde Stout, of Ionia.

Bill would require that merchandise of value equal to the coin placed in the machine be delivered with each play. It would provide a license of \$1,000 a year for each operator-owner of the machines and \$100 for each machine operated.

Blatt Longs for Boo Hoo on Jury

BROOKLYN, May 15.—William Blatt, president of Supreme Vending Company, Inc., states that he certainly wishes he could take his new Daval hit, Boo-Hoo, into the jury room with him. The game arrived while he was serving on the jury and as yet he hasn't had a chance to get acquainted with it.

Blatt stated: "I certainly wish that I could have my office send Boo-Hoo down here to help while away the time while we are trying to decide one of the cases that will tie us up for some time. Not only would the jury have something to help pass the time away, but it would give me a chance to get acquainted with the game. I bet it would get a big play from the jury, too."

"From what the men in the office tell me," Blatt continued, "this game is one of the fastest action bumper-type games ever introduced. I hear that the clever play features have met with the approval of all the operators and that big orders are coming in fast." Blatt added that he expects his company to receive its first carload this week, and that orders for the entire lot of machines already have been placed by leading operators and distributors.

Fishman Praises Helpful Spirit

NEW YORK, May 15.—Since the return of Joe Fishman to the executive management of the Amalgamated Vending Machine Operators' Association leading members of the organization have been co-operating with him to help keep the business clean.

Four of the ops who have been serving on committees with Fishman are Marvin Liebowitz, Joe Hirsch, Morris Silverstein and Lee S. Rubinow. These men have taken time off from their own operations to work for the general benefit of all operators, including non-

Discrimination Is Plea Of Milwaukee Operators

MILWAUKEE, May 15.—Trial of the suit to test validity of the anti-pinball ordinance, which began May 3 before Circuit Judge Otto H. Breidenbach and was recessed May 10 to permit drafting of a complaint by counsel for two additional plaintiffs, was under way again May 13.

The court granted the petition of Casimir and Steffen Szaj, operators of Shy Brothers' Company, vending machine distributors, to join the 32 other pinball owners who are attacking the ordinance.

Joseph A. Padway, counsel for the pinball interests, charged May 7 that the police intend to discriminate against pinball machine owners, whereas the ordinance would also outlaw billiards, pool and bowling.

A temporary injunction has restrained enforcement of the anti-pinball ordinance, which became effective May 1. pending results of the trial.

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Payout and Novelty Tables, Slots and Counter Games, also Club Equipment. Write for Special Prices.

"The House of Service"

COIN AMUSEMENT SUPPLY CORP.

1302 Jackson Ave., Toledo, Ohio.

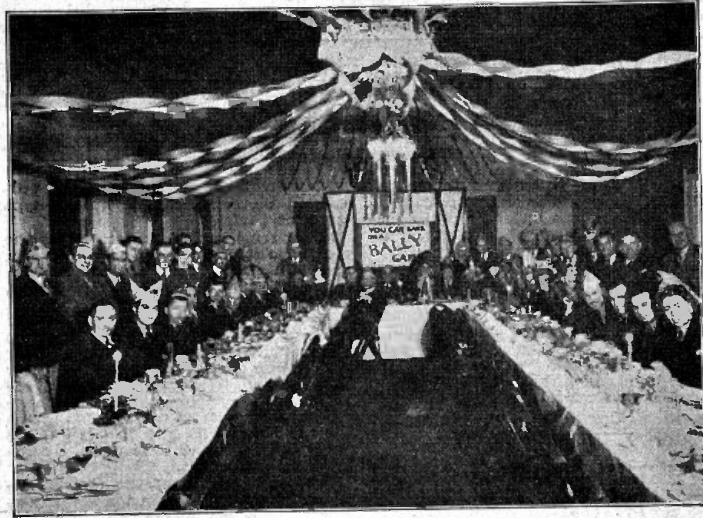
OPERATORS

Be sure to get your name on our mailing list for special bulletins.

- 6—1936 Callio Cadets, 5c & 10c, like new at \$52.50.
- 3—5c Mills War Eagles, newly painted and reconditioned, late serial at \$45.00
- 1—5c Watling Rollator, V. and Gold Award, like new at \$50.00
- 2—Tycoons, late front, at \$22.50.
- 20—Bally Derby at \$20.00
- 5—Jumbos at \$12.00
- 10—5c Mills Blue Front, repainted and reconditioned, at \$50.00

Other slots and used games at low prices. Jobbers write for jobber prices on new and used equipment.

MERCURY AUTOMATIC SALES
185 National Road, Fulton, Wheeling, W. Va.
Tel. Woodsdale 1484.



BANQUET TABLE at the recent Fitzgibbons O'Toole Indian party held in Utica, N. Y., showing many prominent up-State New York operators, with Lew Wolf, Fitzgibbons traveling sales manager, in charge of festivities. The boys are not gazing at the camera especially but at the chorus of the floor show, which was a feature of the banquet. Photo was snapped in the banquet hall of the Hotel Martin, Utica.

• IT PAYS •
TO DEAL WITH HERCULES

GUSHER\$ 6.00
NECK 'N' NECK 6.50
RUGBY 7.50
HOLD 'EM 8.50
HAPPY DAYS 9.00
LINE UP (With Register)	.. 12.50

Write For Complete Bargain List.
 1/3 Cash Deposit, Balance C. O. D.,
 F. O. E. Newark, N. J.,
 Under \$10 Full Cash.
 CABLE Address: HERMEX.

HERCULES
 MACHINE EXCHANGE, INC.
 1175 BROAD ST. NEWARK, N. J.

New York

NEW YORK, May 15.—"From Pins to Brooches" is the romantic title Western New York State ops have given to the rise of Milt Harrison. Harrison is reported to have started a few years ago with one pin game and built up one of the largest cigaret machine operations in this part of the State. Lately he sold out to buy a jewelry store in Newark, N. Y. Harrison, however, wants a complete chain of credit jewelry stores, so he has returned to the coin-machine field to build up the necessary capital.

Here's a story that should be entitled "Brooches to Pins." It's about Bernard J. and Max Golos, of Geneva, N. Y., who were well known in the jewelry biz until about a year and a half ago, when they entered the pin-ball field. They are said to have quickly adapted themselves to the business and are considered among the best ops of the State. They also happen to be one of the champion bridge combinations in the country, traveling and playing everywhere. In fact, they challenge any other bridge duo of colmen to a workout.

Another Newark, N. Y., op who is reported to be going to town in a big way is Johnny Bellotti. He is said to be a mighty progressive operator and a great friend of Bally games.

Charley Gorman, the ops in Utica claim, is one of the finest sports in the industry and right now is doing a mighty sweet job for Lew Wolf, of Fitzgibbons Distributors, Inc., on the new Bally games. Gorman is said to be a peach of an entertainer, too.

Lew Wolf, of the Fitzgibbons organization, pulled off a great publicity stunt recently. While attending a party in Syracuse with some of the city's leading operators Wolf arranged a free break over Station WFBL wherein all Bally games were mentioned as bringing fun and entertainment to everyone.

Terry Malone, whom the Utica, N. Y., operators call the "fightingest Irishman," is said to be showing the men the way to big profits with pins.

Tom Kern, of Canajoharie, N. Y., is now called "king of the Beech-Nut town" by other ops because so many of the good locations in the town are said to be serviced by his firm. Kern is said to be doing a great job with his games.

Bill Donlon's place in Utica, N. Y., is said to be a popular rendezvous for operators. He has been one of the bigger men in the biz for many years and is well known to everyone.

Harry Samuels, of Little Falls, N. Y., stated that he almost entered the courts the other day because Lew Wolf wouldn't live up to his reputation as the Tango King. Samuels claims that he isn't much of a dancer himself, but that Wolf can do a marvelous tango. (Aside to Jim Buckley: Try him out at the Wig-Wam.)

Charley Bennett, who the ops claim is the oldest of the oldtimers, showed the youngsters at the Fitzgibbons party in Utica how an oldtimer can take it and make the youngsters like it, too. Bennett is still regarded as one of the most active men in New York State on convention work, arranging some of the Elks and other large organization affairs.

Dell Heneman, of Schenectady, N. Y., is getting ready for a real party soon. His daughter, Dorothy, is graduating

from high school next month and pop is planning a real celebration. With General Electric going at top speed and other factories working double shifts, Heneman reports that Schenectady is enjoying a real prosperity wave.

Allan Shill, of Schenectady, N. Y., who is well known for his fine work on the Empire State Skill Games Board of Trade, has just become the proud father of twin boys. Ain't that sumptin'?

James H. Broat, of Gloversville, N. Y., says that summer business has opened with a bang. He says that he is using a variety of games, and if the beautiful weather keeps up he expects this to be the best summer of all times.

G. L. Martin, of Richmond Springs, N. Y., is being called the official Bally Roll operator because he is said to have more of these games out than anyone else in the State. Martin is the op who has the Remington typewriter location you see on the way to Buffalo when riding the New York Central. That location is a feather in Martin's hat.

George Cahill, of Utica, N. Y., is said to be doing a fine job with his phones and is also keeping up with the latest pin games. He believes that a well-diversified operation is real income insurance.

Ed Smith, of Rome, N. Y., is said to be the big boss of the operating biz in his town and is reported to be doing a grand job.

Any operator on his way thru the State who doesn't stop over to see Angelo Delaporte at Syracuse and his Rex Beauty delegation is really missing something. He's said to be one of the greatest sports in the territory.

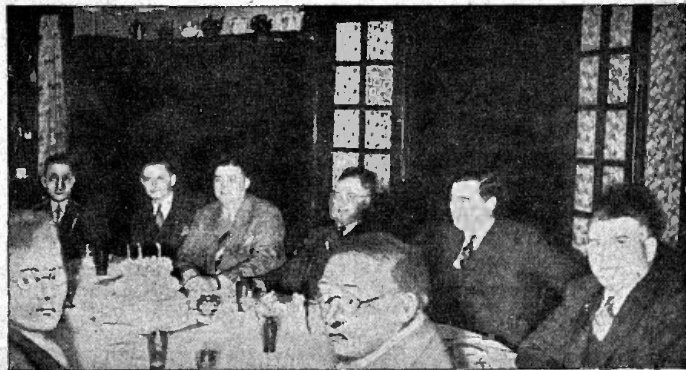
In recompense for the swell affair that Jack Fitzgibbons threw for the colmen in Utica, some of the leading ops are reported to be planning a real party for him at one of the leading hotels in Syracuse. Lew Wolf will be made master of ceremonies for the affair.

Mills Novelty To Be at Paris Fair

CHICAGO, May 15.—For the first time in the history of fairs and expositions a building is going to be devoted solely to the display of coin-controlled machines. Mills Novelty Company has the distinction of being the first company in the coin machine industry to be honored with a building for the exclusive showing of its products.

James T. Mangan, advertising manager of Mills, relates that President Fred Mills has just returned from Paris, where he completed final arrangements for the part his company will play in the exposition.

Designed by Parisian architects, the Mills Pavilion, it is said, will be especially distinctive and architecturally ahead of the latest in modern foreign design. Gay colors will predominate in the interior decorations in keeping with the spirit of the fair. Windows lining the two sides will provide a sweeping view of the outside. The front is unusual in that two corners of the building are open to the outside, and these will be converted into refectories



SCENE AT ANNIVERSARY BANQUET by Stoner Corporation in Aurora, Ill. Ted Stoner, Harry Stoner and M. H. Stoner were honored by the presentation of a silver plaque by the Stoner staff.

THE ONLY MACHINE OF ITS KIND IN THE WORLD!



PATENTS PENDING

Here's the most sensational revolutionary, tried, proved, tested money-maker ever offered operators. Write or wire the factory or see your nearest distributor.

- 7 MACHINES IN ONE**
- 7 COIN SLOTS**
- 7 PLAY AT ONE TIME**
- 7 TIMES THE ACTION**
- 7 JACK-POT COMBINATIONS**
- 7 TIMES THE FUN**
- 7 TIMES THE PROFIT**

A C NOVELTY COMPANY
 8602-22 Epworth Blvd., Detroit, Mich.



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SPECIAL
 BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.
 Only **\$2.75** Each
A. M. WALZER CO.
 426 Stinson Blvd.
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SLUG REJECTOR
 Over 5,000 new, satisfied Customers since January 1, 1937.
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PIN GAME AND SALESBOARD OPERATORS
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SALESBOARD NOVELTY DEALS
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

24-Hour Schedule On Rock-Ola Phonos

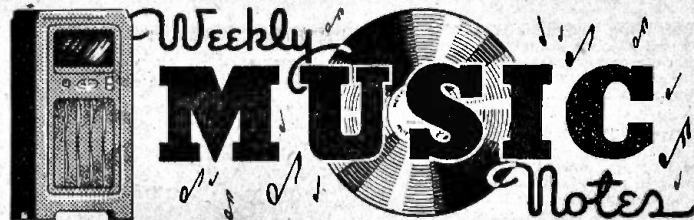
CHICAGO, May 15.—Rock-Ola Manufacturing Corporation reports that, despite three full production step-ups in the last 30 days, the demand for the new 16 and 20-record phonographs far exceeds the large daily output. The big Rock-Ola plant is steaming ahead, with reports of unusually big production demands for the summer months.

With I. F. Webb, manager of the phonograph division, away on an extended business trip that will cover over 20,000 miles, the task of keeping operators and distributors satisfied with shipment of their blanket orders falls on the shoulders of Arthur Weinand, assistant manager of the phonograph division.

Still smiling after a day in which he was deluged with interviews, long-distance phone calls, wires and letters demanding shipments, Weinand said: "I have never seen anything like it. The demand for the new 16-record Rhythm Master and the 20-record Imperial is increasing every day. The great production facilities of our tremendous plant are being run at top speed to supply the demand.

"Distributors from all over the country are making personal visits to Chicago to get faster service on their shipments. A few distributors who have recently made personal visits to the factory to have weekly shipments insured are Harry Moseley, Richmond, Va.; B. J. Marshall, Detroit; Archie La Beau, St. Paul; J. D. Lazar, Pittsburgh; Al Johnson, Omaha; Sam Cohen, Atlanta; Carl Trippe, St. Louis; E. M. Marley, Cleveland; Frank Bannister, Indianapolis, and Carl Hooper, Louisville."

The Rock-Ola multi-selector phono-



graph line is running on a 24-hour basis of three shifts, it is stated. So complete are the manufacturing facilities for phonographs and other Rock-Ola products, practically all of the many parts are produced right in the Rock-Ola plant, occupying 11 buildings.

D. O. Rockola recently granted his employees a liberal increase in wages and also reduced the working hours. Their appreciation has been manifested in the manner in which they have responded by being "up on their toes" in making extra efforts to keep up with the unusually heavy demand of distributors.

McCormick Will Use Testimonials

GREENVILLE, N. C., May 15.—L. B. (Mac) McCormick, president of the McCormick Machine Company, announces that his firm intends to use the testimonials of leading phono ops to add additional weight to the promotion of his products.

McCormick is noted for the fine carrying case and phono cover he displayed at the last coin machine exhibit. He believes that the sales his firm have

been making on these items are just about the largest in the history of the industry.

"Many of the leading phonograph operators," states McCormick, "have written in to congratulate us on our products. They have given us permission to use the testimonials in selling the case and cover to other ops."

McCormick states that one of the slogans which the firm will use in this campaign will be: "Indorsed products for the phonograph operator." He believes that the indorsements featuring the names of leading phonograph ops will carry much weight with other phono men throught the country.

Service Man Sets Coverage Record

NEW KENSINGTON, Pa., May 15.—One of the chief topics of conversation heard wherever phono ops gather is: "How many music boxes should a service and collection man handle every week?" Some say that 50 boxes is all that a man can cover and cover right. Others boost the number to 60 or 70.

In view of these generally accepted figures, many operators will be surprised to learn that Louis W. Adams, service and collection man for the firm of William and Philip Adams, this city, regularly covers 125 locations each week. In addition, he personally lines up most of the new locations and gets the stage set for delivery and installation of boxes to be handled by others.

Louis Adams is a nephew of Philip and the son of William Adams. The uncle and father have other interests, so they depend on Louis to take care of the music end of the business.

As to his method of operation, Louis Adams states: "Most people think it impossible for one person to service and collect from 125 machines each week. I do it regularly in six days and have covered the entire route in five. The secret of it all may be summarized in these four major points: 1—Use quality equipment of your route; 2—Know all about your machines and how to service them quickly; 3—Plan to cover the route with minimum backtracking; 4—Do not waste time with the locations needlessly.

"Most operators," he went on, "would think that the results we are securing are mere boasts, or that we aren't giving our machines proper attention. Just one trip over my route would convince any skeptic that one man can handle 125 phonographs and handle them right. Monday is my heaviest day. I cover 235 miles and take care of 30 machines on that one day. The other days of the week are easier. Our machines are not concentrated in one area. The farthest is about 60 miles from town. The daily routes are carefully laid out to cover the most territory with the least amount of backtracking.

"Having serviced phonographs in our territory for five years, I am thoroly familiar with the mechanisms of each type of machine we handle. If anything goes wrong I can lay my hands on the trouble and correct it quickly. Another rule for quick and efficient service is to be courteous with the locations but not to hang around and visit. Take care of your work," he concluded, "and get going."

Missouri Phono Ops Meet

ST. LOUIS, May 15.—Phonograph Operators of Missouri held a meeting May 11 at the headquarters of the Ideal Novelty Company here. Carl F. Trippe, general manager of the Ideal firm, was host to the 32 operators present and served lunch and refreshments. Meetings are planned to be held regularly in the future, about once monthly.

Outslugged!

CHICAGO, May 15.—Here's a yarn reported to us by the advertising manager of one of the prominent phono manufacturers.

It seems that a prominent local phono operator has always made it a habit to carry slugs in a certain coat pocket. He puts these coins up in regular nickel tubular wrappers and when servicing his machines always leaves 10 or more slugs with the location owner to be used to stimulate the play of the machine.

A few Mondays ago, as he made his rounds, habit played a queer trick on him. At the end of the day his books showed that he had collected \$72.40, but he only had \$2.30 in his pocket. Then it dawned upon him that he had been passing out honest-to-goodness buffaloes from his "slug pocket" all day long.

Competitors Help, Music Op Affirms

CHICAGO, May 15.—"My competitors are actually helping my business," is the statement recently made by a prominent Wurlitzer phonograph operator. "It seems that most operators' idea of service is to make regular rounds of their locations and simply put in a batch of new records and empty the coin box.

"My idea is a lot different," he went on. "At first I used to go thru all the ordinary motions of service, but I soon found out that it just didn't work. The thing that tripped me up most was that popular numbers in one place were often duds in another. That fact gave me a clew to a profitable idea. I began to make the play meter work for me and started to keep a simple check of record popularity in each location.

"Several of my spots are patronized by Negroes, so now I keep these machines filled with Ellington, Calloway, Armstrong and Cleo Brown. Other spots attract young people of college age who are strong for swing music. I made it a habit to listen to the Saturday night swing club program over the CBS and keep the instruments filled with the numbers this program features. On top of the machine I placed an inexpensive, smart-looking sign which reads, 'All these numbers featured by the Saturday Night Swing Club.' In still other spots I tied in with the 'Hit Parade' selections and put up signs reading, 'Hit Parade Winners Here—Play Them.' I've found out that bright and noisy spots like Benny Goodman, whereas dark and quiet locations will prefer Ray Noble or Wayne King.

"Location owners," he reported, "are

Sheet-Music Leaders

(Week Ending May 15)

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

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

1. Little Old Lady (Chappell) (1)
2. September in the Rain (Remick) (5)
3. Will You Remember? (Schirmer) (3)
4. Carelessly (Berlin) (12)
5. Love Bug Will Bite You (Santly) (4)
6. Sweet Lullaby (Select) (7)
7. Boo Hoo (Shapiro) (3)
8. Blue Hawaii (Famous) (6)
9. Never in a Million Years (Robbins) (11)
10. Moonlight and Shadows (Popular) (9)
11. There's a Lull in My Life (Robbins) (14)
12. Where Are You? (Feist)
13. They Can't Take That Away From Me (Chappell)
14. Too Marvelous for Words (10)
15. Was It Rain? (Santly)

IRRESISTIBLE!

SEEBURG MELODY KING MODEL "K"

THE FINEST REPRODUCTION IN THE WORLD FOR EVERY LOCATION—GREATER MUSIC PROFITS FOR EVERY OPERATOR!

J. P. SEEBURG CORPORATION
1510 DAYTON ST. ★ CHICAGO, ILL.

THE SEEBURG FRANCHISE IS MORE VALUABLE

ticked to death with the job I'm doing for them. They talk among themselves, too, and several of my new locations come with hardly any effort on my part. Service of the right kind always does the trick."

New Locations Ask for Music

CHICAGO, May 15.—Constant activity has always been the rule rather than the exception at the huge J. P. Seeburg plant, but the busy hum in every department is considered worthy of public comment, according to H. E. Roberts, sales manager.

"It is with no little pride that we attribute our exceptional activity to our Model K Melody King," says Roberts. "Music operators cannot seem to get enough of the instruments and repeated carload shipments to all of our distributors have proved insufficient to meet the demand.

"Altho we did expect a unanimous acceptance of Melody King just as operators have always accepted Seeburg releases, we are highly gratified to learn that Melody King, Model K, has taken first place in the affections of every music operator and every location patron. The swing has been to Model K without any doubt.

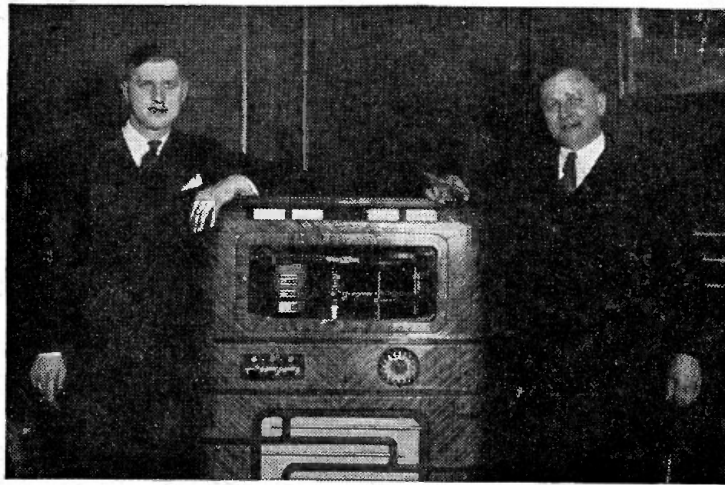
"Inquiry on our part revealed an existing situation in music operation that is most encouraging and most cheering, inasmuch as Melody King plays the leading role. We find that locations that never before considered phonographs have come into line when solicited with Model K. This has been to the great advantage of both location owner and music operator. More than that, we find that Melody King has been instrumental in developing many new music men, all of which brings us to say that Melody King in itself has been of decided benefit to an already important industry and is playing a vital part in the stabilization of the operating phase of the coin-machine industry in general.

"We are especially proud of that because it highlights the ideals which have been fostered by J. P. and N. Marshall Seeburg for more than 30 years. Those ideals are too well known to comment to need any more than passing mention by me."

Detroit Ops Seek Special Locations

DETROIT, May 15.—The M & S Amusement Company, operated by Ray Meyers and Henry W. Schmidt, is specializing in music machines and pin games at present. Schmidt reports. Beer gardens and restaurants constitute the bulk of the locations.

An unusual type of location favored



LOUIS ADAMS and his dad, William Adams, New Kensington, Pa., who depend on Wurlitzer phonographs for steady earnings.

by the company is the bus station. Bus travelers like to spend part of their stop-over time at some amusement and the quick action of the pin tables is sure to demand their attention.

Company recently acquired a new shipment of Rock-Ola Music Masters for several locations. Schmidt also operates a few games in his own name as well.

William Reeck, Detroit music machine operator, continued to expand his routes this week with the acquisition of a new order of phonographs.

Louis Johnson, Detroit music machine operator, who was also formerly connected with the Marquette Music Company, has gone out of the coin machine field and is now connected with a Detroit industrial plant.

Detroit

DETROIT, May 15.—Commercial Music Company is reported to be increasing the quantity of Seeburg instruments on its routes. The Snyder family—five members—manages the Commercial Company.

The public is demanding newer types in music machines, John A. Damm, Detroit operator, reports. The older machines, he reports, will still secure a play in many types of locations but it

will generally be slower than that in the newer machines which are designed for the more up-to-date spots.

Frank Hanosh, music machine specialist in the operating field, has closed his headquarters in Detroit. His future plans are unknown.

Engineers Key to Wurlitzer Quality

NORTH TONAWANDA, N. Y., May 15.—Tucked away in a spacious corner of the huge Wurlitzer factory, a group of electrical engineers are constantly and quietly at work. They are the men who are reported responsible for the advertised matchless tone of the Simplex automatic phonograph. This department is composed of a staff of some 15 to 20 skilled men who are in charge of the complete assembly of the amplifier and volume control units which are the heart of every machine.

In line with Wurlitzer's policy of only the best, these engineers are said to design, perfect and test the sound and amplifier units. These men work a full year in advance of the production division. Some of the more complex tests for long life and overloading, even tho they're greatly speeded up, take six months to complete before manufacturing can begin.

A vital function of the electrical engineering department is its service to

Speak-o-Phone Is Used by Music Ops

NEW YORK, May 15.—Manufacturers of Speak-o-Phone voice recorders report that more operators daily are taking to their equipment and placing it on locations. Instruments have been on location at the Wurlitzer music store on 42d street for some time and have proved quite profitable. Another well-known location has been on Broadway, near 47th, in the Photomaton studio. On the boardwalk of Atlantic City a Speak-o-Phone installation has proved to be a steady big money maker.

The firm reports that the Speak-o-Phone was not placed on the market for general sales until this year, when a 25-cent recording was made possible which would give the operator a worth-while margin of profit. The operator can sell both sides of the recording for 45 cents and make a 40-cent profit on each sale. Formerly the recordings ranged from 50 cents to \$2 and even \$3 in price.

Musicians who like to make their own records and persons who like to send a special message to friends in lifetime record form have adopted the method. Phonograph operators are said to be especially interested because they can record their own records of popular local favorites and place them on their machines. At the same time the op can place the instrument in a popular spot for steady profits. The firm also reports that many ops have been inquiring and buying the instruments because of the new and profitable field it has opened up for them.

operators. Special service or design problems frequently arise, and recommendations to solve these problems are willingly supplied. Complete service drawings are furnished service men. It is this co-operation which takes the headaches out of maintenance, and is said to make operators enthusiastic about Wurlitzer's way of doing business.

Aronson Joined By Bill Alberg

BROOKLYN, May 15.—Charley Aronson, of Brooklyn Amusement Machine Company, announces that the portion of the business formerly held by Jack Kaufman has been purchased by Bill Alberg.

Alberg is well known in the business and many of his friends are said to be dropping in at the firm's showrooms to congratulate him on his new venture. These men believe that he will prove as successful in the distributing business as he was in the operating field. His knowledge of the coin machine business makes him a valuable addition to the distributing fraternity and he is expected to help with the many problems confronting the operators at this time.

Aronson claims that with Alberg's help he is going into more lines than ever before. The firm is said to be well known and is reported to be doing a large export business in addition to its domestic activities.

Five Best Record Sellers for Week Ended May 17

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	86923—"I Hear Your Music" and "The Drug Store Cowboy." Bob Skyles Orchestra.	7877—"Moanin' Low" and "Fine and Dandy." Teddy Wilson Orchestra.	1211—"Never in a Million Years" and "There's a Lull in My Life." Glen Gray Casa Loma Orchestra.	117—"There's a Lull in My Life" and "It's Swell of You." Duke Ellington Orchestra.	530—"The Love Bug Will Bite You" and "Spring Cleaning." George Hall Orchestra.	25572—"It Looks Like Rain in Cherry Blossom Lane" and "Too-die-oo." Guy Lombardo Royal Canadians.	3508—"Never in a Million Years" and "There's a Lull in My Life." Mildred Bailey Orchestra.
2	86931—"You're Here, You're There" and "When Two Love Each Other." Shep Fields Orchestra.	7865—"Where'd I Go" and "Johnnie One-Note." Hal Kemp Orchestra.	1175—"Sweet Lellani" and "Blue Hawaii." Bing Crosby.	121—"Turn Off the Moon" and "Jammin'." Franklyn Mark Orchestra.	537—"Society in Turkey" and "Coronation Waltz." George Hall Orchestra.	25568—"Twilight in Turkey" and "The Milkmen's Matinee." Tommy Dorsey Orchestra.	3520—"They Can't Take That Away From Me" and "Let's Call the Whole Thing Off." Billie Holiday Orchestra.
3	86930—"Old Pal, Why Don't You Answer Me?" and "I Wish There Was a Radio in Heaven." Vocal by Riversiders.	7867—"How Could You?" and "Carelessly." Teddy Wilson Orchestra.	1209—"Little Old Lady" and "Too Marvelous for Words." Dick Robertson Orchestra.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	535—"Don't Know If I'm Comin' or Goin'" and "Wake Up and Live." Cab Calloway and orchestra.	25565—"You Showed Me the Way" and "Sam and Anton." Fats Waller Orchestra.	3509—"The Love Bug Will Bite You" and "52d Street." Louis Prima New Orleans Band.
4	86943—"Twilight in Turkey" and "A Study in Brown." Teddy Hill Orchestra.	7876—"Wako Up and Live" and "There's a Lull in My Life." Alice Faye Orchestra under direction of Cy Feuer.	1219—"Muddy Water" and "Honnest and Truly." Jimmie Lunceford Orchestra.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	515—"Caravan" and "Stomp y Jones." Barney Bigard and Jazzopaters.	25554—"Spring Cleaning" and "You've Been Reading My Mail." Fats Waller Orchestra.	3533—"Jammin'" and "That's Southern Hospitality." Phil Harris Orchestra.
5	86953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Orchestra.	7872—"There's a Lull in My Life" and "Wake Up and Live." Leon Belasco Orchestra.	1162—"Boo Hoo" and "I Adore You." Mal Hallett Orchestra.	119—"Lullaby to a Lamp Post" and "At a Cuban Cabaret." Irving Mills Swynsophonic Orchestra.	508—"September in the Rain" and "Melody for Two." Barry Wood and Mellow Melody.	25575—"Buzzin' Round With the Bee" and "Whoa, Babe." Lionel Hampton Orchestra.	3537—"No Matter How She Dances" and "Too Busy!" Bob Willis Texas Playboys.

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed by All Leading Manufacturer and Record Distributing Companies. Standard for All Phono. Double Ribbed for 1937 Models. PERMO PRODUCTS CORP. 6415 Ravenswood Ave. Chicago, Ill.

WANTED FOR CASH 200 TURF CHAMPS

Serials Over 1500 PARTS and SUPPLIES Complete Stock of Parts and Supplies for ALL GAMES. Tickets for Stoner, Bally and Western Equipment Games. Let us know your requirements and we will submit rock-bottom quotations.

ATLAS NOVELTY CO.
2200 N. WESTERN AVE. CHICAGO

- BARGAINS**
- 2 GALLOPING PLUGS, Tickets, like new. \$27.50
 - TURF CHAMPS, Tickets, like new. 55.00
 - 1 PAMOO CHASE, like new. 17.50
 - 1 MAMMOTH, good. 15.00
 - 1 DAILY LIMIT, good. 15.00
 - 5 BALLY DERBY, good. 20.00
- ALL LOCKS WITH DUPLICATE KEYS.
One Third Deposit With Order.
- H. E. LOEBSACK, 141 S. Elizabeth, Wichita, Kan.

Mr. Merchant, Guard Your Profits

By LEO J. KELLY, Sales Manager, Exhibit Supply Company, Chicago.

In this message we ask you for something that is above price, yet you can give it freely without a penny of cost to yourself. The thing we ask, Mr. Retail Merchant, is your co-operation.

Co-operation with a local business man of your community—your operator of coin machines—the man who places coin-operated amusement devices in your establishment without cost of any kind to you. This operator who has been ever eager to serve you with the best equipment money could buy, who is ever at your call day or night, winter or summer, needs your help.

By helping him you help yourself most. Unless you do help him, unless you lend him your political and moral support, you are in grave danger of losing the most profitable department in your place of business; namely, your amusement department.

If you have not considered your amusement department seriously, let's stop just a minute and think over these facts. The average pinball machine oc-

cupies less than six square feet of your floor space. If this pinball game earns you \$10 per week it means that much space makes you a profit of \$520 per year. Inasmuch as this profit of \$520 per year is made from only six square feet, it follows that each square foot of floor space occupied by this game earns you \$86.70 per year.

Now then, suppose your store is 20 feet wide and 50 feet long or a total of 1,000 square feet. If each square foot of floor space in your store paid you as well as your pinball machine as above outlined you could make 1,000 times \$86.70 or \$86,700 per year. And if you cut this figure in half to allow for aisles you would still have to make \$43,350 to equal the per foot profit you derive from your pinball machine.

Your amusement department is the most profitable department in your store. It requires very little of your time and in most instances the floor space used is space that heretofore has gone to waste.

If you lose your amusement department you lose tremendously. If you rent your store you would certainly become alarmed if your landlord increased your rent \$520 per year. Well, if the coin machine now in your store is removed you lose a source of profit that cannot be replaced. The income you have derived from coin machines has done much toward reducing your overhead. This income has certainly lessened your cost of doing business.

You certainly won't sell enough additional merchandise to make up for the loss. The burden of local and national taxes will not be diminished—your cost of doing business will be just as high as nothing you do can overcome this loss—you are the loser—fully and completely because the profit from coin machines is brand-new profit—profit you cannot obtain in any other way.

But why should you be the loser? Why should the minor politician, whom your votes and the votes of your friends put into office, be swayed by a minority group to the extent that he will, thru ill-advised legislation, deprive you of just profit?

There is no question that the majority of the people of your community and of the nation want pinball games and other amusement devices. Yet you and the majority suffer because of an active minority.

We have in the past given scant attention to the few who objected to amusement devices and as a result of our unpreparedness we have seen politicians follow the dictates of the few and pass ordinances that prohibited the use of amusement devices of all kinds. Minority rule is not a new evil. Time after time we have seen the active few force their dictates upon the passive majority.

This active minority would now deprive you of ever profiting from coin-operated amusement devices. They say gambling must be suppressed and then in radical fanaticism shout: "Down with everything that is operated by coin." To them everything with a coin slide on it is a slot machine, and regardless of intent or purpose of use of the equipment they proclaim loudly: "It's a gambling device."

"A game of chance is a game determined entirely or in part by lot or mere luck, and in which judgment, practice, skill or adroitness have honestly no office at all, or are thwarted by chance; a game in which hazard entirely predominates."

"People ex. rel. Ellison v. Lavin, 179 N. Y. 170, 71 N. E. 755, 68 L. R. A. 601.

"Wortham v. State, 59 Miss. Rep. 179 (citing State v. Gupton, 8 Iredell 271).

"Glascock v. State, 10 Mo. 508."

"A game of skill, altho the element of chance cannot be entirely eliminated, is one in which success depends principally upon the superior knowledge, attention, experience and skill of the player, whereby the elements of luck or chance in the game are overcome, improved or turned to his advantage."

"Black's Law Dictionary, page 534. 'Wortham v. State, 59 Miss. 179.'"

"Also see Wharton's Criminal Law, Vol. II, Sec. 1738."

"Every event in life and the fulfillment of every lawful contract entered into between parties is contingent to at least some slight extent upon chance."

"People v. Monroe, 349 Ill. 270, 275."

"Quatos v. Eggleston, 42 Ore. 315, 75 Pac 66."

"People ex rel. Lawrence v. Fallon, 152 N. Y. 12 46 N. E. 296."

"People v. Lyttle, 251 N. Y. 347."

"Where elements of skill, judgment, adroitness or knowledge predominate over the element of luck or chance the game cannot be said to be a gambling device within the meaning of the statute declaring such a device or game unlawful."

"Question Game Co., Inc. v. Plover, 273 Ill. App. 187, 192."

"Wharton's Criminal Law, Vol. II, Sec. 1738."

"The test of the character of the game is not whether it contains an element of chance or an element of skill, but which is the dominating element that determines the result of the game."

"People ex. rel. Ellison v. Lavin, 179 N. Y. 170, 71 N. E. 755, 68 L. R. A. 601."

"People v. Lyttle, 251 N. Y. 347."

"A gambling machine is anything that is used as a means of playing for money or other things of value so that the result depends more largely on chance than skill."

"Free plays upon a machine giving further amusement to the player do not constitute a 'thing of value' so that the receipt thereof makes such machine a gambling device."

"Harbaugh v. People, 40 Ill. 394."

"Wilson v. Conlin, 3 Ill. App. 517."

"People v. Jennings, 257 N. Y. 196, 177 N. E. 490."

"It is not sufficient to argue that a device might be used for gambling purposes. Practically every game possesses potentialities for gambling, but its operation is not thereby rendered unlawful."

"Question Game Co., Inc. v. Plover, 273 Ill. App. 187, 192."

"People v. Jennings, 257, N. Y., 1936, 177 N. E. 490."

"Statutes prohibiting 'gaming' were intended by the Legislature to prevent the vice of gambling and not the suppression of playing games alone for device."

Let's look at the law! Black's Law Dictionary, page 534, says this: "A game of skill, altho the element of chance cannot be entirely eliminated, is one in which success depends principally upon the superior knowledge, attention, experience and skill of the player, whereby the elements of luck or chance in the game are overcome, improved or turned to his advantage."

We do not know a single marble table manufactured today that does not require the player to exercise "attention, experience and skill." All marble machines of late manufacture permit the "superior knowledge" of the player to "overcome, improve or turn to his advantage elements of luck or chance."

You should know what the courts have decided on this question of gambling, so we give you the following quotations and mention the authority: "No instrument is a gambling device per se and only becomes so as a result of its use for gambling purposes."

"Question Game Co., Inc. v. Plover, 273 Ill. App. 187, 191."

"People v. Jennings, 257 N. Y. 196, 177 N. E. 490."

"D'Orio v. Catalano, 260 Ill. App. 626."

"Lipault v. Iowa Novelty Co., 204 N. W. 252."



ARTHUR WEINAND, assistant manager phonograph division of Rock-Ola Manufacturing Corporation, finds demands for phonographs unusually heavy.

Sensational Low Prices All Kinds Coin-Operated Devices

- | BOWLING TYPE GAMES. | | RADIO RIFLE GAMES. | |
|--------------------------|---------|----------------------------|---------|
| ROLL-A-BALL (Used) | \$59.50 | MARKSMAN (Used) | \$49.50 |
| BALLY ROLL (Used) | 69.50 | SHOOT-A-LITE (New) | 79.50 |
| BOWLETT (Used) | 79.50 | SHOOT-A-LITE (Used) | 69.50 |
| SKEE BALL (Used) | 79.50 | SEEBURG ASTROLOGRAPH | 59.50 |
| ROOK-A-BALL (Used) | 79.50 | | |
-
- | ELECTRIC TRAVELING CRANE (New), Mutoscope | | \$109.50 |
|--|--|----------|
| ELECTRIC TRAVELING CRANE (Used), Mutoscope | | 79.50 |
| MAGIO FINGER (New), Mutoscope | | 99.50 |
| MAGIO FINGER (Used), Mutoscope | | 79.50 |
| NOVELTY MERCHANTMAN (Used), Exhibit | | 39.50 |
-
- | RAY'S TRACK, Reconditioned, 50 Play, Very Special. Serials 2074, 2017, 2019, 2102, 1324, 2123, 1324, 2073, 2218, 2008, 2128. | | \$144.50 |
|--|--|----------|
| CHUOK-A-LETTE, New, Drop Head Ouhu, 5c, Only | | \$159.50 |
| CHUOK-A-LETTE, New, 25c, Only | | 118.50 |
| JOOKEY CLUB, Used, 5c, Only | | 89.50 |

- | COUNTER GAMES, BRAND NEW. | | REEL RACES | | \$ 10.95 | |
|---------------------------|---------|-------------------|-------|-------------------|------|
| A.B.T. TARGET | \$94.50 | TRIO PAK | 19.50 | TIT-TAT-TOE | 5.95 |
| REFL DICE | 11.95 | AUTO PUNCH | 18.50 | | |
| REEL 21 | 9.95 | HIGH STAKES | 13.50 | | |
-
- | COUNTER GAMES, USED. | | | |
|---------------------------|---------|-------------------|---------|
| A.B.T. TARGET SKILL | \$19.50 | AUTO PUNCH | \$11.95 |
| REEL 21 | 3.95 | SKILL KATON | 11.95 |

RECONDITIONED AUTOMATIC PAY-OUT PIN GAMES. FORTUNE GOLD RUSH RAINBOW STAMPEDE TROJAN

\$9.95 each

- | | | | |
|-----------------------|---------|-------------------------|---------|
| BALLY DERBY | \$20.00 | MULTIPLE | \$24.50 |
| BOWIE | 24.50 | PAMOO PALOOKA SR | 24.50 |
| CHALLENGER | 21.50 | RED SAILS | 17.50 |
| CREDIT | 17.50 | SUNSHINE DERBY | 14.50 |
| GALLOPING PLUGS | 19.50 | TOP ROW JR., F.S. | 14.50 |
-
- | NON-AUTOMATIC NOVELTY BALL GAMES. | | | |
|-----------------------------------|---------|--------------------------|---------|
| BUMPER (Used) | \$37.50 | NIP AND TUOK (New) | \$39.50 |
| HI-DE-HO (New), F.S. | \$39.50 | | |

TERMS: F. O. B. Dallas. 1/3 Cash with Order, Balance O. O. D. Purchases under \$10.00 deposit in full required with order.

ELECTRO-BALL CO., Inc., Distributors
1200 CAMP STREET DALLAS, TEXAS

BARGAINS !! BARGAINS !! BARGAINS !!

- | | | | | | |
|---------------------------|---------|--|---------|--------------------|---------|
| Stop-'Em (Pacont's) | \$34.50 | Gottlieb Sunshine Base-ball (5 Ball) | \$39.50 | Rock 'Em Up | \$19.50 |
| Bally Bumper | 32.50 | Gottlieb Skill Roll | 59.50 | Ginger | 2.50 |
| Mad Cap | 6.50 | Double Nugget | 6.50 | Excel | 3.50 |
| Hold 'Em | 7.50 | Wall St. (Jennings) | 7.50 | Electric Eye | 21.50 |
| Neck 'N Neck | 9.50 | Hunter (Jennings) | 7.50 | Light Out | 13.50 |
| Fifty-Fifty | 2.50 | Pyramid (Keeney) | 9.50 | Sequence | 19.50 |
| Cross Roads | 2.50 | A.B.T. Big Game Hunt | 5.00 | Bolo | 7.50 |

TERMS: 1/3 Cash with Order, Balance O. O. D., F. O. B. New York.

MIDTOWN N. Y. VENDING COMPANY
31 WEST 80TH ST., NEW YORK CITY, (Tel: CO-5-1980). (Just West of Broadway).

ATTENTION OPERATORS !

- | USED NOVELTY GAMES | | USED AUTOMATIC PAY TABLES | |
|-----------------------------------|---------|---------------------------|---------|
| SKIPPERS | \$37.50 | FLYING HIGH | \$29.50 |
| BUMPERS | 39.50 | TYCOON | 17.50 |
| FIRE CRACKER | 19.50 | WESTERN RACES | 27.50 |
| HI-DE-HO | 18.50 | FLICKER | 29.50 |
| ROCK-'EM-UP | 17.50 | PAMOO SARATOGA | 27.50 |
| ROLL OVER | 22.50 | DAILY RACES | 27.50 |
| HAPPY DAYS | 24.50 | BROKER'S TRIP | 27.50 |
| DIAMOND MINE (1 and 4-Ball) | 24.50 | PAMOO CHASE | 27.50 |
| RED-'N-BLUE | 22.50 | | |

ALL USED MACHINES ARE OFFERED SUBJECT TO PRIOR SALE. Write for Prices on PADES RACES, WURLITZER PHONOGRAPHS, and all types of SLOTS. Got in touch with us for prices on all new games.

ROANOKE VENDING MACHINE EXCHANGE
101 COMMONWEALTH AVENUE, ROANOKE, VA.

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.
 6838 RUSSELL AVE. * DETROIT, MICH.
 NEW YORK OFFICE CHICAGO OFFICE
 3 WEST 29th ST. 626 WEST JACKSON

**New Epco Unit
 Promised Soon**

DETROIT, May 15.—A. B. Chereton, president of the Electrical Products Company, announced this week that within a short time the firm will introduce a new device that has long been needed by every operator. "I know that the acceptance of our new improvement for coin-operated games will be unanimous," Chereton says, "just as our Electropak is now universally in use. Wherever electricity is employed in the operation of a pin game you will find a preponderance of Electrical Products Company's power supply and control units.

"It is thru our efforts that power packs have become a major factor in economical and perfect operation of games. We pioneered the pin game field with power control and supply units. Untiring campaigns and unremitting labor among the operators and distributors and manufacturers overcame all scruples against the use of packs for pin game operation.

"Today there is no question about the supremacy of Electropak from any standpoint, efficiency, economy and long life. With the introduction of our new units we will have made it possible for an operator to realize greater profits from each piece of his equipment than he has ever before found possible.

**Gottlieb Enters
 Hot Springs Game**

CHICAGO, May 15.—Gottlieb's new racing game, Hot Springs, has been officially declared successor to Daily Races, according to company officials. For nearly two solid years, the firm heads say, this old favorite was in steady production, and because operators and distributors are still ordering them the company wondered whether or not to continue building the game. A meeting was called to decide the matter, and owing to the many additional features of the new game, Hot Springs was chosen to succeed Daily Races.

"Among the advanced features of Hot Springs," says Dave Gottlieb, "is the new third dimension mystic glass back panel, in which the race distances and odds stand out in lifelike realism during the play. The famous flashgraph has been selected as totalizer to flash race positions and odds, and an automatic cut-off ends the game when a winner breezes in. The mystic slot, another outstanding feature that adds zest to the game, has been retained. This game also features win, place and show and odds up to 40-1. Altogether the best features of our Daily Races have been incorporated, along with the advanced features, in the new game.

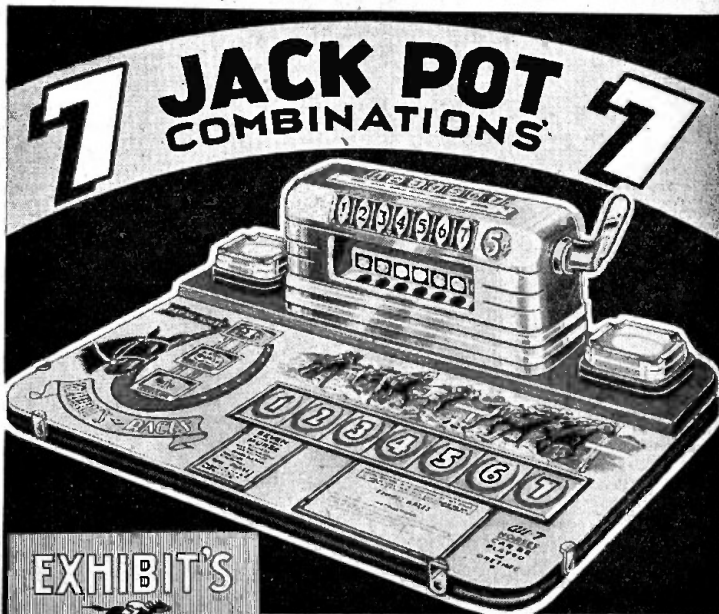
"We've already had some mighty fine compliments from the trade," Gottlieb continued, "and the orders coming in prove that we've got a hot one. From all indications it will prove a worthy successor to our famous Daily Races."

**Royal Flush Is
 In Full Swing**

CHICAGO, May 15.—Richard Groetchen, head of the Groetchen Tool Company, is beginning to be a veritable traveler as he visits the many trade centers of the country to talk with distributors and jobbers about the counter games made by his firm. With a long and creditable reputation for precision and engineering work in building parts for coin-machine firms in former years, the Groetchen Company has made a fine record in the counter-device field since joining the ranks of manufacturers in its own name.

The machine being given most prominence at the present time is called Royal Flush, a counter machine that sets high standards in a mechanical card game. The game's history is that it originated in the mind of Karl Klein, sales manager, during the 1937 Coin Machine Convention. The firm's engineers went to work and before the show closed samples of the spinning reels of the machine were shown to certain distributors and orders booked in quantity before dies had been started.

According to Klein, it is now actively on the market and is proving to be a successful machine. Special feature of the device is said to be in its double set of reels and the sectional shutter win-



**EXHIBIT'S
 RACES**
**SILVER
 BELLS**

Positively, . . .
 the world's finest coin machines. Nothing can equal the money getting power of these great machines. 3 spinning reels—7 separate jack pot combinations—7 coins per game means 7 times the profit. For mechanical perfection—for money making ability—for genuine quality—we guarantee you'll agree that Silver Bells and Exhibit Races are positively the World's greatest and finest coin machines. Silver Bells has Bell machine fruit symbols on its 3 spinning reels—Exhibit Races has race track symbols and pays on Win, Place, Show, and Purse. Demand these greatest of all Profit Producers from your jobber or write today for complete details.

EXHIBIT SUPPLY COMPANY 4222 W. LAKE ST. CHICAGO

amusement where nothing was lost or won.

"Harbaugh v. People, 40 Ill. 294." Declaring all coin-operated devices to be gambling equipment is so apparently unfair that any person with an open mind immediately knows that his intelligence has been grossly insulted.

You who have had experience with coin machines and the public that enjoys patronizing them have in the past laughed off the attacks made upon amusement equipment, feeling safe in the knowledge that the majority of the public wanted them and that they would continue to have them.

You saw the moving picture *Bullets and Ballots*, and you laughed at it because you knew it was pure fiction. You read the book *Crime, Inc.*, and laughed again at the ridiculous situations recorded, tending to prove that every merchant was a victim of a racket gang that forced him to have pinball machines whether he wanted them or not.

You laughed at all this adverse publicity because you knew from experience that the man who served you with coin machines was a local citizen—a neighbor—a man of family—a law-abiding taxpayer of the community.

But while you laughed the minority perpetuated these false charges—brought pressure upon politicians and ordinances and legislation have been forced upon the unsuspecting public which in some instances prohibit amusement machines of every type and description.

The majority must become active. You, Mr. Retail Merchant, must become aware of the danger that threatens your profit. You must fight against a minority that will take away your rights and profit.

Again we say: Guard your profits. Co-operate fully with your local coin machine operator.



"TRICKIER THAN my trick cigar," says Henry Lemke, Lemke Coin Machine Company, Detroit, as he plays the Crossline novelty game at Bally Manufacturing Company, Chicago.

superior
 "WORLD'S
 FASTEST GROWING
 SALESBOARD FACTORY"

SIN AND WIN.
 SUPERIOR'S latest Salesboard Sensation.
60 WINNERS—TRIPLE JACKPOT—45 SECTIONS—5c BOARD
 Board Takes In (600 holes at 5c) . . . \$30.00
 Board Pays Out (Average) 14.45
 Profit (Average) \$15.55
 Thick Board with Enamels and Celluloid Protector Over Jackpots.

OPERATORS
 Write for May issue of SUPERIOR'S SCOOPS. Contains details of New Fund Raising Campaigns.

5c SIN & WIN

Dept. B SUPERIOR PRODUCTS Inc.
 14 North Peoria Street
 Chicago, Illinois

BY ORDER OF U. S. BANKRUPTCY COURT
 Trustee offers for quick sale and factory clean out, the following brand-new games, 10% government tax prepaid, f.o.b. Utica, N. Y.:

BOLOS@ \$17.50
RACK 'EM UPS 29.50
STOP 'EMS (Re-Designed) 39.50

Quantities not guaranteed—one-third payment must accompany order. Also a quantity of repair parts.
EDWIN F. HAHN, TRUSTEE OF PACENT NOVELTY MFG. CO., INC.,
 614 Broad Street, Utica, New York.

dows which make possible an almost perfect mechanical arrangement for poker. The essential elements of deal, hold and draw are present, and the attraction to the player in such a mechanical game is very high.

Columbia, an earlier counter machine made by the firm, is continuing its well-founded reputation and sales, Klein states.

**Midtown Inverter
 Selling in East**

NEW YORK, May 15.—Midtown Manufacturing Company reports that its

perfect D. C. inverter has gone over with all users. The D. C. inverter is one of the simplest that has ever been shown in the East, according to company officials.

The unit is manufactured by an outstanding electrical specialty factory and can be used on pin games, phonographs and all electrical appliances. The firm reports that it was built to meet the demands of operators for an inverter that would be both efficient and simple in operation. It is reported that all the operator has to do with this product is plug in into the extension cord on the game and plug the wire from the unit into the wallplug and the operation is complete.

Philly Council Proposes Tax

PHILADELPHIA, May 15.—Searching for "painless" methods of raising revenues needed to meet deficits and patch up big holes in the 1937 budget, City Council proposed, among other things, a tax of \$5 a year on all automatic vending machines and penny weighing scales. Among other levies proposed that would affect the amusement machine operators is a tax on merchandise displays.



Petitions To Fight Cig Tax

CHICAGO, May 15.—Cigarette machine operators were onlookers, their machines having been banned by city ordinance some months ago, as thousands of persons were signing petitions here this week to protest to the State Legislature against a bill to tax cigarettes one cent a package. Were their machines in operation cigarette operators realize they would be vitally concerned in the move to prevent an extra tax on cigarettes. But with their machines banned they can only look on and wonder at the passing show.

The petitions were being signed in virtually every cigar store, drug store and candy store and tobacco selling establishment in the city.

J. Pines, head of the Chicago Tobacco Jobbers' Association, which is sponsoring the campaign, said 100,000 petitions had been placed in circulation.

Co-operating with the jobbers association, he said, are the Chicago Retail Druggists' Association and the Chicago Retail Tobacco Dealers' Association.

The signed petitions will be presented to Governor Horner possibly next week, Pines said.

Addressed to Governor Horner, each petition carries the following condemnation of the cigaret tax and other new licensing powers the city is seeking from the Legislature:

"Tobaccos, cigars and cigarettes now pay a larger tax to the federal government than any other commodity and should not be taxed further by cities and villages, as all taxes increase the price of the product to the consumer.

"We also protest against granting by the State to the city of Chicago of the general taxing power of the State over privileges, franchises and occupations.

"A grant of such unlimited power is unwise, unsound and would encourage an abuse of authority."

Women's Patronage Will Help Scales in Summer

DETROIT, May 15.—L. S. Lyday, Detroit operator for the Colonial Scale Company, Boston, reports conditions fair in this stable division of the vending machine field. Lyday is specializing in hotels and similar types of locations and

Salesboard Dope

By C. E. DAVENPORT
Manager Peachy Novelty Company, Poplar Bluff, Mo.

It is surprising to learn how salesboards hold the attention of the public. Many thousands of new designs are put on the market every year and yet there seems to be no saturation point.

The secret is good salesmanship on the part of the live-wire operators who keep on their toes all the time. The up-to-date operator is always on the alert for new items and will push them to the limit to put them over.

The modern salesboard is an exciting game. The public craves excitement and will pay good money to get it; consequently, it is up to the operators to supply the kind of goods that will satisfy this yen.

Of all types of amusement games the salesboard holds on the longest. Machines come and go, but the salesboard is the stand-by of the operator. When machines are unable to be operated it is frequently possible for salesboards to take their place. Regardless of what the reformers say, everyone likes to take a chance; so this type of amusement is as permanent as any yet devised.

The operator who plays the game on the square has nothing to worry about. There will be times when he can't operate but not for long. Salesboards always come back because they entertain the public in a way that many of them wish to be entertained.

has a number of machines out at the present time.

"Women like to weigh themselves frequently in the summer time and that means that business is picking up right now for the weighing machines," Lyday said. "The new intimate type of scale that shows the figures only to the person standing on the platform appeals especially to the feminine trade. Many women do not like their men friends to know their real weight.

Lyday has the scale business more or less as a sideline. He has also developed a reputation for many years in the supplying of fine pictures to many large organizations.



HARRY MOSELEY, Moseley Vending Machine Exchange, Richmond, Va., plays Golden Wheel, new Bally one-shot game.

3500 NATIONAL 9-30 CIGARETTE VENDORS

Have been sold in the East during the past few months.

\$90.00 F. O. B. Factory

SENSATIONAL AUTOMATIC COMMISSION PAYOUT ATTACHMENT

New device can be attached to the vendor. No figuring—No paper work. Automatically pays the commission into separate cash box.

\$5.00 Extra

Used Cigarette Machines in Perfect Condition—Always At Bargain Prices.

Write for Circular and Full Information. Exclusive Eastern Representative.

HENRY WERTHEIMER
381 4th Ave., New York City

BREATH PELLETS

in Five Colors and Flavors
Clove — Anise — Rose — Violet and Cachou
Highly Flavored

HARD SHELL IMPERIALS for DIGGERS
Green — Red

HARD SHELL High Quality Candies for VENDING MACHINES

WRITE FOR PRICES /

PAN CONFECTION FACTORY
National Candy Co., Inc.
345 W. Erie St. Chicago, Ill.

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING
Size 7x7x14"
O A P A C I T V S
L B S. M E R C H A N -
D I S E

PRICE ONLY \$6.50

F. O. B. Chicago.
30 DAYS FREE TRIAL

Hundreds of them now on location. A proven money maker with a Written Guarantee. Baked on enamel finish. Porcelain finish \$1.00 extra.

Write now for complete details.

NATIONAL VENDORS CO.
4157 W. BYRON ST., Dept. B, CHICAGO.

BARGAIN

2 Electro Hot, 1 Flap Chute Mutoscope, perfect condition; 500 lbs. of candy. \$385.00 worth of high-grade merchandise. 99¢ new. All for \$275.00, a bargain, so don't wait. Wanted 100 used tie slot machines.

NATIONAL COIN MACHINE EXCHANGE,
2137 Tryon Lane, Toledo, O.

Chewing Gum Vendors

One-cent International Double-Column Stick Vender, chromium finish, for wall or counter. Vends all national brands. Holds 200 sticks. 12 vendors or more. \$3.75; sample tender, \$4.00. ALEX COREY, 2174 N. Olney St., Indianapolis, Ind.

Association Bulletin Gives Tips To Operators of Cigaret Venders

NEWARK, N. J., May 15.—The Manager's Mold, a bulletin issued by the Cigaret Merchandisers' Association of New Jersey, frequently publishes valuable tips to operators of cigaret machines. LeRoy B. Stein edits the bulletin.

In the issue of May 4 the following ideas were among those published:

"A TRUE STORY—The operator realizes the only thing he has to offer is service, and once it falls down he must yield to a competitor and it is therefore necessary for him to offer the most prompt, courteous and efficient service of which he is capable."

"SECURING NEW LOCATIONS—The plea that any territory is completely full of cigaret machines is usually unfounded. There are always locations to be secured regardless of how saturated an area might be. The employment of solicitors on a basis of so much per location will usually produce results."

"FUNDAMENTAL PRINCIPLES—The successful operator sells prospective location owners on service, superior equipment and his reputation. He should be interested in the betterment of the entire vending machine business. When his business expands he will find that he will still need the best equipment, he'll still need to keep it in the best working order, he'll still have to maintain a high standard of service, his need

for accurate records will be at least as great and he'll continue to take the full responsibility for everything that happens in his business."

"NO MORE SLUGS—A clever trick played by a Southern operator eliminated entirely the few slugs he was getting in one of his machines. He suspected that some of the restaurant's employees were the offenders, so he chose a time when most of them were present to service the machine. He opened it, took out his handkerchief and covering his fingers with it, very slowly and very gingerly picked up one slug at a time from the money drawer. When one of the waiters asked him what he did that for, he replied the Department of Justice had asked him to bring the slugs to them so that they could study the fingerprints. Needless to say he found no more slugs in that machine."

"A HELPFUL HINT—When money is removed from the machines it is a good policy to count it in plain view of the customer so that if he wishes to check it with you he may do so. This will help to eliminate in the mind of a suspicious customer any doubt as to whether he is getting a fair count on the sales. Supplying the location owner with change is a service that good operators never overlook. They always make it a point to ask the customer if he needs any change during each call."

PEANUT or BALL GUM VENDORS

At Attractive Prices
MADE IN 5 SIZES

1 1/2 POUND CAPACITY	"
3	"
4 1/2	"
6	"
8	"

PRICED AT \$2.40 UP

OVER 60,000 SOLD IN the last five years.

Write Today for Details and Prices

ROY TORR 2047-A So. 68th St. Philadelphia, Pa.

LITTLE NUT VENDOR CO.
Lansing, Michigan

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.
Also Table Size Vendors.

Self-Serv Mfg. Co.
S. Broad and Woodman Sts., PALMYRA, N. J.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS

Dealers Price
1 Deal \$5.00
Operators' Price
3 Deals, \$10.50
6 Deals, \$18.90
12 Deals, \$35.70

Cash in on the Multi-million dollar Baseball craze. Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealer's counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it. You can work it 3 ways. . . No. 1, sell to dealer; No. 2, operate on percentage; No. 3, sell to dealer as an advertising stunt, or sales stimulator with his ad imprinted. Tickets good for valuable awards may be sold or given away. It's a FAST deal. QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 6"x12" Display Payout Scoreboard. Four Payout assortments.



No. 1 Pays out 40%—288 Winners | No. 3 Pays out 80%—288 Winners
No. 2 Pays out 50%—234 Winners | No. 4 Pays out 75%—283 Winners

WORTHMORE SALES PROMOTION SERVICE, Inc.
221 E. 20th Street, Dept. B522, CHICAGO, ILL.

When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.

Amalg Party

NEW YORK, May 15.—Employees of the Amalgamated Vending Machine Operators' Association held a private office party this week for Joe Fishman in honor of his return to the executive direction of the organization. Al Lipshay is reported to have made a very effective speech at the affair. Mrs. F. Weinstein, May Burnfield, Leonard Petchikoff and other employees expressed their happiness at Fishman's return to the organization.

See-Dice Game Attracts Trade

DETROIT, May 15.—Don Coney, of See-Con, Inc., reports that the new game See-Dice, announced last week, has created tremendous interest among operators everywhere. "We have been deluged with mail regarding the game," he said, "and we believe that the enthusiastic response to our announcement indicates a new era of electric-ray dice games will come into being."

Coney predicts that this game will score a big hit with the industry. His basis for this prediction is the fact that See-Dice is the first counter game using electrical action. The game is also said to give the player the opportunity to set and make his own point. Coney is convinced that the public wants electrical action in counter games. He claims that novelty action is of major necessity to any good game, and that the new game will meet with the approval of both the location owner and the players.

"Full speed production of the game is being held up until July 1," Coney reports, "until we are able to release complete shipments to all operators at the same time. In this manner we will avoid complaints from some operators who would not receive the game as fast as others."

Ponser To Sell Adaptive Games

NEW YORK, May 15.—George Ponser, of the George Ponser Company, Inc., reports that his firm has just started an expansion move which will create outlets for the manufacturers the firm represents in many important Eastern centers. He states that his present expansion program is due to the increased business which the firm feels sure is destined for the industry at this time.

Ponser believes that the games of those manufacturers which he represents are best fitted for the territory the firm covers. He points to them as games which have been manufactured to meet present-day operating conditions and are therefore perfectly suitable for the methods of operating now in use thruout the country.

Ponser announces that the officers of the firm will soon meet to announce another move which it is believed will please many of its customers.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.82
Plus 10% Federal Tax
Holiday Boards, Holiday Cards and
Holiday Headings.
Write for our Catalog of Money Making
Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Film Rifle Goes Well in Parks

PHILADELPHIA, May 15.—Leon S. Gross, of the Automatic Novelty Company, reports that Film Radio Rifle has increased profits everywhere since it was converted from nickel to penny play. Gross states that the rifle action time has been cut down to 45 seconds to accommodate speed necessary for penny take.

"In amusement parks and sportlands," he states, "the play has taken a decided jump since the introduction of the penny rifle. In addition play is steadier and attracts a wider patronage."

Gross claims that the machine is about the fastest penny earner in the country. The 45-second action keeps the play going at top speed. Furthermore, he maintains that very few persons balk at spending pennies, when they may hesitate to spend nickels.

"Since we changed the Film Radio Rifle to penny play," he continued, "we have been receiving reports of large earnings from our customers thruout the country. Proof of this, of course, is backed up by the amount of films we are shipping every day. We believe that this is another instance of the great popularity of penny play for coin-operated machines."

Expecting Big Summer Season

MT. VERNON, N. Y., May 15.—C. N. Crisnino reports that Oakwood Amusement Machine Company is set for one of the biggest seasons in its history. Crisnino believes that the summer will see operators realizing greater profits than they have enjoyed for many years. This will be due, he maintains, to the fact that the new novelty games are attracting attention and are reviving play in all sections.

He also reports that operators have been dropping into Oakwood's offices from all over Westchester County to become better acquainted with the firm. "Our large repair department is attracting wide attention among operators," Crisnino states, "and our used game business is steadily increasing."

Delaware Incorporations

DOVER, Del., May 15.—Nixon Vending and Change-Making Machines, Inc., was formed here to act as a holding company for titles to inventions listing a capital of \$20,000. Incorporators are M. M. Lucey, A. E. Ross and L. S. Dorsey, of Wilmington, Del.

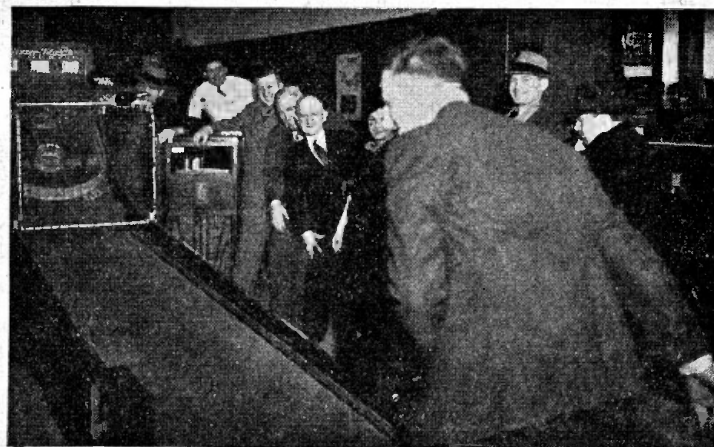
Test-o-Skill, Inc., was incorporated here to develop all kinds of games, listing a capital of \$10,000. Firm was incorporated by M. S. Cook, A. L. Raughley and M. C. Driver, of Dover.

Abuse of Rules Causes Resubmission of Game

DETROIT, May 15.—The Scoreboard game was reapproved by the Detroit police department last Saturday following a temporary cancellation of the license originally granted. Difficulty was due to the practice of some operators, who substituted the odds glass as used on the machine when presented for police approval and used another type of glass which was designed for use in cities where different ordinance requirements prevail.

Thru the efforts of Harold Chereton, of General Amusement Devices Company, the game was resubmitted for inspection and given approval with the different type of glass.

Another machine approved this week was Bally's Eagle Eye.



NICHOLLS RECREATION PARLORS, on Chicago's North Side, has found the Rock-Ola Rock-o-Ball bowling game so popular that a regular league has been formed, with five-men teams playing each other just like a regular bowling league.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

3

MUSKETEERS

• POP - ' E M

IMPROVED

• NEW DEAL

• DEAUVILLE

ELLIOTT PRODUCTS CO.
3017 Carroll Ave., CHICAGO.

Protect Your Route Without Delay

1c Skill Game

5 PENNIES ON
DUCK
PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations
Open for
This Money Maker.

Earn \$2.00 to \$10.00
Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive"

PRICES
Sample . \$1.90
Lots of 6, 1.40
Lots of 12, 1.20
1/2 dep. with or-
der, bal. C.O.D.

STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

ATTENTION OPERATORS!

Here They Are!

AMERICAN EAGLE JACK POT JAR DEALS

Variety SIZES and "TAKES."

JOBBERS AND OPERATORS WRITE FOR SPECIAL QUANTITY PRICE LIST.

GELMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

HUGE PROFITS with RO-WO-BO

A Fast Moving Deal OPERATORS AVERAGE \$26.00 PROFIT

This flashy Red, White and Blue 5c ticket deal is a Big Money maker. Nothing like it for repeats and it pays operators 5 to 1 and up on their small investment.

BIG CASH WINNERS

79—\$.50 to \$10 Cash PRIZES

These prizes are a real attraction. \$50, \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9, and even \$10 in cash on a 5c play and in addition a \$10 Jack Pot Prize. It is a real sensation.

SAMPLE DEAL \$6.00

Get our special operator and distributor quantity prices. Ask for complete facts.

CLEAN UP WITH "WERTS" Baseball Series Books

BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.

DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets.

"MATEO" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.

SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

WERTS NOVELTY CO., Inc. DEPT. BB-5A Muncie, Ind.




New Orleans

NEW ORLEANS, May 15.—Operators are not trying to pull the wool over anybody's eyes these days and frankly admit that play is off a bit, but on the other hand distributors of many nationally known machines agree that they are still faced with a shortage of deliveries. One big local distributor who returned this week from Chicago said he was amazed by the large number of machines being turned out by the majority of the manufacturers. Others, he found, were suffering for need of orders.

Next to fishing baseball seems to be the sport of the hour in local coin machine circles. By this time next week we ought to be able to better determine the best nine in town. Following the playing of a double-header last Sunday between the Kramer Stars and the Fazzio Sluggers, in which the two teams split even, Managers Dom Fazzio and Frank Alessi have decided to pit their teams against each other tomorrow, winner to meet the tough Boasberg nine that has been favored with a full winter of Sunday practice games. At last Sunday's games the Kramers won by a 23 to 10 score and dropped the second 14 to 13.

A too rare visitor to New Orleans this week was R. L. Barbee, head of the Barbee Novelty Company, Shreveport, La. He reports that the coin machine business is going at a fine clip in his section and credits the oil boom and generally better business conditions in North Louisiana for the improvement.

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. * CHICAGO, ILL.

COMING!

FOTO-FINISH

ONE BALL PAYOUT

By GOTTLIB

Hair-Raising Thriller!

ANOTHER NEW ONE

LUCKY CIRCLES

15 NUMBERS ON A TICKET
600 HOLES THICK BOARD
10c A PLAY

TAKES IN \$60.00
PAYS OUT 36.50
\$5.00 AND \$10.00 PRIZES PROTECTED.

PRICE \$3.14

Plus 10% Tax.

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
Send For Catalog.



Michigan Cities Study Licensing

DETROIT, May 15.—Plans for ordinances to license pin games have been completed in Jackson and Muskegon, it was disclosed this week by Harold (Harry) Chereton, of General Amusement Devices Company, Inc.

"The cities have been aided in the preparation of the ordinances by representatives of our company," Chereton said. "We believe the license is a good thing, because it gives a definite statement to operators in a given territory of what they should buy and what they can use. They can go home nights and sleep without worrying where their machines will be in the morning."

"If a game is worth operating it is worth paying a few pennies for that privilege."

"The Jackson and Muskegon ordinances will be on the same principle as the Detroit ordinances, but the license fee will be somewhat higher. But we do not feel that \$5 a year for a machine is exorbitant."

CLOSE-OUT PRICES ON LATEST EQUIPMENT

BUMPER TYPE GAMES	LIGHT UP GAMES	BOWLING ALLEYS
Bolos \$10.00	Excel	Rolla Scores \$50.00
Fire Crackers 30.00	Gusher	Bally Rolls 60.00
Ricochets 30.00	Neck 'N' Neck	Wurlitzer
Chicago Coin Home	Map Cap	Skee Balls 70.00
Run 30.00	Short Sox	Bank Rolls 70.00
	Rambler, Pay Out.. \$10.00	7-Ft. Double Double 50.00
	Sky High Pay Out.. 10.00	

JUNGLE DODGER RAY RIFLE PEDESTAL MODEL — \$75.00

All equipment guaranteed perfect. 1/3 cash with order, balance C. O. D.

B. & B. NOVELTY CO., Inc.

618 WEST MAIN ST., LOUISVILLE, KY.

Baton Rouge, La., must have been a lonesome town over last week-end, because E. A. Price and M. Tortorich, partners, spent those days in New Orleans replenishing their stock in celebration of the recent reopening of the territory. Both say that business has been good since.

Dixie Coin Machine Company reports receipt of its first sample of Bally's new Golden Wheel. The machine has been given first place in the company's display room. Sam Gentilich, new active partner in the firm, returned from the Windy City this week after visiting at the Bally, Pamco and Exhibit Supply plants.

Joseph Piptone, the bachelor "catch of the season" of the local coin machine circle, recently took over a beautiful apartment on Canal street and people have been asking questions ever since. Is 1937 the time, Joe?

R. H. (Mac) McCormick, district manager for Decca Distributing Corporation, returned Wednesday from a fortnight in the Southeast.

Harold Scott Heart Victim

DETROIT, May 15.—Harold W. Scott, Detroit coin machine operator, died recently from heart failure. He was a former member of the Automatic Merchandisers' Association of Michigan.

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.



PAY TABLE - SACRIFICE

FLICKERS --- LIKE NEW --- \$29.50

Name Your Price—No Order Less Than \$15.00. Pamco Ballot, Pamco Parlays, Dorbys, Speedway, Alamo, Red Salls, Straight-Eight, Leatherneck, Bally Bonus, Sky High, Round Up, Red Man, Exhibit Dice Game, Casino, Rodeo, Battle Ball, Golden Harvest, Big Five, Stampede, Sure Shot, De Luxe, Sportsman.

Send for Price List. 1/3 Deposit, Balance C. O. D.

KEMO NOVELTY COMPANY
7833 W. GREENFIELD AVE., WEST ALLIS, WIS.



AMUSEMENT GAMES, INC., St. Paul, doubles its space. Left to right: J. H. Bessler, vice-president; Clyde Newell, president; Leonard Segal, auditor; Ruth Fink, bookkeeper; Matt Lucas, service man, and Howard Boiles, service manager, in front of new quarters.

MONARCH

**THAT'S THE NAME . . .
REMEMBER IT FOR EVERY GAME**

Guaranteed
O.K.

RECONDITIONED PAYOUT GAMES

All Star	\$2.50	Sky High	\$17.50
Bonus	22.50	Round Up	32.50
Belmont	27.50	Baffle Ball	12.50
Orby	27.50	Ballot	29.50
Challenger	17.50	Filler	34.50
Jumbo	17.50	Mammoth	17.50
Golden	17.50	Rambler	18.50
Harvot	13.50	Trojan	87.50
Mystery	19.50	Fence Buster	87.50
Pancho	19.50		

NOVELTY GAMES

THREE-IN-LINE

SENSATION

KINGS OF TURF

PAR GOLF

3 for \$12.00

SCORE-A-LITE

\$4.50 each.

COUNTER GAMES

Daval Races	\$8.50	Sportland	9.50
Reel 21	7.50	Reel Dice	8.00
Penny Snake	6.50	Tilt at Top	8.00
Wagon Wheels	7.50	Skipper	7.00
Kazoo	5.50	Cardinal	7.00

Write for Price List. Hundreds of Games at Bargain Prices.

1/3 Deposit with order, balance C. O. D.

MONARCH COIN MACHINE CO.
2304-08 ARMITAGE AVE.
CHICAGO, ILL.

Machines Get Big Publicity

CHICAGO, May 15. — Coin-operated machines occupied a front seat at motion picture theaters here this week. At least in three houses this was true. The Apollo had as its feature picture *The King of Gamblers*, heralded as an expose of "the slot machine racket." The theater manager characterized it as "just another gangster picture" and that Chicago audiences have seen so many of them that it offered no thrills to local movie fans.

A few Chicago coinmen who saw the *King of Gamblers* stated that it was nothing to "worry about." Good Old Soak opened at another theater this week, starring Wallace Beery. One of the publicity pictures given to the local press showed Beery, as the "old soak," trying his luck on a standard slot machine. The scene in the picture itself is regarded as mild and displayed with good humor. In *A Star Is Born*, also showing in Chicago's Loop, a scene shows a high-grade table game being played in an exclusive club for movie stars. The scene in reality reflects credit on the amusement value of the games and will be generally regarded as favorable to the industry.

The *Chicago Daily News*, most conservative of Chicago papers, apparently scored a scoop on its more sensational competitors by starting a series of articles on the immense profits being reaped by slot machines in this area. While many of the statements in the articles were far-fetched, apparently the purpose of the newspaper was to expose what it called the "monopoly by the Capone mob." Sympathy was shown for proprietors of taverns who seem to need the income from slot machines to make ends meet.

New Games Needed For Resort Field

DETROIT, May 15. — Opening of the resort season in Upper Michigan is going to mean the placing of a lot of new machines in the territory. Typical was the activity at the Henry C. Lemke Company, where Lemke was preparing 86 bowling type of machines for up-State locations.

He has been pulling machines off locations in town, buying them from operators and others and predicts that soon there won't be 10 machines of this type left in the city, as they will all be taken up to the resort towns.

Lemke was rushed this week to handle business. Typical of his prosperity was his decision this week to buy a new \$16,500 home in a swanky east side neighborhood.

Boo Hoo-ing

By WILLIE BLATT

Stop your boo-hoo-hooing now. Our Boo Hoo game is just a wow, The greatest race-horse game you've seen. A bumper type and painted green and yellow!

We realize it doesn't rhyme. But that's just it. Have you the time To change, repair and lose your shirt And throw games away like so much dirt?

No! No! A thousand times no! you say. Then, dear operators, for troubles few Our Boo Hoo game with changeable odds Brings prosperity again for you in yards!

Consider \$10 License

KENOSHA, Wis., May 15. — Common council has advanced from first reading an ordinance to license all mechanical amusement devices. Such devices, as defined by the ordinance, include only those having an automatic pay-off drawer and those offering at least five plays for the insertion of one coin.

The ordinance provides for an operator's license at \$10 per year and a distributor's license at \$50. The latter are licensed only to deliver machines that meet the requirements and only to those who hold operator licenses.

Minors under 18 years of age are prohibited from playing the machines. The measure also specifies that the machines may not be used for gambling devices either thru payment of cash or merchandise.

ROYAL FLUSH SELECTIVE DRAWPOKER GAME

has been acclaimed by American Operators as
King of Counter Games



Watch This Parade of Its Magnificent Features:

- 10 Reels with a new shuffling-cutting dealing action, giving a perfect motion picture effect.
- 5 Shutters, released by player after first deal, at his option to discard unwanted cards and draw new cards or a whole new hand from second set of Reels.
- Deal and additional "Draw" or two complete "Deals" for same coin.

Smartly streamlined wood cabinet for permanent beauty and complete silence. Four Coin Play, last coin shown. Legal Ball Gum Vender.

Price only \$32.50 Ea.

One or 100, Tax Paid.

Nothing can compare with the new "Motion Picture" Reel Action of Royal Flush. You must see it at your Jobber to appreciate this ingenious development.

MASTERBUILT BY

GROETCHEN TOOL COMPANY

130 North Union Street,

Chicago

PHONOGRAPHS

Seeburg Selectophones

LATE 1935 MODELS **\$95.00 each**
LIKE NEW

Paese's Races	\$185.00
Rays Tracks (Like New)	200.00
Rover (Like New)	75.00
Bonus (Ticket)	22.50
Multiple	27.50
Pancho Chase (Like New)	27.50
Pancho Balls	29.00
Fairgrounds (Floor Sample)	120.00
Sunshine Derby	19.00
Dolly Races	27.50
Giant	12.50
Jumbo	17.50
Repeater	19.50
Daval Reel 21's	7.00
Daval Reel Races	7.00

Terms 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
101-109 N. Fulton Ave., Evanston, Ill.

RECONDITIONED COUNTER GAMES

HIGH TENSION	\$3.00
HORSES	3.00
RADES (Daval)	9.50
PENNY ANTE	2.00
PENNY DRAW	2.00
MUTUEL	15.00
NEW ERA VENDER	3.00
PUNCHETTE	3.00
TICKETTE	2.00
REEL RACES	3.50
SANDY'S HORSES	5.00
MILLS BLACK JACK (1c)	4.00

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO.
1316 MARKET ST. ST. LOUIS MO.

Special Rock Bottom Prices

Rollance, 5c	\$20.00
Pearl's, Tycoon	17.50
Jumbo, De Luxe 4c, Electric Baffle Ball	12.50
Turf Champ (Ticket)	47.50
Short Sox, Neck 'n' Neck	7.00
Madcap, Top Hat, Harvest Moon	9.00
Lights Out, Triflic, Blue Front	32.50
Mills (Silent) Escalators, F. O. King	32.50
Paco Double Jackpot, Gooseneck	17.50
Mills Single Jack	15.00
Hold & Draw (Counter)	7.50
Horses (Counter) \$4.50, 3 for	11.00
Reel Races (Counter)	5.00
Tickets, \$2.00, 3 for	5.00

Aluminum Castings for Blue Front
Converting Double Jackpot to new style single jackpot, \$4.00, 3 for 2.50

1/3 Cash With Order

CAPITOL VENDING MACHINE CO.
107 12th Ave., N., Nashville, Tenn.

BARGAIN CLOSEOUT!

"FILM" RADIO RIFLE

THE ONE PROVEN BEST 1c PLAY RADIO RIFLE USING FILMS. WRITE FOR COMPLETE DETAILS!

AUTOMATIC NOVELTY CO.
2047 N. WANAMAKER — PHILADELPHIA, PA.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

IT'S A GOLD MINE!

A BIG \$25.00 HIT for Fast Play

A Low Average Payout for Big Profits

600 HIT AND WIN HOLES

A ONE-SHOT CASH BOARD.

Average Take-in	\$15.00
Average Payout	2.20
Average Gross Profit	\$12.80

Don't Miss This One! Get the Details! Write, Stating Your Line or Business, to

HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Ill.

5 HIT AND WIN

JACKPOT PAYOUT \$25.00 OR \$10.00

NUMBER 35 RECEIVES ONE PUNCH IN GOLD SEAL JACKPOT

Slug Visible Slotted Coin Counter

The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample. \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

ACCURATE COIN COUNTER CO.

50 PENNIES

THE MODERN CASH COUNTER EMPLOYING PATENT

WRAPPER TUBES, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c sizes. Write for Big Lot Prices.

PATTON, PENNSYLVANIA

Angello Clicks on Road Trip

WHEELING, W. Va., May 15.—Sales Manager Angello of the Mercury Automatic Sales Company here has just concluded a business trip thru Southern Ohio, where he says he had remarkable success with Pacific's payouts, Exhibit's Bells and Races and the new horse-race game put out by Amusement Devices, Inc., Chicago. Angello claims that the last mentioned game tops all the horse-race machines. Mercury Automatic Sales recently adopted the slogan "Get Yours the Mercury Way."

GOVERNOR EXPECTED—

(Continued from page 3)
the opposition to this censorship bill is reacting favorably to the cause of the burlesque theaters here, which were darkened when the license commissioner refused license renewals.

Opposition to this bill, proposed by Senator John J. Dunningan and passed in the Senate and Assembly, was started out of the office of the League of New York Theaters, a joint committee being headed by Herman Shumlin and including representation by the Society of Authors' Representatives, New York Drama Critics' Circle, Actors' Equity, American Theater Council, United Scenic Artists, American Federation of Musicians, New York Theatrical Press Agents' Association, American Federation of Actors, Dramatists' Guild, Federal Theater Project Supervisors' Council, International Alliance of Theatrical Stage Employees, Authors' League, Treasurers' Club of America, Theatrical Press Unit of the New York Newspaper Guild, National Council for Freedom From Censorship and Civil Liberties Union.

For three days this week 21 legit productions in town had the leading players read a statement to the audiences wherein the bill was attacked. Petitions urging the governor's veto were distributed and collected with signatures. The city press came out in full force to attack the bill in editorials, in columns and general news stories. Most favorable reaction seen by the opposing groups was the promise of support by senators and assemblymen, who contend that they did not originally look upon the bill from its broader aspects and instead considered it just a firmer regulation of burlesque.

Governor Lehman returns tomorrow night to Albany from a brief vacation in Virginia, where he was apprised of the opposition to the Dunningan Bill, and he is expected to give it his veto on Monday. In any event the monster mass meeting to be held tomorrow night at the New Amsterdam Theater will have further bearing on the widespread opposition to this bill.

Since there is so much opposition to any drastic censorship powers by licensing authorities, the burlesque field is trying to ride the wave of opposition on the plea that it is a victim of licensing power and that the commissioner has no authority to refuse license renewals. The Burlesque Artists' Association, union of performers, is seeking the aid of the groups fighting the Dunningan Bill and also plans to go to the governor if no help is given by the mayor.

FILM STRIKE—

(Continued from page 3)
discussed, is causing much uneasiness in strike ranks. Fear has also been expressed that many strikers would consequently be closed out entirely.

Following this line of reasoning, plumbers and draftsmen were reported to have returned to work over the week-end with a promise from producers for negotiations as to working conditions and wage scale to be started within several days. Cooks and culinary workers are slated to return to their posts today on similar arrangements, and machinists late last night voted in favor of terminating the walkout and negotiating later, but date for their return to work is in the hands of their business representative. Similar sentiments exist in ranks of the painters' union, keystone of the strike, with petitions being circulated to force leaders to take a "return to work" vote. Producers earlier in the week had announced their willingness to allow members of the painters' group to return under the basic agreement to which the union was formerly a signatory and receive same wage increases which have been given other unions in the pact.

Members of other striking crafts are said to have expressed themselves in favor of returning to work, several insisting that question be put to member-

ship vote. Petitions were being circulated by several requesting meetings be called for that purpose. Despite the almost hopeless deadlock between FMPC and the studios, drive against 27 independent producers was started during the week, with studio utility employees taking the lead. Demands were made for salary increases and union shop, with contracts to be sought later for other members of FMPC.

Meanwhile W. B. Cullen, one of the strike leaders, flew to La Fayette, Ind., to lay charges of alleged IATSE strike breaking before the executive board of the Brotherhood of Painters, Decorators and Paperhangers. He will also bring charges this week before an American Federation of Labor executive conference in Cincinnati of craft jurisdiction violation, coercion and that producers are seeking to effect a company union thru IA. Jurisdictional dispute between SUE and IATSE has been a prime issue, developing from strike outbreak when IATSE allegedly took over about 50 per cent of SUE laborers on special classifications in an effort to avert their walkout.

On other Hollywood union fronts there were other significant movements. Costumers' union, originally affiliated with FMPC, signed a four-year contract with producers, calling for wage tilts and shorter hours. Costumers broke away from Federated to bargain independently without recourse to strike. Art directors' group, claiming membership of 68 out of 80 persons so employed, and new film editors' group, with 380 out of a possible 400 membership, also made overtures to producers. Each will negotiate separate contracts and neither will affiliate with other groups. No demands were made in their application other than the request to be recognized as the bargaining agency for groups represented.

CHICAGO, May 17.—Painters' District Council here deferred action to picket local theaters in support of the motion picture strike on the Coast until this week, when final details will be worked out. The picketing originally was to have started over the week-end and was to have included Loop and outlying houses.

CHICAGO, May 15.—Unless the Hollywood labor strike is settled by this afternoon, Painters' District Council here will issue orders to its 21,000 members to begin picketing all the downtown and neighborhood theaters. This action was voted Thursday during a meeting conducted by A. W. Wallace, secretary-treasurer of the local.

"I can't predict how many of the 21,000 men will actually go on the picket lines," he said. "I am sure, however, that thousands will respond. The rest, if they do not actually picket, will refrain from attending the theaters and will influence their friends not to attend." Labor Station WCFL is cooperating in urging all union men not to attend the movies until the strike is settled.

SAG ACTIVITY—

(Continued from page 4)
creased traffic and business will force Guild to seek larger quarters soon.

Of primary interest during the week was the progress of conferences between SAG leaders and producers on detailed conditions and clauses in the forthcoming Guild shop contract. Pact will probably be ready for signatures early next week and, according to current expectations, will then go into immediate force. Rumor being circulated indicated that final contracts would allow a small margin of non-Guild members to work before cameras, but organization officials denied this and stated that the pact called for 100 per cent Guild shop.

Included in the kinks yet to be ironed out is the length of time for which the pact will be effective. It is believed, however, that final settlement will be similar to the basic agreement between union internationals and studios, which has a five-year run and provisions for annual revision conferences. Another item up for consideration is whether or not the Academy of Motion Picture Arts and Sciences actor relations machinery will be entirely discarded or revised to conform with SAG contractual clauses governing conditions and arbitration of beefs.

Manner of handling extras thru Central Casting will come in for some re-vamping in the near future. Aubrey Blair, secretary-treasurer of junior Guild, is slating a series of conferences with Campbell McCulloch, head of Central.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

- USED & GUARANTEED - READY TO OPERATE**
- BALLY SKIPPER . . . \$59.50
 - FLICKER 39.50
 - TURF CHAMP 54.50
 - RELIANCE 32.50
 - MILLS SILENT F.O.K. 37.50
 - 29,000 Serial
 - MILLS FUTURITY . . . 54.50
 - 39,000 Serial
 - BALLY ROLL (Rebuilt) 75.00
- 1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$38.50. Send for illustrated circular. LAUFMANOMETER CORP., 4832 Park Ave., New York City.

Opens Deep South Cafe Unit Circuit

NEW ORLEANS, May 15.—Horace Sistare, former operator of stock companies in the Midwest, proposes a theater cafe circuit centering activities here. The circuit, he says, will include the Chez Paree here; Blue Crystal, Mobile; Cascade Casino, Birmingham.

The first Sistare unit, opening tonight at the Chez Paree, is Zorine and a cast of 20. Will remain two weeks and be followed by Rosita Royce and her Royce-ettes, the Spanish Revels, the Parades de Circus and the 1937 Ice Ballet.

Sistare is also negotiating with the St. Charles Theater, which recently quit flesh for the summer, to bring dance companies and vaude beginning September.

MORE SUMMER—

(Continued from page 4)
Harold Richards' Orchestra, and the Garden, the Ambassador, this week with Larry Siry's Band.

ATCO, N. J., May 15.—Hotel White Way opens this week for the summer to meet the roadhouse fancies for Atlantic City's visitors. Charles Ripper has Earl Rowe's Band back again and Joe Armstrong to emcee the floor show.

BRIDGEPORT, May 15.—Roseland opened here last week. It is located in the Black Rock section of the city. Is using two bands, Dick Fee and Jimmy Kedves. No floor show, but Margerite DeSanty does the band vocals.

DETROIT, May 15.—Blossom Heath, lake shore summer club, a short distance east of Detroit, had its spring opening May 12. Opening feature was Paul Sabin's Orchestra. The Three Chesters, male trio, contribute to the floor show. To Jo Farms, east-side spot, presented as its spring opening last week a variety of acts headed by Eileen Mercedes, emcee. Four Ambassadors of Rhythm, direction of Jack Qualey, furnish music for floor show and dancing.

CANTON, O., May 15.—The Hofbrau, at Meyers Lake Park here, will open its season May 29. Bavarian entertainment will give way to popular floor shows and a name band. Carl Sinclair, manager, is in New York contracting for talent. Expects to offer several headline acts.

WHEELING, W. Va., May 15.—Manager Jerry Kreigman announces the re-opening today of the Dells, summer resort in suburbs. Opening feature will be Gertie Long and Company and the Harlem Night Hawks, heard frequently on Pittsburgh radio programs.

New Stevens, Chi, Show

CHICAGO, May 16.—New summer show, opening tonight in the Continental Room of the Stevens Hotel, includes Pancho and Dolores and Frances Maddux, both new to Chicago, and Terese Rudolph. Chicago Civic Opera dancer, held over. Jimmy Joy's Orchestra continues.

Penn Niteries Warned

HARRISBURG, Pa., May 15.—Pennsylvania niteries have been warned by the Liquor Control Board to check all provisions of the liquor laws. Board recently refused license renewal to more than 200 spots because of complaints.

Lee Elman Is Head P. A.

CHICAGO, May 15.—Lee Elman, former Detroit representative for Bligh & Tyrrell, has been named head of the firm's press department here. His former post is now handled by Sally Fields.

Floor Shows in Singapore

SINGAPORE, China, April 30.—Bill Versteven, local agent, is managing the New World Cabaret floor show.

The Coconut Grove, owned by Cowan and Bailey, American vaude artists, has been doing good biz since it opened. Floor shows are given by Cowan and Bailey. Best spot in town.

Raffles Hotel has Harvey and Young, American comedy dancers. Adelphi Hotel has Dolores and Dolen.

Richards-Goldforb Expand

NEW YORK, May 15.—Latest dance tutor personnel of the Richards & Goldforb studio includes Hazel McKay, productions; Jimmie Trainor, tap work; Lola Bravo, Spanish, and Ann Povitch, ballet.

Business Is Good

CHICAGO, May 15.—A dancer made the rounds of six local booking offices one day last week and walked out with five benefit engagements. The sixth booker was out of town when she called.

George Ponser
RECOMMENDS
THE BEST GAMES
MONEY CAN BUY
TODAY...

—EVANS—
GALLOPING DOMINOS •
ROULETTO, JR. • **BANG TAILS**

—GENCO'S—
BATTER UP • **RUNNING WILD**
Coming . . . **GOTTLIEB** New
HOT SPRINGS

—MUTOSCOPE'S—
POKERINO • **NUMBERING**
PHOTOMATIC • **ROTOMATIC**
HOCKEY

—PACIFIC'S—
NEW GUM MERCHANT
SKOOKY • **ROSEMONT**
PLAY BALL • **DE LUXE BELL**

—WESTERN'S—
BIG ROLL • **FAST TRACK**
WINNER

...WRITE WIRE
OR PHONE FOR COMPLETE
DETAILS AND PRICES!!!

GEORGE PONSER
COMPANY

1140 Broadway, NEW YORK
(Tel.: ASland 4-3915)

11-15 EAST RUNYON ST.
Newark, N. J. (Bigelow 3-6272)

900 NORTH FRANKLIN
Philadelphia (MARKet 2656)

ROUTES

(Continued from page 37)

Silas Green Show: Elizabeth City, N. C., 18; Plymouth 20; Williamston 21; Ashoket 22; Suffolk, Va., 23-24; Franklin 25; Emporia 26; Weldon, N. C., 27.
Turtie, Wm. O., Magician: Richland, Wash., 17-22.

REPERTOIRE

Baxter-Leonard Players: Ivanhoe, Va., 17-22.
Billroy's Comedians, Billy Wehler: Reading, Pa., 19; Allentown 20; Washington, N. J., 21; Newton 22; Beacon, N. Y., 24.
Blythe Players: Painter, Va., 17-22.
Bryant Showboat: Montgomery, W. Va., 17-22.
Ginnivan, Frank, Dramatic Co.: Hillsdale, Mich., 17-22.
Ginnivan, Norma, Dramatic Co.: Morenci, Mich., 17-22.
Hayworth, Seabee, Co.: Albemarle, N. C., 20; Rockingham 21; Laurinburg 22; Fayetteville 24; Clinton 25; Dunn 26; Sanford 27.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Medford, Ore., 18; Eugene 19; Marshfield 20; Corvallis 21; Salem 22; Portland 23-25; Longview, Wash., 26; Aberdeen 27; Seattle 28-30.
Beers-Barnes: Terra Alta, W. Va., 20.
Cole Bros.: Springfield, O., 18; Columbus 19; Steubenville 20; Pittsburgh 21-22; Canton, O., 24; Akron 25; Sandusky 26; Toledo 27; Cleveland 28; Erie, Pa., 29.
Eddy Bros.: Southampton, N. Y., 19.
Hagenbeck-Wallace: Farkersburg, W. Va., 18; Clarksburg 19; Connellysville, Pa., 20; Cumberland, Md., 21; Hagerstown 22; York, Pa., 24.
Hall's Animal: Donnellson, Ill., 18; Raymond 19; Divernon 20; Waverly 21; Auburn 22.
Hinkle's, Milt, Rodeo: Anderson, Ind., 17-22; Bloomington 26-30.
Mixer, Tom, Worcester, Mass., 18; Providence, R. I., 19; Fall River, Mass., 20; New Bedford 21; Brockton 22; Quincy 24; Framingham 25; Lawrence 26; Lynn 27; Salem 28; Waltham 29.
Polack Bros.: St. Joseph, Mo., 17-22.
Ringling Bros. and Barnum & Bailey: Washington, D. C., 17-19; Baltimore, Md., 20-21; Lancaster, Pa., 22; Philadelphia 24-29.
Roberts: Toms River, N. J., 18; Manusquan 19; Eatontown 20; Jamesburg 21; Matawan 22.
Royal Bros.: Yeso, N. M., 18; Vaughn 19; Encino 20; Duran 21; Corona 22.
Seal Bros.: Washington, Kan., 19; Holton 20; Sabetha 21; Horton 22; Maryville, Mo., 23; Turke 24.
Tartill Wild West: Lake Odessa, Mich., 18; Hastings 19.
WPA: Sunnyside, L. I., N. Y., 18-22; Canarsie section of Brooklyn 25-29.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Atlanta, Ga.
All-American Expo.: Yankton, S. D.; Wagner 24-26; Chamberlain 27-29.
American Expo.: Terre Haute, Ind.
American United: Walla Walla, Wash.
Arena: Blawnox, Pa.
Atlas: Kincaid, Ill.
Bantly, O. J. Cohee, N. Y.
Bantly's All-American: Lock Haven, Pa.; Punxsutawney 24-26.
Barfield's Cosmopolitan: Spring City, Tenn.
Barkroot Bros.: Milan, Mich.
Barthart's Golden West: Granite Falls, Minn.; Clinton 24-29.
Baysinger, Al: Kahoka, Mo.; Canton 24-29.
Bazin, Wm., & Sons: Staples, Minn.; St. Cloud 24-29.
Eckman & Gerety: (Grand & LaCade) St. Louis, Mo.
Bee: Frankfort, Ky.
Blue Ribbon: Washington, Ind.
Blue Light: Orangeburg, S. C.
Blue Ridge: St. Charles, Mo.
Brewer: Rochester, Minn.; Winona 24-29.
Broadway Shows of Amer.: Williamson, W. Va.
Brown Novelty: Baxley, Ga.
Buck, O. C.: Williams, Ga.; Conn.
Buckeye State: Exelhurst, Miss.
Bullock Am. Co.: Montclair, W. Va.
Burdick's All-Texas: Navasota, Tex.
Bushay Am. Co.: Athol, Mass.; Lowell 24-29.
Byers & Beach: Chariton, Ia.
Byers Greater: Salem, Mo.
Campbell United: Blairsville, Ga.
Castle's United: Maiden, Mo.; Dexter 24-29.
Cetlin & Wilson: Chester, Pa.
Christ United: Newark, O.
Coleman Bros.: Naugatuck, Conn.; Waterbury 24-29.
Colley, J. J.: Tulsa, Okla.
Collins & Anderson: Rome, Ga.
Conklin: Windsor, Ont., Can.
Corey Greater: Curwensville, Pa.
Corey Greater: No. 2; St. Michael, Pa.
Cote's Wolverine: Royal Oak, Mich.
Crowley United: Ottumwa, Ia.; Boone 24-29.
Crystal Expo.: Marion, Va.
Cumberland Valley: Smithville, Tenn.
Curt Greater: London, O.; Hillsboro 24-29.
Curt Greater: Windsor, Mo.
Dick's Paramount: Framingham, Mass.
Dixie Belle: Tell City, Ind.
Dixie Expo.: Red Bay, Ala.
Dixie Model: Richlands, Va.
De Luxe Shows of Amer.: Baltimore, Md.; Elizabeth, N. J., 24-29.
Dodson's World's Fair: Logan, W. Va.; Huntington 24-29.
Douglas Greater: (516 6th ave.) North Seattle, Wash.
Dyer's Greater: Red Bud, Ill.
Edwards, J. R.: Wooster, O., 22-29.
Eddy Bros.: Tamaqua, Pa.
Evangeline: McAlester, Okla.
F. & M. Am. Co.: Bellefonte, Pa.
Fairly-Martone: Jacksonville, Ill.; Kewanee 24-29.
Florida Expo.: Beaufort, S. C., 17-June 1.
Foley & Burk: Redding, Calif.
(See ROUTES on page 94)

ZIP PRICE SERVICE RIGHT
START THE SEASON RIGHT
FLASH
WRITE FOR CATALOG TODAY!
CATALOG NOW READY

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

CANDY (Give-Away) PACKAGES
AND INTERMEDIATES.

ORIENTAL SWEETS	SMILES
LARGE SIZE PACKAGE.	
100 To Carton	200 To Carton
100 Pkgs. \$2.00	200 Pkgs. \$2.00
500 Pkgs. \$10.00	1000 Pkgs. \$10.00
1,000 Pkgs. \$20.00	

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line. 20% Deposit with Order; Balance C. O. D.
DELIGHT SWEETS, Inc., 50 East 11th St., New York City

RUBIN & CHERRY EXPOSITION
CAN PLACE

No. 1 Side Show; we have complete new outfit. Want Experienced Man who has Attractions and a Real Feature and who is sober and reliable. Good opportunity for a real showman. Can also place man who can locate lot and take care of show property. Answer quick.
RUBIN & CHERRY EXPOSITION, Decatur, Ill., this week.

STANLEY BROS.' SHOWS

Want Shows with or without outfits. Can place U-Drive It, Tilt-a-Whirl, Whip and No. 5 Eli for Twin Wheels. Concessions, come on; Charlie Sutton will place you. Can use one more High Aerial Act. Want Strong Freak to feature and other Side Show Acts. Write or wire **STANLEY BROS.' SHOWS, Fitchburg, Mass.,** week of May 17; Biddeford, Me., week of May 24.

GREAT SUPERIOR SHOWS WANT
FOR CHICAGO HEIGHTS AND SEASON

Side Show Acts of all kinds, strong Half and Half. Will furnish brand new complete outfit to organized show. Want following help: Colored Performers and Musicians to strengthen nearest framed minstrel show on the road, Ride Help of all kinds, Canvas Men for big tents, Ticket Sellers, Talkers, Grinders. Top salaries paid each week by the office. Want Diggers, Frozen Custard, Cotton Candy, Lead Gallery and all legitimate Concessions. Want no others. Will furnish new tops and panel fronts to any show that does not conflict. H. L. Blake is no longer connected with this show. Taylor Brothers want H. L. White and Chas. Whittington to take charge of Corn Game, come on. Want experienced Girl Ball Game Agents and Weight Scale Agent. Have four best money spots in Chicago district and eight in Wisconsin. **GREAT SUPERIOR SHOWS, Chicago Heights, Ill.**

MODEL SHOWS WANT

Shows; furnish new outfits. Monkey Circus, Wax or Crime Show, good Grind Shows. Acts for Side Show. Concessions—Grind Stores with Strack. Coal Fields until Fair Season. Mines working seven days a week, and so are we. Cumberland, Ky., this week; Williamsburg, Hazard, Jenkins to follow. Wire **DICK HARRIS** or **E. B. BRADEN.**

WELLSTON BOOSTERS' BIG CELEBRATION MAY 25 to JUNE 6

EVEGREEN AND EASTON AVENUE ST. LOUIS, MO.

Have Outfits Open for Athletic, Snake, Hawaiian, Hillbills, Illusion, Minstrel and Single Pit Side Shows. Want Capable Advance Agent With Car, Trainmaster, Porter. Will sell exclusive on Photo Gallery, Custard, Diggers, Penny Arcade, Palmistry, High Striker, Long Range, Fish Pond. Can place Grind and Merchandise Wheels and one more Ride; also help on Merry-Go-Round, Chairplane, Mix-Up and Butterfly. Joe Houghton answer. All address:
BARLOW BIG CITY SHOWS
18TH AND GRAVOIS, ST. LOUIS, MO., until May 23; then Wellston.

CARNIVAL NOVELTIES
Our Prices Are Always Lowest.

High Hat Fur Monkey, 8 in. Gro.	\$4.50
Coll. Feather Dress Doll, 7 in. Gro.	6.50
China Hand Swager Stick, Gro.	6.50
Swager Stick, 38 in. Gro.	5.50
Water Guns, New Style, Gro.	3.50
Oak Balloons, Streamer Special, Inflation 10 inches, Gro.	2.75
Rayon Parasols, 3 Rib. Doz.	1.50

SPECIALTIES
Always Under the Market. Get Our Price List.

Blue Blades, D. E. 1,000	\$3.25
Aspirin, Tins, Gro.	1.75
Sun Glasses, Shell, Convex Lens, Doz.	.90

Send 25% Deposit on C. O. D. Orders.
OPTICAN BROTHERS
All Orders Shipped Same Day Received
300 W. 8th St., Kansas City, Mo.

POPCORN

South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

ANDERSON-SRADER SHOWS, Inc.

Want actors for Billibilly Show, also attractions for 10-in-1, Hosington, Kan., May 17 to 22; Great Bend, 24 to 26.

CHERRY VALLEY, ILL.
JOHNNY TOFFEL SHOWS
Auspices American Legion, May 24 to May 29. Concessions wanted. Can use one more Ride that don't conflict. Freeport, Ill., this week; Cherry Valley next week.

DIVORCES

(Continued from page 32) Stuart, ork leader and former actor, in Reno recently. F. Hugh Herbert, screen writer, from Arline L. Herbert in Los Angeles recently.

French Show Notes

PARIS, May 10.—The Cirque Medrano, demountable construction circus, closed a month's run at Caen last week. Cirque Medrano "big top" playing Mediterranean coast towns. Cirque Bureau playing Central France. Cirque Casulli, Georgio's Menagerie, Amar's Menagerie and Cohen's tent show playing street fair at Saintes. Cirque Fubelais and Michelet's Menagerie are at the street fair in Barbezieux. Mejlan's jumping horses and Gibbell's dog show are at Montpellier. Jouviano's Menagerie is at the street fair in Saint-Cloud. Alamar, wire walker; Chiezal, juggler.

BATAVIA, N. Y. I. O. O. F. CELEBRATION

on the Main Street across from Richmond Hotel. JUNE 14-19 First Show Uptown in Years. Dansville, N. Y., May 24 to 29; Port Allegany, Pa., Old Home Week, May 31 to June 5.

WANTED

Shows and Concessions. Can give you 16 weeks. KARL MIDDLETON, Dansville, N. Y.

WANTED FRANK BURKE SHOWS

Ride Help. Must be sober and reliable. Will book good Free Act; also need the following for Side Show: Freaks, Fat Girl, Living Skeleton, Magician with illusion to lecture on magic, also Girl Hypnotic Subject. Long season. Write or wire lowest salary or percentage. Sideshow Mgr. BOB BROOKSHIRE. FRANK BURKE, Frank Burke Shows, Montevista, Colo., week of May 17; Alamosa, Colo., week of May 24.

Great American Shows Want

Rides all kinds for 10 Fairs and Celebrations. Also one more Show. Write or wire Kokomo, Indiana, this week.

H. C. Swisher's Shows

Opens Down Town Streets, Chetopa, Kan., May 29th to June 5th. WANTED Rides that don't conflict. Have Merry-Go-Round, Ferris Wheel and Thriller. Shows of all kinds open. CONCESSIONS: Want small Cook House. Must be neat and clean. All others open except Bingo. No gift. Address WINTER QUARTERS, 816 W. 8th St., Joplin, Mo.

WANT

Performers, Musicians, Cowboys with stock, Indians; Billposters, must drive trucks, Riding Acts. Season runs until Xmas. KAY BROS. and ART MIX WILD WEST. Per. Address, 200 West 54th St., New York, N. Y.

HUGHEY BROS. SHOWS

WANT Eli Operator to join at once. If you can't operate a Wheel please don't reply. WANT Shows and Concessions. Have opening for Bowling Alley, String Game, Hoop-La, Clarinette Gallery and Scales. Address Maroa, Ill., this week.

WANTED AT ONCE

DUE TO DEATH OF MR. POLLIE, ADVANCE AGENT ABLE TO GIVE GOOD REFERENCES. WIRE AT ONCE TO POLLIE SHOWS Battle Creek, Mich.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

and the Hollis Brothers, teeter-board leapers, are at the Casino Municipal in Nice.

Pickups From Europe

BRUSSELS, May 10.—The Cirque de Jonghe is playing long stand at Verviers with Togare's tigers; De Jonghe Bros., clowns; Oxford Troupe, acrobats; Pipo Sosman, troupes of clowns, and the Roberti-Bandorski horses.

The Two Pupozzis, hand-to-hand; Two Ennags, acrobats, and Louis Barrison, still dancer, are at the Empire, and the Four Macks, American roller skaters, and Franklin d'Amore and Jack Lane, American acro-comedians, are at the Nouveau Palais d'Eté in Brussels.

Albert Powell, the American trapeze ace, is at the Wintergarten in Berlin. The Caroli Trio of clowns is with the Circus Schumann in Copenhagen. The Eight Rolling Ladies, roller-skating flash, are with the Circus Knie in Switzerland.

Otto Kemmerich and his tame lion, Lea; Hello, human cannon ball, and Patt and Gill, contortionists, are at Exposition Hall in Casablanca.

Publicity, What It Is and Isn't

Address by Leonard Traube, director of press, publicity and advertising, George A. Hamid, Inc., at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30.

I have listened to and immortalized so many orations at conventions, banquets, conferences, committee sessions and kindred assemblies during my tenure as a member of the realm of reporters that it is a keen and rare pleasure to be permitted this forum wherein to turn the tables and bore you on the end which has been my lot hitherto—the well-known receiving end. These introductory remarks should give each of you—that is, those of you who are unfortunate enough to be paying attention—an idea of what a boring time you are in for.

But publicity hints—even bad ones—are by no means in the same category. In other words, publicity should never be a dull subject to people who are catering to the public appetite, as you are in those joyful months when nature's roof, the sky, is the only protection one needs and one wants for open-air entertainment. Publicity is too broad and too elastic a subject to be treated at length in any address, however liberal the time allowance. I shall therefore discuss what seems to me one of publicity's most important and most effective weapons—the contest or tournament—in other words, the competitive element, surely an element which arouses unrivaled interest no matter where you go. For summer amusements there is hardly anything with which you arm yourself which will yield returns as substantial as this bracket. And for so little money, too.

For Community Product

There is nothing better to make the amusement park a genuine community product, reflecting the real spirit of that community, than local novelties. While most amusement parks are to be commended for bringing their patrons the best examples of attractions they can obtain and are, in fact, providing more honest-to-goodness entertainment for their constituents than most other branches of the amusement industry, they should not lose sight of the valuable publicity that can be garnered from purely local events.

Set aside a poorly attended afternoon for a sizzling baseball fracas between traditional rivals in your sector. Be sure to engage the teams long enough in advance to capitalize on the publicity they will bring to your park. That will give the people in your area something to talk about for weeks in advance. That will give the newspapers something to write about during the same period. Youngsters will beg their parents to take them to the park.

Work up contests involving boys and girls, mothers and fathers, golfers, crack rifle shots, horseshoe pitching valiants and even breeds of white mice. Surely, too, you must have someone in your region who can build a better mousetrap (See PUBLICITY, WHAT on page 99)

OPERATORS LOOK ATED SALEBOARD NUGGET A Gold Mine in 6 Square Inches of Counter Space! Operates Like 1000-Hole 5c Saleboard. Has 3 Spinning Reels, Flashy Front with Gold Coin Seats. Adjustable. IMMEDIATE DELIVERY. ONLY \$19.75 F. O. B. Richmond.

Table listing various amusement machines and their prices, including Skippers, Bally Skippers, Rack-em-up, Fire Orakers, Post Time F.S., Nip and Tuck, Daily Limits, De Luxe, Totalizers, Palooka Jr., Pamco Chase, Broadway Angel F.S., Eagle Eye, Paces Races, and Slot Machines.

Address by Leonard Traube, director of press, publicity and advertising, George A. Hamid, Inc., at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30.

Table listing slot machines and their prices, including Mills Mystery Blue Fronts, Mills Regular JP G.A. Vendors, Mills Regular JP G.A., Mills Mystery Blue Front, Mills Mystery G.A. Side Ven., Mills Indian Head Side Vender, Mills War Eagle 5c play, Mills Gooseneck JP Vender.

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. Write and ask us to put you on our mailing list. MOSELEY VENDING MACHINE EX. INC., 60 Broad St., Richmond, Va. DAY PHONE 3-4511. NIGHT PHONE 5-5325.

WANTED - DIXIE MODEL SHOWS - WANTED

Shows with or without own outfit not conflicting with what we have, especially want to hear from Wild West Show. Want Musicians and Performers for Minstrel Show. Spark Plug Goodman, Billie Arnte and others get in touch quick. Salary sure. Concessions: Want Penny Arcade, Long Range Gallery, Cigarette Gallery, etc. Have up-to-date 2 by 3 inch Photo Outfit with new Anchor Special Top for sale. Will book same on show exclusive. S. H. Dowdy wants Cookhouse Help and Griddle Man. Want to hear from experienced Custard Machine Operator. All address this week, Richlands, Va.; next week, Vivian, W. Va. J. P. BOLT, Mgr.

MODERNISTIC SHOWS, INC. WANT

Merry-Go-Round Foreman and other Ride and Show Help. Can place High Free Act. Want Kiddie Ride, Stock Concessions, Shows with or without own outfit. Good proposition. Richmond, Ky., this week; Maysville, Ky., next week; all under American Legion; Ohio and Pennsylvania to follow. R., C. McCARTER, General Manager.

DIXIE EXPOSITION SHOWS WANT

For Season, including 16 Fairs, Ferris Wheel, Tilt-a-Whirl, Musicians and Performers for Colored Minstrel, Manager and Talker for Minstrel. Want Athletic Manager with Boxers and Wrestlers; have outfit. Ride Help, come on. Want Stock Concessions, no racket. Legion Celebration, Red Bay, Ala., this week; Sheffield, Ala., next week.

SOUTHERN EXPOSITION SHOWS AND ELANE'S COMBINED

J. M. SHEERAN, formerly with circuses and other shows, is conducting an advertising agency and booking exchange. States that in the June issue of Modern Mechanix, Hobbies and Inventions is a dandy article, The Circus Inspires Hobbies, by A. Morton Smith, showing pictures of Frank J. Walter, of Houston, Tex., financier, who goes in for animal training as a hobby; mention of Charles E. Davis, of Hartford, Conn., who collects tail hairs from elephants; George H. Barlow III, of Binghamton, N. Y., displaying his big top, etc.

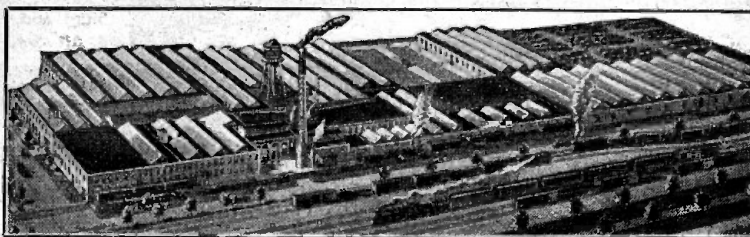
J. HARRY SIX ATTRACTIONS

LAGRANGE, KY., WEEK MAY 24. Want to join at once Sidtown Cook House, Chair-plane, E. W. WADSWORTH wire. WANT Ball Game, Cigarette Gallery, Dart Game, Pitch-Tilt 'N' Win, Bumper, String Game, Bowling Alley. Also Shows with their own outfits and transportation. Emuence, Ky., this week.

A Note of Appreciation

The response to our first announcement about the new Hannahs Games has been deeply gratifying to us. ★ ★ ★ While we anticipated a lively curiosity about the new ideas we have in store for the industry—we were not prepared for the volume and intensity of interest displayed by those who wrote, wired, cabled and telephoned. ★ ★ ★ We wish to express our thanks for the welcome that has been given us.

HANNAHS MFG. COMPANY KENOSHA, WISCONSIN



MANHATTAN CHOCOLATES



A High-Class Chocolate
1 a 1/2 Intermediate
with one layer of Assorted
Chocolates. Individually
Cupped. This Attractive
Colophaned Box is the
Concessionaire's Money
Maker. Packed
6 Dozen to Carton.

75c Doz.
\$4.50 Carton
25% Deposit with
Order, Bal. C. O. D.
**Marvel Candy Co.,
INC.**
101-103 Wooster St.,
NEW YORK CITY.

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, COON GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

WANTED
experienced SALESMAN
With Car and following for one of New York's
Largest Carnival Supply Houses. Must furnish
references. Write BOX 799, Care The
Billboard, 1864 Broadway, New York City.

TILLEY SHOWS WANT

Manager for Snake Show; we have complete outfit; Illusion Show, Mechanical Show. Eddie Cormier wants Girls for Girl Show with wardrobe. Want Sensational Free Act; Flying Moores, wire. Address Peru, Ill.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

- Santa Fe Expo.: Twin Falls, Ida.
- Shesley Midway: Toledo, O.
- Shugart Bros.: Pulbright, Tex.; Clarksville 24-29.
- Silver State: Longmont, Colo.
- Sims Greater: Brantford, Ont., Can.
- Six, J. Harry, Attrs.: La Grange, Ky.
- Smith Greater Atlantic: Durham, N. C.
- Snapp: Webb City, Mo.; Nevada 24-29.
- Sol's Liberty: Rock Island, Ill.
- Sparks, J. F.: Marion, O.
- Spencer, C. L.: Sturgis, Ky.; Loogootee, Ind.
- Spencer & Clark Expo.: Dravosburg, Pa.
- Stanley: Fitchburg, Mass.
- State Fair: Park City, Utah; Ogden 24-29.
- Stoneman's Playland: Livingston, Tenn.; Wilder 24-29.
- Strates: Williamsport, Pa.
- Sunset Am. Co.: (19th & Univ. ave.) Des Moines, Ia.; Abia 24-29.
- Sutton: Muscatine, Ia.
- Texas Longhorn: Kilgore, Tex.; Arp 24-29.
- Texas: Los Indios, Tex.
- Tidwell, T. J.: Wink, Tex.
- Tilley: Peru, Ill.
- Tothill, C. H.: Lockport, N. Y., 20-23; Niagara Falls 24-31.
- Wade, W. G.: (Michigan ave. at Eighth st.) Detroit, Mich.; Pontiac 24-29.
- Wallace Bros.: Hoopston, Ill.; Pontiac 24-29.
- Wallace Bros.: Peterboro, Ont., Can.
- Ward, John R.: Poplar Bluff, Mo.
- Weer, M. R.: Three Rivers, Mich.; Dowagiac 24-29.
- Wehrley Attrs.: (State & Minnesota sts.) Indianapolis, Ind.; (Howard & Risener sts.) Indianapolis 24-29.
- West Bros. Am. Co.: Atlantic, Ia.; Sioux Falls, S. D., 24-29.
- West Coast Am. Co.: Esleton, Calif., 20-24.
- West Coast: Baker, Ore.; Twin Falls, Ida., 24-29.
- West, W. E., Motorized: Parsons, Kan.
- West's World's Wonder: Carbondale, Pa.; Warren 24-29.
- White City: Twin Falls, Ida.; Glenns Ferry 24-29.
- Wilson Am. Co.: Delavan, Ill.
- Winters Expo.: Canonsburg, Pa.
- Wonder State: South Ft. Smith, Ark.
- World of Fun: Grundy, Va.
- World of Mirth: Philadelphia, Pa.
- Yellowstone: La Junta, Colo.
- Zeiger, C. F., United: Focastello, Ida.
- Zindars Greater: St. Charles, Ill.; Streator 24-29.

Additional Routes

- (Received too late for classification)
- Nell, Lillian, Show: Girard, Ga., 17-22.
 - Bishop Tent Show: Durbin, W. Va., 19-20; Monterey, Va., 21-22.
 - Daniel, Magician: Dupont, O., 17-22.
 - Jordans, Musical: Parsons, Kan., 17-22.
 - McNally Variety Show: Stanfordsville, N. Y., 17-22.
 - Miller, Al H., Show: Hamilton, Ga., 17-22.
 - Princess Ethna Show: Medina, Tex., 17-22.
 - Tilton-Guthrie Show: Williams, Ia., 17-22.

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Send for a Copy and Save Money

Our new catalogue contains thousands of new items—Novelty, Concessionaire Goods, Specialties, Sales-boards, Premiums, Imported and Domestic Merchandise—at remarkably low prices.

ONE DAY SERVICE

DON'T FAIL TO SEND FOR YOUR FREE COPY TODAY.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET-MILWAUKEE, WIS.

L. J. HETH SHOWS, Inc.

Want Organized Girl Show, Athletic Show, Illusion Show, Fat Show. Will furnish outfits for same. Exclusive Cookhouse and Grab open. Mrs. Heth wants Ball Game Agents, also Experienced Man for Photo Gallery. J. J. Fontana wants to buy Snow Machine. All replies, Owensboro, Ky.

Al. G. Hodge Shows, Inc. LINCOLN, ILLINOIS, THIS WEEK

WANT for balance of season any Flat Ride. WILL book any Show worth while. WANT organized Minstrel Show. Have new outfit for same. CAN PLACE a few Concessions not conflicting. Maxine Helman wants Coupon Agents. Marvin (Moon) Laird wants Scale Man. Experienced Ride Help who can drive tractors and do not drink liquor. No brass. Also want two Canvas Men to handle Big Top. Celebrations and Fairs, we invite your inspection. Route to interested parties.

W. M. TUCKER and ANDY CARSON, Managers, Lincoln, Ill., week of May 17.

BARFIELD'S COSMOPOLITAN SHOWS WANT

Shows of merit, especially organized Colored Minstrel, will furnish canvas and front. Also Small Wild West, Dog and Monkey Circus and Mechanical Show. Want Chair-o-Plane and Loop-o-Plane. Opening for a few more legitimate Grind Stock Concessions. Want experienced Wheel and Whip Men. Want Freaks and Acts for Side Show, especially Tattoo Artist. Address Spring City, Tenn., this week.

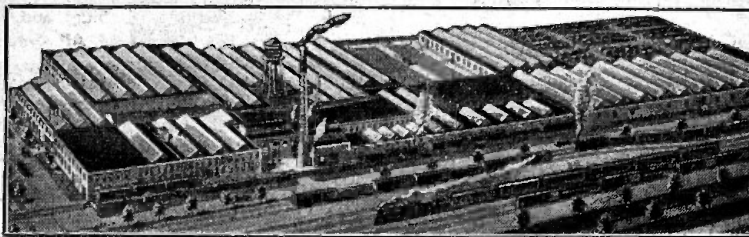
WEST BROS.' SHOWS WANT

Concessions that work for stock. B. C. Slim Cunningham wants Wheel Agents. Marion Thompson wants Bucket Store Agents. Ride Help, come on. Scenic Artist, come on. Atlantic, Ia., this week; Sioux Falls, S. D., week May 24; Aberdeen, S. D., week May 30.

A Note of Appreciation

The response to our first announcement about the new Hannahs Games has been deeply gratifying to us. * * * While we anticipated a lively curiosity about the new ideas we have in store for the industry—we were not prepared for the volume and intensity of interest displayed by those who wrote, wired, cabled and telephoned. * * * We wish to express our thanks for the welcome that has been given us.

HANNAHS MFG. COMPANY KENOSHA, WISCONSIN



MANHATTAN CHOCOLATES

A High-Class Chocolate to Intermediate with one layer of Assorted Chocolates. Individually Cupped. This Attractive, Cellulose-lined Box is the Concessionaire's Money-Maker. Packed 6 Dozen to Carton.

75c Doz.
\$4.50 Carton

25% Deposit with Order, Bal. C. O. D.

Marvel Gandy Co., INC.
101-103 Wooster St., NEW YORK CITY.

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, COGN GAMES, ETC.

Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

WANTED **SALESMAN**
experienced
With Car and following for one of New York's Largest Carnival Supply Houses. Must furnish references. Write BOX 789, Care The Billboard, 1584 Broadway, New York City.

TILLEY SHOWS WANT

Manager for Snake Show; we have complete outfit: Illusion Show, Mechanical Show, Eddie Cormier wants Girls for Girl Show with wardrobe. Want Sensational Free Act; Flying Moores, wire. Address Peru, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

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Six, J. Harry, Attra.: La Grange, Ky.
Smith Greater Atlantic: Durham, N. C.
Snapp: Webb City, Mo.; Nevada 24-29.
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Stoneman's Playland: Livingston, Tenn. 24-29.
Wilder 24-29.
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Texas Longhorn: Kilgore, Tex.; Arp 24-29.
Texas: Los Indios, Tex.
Tidwell, T. J.: Wink, Tex.
Tilley: Peru, Ill.
Tothill, C. H.: Lockport, N. Y., 20-23; Niagara Falls 24-31.
Wade, W. G.: (Michigan ave. at Eighth st.) Detroit, Mich.; Pontiac 24-29.
Wallace Bros.: Ekeopston, Ill.; Pontiac 24-29.
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Wheley Attrs.: (State & Minnesota sts.) Indianapolis, Ind.; (Howard & Risener sts.) Indianapolis 24-29.
West Bros. Am. Co.: Atlantic, Ia.; Sioux Falls, S. D., 24-29.
West Coast Am. Co.: Isleton, Calif., 20-24.
West Coast: Baker, Ore.; Twin Falls, Ida., 24-29.
West, W. E., Motorized: Parsons, Kan.
West's "World's Wonder": Carbondale, Pa.; Warren 24-29.
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Zelger, C. F., United: Pocatello, Ida.
Zimdars Greater: St. Charles, Ill.; Streator 24-29.

Additional Routes

(Received too late for classification)

Bell, Lillian, Show: Girard, Ga., 17-22.
Bischoff Tent Show: Durbin, W. Va., 19-20; Monterey, Va., 21-23.
Daniel, Magician: Dupont, O., 17-22.
Jordans, Musical: Parsons, Kan., 17-22.
Morally Variety Show: Stanfordville, N. Y., 17-23.
Miller, Al H., Show: Hamilton, Ga., 17-22.
Princess Edna Show: Medina, Tex., 17-22.
Tilton-Guthrie Show: Williams, Ia., 17-23.



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WANT for balance of season any Flat Ride. WILL look any Show worth while. WANT organized Minstrel Show. Have new outfit for same. CAN PLACE a few Concessions not conflicting. Maurice Heiman wants Coupon Agents, Marvin (Moon) Laird wants Scale Man. Experienced Ride Help who drive tractors and do not drink liquor. No brass. Also want two Canvas Men to handle Big Top Celebrations and Extra, we invite your inspection. Route to interested parties.

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WEST BROS.' SHOWS WANT

Concessions that work for stock. B. C. Slim Cunningham wants Wheel Agents. Marion Thompson wants Bucket Store Agents. Ride Help, come on. Scenic Artist, come on. Atlantic, Ia., this week; Sioux Falls, S. D., week May 24; Aberdeen, S. D., week May 30.



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"A REAL MONEY-MAKER! A REAL HIT! A REAL BALLY GAME!"
 Says: Wm. Wakeley, Troy, N. Y.



"ONLY BALLY CAN BUILD THEM SO GOOD. I WANT A CARLOAD!"
 Says: Harry Samuels, Little Falls, N. Y.



"WOW! WHAT A HIT! IT'S THE GAME I'VE BEEN WAITING FOR!"
 Says: Dell Heneman, Schenectady, N. Y.



"CROSS LINE IS SWEEPING THE EAST AS THE BEST AND BIGGEST MONEY-MAKER IN YEARS! "WIRE OR PHONE YOUR ORDER TO US IMMEDIATELY! QUANTITY DELIVERIES TO ALL! FIRST COME —FIRST SERVED!"

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"CROSS LINE IS THE BEST MONEY-MAKER IN THE INDUSTRY! ONLY BALLY CAN BUILD SUCH A SENSATIONAL AND THRILLING GAME!"

Says: Charley Gorman, Utica, N. Y.

"GAMES LIKE CROSS LINE BY BALLY ARE KEEPING MY OPERATION ABOVE PAR ALL THE TIME! IT'S THE BEST GAME OF THE YEAR!"

Says: Bernard J. Colos, Geneva, N. Y.



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Paddock Prolongs Thrills for Fans

CHICAGO, May 15.—For thousands of rabid fans the thrills and excitement of the Kentucky Derby did not end with the running of that race, says Sam Wolberg, of the Chicago Coin Corporation.

"Thousands of sportsmen in every part of the nation are daily cheering the firm's one-shot bumper-spring racing payout table, Paddock," Wolberg claims. "Little wonder," says Wolberg, "as Paddock has features that are well-nigh irresistible, and in the short time it has been on locations those features have proved an earning power almost beyond belief."

"The big attraction is our original and dramatic light-up backboard. Here every hit of the big steel ball on the bumper springs is reflected in the light-up action of the horses as they advance around a complete oval track. It's the whole race from start to finish and it tells the player just how close he is to an award at all times during the game. For example, 12 hits cause the horse to make one complete circle of the track and pay show odds. At all times the lighted horses and numbers keep the players tense and excited."

"Added to that outstanding feature are others, such as the visible, changing odds that range from 2 to 40, a free-play hole and, of greater importance, the mechanical award adjustment. The usual Chicago Coin dependability is reflected in the sterling performance. Full-time production is the order of the day at our huge plant and shipments are being made on schedule."

COLE-BEATTY WOWS

(Continued from page 3)

Today it is ideal and the show should repeat yesterday's fine business.

Not only did the big show have a wonderful day Sunday but also the Side Show, novelty stands, eating stands, etc. There was a constant stream of people going into Lou Delmore's kid show and all hands were busy thruout the afternoon and evening. Every piece of canvas on the show is brand new.

Jess Adkins and Zack Terrell have an organization that should have its biggest season. Despite considerable unfavorable weather and muddy lots the show has been faring big since opening its season.

Paris Indoor Shows Fold

PARIS, May 10.—Cirque Medrano and Cirque d'Hiver have terminated their indoor seasons and Paris is minus real circus fare. Prospects are that some circus project will materialize for the summer season as soon as the big Paris International Exposition gets under way.

Final program at the Cirque d'Hiver had Rixford Jr.'s horses; Three Crotos, aerial; Four Elysees, comedy tumbling; Six Hoffmanns, jugglers, and the Four Plastics, equilibrists.

Chester Kingston, American contortionist, and Jimmie and Charlie, comedy acrobats, are at the Petit-Casino. Miller and Wilson, American acrobatic comedians, and Karmenow's dogs are at the Gaumont Palace.

The Cirque Fanni, tent circus; Durwal's dog show, Descendre's Menagerie and the Zoo Menagerie are playing the big street fair in the Montparnasse quarter of Paris.

14,000 Kids at Show

CINCINNATI, May 15.—The following appeared on the editorial page of *The Montana Standard*, Butte, issue of May 3:

"The circus season was officially opened in New York recently when the great Ringling shows exhibited at Madison Square Garden. On one day during its extended run at the Garden the turnstiles were thrown open by the circus management to more than 14,000 New York children from 250 institutions. The performance was dedicated especially to orphaned, crippled and underprivileged children. They ranged all the way from 4 or 5 years to ages of 12 and 14. They were unloaded from busses, elevated trains and subways near by and marched two by two with their supervisors past the ticket booths, where each was handed a ticket.

"Large squads of police were called upon to assist in taking care of the children and getting them into and out of the Garden. Police stated afterward that there must have been at least 1,000 ringers among the little ones from the orphanages and institutions. The event had been well heralded in New York papers, and the square in front of the Garden building was literally alive with children who were not members of the invited groups.

"Many of these fell into line, observers said, 'trying to make themselves look as much like orphans as possible' so they might see the circus free. There were no arguments and no heartaches that day, because practically all of the kids who were unable to buy tickets got in as guests.

"Afterward performers, who soon will

take to the big top for the annual tour over the country, declared it was the most appreciative audience any circus ever had. The Wild West performances were the most popular, and the cheering and shouting halted the show.

"One of the representatives of the circus who has been placed in charge of such undertakings as distributing tickets for children stated that he had given out 350,000 free tickets to kids during his career. Undoubtedly if his duties were known to all the kids he would be voted the most popular man in America."

Edwin Tait To Open His Carnival in Singapore

SINGAPORE, S. S., May 1.—Edwin Tait, American carnival owner and operator, is not placing his rides and concessions at the Happy World Park here as previously reported, but is opening his own carnival for the Coronation celebrations. This will be the first American-style carnival to be operated in this section since the slump of 1934. This form of entertainment is very popular here with all nationalities and classes.

Two Good Houses for Mix At Binghamton, N. Y.

BINGHAMTON, N. Y., May 15.—Tom Mix Circus played here May 8 to two good houses in spite of late afternoon rain and wet night lot. Many fans were present, including Capt. Dan E. Fox and a number of his fellow troopers.

A new big top, a 130 with three 50s, is expected early in June.

The ORIGINAL Money Making Miniature Rifle Range

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1 New Winchester Rifle Shells & Targets....
ENOUGH TO GROSS YOUR ORIGINAL COST without spending another cent!

Rolfe Stanley Killed in Accident

Coin machine men thruout the country lost a loyal, cheerful friend and the industry has been deprived of an aggressive leader by the tragic death of Rolfe Stanley, of the Automatic Amusement Company, who was killed in an automobile accident near Sinton, Tex., May 12. He was returning to Houston from Corpus Christi, where he had driven on business, and was instantly killed when his car turned over on a turn.

Associated with his brother, S. L. Stanley, founder of the Automatic Amusement Company, Rolfe Stanley had an active and successful career in the coin machine field since the early days of pin games, first in the Memphis home office of Automatic Amusement Company and later in Texas. Together with his brother he had a major part in establishing some of the most enviable sales records ever set up in this industry. Two years ago he took charge of the Houston office, which became under his guidance one of the most important distributing organizations in the Southwest. His genial, companionable personality enabled him to win the good will and affection of a large following of Texas operators, who respected his shrewd ability to pick successful games and his eagerness to give the utmost in personal service.

Rolfe is survived by his widow, Katherine Richards Stanley; daughter, Katherine; his parents, Mr. and Mrs. S. W. Stanley; a sister, Dorothy, and his brother, Sterling L. Stanley. He was buried at Memphis May 15. His funeral was attended by representatives of manufacturing, distributing and operating organizations, in all three of which groups Rolfe had innumerable friends.

Following tributes to the deceased were wired to *The Billboard*:

"I wish to join with his host of friends to express my grief in learning of the untimely death of Rolfe Stanley,

who with eight other of my business friends and associates have joined the Mighty Host of the Dead since the fall of 1935. Such fellows as Stanley, Tona-hill, Stelle, Reef and others leave a rich heritage to us and a responsibility for us to carry their load and ours."—Fisher Brown, Dallas.

"I will greatly appreciate your extending my deepest sympathy thru your publication to the relatives and friends of Rolfe Stanley, whose untimely death occurred Wednesday."—Earl E. Reynolds, Dallas.

Upon the occasion of Jimmy Stelle's death last December, Rolfe Stanley wrote: "It certainly must have been a satisfaction to his family to know that so many of his business associates laid down their work for a single day in tribute to his memory. He always made a lasting impression with those he came in contact with." Today his host of friends agree that Rolfe's own words apply with equal force to his own untimely death and the honor paid his memory.

Reporter Objects To Movie Types

One of the most interesting reviews on the movie expose, *King of Gamblers*, was written by Jack Dowling for *The Chicago Daily Times*. In his review Dowling calls attention to the perverted idea of newspaper reporters usually given in the movies. Jim, played by Lloyd Nolan in the picture, is getting close to an accurate and fair picture of the average reporter, Dowling says.

It might be well to call the attention of reporters to the fact that, just as the movies do them an injustice, the average reporter also grossly exaggerates

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EXHIBIT TICKET GAMES \$5.00 EACH

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MINNEAPOLIS • MINNESOTA
ACE creates World's Most Sensational Salesboard Assortments.

the coin machine business. Perhaps the usual "inquiring reporter" stuff is the worst offender against the coin machine trade. But reporters are sent out to get the sensational—because the sensational is what sells the papers. Perhaps the amusement games trade ought to take some pride in the fact that it can be the subject of sensational copy at times.

Well, here is Dowling's idea of reporter Jim in the movie *King of Gamblers*:

"Jim Nolan, as the reporter, is more like a true-life reporter than any the screen has deigned to bring yet. As a reporter I can only say that some of the characterizations the screen has tried to pass off as newspaper men send real newspaper men reeling from the theater in agony. Lloyd Nolan, as Jim, is the closest they've come yet. He's not the hero type out after a scoop with a telephone in his hands every two minutes. When he's in a tight spot he's scared but does his best to fight his way out.

"The picture moves fast, has plenty of moments that are exciting, but would be more exciting if they were not so obvious. Lloyd Nolan is good and we're

glad to see him graduating from heavy roles. Claire Trevor has an odd sort of beauty, a natural charm that reminds you of your own girl rather than a movie star. Akim Tamiroff is Akim Tamiroff and we would rather see him playing roles such as he had in *The General Died at Dawn*, where he has a chance to act.

"If you're interested in crime pictures you'll probably like this one, altho the Chicago censors have a cute knack of cutting films in the most awkward places, and after all I wonder if they know whom they're kidding, themselves or the public."

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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UNION FOR CIRCUS—

(Continued from page 3)

tary of the American Federation of Actors, representing said organization, and Samuel Gumpertz, representing Ringling Bros.-Barnum & Bailey Circus, conferred today and it seems certain that an amicable arrangement has been made or will be made in the near future.

"The relations are very pleasant and when Mr. Gumpertz left he was well satisfied with the future proposition.

"It is expected that the circus and the union will come to some amicable arrangement within the next few days, and the arbitration of salaries will be consummated on the opening of the show in Philadelphia.

"Mr. Gumpertz is requesting all of the employees of the circus to join the American Federation of Actors."

Smith Official Representative

Led by George W. Smith, formerly assistant superintendent of the Ringling-Barnum Show, AFA organizers approached workmen on the Brooklyn lot this week and reported the signing of several hundred membership applications. Drive to win over the circus personnel culminated in a mass meeting Thursday evening at Ridgewood Grove Stadium, Brooklyn. Approximately 500 members of the working forces attended and after listening to Whitehead and Smith explain the union's stand adopted the submitted platform and elected Smith as their official representative in the AFA.

Meeting was marked by great enthusiasm. Whitehead and Smith were applauded heartily time and again. All departments were represented at the gathering and all seemed to be in sympathy with the movement with the exception of about 50 property men. When Smith was elected representative that group left the hall but returned a few minutes later to listen to the proceedings. Property men were backing Joseph Lynch, currently of the Big Show, to act as representative.

John C. McClusky and John Macht, both members of the Ringling-Barnum Show at one time or another, aided Smith in organizing the men while they worked on the Brooklyn lot.

AFA Demands

Demands that the AFA will ask the circus to meet will be discussed when the show plays Philadelphia. They include:

(1) The employer shall recognize and acknowledge the American Federation of Actors as the true and only representative of the employees of the Ringling Bros.-Barnum & Bailey Circus, except those employees that are within the jurisdiction of other duly accredited American Federation of Labor unions, and must undertake to annul, cancel and nullify any contract now extant with any other union or organization assuming to be a labor organization affecting the employees involved herein.

(2) The management shall at all times permit an authorized representative of the American Federation of Actors, or its business agent, admittance to the place of business of the employer for the purpose of interviewing the employees, except employees of the clerical and financial departments, or for such reasons as are necessary to any contract that may be entered into between the employer and the American Federation of Actors.

(3) A \$2 per day pay increase over and above what the employees are receiving at present, but in no event must any employee employed in any capacity of the circus receive less than the minimum of \$60 per month, plus board, lodging and transportation. Board is defined as consisting of three meals per day, and if unavoidable conditions prevent the serving of three meals a day on any day, the management shall pay to the employees for each meal not supplied at the rate of 25 cents per meal per employee, which sum is to be paid to each employee at the serving of the second meal.

(4) Existing differentials and classifications must be maintained.

(5) No one may be employed by the management except members of the American Federation of Actors in full benefit.

(6) All employees shall be fully covered by workmen's compensation insurance continuously during the period of employment, the full costs and charges of which shall be borne by the owners; said insurance to provide for compensation to be paid to employees in similar amounts and under the same conditions as provided for in the Workmen's Compensation Law of the State of New York under like conditions.

(7) The management shall issue coupon books to employees so that employees can purchase goods at the commissary wagon and lunch stand, the cost of such books to be deducted from employees' weekly salary.

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LATEST PIN GAMES		Mad Cap \$ 6.00	Neighbors ONLY
Bally Bumper \$32.50	Red 'N Blue 17.50	Sky High 14.00	Hop Scotch \$3.95
Bola 9.00	All Exhibits, Ticket Games, Only \$9.00 Each		Gold Medal EACH
Buttons 27.50			Five and Ten Leap Frog
Firecracker 22.50			Panama
Hold 'Em 7.50			Big Game
Happy Days 12.00			Wing Lite
Live Wire 16.00			Tie Score
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Stop 'Em 22.50			
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AUTOMATICS

Electric Eye (Ticket Model) \$30.00	Golden Harvest (Ticket) 42.00
Gottlieb's Skill Roll (Ticket) 40.00	Turf Champs (Special—WRITE FOR PRICE)

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(8) The management shall make no deductions from the salaries of employees except such deductions provided by the terms of the various Social Security Acts applicable thereto and for commissary coupon books if and when issued to employees.

(9) Transportation for employees to and from show car to the showgrounds shall be provided by the management at all times during the period of employment where the distance from the show car to the showgrounds is greater than two miles.

(10) The full costs of medical attention and hospitalization for employees shall be borne by the employer during the period of employment.

Separate Organization

Move to organize the circus workers marks the first time that the AFA has attempted to go out of the performers' field. Whitehead made it clear that the AFA has been trying to organize circus performers for some time but that the new division, the Circus Employees, will practically be a separate organization with individual headquarters in the Bond Building, New York.

Gumpertz, after the meeting with Whitehead, said: "Ralph is a fine intelligent man and I am sure we will be able to work out conditions that will be favorable to us both. The circus has had two unions, the American Federation of Musicians and the International Alliance of Billers and Bill Posters, for many years. No trouble has arisen with them and there is no reason to believe the AFA will be any different."

St. Louis

ST. LOUIS, May 15.—Mrs. Morris Feldman, completely recovered from a recent illness, played host to a group of showwomen at her home last Wednesday. Guests were Mesdames Noble C. Fairly, Tom W. Allen, Charles T. Goss, Barney S. Gerety and George Jacobson.

Macon E. Willis, special agent for Beckmann & Gerety Shows; left here for Champaign, Ill., to prepare for the organization's opening in that city.

Russ Quaintance was here for several days looking after his duties as general agent for the Pacific Whaling Company. Unit is playing Middle Western cities.

Leo Sullivan, of the Eli Bridge Company, and H. B. Schneck, of the Philadelphia Toboggan Company, were here for several days visiting the various carnivals playing this vicinity.

City has been the mecca for carnival supply house representatives during the past several weeks. Among those visiting in and around St. Louis are Ned Torti, Hyman Schreiber, Bill Carsky, A. R. Beard and E. S. (Slim) Johnson.

Proposes Tax on Space

PHILADELPHIA, May 15.—Searching for painless methods of raising revenue needed to meet deficits and patch up big holes in the 1937 budget, city council proposed, among other things, a tax of 10 per cent on all transactions involving the leasing or letting of advertising space on display signs, sign panels or billboards for profit, either outdoor or indoor, and those in public conveyances, including street cars and trains.

Wallace Bros. of Canada Open Good

TORONTO, May 15.—Wallace Bros.' Shows of Canada opened the season here Saturday, May 1, under auspices of the Canadian Legion. Business was good and weather conditions fair.

The show equipment is newly painted and decorated. Show has all new canvas.

The organization has five new show tops, about 35 new concession tops, a new kiddie ride and J. D. Robertson's new Miniature Zephyr, streamlined train. This is the only train of its kind in Canada. Other rides are Merry-Go-Round, Eli Wheel, Chairplane, Caterpillar, Funhouse, D. M. Milne's live pony ride, Ten-in-One, Dion's Animal Show, Mrs. George Weeks' monkey speedway, Hazel Rocco Ford's Girl Revue, Chief Montour's wrestling arena and Phil Cronin's arcade.

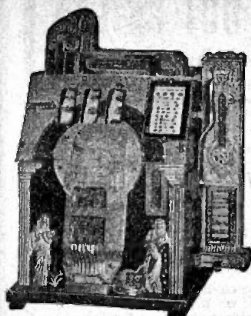
Much praise was given Manager James P. Sullivan by local committee and visiting showmen for the general appearance of the show. The show was given considerable publicity when one of Duncan Fairlie's diving girls missed the tank from a height of 35 feet during practice.

Staff: J. P. Sullivan, owner; A. E. Lavole, manager; E. H. Brown, general agent; Bill Graf, special agent; Harry Proulx, press agent; Luke Hozack, trainmaster; Scottie Walsh, electrician; Bill Stewart, canvas and lot foreman; Jack Phillips, chief painter; Pat Rowan, in charge of transportation.

Concessioners: Phil Cronin, Hazel Rocco Ford, Joe Walsh, Fred Schelberg, George Coulter, Betty McClusky, Herb Payne, R. G. Smith, S. Sner, J. Woods, E. Oats, Mrs. J. P. Sullivan, Mrs. A. R. Lavole, Mrs. E. Mulvie, J. Kostenuck and M. Kostenuck. Shows and rides staff: Ten-in-One, management of A. L. Salvail, assisted by Wallace Goulet, Rosita and Haba Haba. Wrestling Arena, Chief Montour; Chief Flying Cloud, champion Indian wrestler of Canada. Dion's Animal Show, Mr. and Mrs. Joe Dion. Girl Revue, Mrs. Hazel Rocco Ford. Monkey Speedway, Mrs. George Weeks. Funhouse, R. Ross, foreman, and B. King assistant. Merry-Go-Round, Jasper Hill, foreman; L. Hanson and Charles Thompson. Eli Wheel, D. Zito, foreman, and J. Bradley. Caterpillar, Joe McClusky, foreman; R. Ross, D. Evans and J. Parker. Mixup, Jesse McCaslin and Pat Zito. Kiddie Ride, Joe Zito. Miniature Train, J. D. Robertson. Reported by Harry Proulx.

Henry J. Pollie Killed In Automobile Accident

KALAMAZOO, Mich., May 15.—Henry J. Pollie, veteran carnival showman, was killed about 9 a.m. Wednesday, May 12, near Cassopolis, Mich. He and driver were on U. S. Highway 112 when the car he was in hit the guard rail, skidded and went over a 25-foot embankment. Car turned over twice and Pollie was thrown in rear of car and then outside and was killed instantly, according to management of Henry Pollie Shows, of which he was the general agent at time of death. For full obituary see Final Curtain page this issue.



MILLS 5c REGULAR GOLDEN VENDER. \$54.50 EACH.

ORDER THESE

6 WURLITZER P-12
5c, 10c S'LOT
PHONOGRAPHS
ONLY

\$119.50
EACH



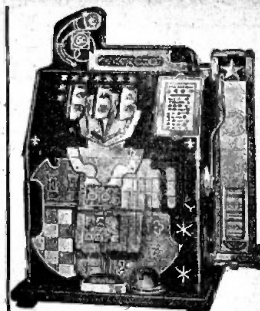
NEW 1937
MODEL POOL
TABLE
\$237.50

If you desire further information, write for circular and complete details.

18 MILLS DE-LUXE DANCE MASTERS

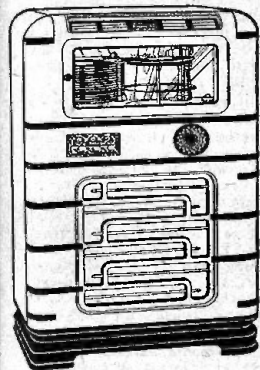
EQUIPPED WITH
5c-10c-25c SLOTS.
PRICED TO SELL
ONLY

\$99.50
EACH



MILLS 5c BLUE FRONT MYSTERY VENDER. \$69.50 EACH.

23 Paces Races Priced \$190.00 to \$245.00 Each—All Depending on Serials. If you need Paces Races for your territory, write for Bargain List on this lot.



BRAND NEW
WURLITZER
PHONOGRAPHS
WRITE WIRE PHONE FOR PRICES TERMS

you said I send your orders to JOE

JOE CALVERT'S BARGAIN SHEET

1-BALL AUTOMATICS

Western Cocosnuts Put N' Take Pacific Eclipse Big Ball 5 Balls Liberty Bell, 10 B. Exhibit Top Row Daily Limit Kenney Mammoth Double Header Mills Tycoon Rock-Ola Alamo Sky High, 5 Balls Kenney Big Five, 5 Balls Mills Position, 5 B. Air Lane Ticket, 10 Balls Rambler, 10 Balls Golden Harvest A.S.T. Grub Stake Bally Bonus Bally Hialeah Bally Peerless Brokers Tip Grand Blum Kenney Velvet Pamco Chase Pamco Galloping Plugs Leather Neck Pinch Hitter Red Balls Patooka, Jr. Pamco Toot Mills McCoy Mills Ten Grand

\$3.50
EACH

\$14.00
EACH

\$19.00
EACH

SLOT BARGAINS

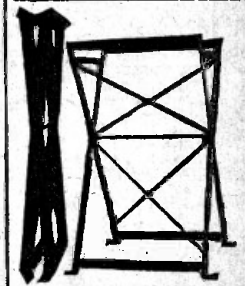
7 Brand New Jennings 5c Console Chief Bells \$94.50
1 Brand New Jennings 25c Chief Mystery Gold Award Bell, 84.50
3 Brand New Rol-A-Top Mys. Golden Venders (1 each 5c, 10c, 25c play) 59.50
3 Brand New Rol-A-Top Mys. Golden Bells (1 each 5c, 10c, 25c play) 59.50
1 Brand New Welling 10c Treasure Bell, 45.00
1 Used Paca 10c Comet Bell, Mys. Payout 25.00
5 Used Jennings 1c Duke Venders, 11.00
3 Used Jennings 1c Duchess Venders, 17.50
4 Used Calle Cadet Bells (1 5c, 2 10c and 1 25c play) 30.00
7 Used Mills 5c Escalator Silent Jackpot Front Vndrs. 27.50
7 Used Mills Skyscraper Vdrs., 1c play, 24.50
5c play, 49.50

NOVELTY PIN GAMES

A.B.T. Archers...
All American Football...
A.B.T. Autodarts...
Bally Lights Out...
Pacnet Bola...
Double Nugget with payout register...
Budget...
Country Club...
Daval Totalizer...
Daval Excel...
Draw Ball...
Exhibit Ticket Game...
Genco Othamus...
Harvest Moon...
Mills Neighbors...
Rack'em Up...
Rock-Ola Totalizer, with payout reg...
Rock-Ola Big Games...
Rock-Ola Bomber...
Shyvers Round 'N Round, with payout register...
System Sensation Special...
Scrimmage...
Little (new style)...
Zip...
ANY NOVELTY PIN GAME LISTED HERE ONLY \$5.85 EACH 1/2 CASH WITH ORDER BALANCE O. O. D.

500,000 Used Phonograph Records
OUR SELECTION—NO TWO ALIKE. PACKED 100 TO PACKAGE, 100 FOR \$3.00. Certified remittance in full returned with order. CLOSURE OF THE GAMES IN SMALL PIN TABLES—SLOT MACHINES—PIN GAMES—OTHER GAMES

54 BALLY BUMPERS—ONLY
\$35.00 Each
63 BALLY SKIPPERS—ONLY
\$49.50 Each



LOCKED. OPEN-READY FOR USE
USED COLLAPSIBLE IRON STANDS FOR SLOTS. Each \$1.00

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

Pacific Launches New Ad Campaign

CHICAGO, May 15.—Pacific Manufacturing Corporation has launched a new type of advertising campaign, which again illustrates the ingenuity of the company's versatile sales manager, Paul Bennett. Pacific's advertising, as described by Bennett, will take the form of a small newspaper page, the news items to consist of important weekly messages to distributors and operators.

"We will have in effect our own little newspaper," says Bennett, "and it will be distributed thru the pages of *The Billboard*. We're going to make it sufficiently interesting so that distributors and operators will watch for it. It will be an up-to-the-minute report on some of the most important developments of the industry and will feature not only the newest successes among the games and other coin machines, but also will have some things to say from time to time on the doings of some of the industry's leading personalities. *Pacific News* is going to be worth watching."

Featured in the first *Pacific News* is an eleventh-hour report on De Luxe Bell. Pacific's "king of consoles," now said to be receiving wide acclaim everywhere. De Luxe Bell operates on a double system of payouts which are tied in with two coin chutes. One takes nickels and pays awards ranging from a dime to \$1.50. The other chute takes quarters, with payouts of 50 cents up to \$7.50, with a top of \$9 when both chutes are engaged.

Also included among the significant items in *Pacific News* is the announcement that Pacific's Ball Game goes into volume production within the next few days. A great number of advance orders have been received on the new game. Pacific's Ball Game is said to have aroused the interest and enthusiasm of operators from Coast to Coast. It is said to give the player an opportunity to make use of his own skill and effort instead of making him dependent entirely upon mechanical contrivances.

Surging ahead with these Pacific games, according to reports, are Skooky,

the third-dimensional novelty table, and Mazuma, new pay table. Skooky is said to have scored heavily with its colorful scoreboard and third-dimensional lighting, which is Pacific's exclusive innovation. Mazuma, just introduced, is fast becoming a favorite, it is said, with both players and operators. Its outstanding feature is what *Pacific News* describes as a "win-or-money-back" guarantee, something new and different in pay table games. As a result of this feature players are said to have found a new and highly attractive appeal in Mazuma, with correspondingly attractive profits for the operators. "It's on its way to becoming one of the smash hits of the season," says Paul Bennett.

PUBLICITY, WHAT

(Continued from page 93)

than his fellow man. Bring him to your playground and give him his day of glory, and at the same time cut yourself in on the exploitation values. Newspapers far and wide will make a great play of him as well as of any other novel character who can do something unusual and well.

Word-of-Mouth Ads

Assemble the leading stamp collectors not only in your community but in the surrounding area. Insert small classified advertisements in your dailies and weeklies telling the philatelists that you are prepared to sponsor them in a tournament and will furnish interesting awards. You will probably be amazed at the number of people, maybe your most intimate friends, who will respond. Deep down in all of us there lurks unknown and unrewarded talent. You may just as well be the one to bring it out, develop it, exploit it.

For the women, why not a knitting, crocheting or embroidery tourney in which the contestants must perform at lightning speed? Here are some other contests: The best baldheads, best dressed men and women, best personality, most flowing mustache, longest and best kept beard or side whiskers, most perfect set of teeth, best mathematician, draftsman, designer, musician, composer, artist, cartoonist and what not else?

I have mentioned teeth. We are all

aware that it is against the canons of ethics for dentists to advertise. These as well as other professional men and women have to depend on lectures, speeches, and the most effective of all modern publicity instruments, the "tie-up." Very well, then, select the leading dental surgeons and orthodontia specialists in your locality and confer on them the august title of judges. I have mentioned musicians. You do the natural thing. You break this class down according to types of instruments.

Can't you see the advance headlines already—not to mention the after-notice? You'll be lucky to have enough space to hold the supporters and cheering squads following each contestant—and I am not particularly noted for oozing optimism. And don't forget they have to pay their way into your park will become your most important word-of-mouth advertisers, aside from which they will surely patronize your line of attractions.

Dodge Superlatives

The poser, "Publicity, What It Is," has already been defined in terms of the contest. Publicity is merely the result of what a large segment of potential drawing population is interested in. The public prints may create such interest, but in most cases they report it. They often do both. They have to if they are to maintain their circulation and increase it. Incidentally, there are many advertising prospects or "cleups" made to order for newspapers even in the handful of contests suggested. For example, a local musical instrument house would leap at the opportunity to announce via a paid advertisement that the saxophone used by John Brown in the competition at Miracle Park, the Wonder Playground, was sold to him by them.

This brings us to the second phase of today's sermon, "Publicity, What It Isn't." Publicity isn't deliberately misinforming the public prints, no matter how friendly they may be to your interests. Newspapers are, in a manner of speaking, public servants. They aim to disseminate information of all kinds and all classes which will keep the public informed. Don't forget that if others tell lies, you will be reading them and believing them, and that will not en-

hance your education on public affairs and general happenings.

Publicity isn't the dispensation of superlatives best characterized by the word "colossal." Even the most incompetent editor can detect the utter futility of your trying to put across a story by means of the high-pressure adjective. No adjective is worth that much. Genuine news is what is wanted.

Publicity Not Fad

Publicity isn't a matter of thefting space. Newspapers are hungry for interesting material. Serve them the right dishes and they'll add the salt and pepper. Do not fool yourself into believing that you have "put something over" on them.

Publicity isn't something you get in return for advertising. To be sure, the economic machinery of the average newspaper requires that, but good publicity can stand on its own in any locality. You advertise because you wish to tell a story that is generally not part of the news. You seek publicity because you believe your theme has news value. If it hasn't that value, develop it, rehash it, revise it—but by all means, do something.

Publicity isn't a fad or a routine to be followed because it is the proper thing to do. Nothing is so dull as negative or matter-of-fact newspaper stories. Make your stories mean something. Publicity isn't something that the office boy or the cashier can successfully execute. It is something that belongs to a trained, full-time press representative.

Publicity is difficult to create from nothing. Be prepared, therefore, to arrange for something that you can write about. It may be attractions, fireworks, contests, animals, lost children, lonely co-eds or any one of a thousand morsels. Publicity isn't a lot of other things that lack of time does not permit of relating.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

NUMBER 1
Week of May 17

Pacific News

EXTRA!

Published by Pacific Mfg. Corporation, 4223 West Lake Street, Chicago.

PACIFIC'S PRODUCTS FORCE BIG PLANT EXPANSION!!!

**FORCIBLY TAKE POSSESSION
OF FOUR COMPLETE FLOORS!**

WHY

In order to carry out the biggest production program Pacific has ever been faced with, four floors in their extensive building at 4223 Lake street, Chicago, have been drafted into use. Three times as many employees are pouring thru Pacific's doors, all highly skilled and trained in the building of Pacific's great new line of coin-operated equipment.

**Everything for Everywhere—
All Types of Equipment!**

Operators and distributors are getting everything they want at Pacific. Amusement games of all kinds. They don't have to look elsewhere. They're all at Pacific. New outstanding pay tables. Novelty games. Baseball at its best. De Luxe Bell. Rosemont. And the biggest merchandising idea in 10 years—Pacific's Gum Merchant.

MAZUMA ONE BALL PAY TABLE LAUNCHED. BURSTS INTO FAME OVERNIGHT!

Fred McClellan, president of Pacific, says: "This newly released one-ball automatic payout is a real number, boys. Shipments start Wednesday, May 19. And no bunk about it either."

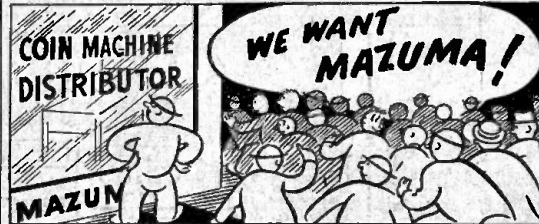
Mazuma carries Pacific's new "win-or-money-back" feature that causes all players to forsake other pay table games in favor of Mazuma. Its price of \$149.50 is most interesting to operators.

PLAY BALL! Pacific's New Ball Game Gets Big Hand!

The most talked-about game of the year is now in production. From Coast to Coast operators are talking about Pacific's Ball Game and its tremendous possibilities.

It is meeting with a swell reception and going over big with operators, distributors and those who've already played it.

You Can't Stop an "Op" When He Hears About "Mazuma"!



It's a
**PACIFIC
Year!**

SKOOKY RUNNING FULL CAPACITY PRODUCTION!

Not just an ordinary novelty game, but an outstanding novelty game with the strange new third-dimensional scoring. Running full capacity in production and ready for immediate deliveries.

De Luxe Bell and Rosemont!



De Luxe Bell and Rosemont have taken over the entire second floor at Pacific. Immediate deliveries are practically guaranteed!

PACIFIC'S GUM MERCHANT BIG MERCHANDISING HIT!

On top with big as well as steady profits. In heavy production on the third floor. Come in and see this wonder of all merchandising ideas!

PACIFIC
MFG. CORPORATION,
4223 LAKE STREET, CHICAGO

Home Stretch Is New Genco Game

CHICAGO, May 15.—Announcing a game said to incorporate more than a generous measure of everything that goes to make a successful machine, Genco, Inc., this week introduced Home Stretch as a racing game.

According to Genco officials, Home Stretch is a five-ball racing game with bumper-type springs which, for completeness of detail and realistic repro-

duction of horse-racing atmosphere, leaves little to be desired.

The unusually large backboard brilliantly depicts the homestretch of a track along which the horses are advanced by impulses flashed to the special backboard mechanism from the bumper springs when they are contacted by the large steel ball.

At the beginning of each game five horses are shown lined up at the head of the home stretch. Insertion of a coin automatically selects, in charted lights on the backboard, three of the horses—one to win, one to come in second and one for third place. Each horse is controlled by two bumper springs on the chart, also showing the odds to be awarded the winner of the race.

An outstandingly different award system is employed by Home Stretch and this has been of greatest importance in attracting location-test play. The awards are decided in the following manner: If the horse indicated to win comes in first, the player is awarded the number of points shown for the winner of that race. However, if the horse indicated to win and the horse indicated to come in second both finish in those positions, the award is doubled according to the points shown, and if the horse indicated to come in third finishes in that position at the same time the indicated winner and second-place horse reach their finishing positions, the award is tripled. Second and third place horses, as designated on the chart, must have reached their finishing positions on the track before the winner is decided in order to become eligible for double and triple awards, because when a horse reaches the finishing line the game automatically ends with the ringing of a bell regardless of which numbered horse finishes first.

This makes for fast play, inasmuch as only one ball may contact the bumper spring a sufficient number of times to advance a horse the complete distance along the track to first place. Sometimes it takes two or three or four balls, sometimes all five balls will be played before the game is ended.

According to officials of the company, Home Stretch not only provides amusement for the individual but also lends itself to competitive play.

Patents Protect

By GEORGE H. COOK

Secretary of Hannahs Manufacturing Company, Kenosha, Wis.

It has been the general idea in the games world that patents are not worth while. This is a mistake and it has led to the loss of many hundred thousands of dollars in rights that might just as well have been protected. A patent is just as valid in the games world as anywhere else, if it is based on a patentable principle.

That is where real, solid, scientific knowledge comes in, and it may be worth a fortune in establishing valuable rights. For instance "design" is not "invention." Most games in which rights are so uncertain that they are not worth protecting are "designed." They involve no new principle or application of principles. A slight new kink or change will make a different thing of them.

There are three types of patents. The patent laws describe the three types as "method patents," "means patents" and "apparatus patents." In patent work these words don't mean what they mean in the dictionary and it seems as if they were meant to drive an ordinary layman crazy. However, they can easily be understood once it is explained.

For instance, in a game of skill of a ball is governed by a new principle, that might be a "method," as the term is used in patent law. If the ball receives impulses by successive contacts at different points on the board, that might be a "means." The device by which power is distributed to the various points ordinarily would class as the "apparatus."

The "method," so-called, is the basic patent, because it represents an entirely new conception. The "means" patent covers all ways of making the conception work. The "apparatus" patent is simply for the preferred construction of the mechanism. The great mass of new patents-applied-for is of this last class—trying to find new ways of doing something that is already being done.

Obviously "means" patents and "apparatus" patents give protection only to special ways of operation. The "meth-

Summer Increases Bowling Interest

CLEVELAND, May 15.—With the coming of the outdoor season there has been a renewed interest among operators in bowling games, ray rifles and similar equipment, according to M. M. Marcus, president of the Markepp Company.

"Ohio operators are fortunate in having many small lake resorts which make top-notch summer spots," he said. With the low prices at which good used rifles and bowling games may be had nowadays there is no reason why an operator cannot get his investment very quickly and net himself a mighty sweet profit during the rest of the summer.

"We have already sold a great many guns for summer operation and expect much more such business this month," Marcus said.

od" patent is fundamental and gives full ownership of the basic idea.

I would not advise any man to think he could be his own patent lawyer, but a knowledge of these classes of patents is a good thing to have.



GEORGE H. COOK, secretary of Hannahs Manufacturing Company, Kenosha, Wis.

STILL GOING STRONG

DAVAL'S

DOUBLE DECK ... \$22.50
REEL 21 \$24.75

Immediate Delivery.
1/3 Deposit With Order.

GERBER & GLASS

914 Diversey Blvd., Chicago



REVISED WHOLESALE CATALOG

SHOWS 4000 Fast Sellers.

260 Pages of World-Wide Bargains.

15 New Bowling Plans.

30 Money Making Ideas.

New creations phenomenal sellers, outstanding values—all from one source of supply. Illustrated in our Catalog. Send for it today.

SPURS COMPANY
LE CENTER, MINNESOTA

SPURS CO., 537 Erie St., Le Center, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



STONER CORPORATION

Aurora, Illinois

Cook Says New Games Era Here

KENOSHA, Wis., May 15.—Invention of rolling ball and other public amusement games has entered on a new phase, according to George H. Cook, secretary of the Hannahs Manufacturing Company, maker of Han-Ball games.

"There has been too much designing of games," Cook asserted, "and not enough invention." His company has recently placed on the market the first of a series of games for which epoch-making new features in ball control are claimed.

"Until recently the invention of games has not been an attractive field for

trained engineers," said Cook. "Every laboratory man knows of interesting experiments and astonishing scientific tricks that might have in them germ ideas for games that would sweep the country, but there are few men who have the scientific ability along with the showmanship instinct to produce a gripping game.

"We have seven new games on the Han-Ball schedule this year and every one is based on a scientific novelty. We rely entirely upon trained scientists for ideas. Our technical director is a nationally known engineer who has the game spirit. His wide experience has shown him the necessity of creating games that are simple in operation and trouble proof.

"The Han-Ball games," he maintains, "are all based on new methods. They are tests of skill and tests of reactions that are not mere variations of other games but entirely new ideas. The player who tackles one of them is trying something he never tried before. This means that every one of these games should be a sure hit everywhere."

Cook reports that the Hannahs Manufacturing Company has just entered production for its series of novelty games and that the plant is humming with activity. It is estimated that the original production schedule of 500 games a day may be exceeded this summer.

Distributors Enthuse To Elliott Games

CHICAGO, May 15.—Returning from an extended trip thru the South, during which he saw prominent distributors in 11 States, H. J. (Heinie) Fisher, head of the L. B. Elliott Products Company, is elated over the prospects for Elliott Games. During his trip he spent two days with the Jerry Germaine Novelty Company in New Orleans, which is distributor for his firm in the State of Louisiana. Everywhere, he reports, his announcement that a new Elliott nov-

Stoner's 1937 Series

IMMEDIATE DELIVERY! BALL FAN

IT HAS EVERYTHING! OPERATORS PRICE \$62.50

PERFECTLY RE-CONDITIONED PIN GAMES
 Bumper... \$32.50 | Neck 'n Neck... \$7.50 | Totalite... \$8.00
 Roll Over... \$5.50 | Short Sox... 7.50 | Rugby... 9.00

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.



2 in 1 Vendor
Sells Over 20
Different Items.



6 Col. Cig.
Vendors.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

3 SURE WINNERS—(STONER'S)

BALL FAN (1937) \$62.50
AIR RACES \$159.50
RICOCHET \$59.50

BUMPER TYPE, CHANGING ODDS, REGISTERS OUTS, HOME RUNS, HITS, ETC., TICKET AND AUTOMATIC PAY OUT, (Better Than Turf Champ) RACE HORSE GAME

ORDER NOW! IMMEDIATE DELIVERY! ON DISPLAY AT
W. B. SPECIALTY CO., 3800 No. Grand Blvd., St. Louis, Mo.
 AUTHORIZED STONER DISTRIBUTORS.



LEW WOLF, traveling sales manager for Fitzgibbons Distributors, Inc., who wore his O'Toole Indian tribal costume to the recent Fitzgibbons party at the Hotel Martin, Utica, N. Y. Lew is the Chief of the Upper New York State O'Toole Indian wigwam.

ety table would soon be in production met with high enthusiasm. "You can bet your boots the Elliott company is going places," Heinie says. "With a complete lineup of outstanding novelty games, payouts, counter games, as well as carnival concession machines, we will soon be able to furnish knockout equipment for every type of location regardless of conditions or legal restrictions. Just you keep your eye on Elliott."

Then there is his ever-cheerful frame of mind. But not the least of the reasons for Jack's quick return to normal health is the huge number of messages of cheer from hundreds of columnen thru-out the nation. Jack's room has been as cheerful and gay as a garden with all the flowers that have been sent in.

Keeney is expected to be back in his plant within a short time to again oversee the many activities.

Keeney To Be On Job Soon

CHICAGO, May 15.—J. H. (Jack) Keeney, reported last week as being ill in the Henrotin Hospital, Chicago, is well on the way to recovery, according to Keeney's sales manager, Ray Becker.

"There are several reasons for Jack's rapid convalescence," said Ray. "First, of course, is Jack's get-up-and-go spirit.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
**LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES**

**ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS**

Paddock



...HAS WHAT IT TAKES!

EVERYBODY'S CALLING IT THE GREATEST 1-SHOT PAY TABLE THEY'VE SEEN IN A LONG, LONG TIME!

PADDOCK has flash! Action! It brings the thrills and atmosphere of the Turf to every location—it gives you those long, long profits! Get your PADDOCK now!

The RACE FROM START TO FINISH ON THE OVAL TRACK, LITE-UP, BACKBOARD!

\$149⁵⁰ TAX PAID
F. O. B. CHICAGO.
Ticket Unit, \$10 Extra.

DON'T MISS THESE GREAT CHICAGO COIN HITS!

SPRING TIME

The 1-Shot Bumper Spring Pay Table That Puts the 'Spring' in Profits!

\$129⁵⁰
TAX PAID
F. O. B. Chicago
Ticket Unit \$10 Extra

SOMETHING SENSATIONAL

RE-PLAY

With the Year's Outstanding Playing Attraction—1 Game in Every 6 Played—Free!

\$64⁵⁰

TAX PAID
F. O. B. Chicago

ALL GAMES IN PRODUCTION! ORDER TODAY!

CHICAGO COIN Corp.
1725 W. DIVERSEY CHICAGO



The Florida Experiment

MIAMI, May 15.—Important and far-reaching developments took place here and in the State capital this week in regard to coin-operated machines, as Miami held an election for three commissioners May 11 and the State Legislature is in session in Tallahassee.

Florida has been performing one of the most interesting experiments with slot machines of any State in the Union since perhaps such machines have been made. Other types of coin-operated games and machines have occupied a secondary place since the slots were licensed and have been the subject of much comment pro and con.

Since the slot machines were licensed by the State all the elements that go to make an exciting story of social, moral, economic and political problems have developed and the final outcome is still in the making, with important events piling fast upon each other as the last days of the Legislature go by.

Due to its tourist trade Florida has always had its gambling problem. It derives considerable revenue from legalized pari-mutuels. So a law to license slot machines was passed in 1935. Strong opposition developed to the licensing of the slots, some of this opposition being traced to unexpected sources. A test case was carried to the State Supreme Court, which resulted in a decision that the licenses would hold until their expiration date, October 1, 1937. Also the court ruled that the license fees would be \$120 total, an amount double of what was originally anticipated. During the time that the case was in the

courts the churches of the State organized a State-wide anti-slot machine drive. This organized movement succeeded in stirring up public opinion so that in a popular vote last November 50 of the 67 counties voted against the slot machine license. Very recent developments raise the question as to the exact motives behind the scenes in the church campaign against the slots, who inspired it and who was financing it.

While the popular vote was decidedly against the slot license, the legislators were faced with the problem of providing millions in revenue to meet State programs of various kinds. So within the halls of the State Legislature an interesting series of developments have been going on, all of them due to the question of licensing slots and the pressing need for revenue.

When the present session opened at least four bills appeared to revoke the licensing of slots—some of the bills calling for an immediate revoking of the present license and refunding the balance due the licensees. But while the opposition has been advancing its bills legislators have also been busy in preparing bills that propose some method of regulating slots and other coin-operated machines and also placing a tax for revenue.

State Ownership

One of the most interesting of these bills and perhaps revolutionary in its meaning was a proposal that the State own and operate slot machines, apportioned according to the population. The House finance and taxation committee disapproved of this idea, but the author of the bill at this writing declares it will be brought up on the floor. The bill is so revolutionary that the press story as it appeared in *The Miami Herald* will be profitable for study.

According to *The Herald* (which has opposed the licensing of slots), the House finance and taxation committee refused May 10 to consider a measure

proposing State-owned slot machines in Florida.

Representative A. P. Drummond, of Holmes County, who told the committee about the bill, said he would introduce it in the House despite the committee action.

Drummond estimated the State could collect \$10,400,000 a year on the basis of 10,000 slot machines, but he said this was "conservative" because the bill would allow as many as 16,000 machines in the State. The State would take 20 per cent of the total play.

The House recently voted overwhelmingly for repeal of the present slot machine licensing law on October 1, when present licenses expire. Drummond and six other representatives voted against outlawing the devices.

Fifty counties voted in referendums last November to outlaw slot machines. The Supreme Court held present licenses provided for operation until October 1 unless the Legislature made refund of unused portions.

Meanwhile the committee on constitutional amendments rejected, 9 to 6, an amendment for a constitutional prohibition against slot machines. Members said they did not believe such a bare statement as "slot machines" should be put into the constitution, because the Legislature had ample authority to prohibit such devices.

Drummond told the finance and taxation committee he wanted "to talk about a bill and get a cross-section of attitude toward it." Then he began discussing State-owned slot machines and distributed among committee members a synopsis of what he called an "emergency revenue act."

After hearing him and after hearing some members' reply, the committee adopted vocally, without dissent, a motion by Representative Dwight L. Rogers, of Broward County, to refuse consideration of the measure.

If Drummond introduces it the bill must be referred to some committee

unless the House directs otherwise immediately. Since it is a revenue bill, it ordinarily would be referred to the finance and taxation committee.

"The prime duty of this committee," Drummond said, "is to raise the finances for the government. Most of the people in the campaign last year ran on platforms of plenty of money for old-age pensions. There have been few measures introduced for revenues."

Calling his bill "clean and above-board," he outlined a plan for having slot machines owned by the State, each machine guaranteed to return 70 per cent of the play to the player, the State getting 20 per cent and the location operator in whose place the machine is located getting 10 per cent.

The location operator would pay out of his share a rental of 5 per cent a month of the total cost of a slot machine. After he paid for 20 months the machine would belong to the State and the operator would no longer pay the amount.

Drummond figures each machine would have a play of \$100 a week, out of which the State would get \$20. That, on the basis of 10,000 machines, would be \$10,400,000 a year to the State and \$5,200,000 a year to the location operators.

"This is an excellent opportunity to keep some campaign pledges," said Drummond. "There will, me plenty of money to pay pensions and legitimate salaries to school teachers and replace the gross receipts tax and other taxes which are repealed."

"I know some of you may be prejudiced against this bill, but my candid prediction is that once the State begins receiving this revenue it won't want to give it up." (*Miami Herald*, May 11, 1937.)

Amusement Devices

On May 11 a Senate committee rejected all pending bills to outlaw slot machines. (See *FLORIDA EXPERIMENT* page 104)

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Evans DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."
For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



SIX TIMES EARNING POWER
7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT
Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD
An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET
Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.



GALLOPING DOMINOS
Fascinating Dice Payout **\$325**

BANGTAILS
Superb Horse Race Payout **\$335**

ROLLETTO JR.
Automatic Roulette Payout **\$345**

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE
Check Separator \$10 Extra.
Concealed Payout Drawer or Open Cup Optional.
All Prices F. O. B. Chicago.
Federal Tax Paid.

5c or 25c Play

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

Detroit

Gerald W. Rapin, general sales manager of A. C. Novelty Company, manufacturer, was on the sick list last week. He has had further bad luck with the illness of his wife, who has had scarlet fever, resulting in quarantine of the home.

Charles Hogkins, manager of the A. P. Sauve Company, Detroit jobbers, reports business good in the amusement field in Detroit. "There are several new machines coming in that are great new items for the operator," Hogkins says.

A. L. Burke, of Clawson, Mich., returned last week from a trip to Panama, Cuba and Central America after spending about a month on tour. Burke places coin machines on ships, including the large Great Lakes excursion steamers, as well as those in other territories. Combining an unusually pleasant "hobby" with successful business operation, he has become well known in his specialized branch of the business.

Mrs. L. V. Rohr, wife of one of the best known jobbers and operators in

the territory, is recovering from a prolonged illness.

Detroit operators are mourning the loss of Harold W. Scott, pin game operator, who died recently from heart failure.

"Up-State Michigan operators are finding they can get excellent delivery service by buying in Detroit, and that prices are also reasonable," Harold Chereton, manager of General Amusement Devices Company, said this week. "As a result Detroit is rapidly becoming a more important distributing center."

Art Dolan, of Jackson, Mich., took back a carload of Skooky games when he visited the big city this week.

Frank Healey, Detroit operator and jobber, has just placed a re-order for Ricochets.

Bob Crabtree, of Flint, made a repeat visit to the ball game this week with his wife. They spent the evening with Harry Chereton visiting local night spots.

James Ferrell was in this week for a shipment of Pacific's De Luxe Bell.

Burras Making Extended Tour

CHICAGO, May 15.—Hugh Burras, sales manager for Western Equipment and Supply Company, is on an extended tour thru the Southeastern Seaboard States, where he is carrying on the personal campaign begun by Jimmy Johnson, head of the organization, on the firm's success, The Winner.

Burras is contacting all coinmen in that section and his reports from Atlanta and Birmingham indicate that The Winner is setting an enviable record for earnings and performance in the South.

Each communication from Burras contains heavy orders, both new and repeat,

The Best and Fastest Moving Deal in the Nation
GREATEST SALESBOARD ITEM!



PRICED LOW
BIG PROFIT
SPREAD.
QUICK ACTION
(Small Fast-Moving Card)

521 FIFTH AVENUE

SALESBOARD OPERATORS AGENTS - DISTRIBUTORS

CLEAN UP WITH \$15 NATIONALLY ADVERTISED

PACKARD

LEKTRO-SHAVER

The way we have this deal set up you can't miss.

The New PACKARD Lifetime LEKTRO-SHAVER is a Sensation.

MAKE BIG MONEY GIVING THIS RAZOR AWAY FREE!

SEND FOR FREE SAMPLE SALES-CARD AND FULL PARTICULARS TODAY.

PACKARD DISTRIBUTING CO.
(Dept. B) NEW YORK CITY

and production on The Winner continues unabated at the Western plant here, officials state.

Monarch Starts Good-Will Drive

CHICAGO, May 15.—From the office of Roy Bazelon, head of the Monarch Coin Machine Company, comes an announcement that the company is soon going to launch a good-will drive among operators to acquaint them with the fine brand of service the company is equipped to render.

"We want every operator to know," states Bazelon, "that we are able to provide them with any new or used game on short notice. Our many contacts with operators and manufacturers throughout the Midwest enables us to fill orders in jig time. We are sure that our campaign will drive home to operators that our service facilities are quite unusual and that they will find it to their advantage to inquire about them."

Midwest Most Reliable Distributors

McCALL'S SPECIALS

Cocoanut (Auto)	\$ 8.50
Duck Bat (Auto)	45.00
Live Wire (Bumper)	8.00
Madcap (Floor Sample)	38.50
Pokerino "48"	7.50
Mills DeLuxe Dance-mat	120.00

McCALL NOVELTY CO.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ANOTHER SPORS SCOOP.

RECAMIER
Successor to the Business Conducted by Harriet Hubbard Ayer During the Year 1886-1887. Not Connected With Business Conducted Since 1897 by HARRIET HUBBARD AYER.

Offers D248 Deal. Consists of: 1 Jar of Cold Cream, 1 Box of Face Powder, 1 Bottle of Perfume and 1 Lipstick. Quality Merchandise—retail sales. Full Size Packages—expensive looking. Dealers welcome you. Sales Coupons for Above Deal, 85c a 1000.

SAMPLE DEAL 33c, DOZ. 28c Each

SPORS CO., 637 Superior St., La Center, Minn.

BELL MACHINE OPERATORS IN RESORT TERRITORY--WHY WAIT 'TIL FALL?



PACIFIC'S DELUXE BELL AND ROSEMONT ARE REPLACING BELL MACHINES Everywhere!

Deluxe Bell. Just out—and already there's a new trend—actually a stampede to Deluxe Bell. And you bell machine operators in resort territory are coming in for the biggest money of your lives. Don't wait 'til the leaves begin to fall! For you'll take in six times as much money with a single Deluxe Bell compared to the income of ordinary bell machines. Others are doing it. So can you! Has two coin chutes, 5c and 25c. Nickels to start. Quarters to keep going and get ahead. Ready for immediate delivery today. Take Deluxe Bell with its fruit reel or coronation symbols. Either way. We guarantee you'll make much more money wherever you place it. Priced at \$249.50.

Rosemont. A perfect team-mate with horses racing in place of fruit reel or coronation symbols. Rosemont shares with Deluxe Bell the refined appearance which makes them both outstanding attractions for high-class locations. It has powerful appeal with less public attention. And like Deluxe Bell, Rosemont has a mechanism so simple that it practically eliminates all service calls. Here are big profits—and steadier profits. You can get them today with those nickel and quarter coin chutes filling up your cash boxes steadily. Priced at \$249.50.

PACIFIC MFG. CORPORATION 4223 LAKE STREET ★ CHICAGO Los Angeles Office • 1320 South Hope Street

FLORIDA EXPERIMENT—

(Continued from page 102)

chines and in their place voted to introduce a bill which would legalize "automatic amusement devices."

What will happen to this bill cannot be predicted as this is being written, but it probably is more truly representative of the best interests of the coin-machine industry than any bill yet presented. It would license and tax various types of coin-operated machines, but specifically forbids the slot type of machine.

The rank and file of the coin-machine industry say that all other types of amusement devices tend to disappear when slots are in operation.

The new bill provides for licensing "amusement devices which may or may not vend for each coin deposited a standard article of merchandise having recognized retail value and which at intervals vends checks, tokens, coins or orders which may or may not be exchanged for additional merchandise..."

The new bill would set up a State public amusements commission to handle operation of the new devices.

It would tax each operator \$150. The State would get \$100 of this, the county \$25 and the city \$25.

Proceeds from the State license would go half to old-age pensions, one-fourth to the county school fund and one-fourth equally to the 67 counties.

The Senate miscellaneous committee bill approved today recites, in a long preamble, that large sums of money had been brought to the State thru legalized race-track betting.

"It is common knowledge," it continues, "that those who contribute moneys in the form of indulging in the several forms of legalized amusements do so voluntarily and without behest upon the part of the State, its counties and cities..."

In addition to "automatic amusement devices" the bill provides licenses for skill machines, music machines and merchandise venders, such as penny scales, peanut machines and chewing gum venders.

The Opposition

The opposition to the State slot machine license has involved some of the

most intricate and subtle angles of politics and even religion. Within the last few days, when opposition to the slot machine license was at its peak, a bill to license bookies was suddenly introduced.

This bill to license bookies appeared to take the breath away from the anti-slot machine forces of the State, including newspapers and church organizations. For here they were suddenly facing a much stronger and more powerful type of gambling than slot machines.

It appears that a losing candidate in Miami politics revealed some of the forces behind the scenes in licensing bookies. He declared that Moe Annenberg, publisher of *The Miami Tribune* and also owner of the largest racing news service in the world, was back of the move to license the bookies in Florida. A strange coincidence is that *The Miami Tribune* has waged a continuous editorial fight against the State licensing of slot machines. To complicate matters the three candidates supported by *The Tribune* were elected in the Miami election May 11.

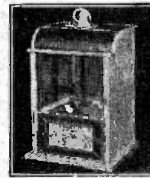
The Miami Herald has opposed the licensing of slot machines all along but was somewhat taken aback when the bill to license bookies was introduced.

Some observers feel that bookie interests, led by *The Tribune*, have opposed licensed slot machines on the theory that the machines take in considerable money that would otherwise go to the bookies. This opposition of bookmaking interests raises serious questions and may have much to do with the final outcome. Slot-machine interests prefer that there be no antagonism between the racing interests and the operators of slot machines.

But the most puzzling situation of all is that in which the churches and other reform agencies have been placed. By opposing the State license on slot machines they have automatically played into the hands of Moe Annenberg and his forces. Some people are wondering just how much he had to do with inspiring the anti-slot crusade and with financing it. Candidates supported by his newspaper won in the Miami elections.

Thus church and reform agencies in Florida today face the most serious prob-

LOOK



OPERATORS PRICES

Sample . . . \$17.50
5 or More . . \$15.00
1/3 Cash Deposit, Balance
O. O. D.
Distributors Write.

LOOK

SOMETHING NEW and DIFFERENT LUCKY PENNY

Operators Everywhere Are Cashing In With the Fastest, Most Thrilling and Novel Little Penny Cigarette Machine on the Market—Order Your Sample Today—Don't Delay—Wire Your Order at Once—7-Day Free Trial.

MIDWEST NOVELTY SALES COMPANY,

Muskogee, Okla., Tulsa, Okla., Fort Smith, Ark.
312 West Broadway 415 East 3d St. 303 North 11th St.

LOOK

lem they have ever confronted in regard to gambling. They were caught in the position of opposing State licensing of slot machines and played into the hands of gambling interests that raise far more serious moral and political problems than the slot-machine interests offered. Such are the subtle phases of politics which the masses of the people do not seem to understand.

The State of Florida has offered during the last two years one of the most interesting experiments in the public control and licensing of gambling. Pari-mutuels are already going full away and bringing in revenue. But diverse interests have opposed licensed slot machines. At this moment the bookies are asking for license. The situation is further complicated by the introduction of a bill to license amusement devices and other coin-operated machines, a bill that appears to be reasonable. Back of it all are the subtle interests of politics and the frequently misguided work of church and reform organizations.

Florida has a wonderful opportunity to demonstrate the benefits of a fair and reasonable license bill which will legalize amusement devices with an element of skill. The new Senate bill is a step in that direction. This law can be put into operation without interfering in any way with the pari-mutuels, or the licensing of bookies, or competing with the racing interests in any way, the amusement games people say.

JOHNSTOWN SPOT—

(Continued from page 4)

manded all-girl show instead of male-female acts scheduled to come in two days hence. Agent, declaring shortage of skirt fare, informed nix, disgustingly sad "sorry" not so politely after customer had run up \$250 toll bill arguing.

Two days later spot owner came to Pittsburgh, asked EMAWP member to book acts, without consulting usual agent. Booker number two asked see Larry Kenneth of association what to do. was advised hands off, told Johnstown no go. Clubman tried same stunt on two other agents, got same reply. Finally he went to original contact, asked for girls, received same answer. Time was growing short. He promised to take anything. Booker, plenty sore by this time, informed him only acts obtainable were males, or teams, was turned down. Still persistent, flood city clubber appealed to officers of EMAWP, was told to take jump in lake. At 10:30 night of show opening he was still seeking acts at Musicians' Relief Club to take to Johnstown.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES-
PREMIUMS AND SPECIALTIES

THEY'RE OFF!

RIDE THE WINNER FOR THE BIG PROFIT PURSE!

Here's the horse race fan's Dream come true! A game that steps right out in front and holds the lead—a real CHAMP! The only Novelty Horse Race Game that features WIN—PLACE—SHOW! HOT SPRINGS sets a profit pace hard to beat!

HOT SPRINGS

5-BALL BUMPER-SPRING NON-PAYOUT

With sensational new THIRD-DIMENSION MYSTIC GLASS Back Panel. Distances and odds step out in life-like realism. Length of Race Varies from 3/4 mile to 2 miles. Odds up to 40-1! 5 balls to shoot. Every bump noses out another horse. FLASHOGRAPH Totalizer flashes the race position and final results! Game automatically cuts off when a WINNER comes in—even if all balls have not been shot!

\$69.50

HERE'S A HOT TIP—ride HOT SPRINGS! IMMEDIATE DELIVERY



22"x44"

A. C. Current Only

COMING!
PHENOMENAL
FOTO-FINISH
ONE BALL
PAYOUT!

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.,

CHICAGO, ILLINOIS

FEATURES

- 3d DIMENSION MYSTIC GLASS BACK PANEL!
- FLASHOGRAPH Movie-type, nose-by-nose Totalizer!
- MYSTERY SLOT—(Out-standing feature of Gottlieb Payouts!)
- ADJUSTABLE MECHANICAL AWARDS—In-visible mechanical control of odds!
- MECHANISM mounted on sliding chassis in back of Back Panel, instantly removable!
- TILT-FOILER cuts off game when tilted!
- ILLUMINATED A B T 400 COIN SLOT, last coin visible!

CORRECTION

An error appeared in our advertisement in May 15th issue of Billboard. The copy should have read:

Hot Springs \$69.50

5 Ball Ticket Model \$99.50

We regret any inconvenience this error may have caused.

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

Track Time Is High in Favor

CHICAGO, May 15. — "Already far ahead of the field and firmly implanted in the favor of thousands of amusement seekers, Track Time, new Keeney de Luxe payout game in production but a short time, has established itself as a major source of income for hundreds of the nation's leading operators." The foregoing statement made by Ray Becker, sales manager for J. H. Keeney & Company, indicates the success with which the Keeney game has met since its debut.

"There has been no stinting of invention, quality and labor in the creation of Track Time," states Becker. "We designed the game to become a permanent investment in profits for every operator, and we really went to town in preparing it for locations. Many months of experimentation were undertaken before we felt that we had achieved the nearest point to perfection possible.

"In the development of Track Time we were fortunate in creating a new device which proves each Track Time before it is shipped. That device is the 10,000-play test, which automatically tests each payout thousands of times and which reveals any otherwise undetectable mechanical flaws. It is this

testing which guarantees every operator a performance unequaled in precision and dependability.

"That Track Time is outstanding in the matter of profits is a fact attested by hundreds of operators and by the fact that repeat orders have kept us extraordinarily active in production. Important factors in the drawing power of Track Time are the seven-play coin head, the three spinning reels and the \$7 possible award for only a 5-cent play. Interchangeable tops are available, which change the game to a number or bell fruit type."

"Fully as popular with payout table operators is the unusual electronic beam game, Magic Lamp, which employs no holes and no bumpers and depends on an entirely different action, both on playing field and light-up rack, for its most powerful appeal. Rapidly coming to the fore with pin-game operators and players who like novelty is Keeney's, the new five-ball bumper spring game on which the player actually plays lotto or bingo."

Gerber & Glass Sell to Europe

CHICAGO, May 15.—Claim made by Gerber & Glass as being the outstanding Middle West export house for coin-operated games was again put forward by that organization this week with the announcement that orders for unprecedented quantities of games had been filled and put in transit a few days ago. They state that 12 truck loads of games were consigned to various points in Europe.

According to Max Glass, the games were ordered, the orders were verified, prepared and shipped within one week. He said: "The speed, accuracy and care with which we handled the orders indicate how well prepared we are to take care of our export trade, as well as our huge domestic business.

"The orders in each case were repeat orders, which further indicates that the games we ship are satisfactory in every detail. We are enjoying the greatest export business in the history of our organization and we have enlarged our export department, both in personnel and in space, to the point where we are capable of handling double the export business now being done."

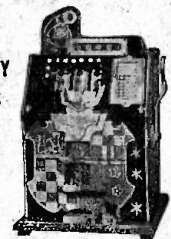
GUARANTEED RECONDITIONED PAYTABLES

ALAMO	\$24.50
PEARL HARBOR	22.50
KING FISH	14.15
BIG RICHARD	32.50
GOLD RUSH	12.50
DAILY RACES	22.50
GOTTLIEB BAFFLE BALL	12.50
NATURAL PROSPECTOR	37.50
BALLY DERBY	12.50
GALLOPING PLUGS	32.50
PALOOKA, JR.	25.00
GRAND SLAM	32.50
JUMBO	25.00
	19.50

Many More Re-Conditioned Games in Payouts as Well as Amusement Games. Write for Price List!

ALL TYPES OF MILLS BELLS AND VENDERS

AT FACTORY PRICES



Write For Complete Catalog

MILLS BLUE FRONT MYSTERY—Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

WURLITZER

P-12 Perfect Condition

\$124.50

SINGLE—\$134.50.

Lots of 10

BUMPERS \$32.50
BOLOS 7.50

★ KEENEY BOWLETTES (Very Low Price)

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.
H. C. Evans & Co.
Groetchen Mfg. Co.

D. Gottlieb Co.
A. B. T. Co.
Exhibit Supply Co.

Daval Mfg. Co.
Western Equip. Co.

KEYSTONE NOV. & MFG. CO.

26th and Huntingdon Sts. PHILADELPHIA, PA.

A Bally HIT FOR EVERY SPOT! GOLDEN WHEEL BUMPER ONE-SHOT

4 TO 40 WINNERS EVERY GAME

CHANGING ODDS 2-TO-1 to 40-TO-1

BUMPER ACTION

ELECTRIC KICKER

BLAZINGLY BRILLIANT BACKBOARD
20 INCHES HIGH! 10 RICH COLORS!
GLEAMING MIRRORS! FLASHING LIGHTS!

"ROUND AND ROUND it goes . . . and where it stops nobody knows!" But every player knows GOLDEN WHEEL gives him up to 40 WINNERS and 40-TO-1 TOP ODDS . . . because it's all there on the most gorgeous, glorious, glittering back-board ever created! Imagine the thrill of watching your score climb toward one of the winning selections . . . the suspense as the score slips by a winning selection and then climbs on toward the next winner of the wheel! No wonder GOLDEN WHEEL collections are actually topping the sensational Preakness records! Get your share—by ordering your GOLDEN WHEELS today!

CAROM

Now in its FIFTH MONTH and still a best seller! Combines 1-Shot Appeal and Bumper Action—plus Electric Kicker, Changing Odds, tantalizing "Odd-or-Even" paying out ideal! Get in the big money by ordering some more CAROMS now!

\$159⁵⁰
(TICKET: \$169.50)
F. O. B. Chicago



CROSSLINE

"RADIO RAY" ACTION
"BALLOON-TIRE" BUMPERS

"THE SCIENTIFIC SENSATION of the age! Shoot a ball across any one of the white criss-cross lines and presto—the totalizer adds 10 to the score! Uncanny! Invisibly "Magic Mirrors" throw the white "Radio Rays" along the white line—and totalizer operates every time a ball rolls through the Ray. "Radio Ray" DEAD ELIMINATES ALL PLAY SPACE FROM Ray FIELD! "Radio Ray" best Action is today's best bet for a bigger crop of novelty nickels. And in CROSSLINE you get "Radio Ray" Action GUARANTEED TROUBLE-PROOF BY BALLY! Order CROSSLINE today!

\$69⁵⁰
F. O. B. CHICAGO

44 IN. BY 22 IN.



54 IN. BY 26 IN.

SEE YOUR JOBBER FOR PRICES ON PAYOUT OR TICKET MODELS

NUGGET COIN OPERATED SALES-BOARD

A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1,000-hole, 5-cent Sales-Board (penny play optional). Has 3 SPINNING REELS, flashy 5-color front with gold coin seals! Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order 10 to 25 NUGGETS . . . place them all in a single day . . . and collect \$10.00 to \$25.00 daily from each! WIRE YOUR JOBBER FOR QUICK DELIVERY.

NUGGET OR SUM-FUN \$19⁷⁵ Each
F. O. B. CHICAGO

New SUM-FUN COUNTER GAME SENSATION

A new idea with magnetic appeal! Gold coins whirl round on the 3 reels . . . when 3 coins of same kind come up, player receives SUM of all three. For example, 3 dollar coins receive \$3.00, etc. Requires only 6 sq. in. counter space and earns upwards of \$10.00 a day. Order a sample SUM-FUN today!



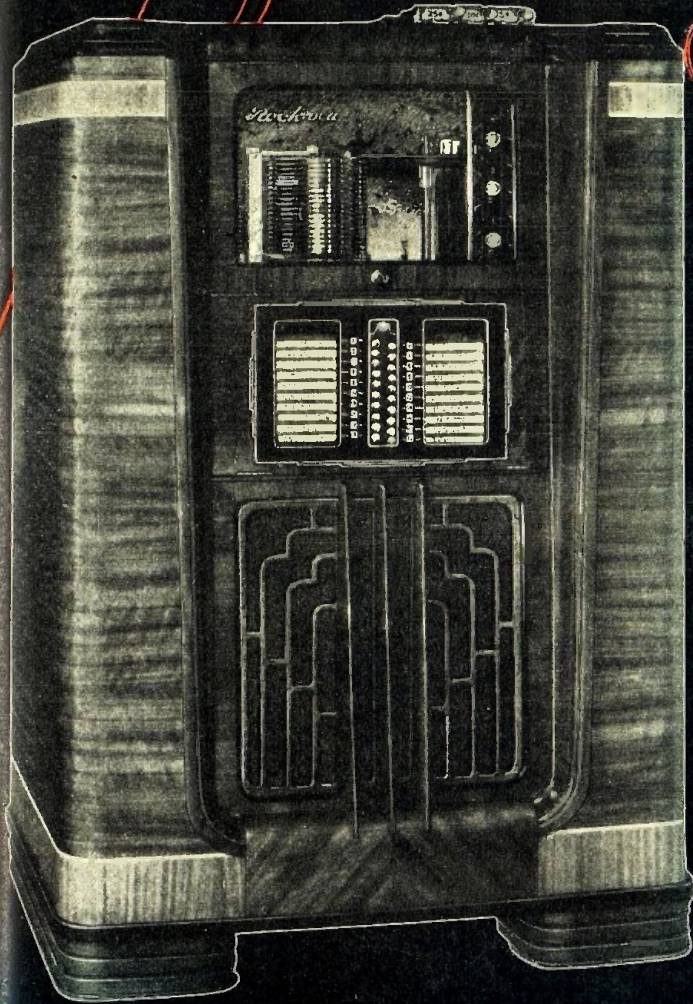

BALLY MANUFACTURING CO.

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

John A. Fitzgibbons Eastern Distributor 553 W. 47th St., New York, N. Y.

The Best there is in Music!

IMPERIAL



Gets more QUARTERS and DIMES than ordinary phonographs get in NICKLES!

TONE—Rich, Deep, Powerful, yet TRUE and CLEAR!
SERVICE—FREE MECHANISM—Fewest parts and recognized as "the phonograph with the simplest and most perfect mechanism."

BEAUTIFUL NEW DESIGN—Exquisite Hand-Rubbed Cabinet! Beautiful combinations of costliest walnut veneers made by Rock-Ola Super wood craftsmen. Permanent Silken Finish.

When you think of phonographs think of ROCK-OLA'S "Best There is in Music." The Ace of Music Perfection!

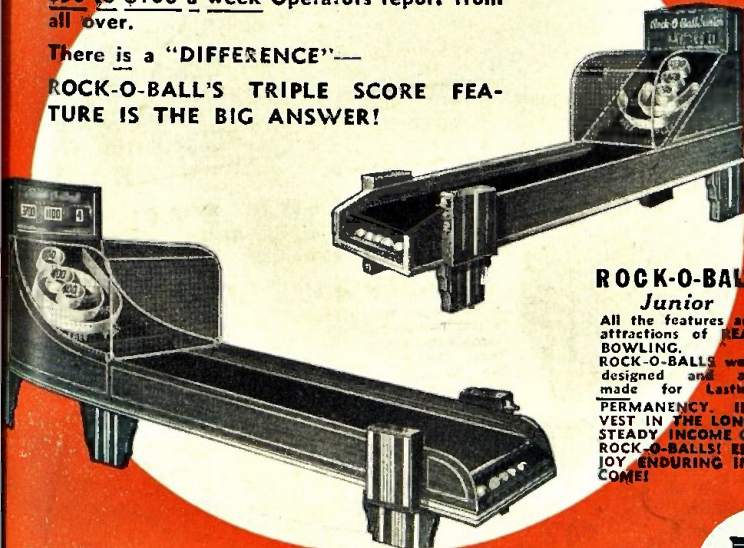
1937 WORLD SERIES!

ROCK-O-BALL Senior

CASH in on new Boom in ROCK-O-BALLS. \$50 to \$100 a week Operators report from all over.

There is a "DIFFERENCE"—

ROCK-O-BALL'S TRIPLE SCORE FEATURE IS THE BIG ANSWER!



ROCK-O-BALL Junior

All the features and attractions of REAL BOWLING. ROCK-O-BALLS were designed and are made for Lasting PERMANENCY. INVEST IN THE LONG, STEADY INCOME OF ROCK-O-BALLS! ENJOY ENDURING INCOME!

EXTREME POPULARITY OF BASEBALL... GREATER THIS YEAR than ever before... has increased returns from WORLD SERIES on all locations.

LEGAL and LASTING INC. Will earn money for years to come.

Operators call "WORLD SERIES" "the year in and year out Long Lasting!"

GET in on "years to come" PROFITS! Try one or two on location and you will place a standing order for continual deliveries. Ask your Distributor NOW—TODAY!



ROCK-OLA MFG.
800 NORTH KEDZIE AVE.



CORPORATION
CHICAGO, ILLINOIS, U. S. A.

The Choice of
**SUCCESSFUL
 OPERATORS**

"EVERY LOCATION OWNER
 WILL BE PROUD TO HAVE
 ONE OF THESE BEAUTIFUL
 NEW MODELS IN HIS PLACE"

F. C. Cashian - W. J. McPike
 Standard Automatic Music Co.
 Little Rock, Arkansas

"THE
 BEAUTIFUL
 NEW
 WURLITZER
 LINE IS A
 HONEY"

L. B. McCormick
 Greenville, N. C.

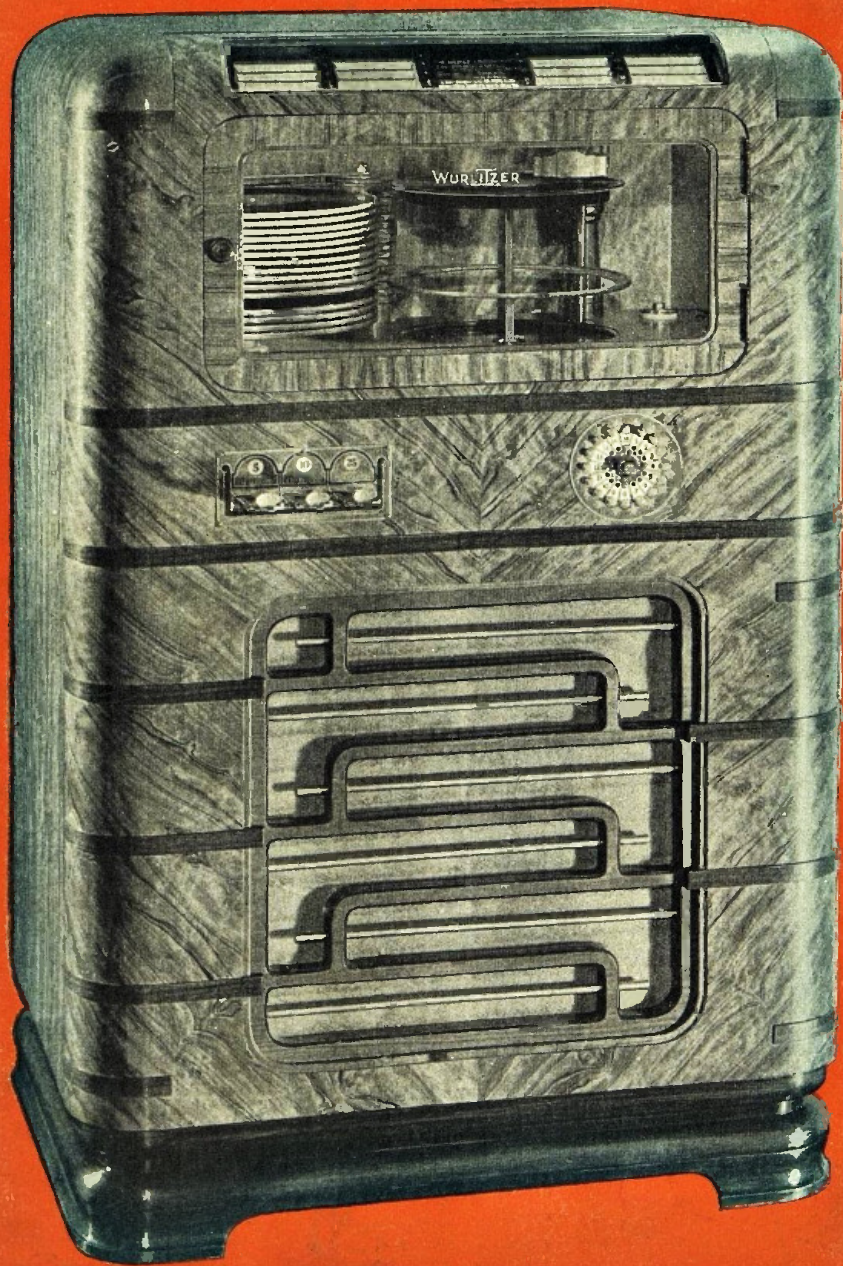
"WURLITZER-
 SIMPLEX
 TOPS
 THEM ALL—
 MOST
 COMPLETE
 LINE IN THE
 COUNTRY"

A. E. Stokes
 Tyler, Texas

"1937
 SHOULD BE
 A WOW OF
 A YEAR FOR
 SIMPLEX
 OPERATORS"
 Art Herman
 Kingston, N. Y.

"WITHOUT
 QUESTION
 THEY ARE
 TOPS"

Joseph Peskin
 Chicago, Ill.



**WURLITZER
 SIMPLEX**
 AUTOMATIC PHONOGRAPH
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In every corner of the country, Wurlitzer operators are lining up the big, live, money making locations with Wurlitzer-Simplex Automatic Phonographs. See these beautiful instruments in action. Hear them play and you'll know why they are the choice of America's most successful operators. No other automatic phonograph can compare in eye or ear appeal with the Wurlitzer-Simplex. Find out if there is still room in your territory for another Wurlitzer-Simplex operator. If there is . . . you are in line to duplicate the success records established by Wurlitzer operators everywhere. Mail the coupon today. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada,

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