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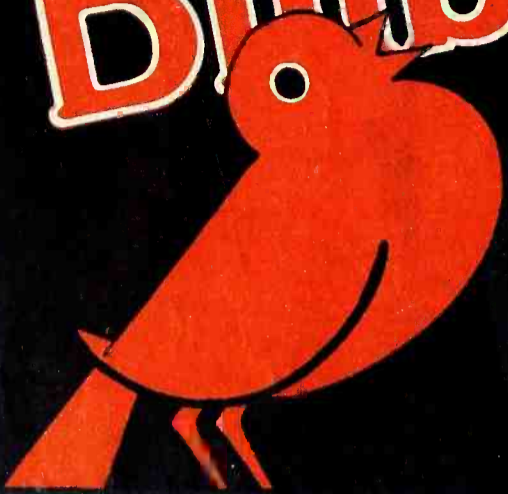
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The Billboard



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The World's Foremost Amusement Weekly

April 4,
1936

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MILLIONS LOST IN FLOOD

Benefits for Flood Okehed

**TA acts as clearing house
—bands work free for musician relief, also donate**

NEW YORK, March 28.—The Theater Authority has agreed to act as clearing house for benefit shows for victims of recent floods, working in conjunction with the American Red Cross. The TA will deduct 15 per cent of the gross of all such benefits, but later will turn this percentage over to the Red Cross as the contribution of theater folk.

Gross of yesterday's matinee of *Moon Over Mulberry Street* was donated, the entire theater staff and performers contributing their services. Net proceeds of the New York Civic Opera Company's performance next Sunday at the Bronx Winter Garden will go to the Red Cross, while Uncle Don will give a kiddie show Saturday at the WOR Playhouse for the Red Cross. The Jamaica Red Cross society is staging a benefit Thursday night at the New Jamaica Theater, with the Skourases donating the theater and staff. Performers will be asked to contribute their services. The Washington Heights Committee for the Relief of Flood Victims is giving a benefit at the YMHA April 25. The Apollo Theater is donating a percentage of the gross of tonight's regular midnight performance.

Meanwhile Alan Corelli, secretary of the TA, announces that several big benefits have agreed to buy shows rather than
(See **BENEFITS FOR** on page 10)

Federal Theater Project Scores Two Broadway Hits

Real b.-o. dough for "Cathedral" and "Triple A"—runs extended—political rumpus still on—bus units for CCC camps—Pitt project awaits end of flood

NEW YORK, March 28.—Federal Theater Project has extended the runs of its two hits, the Popular Price Theater's *Murder in the Cathedral* and the Living Newspaper's *Triple A Plowed Under*. For the first time WPA shows are doing some real cash business at the box office. In addition, the WPA inaugurated paid admission concerts Sunday at the Manhattan Theater. First of a series of 12 at a 25, 50, 75-cent scale brought a gross of around \$300. Officials of the concert division were encouraged and said they hope for increased attendance right along. Eugene Plotnikoff conducted the first paid concert.

The Federal Theater has taken over the Yiddish Folk Theater and the Provincetown Playhouse. It is planning to relinquish the Willis, Bronx, due to poor location.

The Negro Theater unit's version of *Macbeth* will open April 9 at the Lafayette Theater. A road tour of the minstrel and several vaude units is now being arranged. The circus unit is pre-
(See **FEDERAL THEATER** on page 9)

Frank J. Lee Back To Outdoor Field

ATLANTA, Ga., March 30.—Thru negotiations just completed between President Rubin Gruberg of Rubin & Cherry Exposition and Frank J. Lee, known as "Publicity Lee," the latter will return to
(See **FRANK J. LEE BACK** on page 73)

Dangerous Waters

JOHNSTOWN, Pa., March 28.—The Cambria Theater here played Universal's "Dangerous Waters" when the worst flood since 1889 hit the city. A few minutes after the feature was projected on the screen raging waters poured into the theater, sending over 100 patrons to the balcony, where they were marooned for hours before being saved by National Guardsmen in canoes.

306, Allied War on Again

NEW YORK, March 28.—Operators' union, Local 306, is picketing two houses employing Allied men, while Allied has retaliated by picketing two of 306's theaters. Cross-picketing war was resumed after court battles between the two organizations.

Despite continuance of cross-suits and
(See **306, ALLIED** on page 10)

Political Buck Passing, Lack of Authority Delay N. Y. World Fair

NEW YORK, March 28.—A terrific bombshell in connection with the proposed world's fair in New York in 1939 was exploded when it developed that the financing necessary to launch the event, about \$5,000,000, was nowhere in sight.

Assemblyman Brownell, New York Republican, accused Governor Lehman of

Pittsburgh Theaters Hit Again; Boston Area Takes Stock of Loss

New floods delay Pitt repairs—radio field draws plaudits for work—Nixon, legit, gets all trade—New England getting back on feet—zoo loss reported

PITTSBURGH, March 28.—Nearly two weeks after the flood disaster the amusement industry in this city is in a tragic condition. A new 30-foot flood on Wednesday filled with muddy waters the rehabilitated cellars of damaged theaters in the downtown and Northside districts and again delayed the return of light and power plants to normal operation. Only a few neighborhood theaters opened their doors for a few hours early this week, but were soon forced to close at the request of the Duquesne Light Company in the interests of power conservation. The entire flood-stricken area is still being patrolled, permitting entrance only to those persons who are actively engaged in rehabilitation work. Night spots and undamaged theaters in that area, it goes without saying, are out of luck. They have been closed tight since March 18.

Nearly a dozen conventions slated for the William Penn, Roosevelt and Fort
(See **MILLIONS LOST** on page 71)

delaying passage of legislation which would give the city the enabling machinery to put the expo under way. Irwin Steingut, minority leader, defended the governor but placed the blame on the shoulders of Mayor La Guardia. Friction developed when the governor refused to provide the appropriation out of the unemployment relief bond issue voted at the November elections, the governor stating that the money was purely for unemployment relief purposes. To this Assemblyman Brownell countered that the funds would be used to put men on relief to work at the site in Flushing Meadows.

Two weeks of wrangling caused revival of talk that site should be shifted to Marine Park, Brooklyn, that boro's legislators pushing heavily for enactment
(See **POLITICAL BUCK** on page 63)

Biz Average on Stem Despite Warmth; "Delight" Smash Hit

NEW YORK, March 28.—The smash Lunt-Fontanne opening in Theater Guild's sixth and last production of the

AFM Revokes More Permits

Total now 24—Hamid case heard, but no decision yet—new okehs

NEW YORK, March 28.—With close to 1,000 licenses issued, the American Federation of Musicians' license system is now blanketing the country. Few important agencies are still outside of the fold, the AFM reports. It is now pushing policing methods, which are entirely up to the locals. Meanwhile, it has revoked four more licenses: Universal Entertainment, Atlantic City; Nick Elliott, King and King, and Charles K. Davis, this city. This brings the total of revocations up to 24. Licenses of United Entertainment Producers, Inc., of this city, and the Dixie Orchestra Service, of Charlotte, N. C., have been reinstated. Only other reinstatement has been that of Alf Wilton, of this city. License of Nelson Roemer has lapsed, due to his going out of business.

George Hamid, whose license was re-
(See **AFM REVOKES** on page 9)

season, *Idiot's Delight*, together with the amazing success of two WPA shows, comprise the highlights of the week's business. The phenomenal Lunts have set a tentative closing date of July 1 for the play, but if carried out this will be purely voluntary and not due to the hounds of spring. T. S. Elliott's *Murder in the Cathedral*, WPA production, will be held over until April 11, and *Triple A Plowed Under* has earned an extension of one week. Both shows turned patrons away a few nights.

Motion picture houses averaged okeh despite the unseasonably warm weather.
(See **BIZ AVERAGE** on page 72)

Barnes Opens Big at Expo

SAN DIEGO, Calif., March 30.—The Al G. Barnes Circus opening here Friday was probably the most auspicious in its history. The matinee was a turnaway.
(See **BARNES OPENS** on page 74)

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Copyright Hearing Broadens Altho Radio - Music Persists

International aspects are brought to life when State Department gets a break—proceedings lapse back into the music ramifications at regular intervals

WASHINGTON, March 28.—The Patents Committee of the House, now holding copyright hearings, decided to continue to April 15, yet committee members are not by any means losing interest in testimony submitted to them. The usual exchanges as between these members continue. Chairman Sirovich, who has not been well, is in attendance, but Representative Fritz G. Lanham, of Texas, presides some of the time as chairman. When representatives of NAB got their innings interest particularly perked up. While hearings are supposed to be on the Sirovich, the Daly and other bills, as well as the Duffy bill, testimony by witnesses and comment or inquiry by committeemen continued to center around the latter.

Managing Director James W. Baldwin of NAB was the first to appear as scheduled, but he gave way to Dr. Wallace McClure, assistant chief of the treaty division, Department of State, at the suggestion of the committee, which took a vote on the matter. Baldwin, when he (See **COPYRIGHT HEARING** on page 23)

Circus Group Gets Empire, Paris

PARIS, March 23.—The Amar brothers, owners of the Amar Bros.' Circus, one of the largest tent circuses of Europe, have acquired control of the big Empire Music Hall, long dark, and will reopen with vaude-circus bill on March 27. Programs will be changed every two weeks. M. Percheron will manage the house, and Henry Thetard, well-known critic, will be press agent.

The entrance of the Amar brothers into the Paris vaude-circus field brings competition to a high pitch. In the vaude field the Robitschek-Bizos group (Alhambra) are counteracting by folding the Mistinguett revue, slated for indefinite run, and are returning to straight vaude with a bill headed by Larry Adler and the Three Sailors. The Rottembourg-Goldin group (ABC and Bobino) also pepping up their programs.

Circus war also on with the big Cirque Pinder, big tent circus trying for Paris business by playing all the open spots at the gates of Paris. New lineup gives three big circus operators, the Medranos, Bougliones and Amars, permanent arenas in Paris, and all three are competing on the road as well with big tent shows, besides which the Medranos have a demountable semi-rigid arena which plays long stands in the big cities.

Both the vaude and the circus groups are splurging heavily on newspaper space and lithos.

Jewish Guild Show To Be Biggest Yet

NEW YORK, March 30.—The Jewish Theatrical Guild's benefit show this Sunday night at the Majestic Theater promises to be one of the biggest performances of its kind ever seen. Lester Hammell, of the Morris Agency, is chairman of the show, and among those who will definitely appear are Jack Benny, Benny Fields, Willie and Eugene Howard, Morton Downey and Eddie Cantor. The ticket sale so far is very heavy, with donations now coming in to purchase cheaper tickets as giveaways for needy folks.

Blue Kid Revue Booked

NEW YORK, March 28.—Jack Blue, operator of large dance studios here, is contributing his Kiddie Revue of 75 to the Young Folk's League benefit tomorrow and also to the Odessa Home of the Aged benefit at the Delano Hotel April 18. The revue was featured at the Israel Orphans' Home benefit Sunday night and also went on the air.

Help the Census

The Census Bureau of the Department of Commerce has issued an appeal to all theater managements for co-operation in preparing statistical data which will reveal the significant position held by motion picture houses in providing entertainment and employment to population centers throughout the country. Theater owners can aid this work immeasurably by filling out without delay Form 40. All information obtained by the bureau, such as pay rolls, grosses, employment, etc., will be used for statistical purposes only.

"Dodsworth" Ends Tour of 28 Weeks

CINCINNATI, March 30.—Max Gordon's *Dodsworth*, starring Walter Huston, brings to a close a 28-week tour here Saturday night. Show begins its local engagement at the Taft tonight, with a heavy advance sale pointing to a big week. Company will return to New York from here. Flood conditions made it necessary to cancel two weeks of time between here and New York.

The show's 28 weeks' tour included 10 weeks in Chicago, three in San Francisco and two in Los Angeles. Huston will head for the Coast soon to begin work on the film version of *Dodsworth* for MGM May 15. Ann Harding will play the fem lead in the talkie.

Company carried 45 people on tour. John Montague was three weeks in advance, with Charles (Kid) Koster working a week ahead of the show.

Felony Charges Against Glucksman Dismissed

LOS ANGELES, March 28.—The felony charges against Mano (E. M.) Glucksman, former RKO theater executive, were dismissed Monday by Municipal Judge Clement D. Nye, because David Dubin, Hollywood business man, was in New York and unable to appear for the preliminary hearing.

Glucksman was charged in a complaint with taking a check from Bela Lugosi's home and cashing it thru Dubin after forging the film actor's signature. Lugosi appeared in court, but was not called to testify when the District Attorney's office did not contest a dismissal.

New York Drama Critics Give First Award to "Winterset"

NEW YORK, March 28.—The first annual prize of the New York Drama Critics' Circle, an organization of newspaper and magazine writers, for the best American play of the current season was awarded last Wednesday to Maxwell Anderson's poetic drama, *Winterset*, by a vote of 14 out of a possible 17. The session was a closed affair, held at the Hotel Algonquin, it was understood that six plays were regarded at the beginning of the balloting as possible winners. These were *Dead End*, *Boy Meets Girl*, *Ethan Frome*, *End of Summer*, *Idiot's Delight* and *Winterset*. The latter was chosen after three hours of deliberation.

Among the first to go off the board were *Boy Meets Girl* and *Ethan Frome*. The final granting of the award to *Winterset* was held up by a ruling of the association providing that the winner must receive at least 13 votes. Six holdouts made it appear now and then that one of a few dark horses might take it as the result of a compromise. *Dead End*, *Idiot's Delight* and *End of Summer* were all advanced as possibil-

ities. The opposition disintegrated finally, with only Robert Garland, Percy Hammond and John Anderson, respectively, of *The World-Telegram*, *Herald Tribune* and *Evening Journal*, holding their ground.

The following citation, given in part, accompanied the award of a silver plaque:

"The Circle's decision is based on the conviction that in *Winterset* the author accomplished the notably difficult task of interpreting a valid and challenging contemporary theme dealing with the pursuit of human justice in terms of unusual poetic force, realizing a drama of rich meaning and combining high literary distinction with compelling theatrical effect."

The statement further acknowledged its appreciation of the splendid work of producer and director Guthrie McClintic, designer Jo Mielziner and the cast. The fact that the play was supported and acclaimed by a large paying public is regarded by the Circle as a vindication of the health and significance of the theater.

Managers' Try-Out Theater Presents "Heaven and Earth"

NEW YORK, March 28.—The Managers' Try-Out Theater (unit of the Federal Theater Project) staged its second production, *In Heaven and Earth*, this week at the Willis Theater, Bronx. Authored by Arthur Goodman and Washington Pezet, it proved to be an entertaining but not an exceptional drama.

For one thing, the story never becomes convincing and the characters never real. The cleverness of the dialog overshadows character delineation and we leave with a feeling that the authors pulled a good stunt. It is all about a psychiatrist who is firmly convinced that the personalities of dead people can return in the minds of others and who is constantly seeking the personality of his dead wife

in others. A society deb suffers from shock in an auto accident right in the doctor's front yard and, of course, she loses her mind and imagines she is his wife, who has been dead 25 years.

Of course there are complications, which are often amusing and intriguing. Finally the girl suffers another shock, which brings her back to normal. The doctor prepares to commit suicide as the final curtain lowers.

Really not a bad show. With better direction and some rewriting to tighten up the too-much-talk it might have a chance as a Broadway production. J. J. White staged it, Rollo Wayne designed it and Cleon Throckmorton built the excellent set. Otto Metzger supervised the entire production.

Cast comprises Allan Tower, Marguerite Walker, Phil Brandon, Mary Hutchinson, Carl Emory, Jack Effrat, Edith Harcourt, Louise Kirtland, Gwen Burrow, Herbert Dobbins and Mayon Pate. Emory's performance was outstanding, with Tower, Brandon and the Misses Kirtland and Burrows also turning in fine work.

Brownell Bill Thru House

Assembly okehs measure allowing bars in N. Y. legit houses—chances good

NEW YORK, March 28.—By a vote of 123 to 25, the Assembly at Albany passed the Brownell liquor measure March 23 providing for the sale of liquor in legitimate theaters on payment of a license fee of \$1,000 per year. This measure, if okehd by the Senate and governor, will greatly aid theaters which have been barely getting by because of receiving only seasonal revenues in return for large property investments.

Considered in connection with the new building code, which would permit legit houses to be built so that offices might be utilized for purposes of revenue, house owners may look forward to a period of comparative prosperity.

Incorporated in the Brownell bill is a clause calling for a winter license fee of \$750, during which season patrons will be permitted to regale themselves at the bar from one hour before the show until one hour after the cessation of the production.

The measure passed the Assembly easily enough in view of the fact that the only appreciable opposition was furnished by up-State Republicans, it is expected that Henry E. Bruckman, chairman of the State Liquor Authority, will endeavor to block the final passage. Bruckman, voicing his opinion before the committee which reported the bill in the lower house, said he saw no reason to support the measure insofar as a man can slake his thirst during the intermission or else control it until the final curtain. These considerations, however, appear to be minor, and judging from the temper of the Assembly no further difficulty of any magnitude is anticipated.

Dancers Seek AFL Affiliation

NEW YORK, March 28.—A group of dancers, mostly from the concert field, have opened negotiations with Chorus Equity and the American Federation of Actors. Thru their independent organization, the Dancers' Association, they are seeking affiliation with the American Federation of Labor.

Representatives of the association have conferred with Mrs. Dorothy Bryant of Chorus Equity and with Ralph Whitehead of the American Federation of Actors. The association, organized a few months ago to protect dancers and to advance the dance as an art, was instrumental in inducing the Federal Theater Project to establish a Dance Unit. Its president is Tamiris.

Jurisdictional angles are threatening to hold up organizing, however. There is no AFL performers' union in the concert field. In most of the other fields the AFA has jurisdiction over specialty artists and Chorus Equity over chorus people.

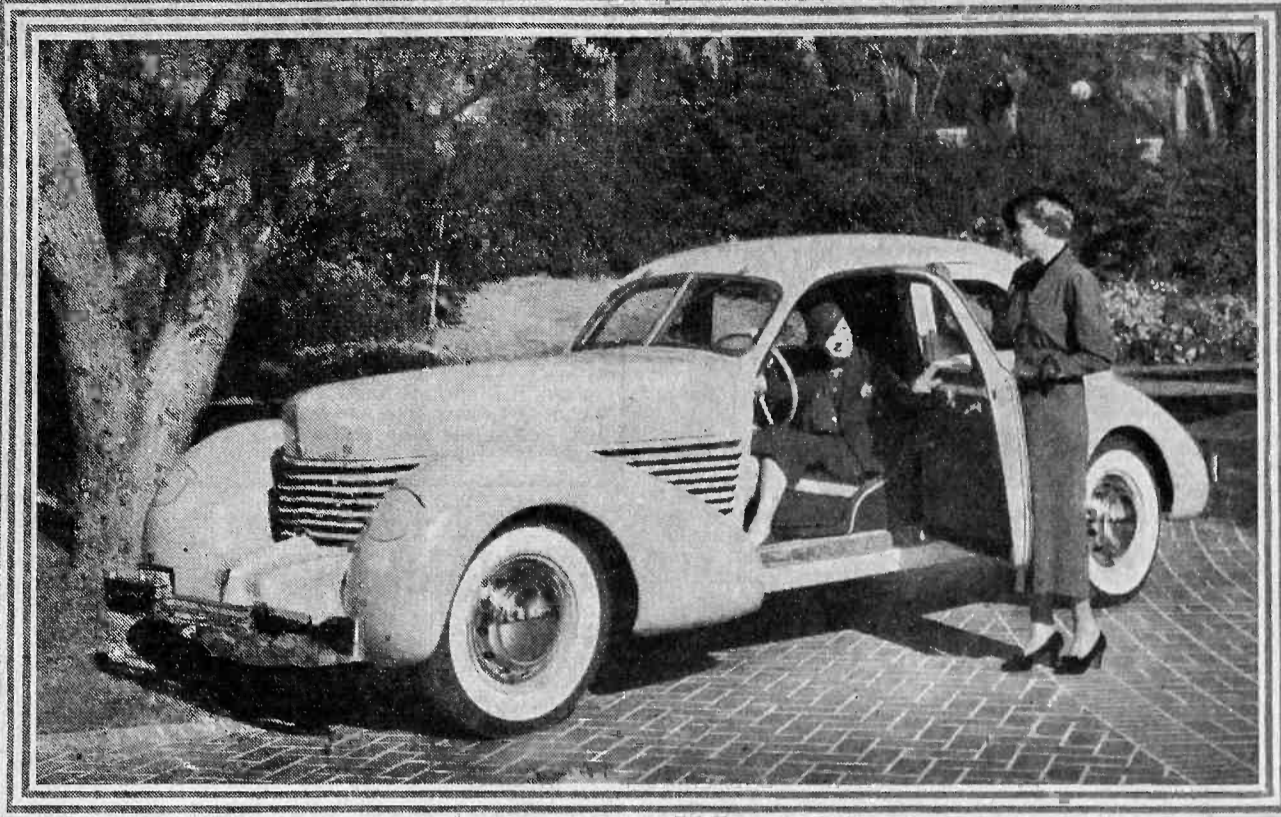
GRACE MORGAN

This Week's Cover Subject

GRACE MORGAN is the realization of the average performer's dream. In other words, she travels light and is self-sustaining. This scintillating personality plays her own accompaniment at the piano and she writes her own material and songs. Her style and delivery are truly unusual. Her satirical treatment of topical themes adds greatly to the appeal of her performance. Miss Morgan has plenty on the ball when it comes to melodies but isn't forced to lean on this forte as heavily as other artists that might in broad terms be compared with her.

The little lady who smiles out of this week's cover ran away from school at a comparatively early age. She broke into vaudeville and her rise since then has been rapid. Her most recent engagements have been at the Rainbow Grill, in Rockefeller Center, and at the British Colonial Hotel, Nassau, Bahamas.

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WANTED—Seven-Piece Swing Band, also Sock Vaudeville Acts. Must have all essentials, also youthful Specialty Artists and Musicians that know me answer if at liberty. Hams lay off. No money advanced; have just been "burned." **OWEN BENNETT,** Oliver Hotel, Atlanta, Ga.

WANTED QUICK Young Rep. People for Tent. Must double Orchestra and Specialties. Long, sure season (40 weeks). Make it low and get it every week. **V. L. MCINTOSH,** Liberty, Tenn.

WANTED Young, sober, clean Med. (not tab) Performers, Black, Novelty, Soubrette who can Dance, Musicians. Act quick. Tell all. **F. O. KEITH,** General Delivery, Paragould, Ark.

802 Issues Strike Call Against 36 MPPA Members

NEW YORK, March 30.—Local 802, AFM, has issued a strike call of all pianists, arrangers, copyists and proof-readers employed by the 36 members of the Music Publishers' Protective Association, strike call being for 10 a.m. tomorrow (Tuesday). This strike is to be followed by an additional call Wednesday morning on all other New York music publishers, numbering 56, excepting a few houses which have indicated a willingness to reply favorably to letters sent out by the union asking the publishers to negotiate.

Jack T. Nelson, radio director of the Lennen & Mitchell Advertising Agency, has resigned to join Kenyon & Eckhardt, Inc. Nelson has been with several leading agencies in the past and has originated some of the best known programs on the air.

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WANTED—Dance Orchestras for locations and one-nighters, 10 pieces or more. Must have own cars and furnish photos. Open immediately, playing Southern time. Write and rush photos. State and list features with your outfit. **CAPITOL AMUSEMENT ATTRACTIONS,** 3622 Eleventh St., N. W., Washington, D. C.

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Good Medicine or Vaudeville Team, man and wife. Will go 50/50. Nice Tent Show. Must have living car. **DR. WM. HIGHTOWER,** Caney, Okla.

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MAGICIAN

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Circus Group Gets Empire, Paris

PARIS, March 23.—The Amar brothers, owners of the Amar Bros.' Circus, one of the largest tent circuses of Europe, have acquired control of the big Empire Music Hall, long dark, and will reopen with vaude-circus bill on March 27. Programs will be changed every two weeks. M. Percheron will manage the house, and Henry Thetard, well-known critic, will be press agent.

The entrance of the Amar brothers into the Paris vaude-circus field brings competition to a high pitch. In the vaude field the Robitschek-Bizos group (Alhambra) are counteracting by folding the Mistinguett revue, slated for indefinite run, and are returning to straight vaude with a bill headed by Larry Adler and the Three Sailors. The Rottembourg-Goldin group (ABC and Bobino) also pepping up their programs.

Circus war also on with the big Cirque Pinder, big tent circus trying for Paris business by playing all the open spots at the gates of Paris. New lineup gives three big circus operators, the Medranos, Bougliones and Amars, permanent arenas in Paris, and all three are competing on the road as well with big tent shows, besides which the Medranos have a demountable semi-rigid arena which plays long stands in the big cities.

Both the vaude and the circus groups are splurging heavily on newspaper space and lithos.

Jewish Guild Show To Be Biggest Yet

NEW YORK, March 30.—The Jewish Theatrical Guild's benefit show this Sunday night at the Majestic Theater promises to be one of the biggest performances of its kind ever seen. Lester Hammell, of the Morris Agency, is chairman of the show, and among those who will definitely appear are Jack Benny, Benny Fields, Willie and Eugene Howard, Morton Downey and Eddie Cantor.

The ticket sale so far is very heavy, with donations now coming in to purchase cheaper tickets as giveaways for needy folks.

Blue Kid Revue Booked

NEW YORK, March 28.—Jack Blue, operator of large dance studios here, is contributing his Kiddie Revue of 75 to the Young Folk's League benefit tomorrow and also to the Odessa Home of the Aged benefit at the Delano Hotel April 18. The revue was featured at the Israel Orphans' Home benefit Sunday night and also went on the air.

Felony Charges Against Glucksman Dismissed

LOS ANGELES, March 28.—The felony charges against Mano (E. M.) Glucksman, former RKO theater executive, were dismissed Monday by Municipal Judge Clement D. Nye, because David Dubin, Hollywood business man, was in New York and unable to appear for the preliminary hearing.

Glucksman was charged in a complaint with taking a check from Bela Lugosi's home and cashing it thru Dubin after forging the film actor's signature. Lugosi appeared in court, but was not called to testify when the District Attorney's office did not contest a dismissal.

New York Drama Critics Give First Award to "Winterset"

NEW YORK, March 28.—The first annual prize of the New York Drama Critics' Circle, an organization of newspaper and magazine writers, for the best American play of the current season was awarded last Wednesday to Maxwell Anderson's poetic drama, *Winterset*, by a vote of 14 out of a possible 17. The session was a closed affair, held at the Hotel Algonquin, it was understood that six plays were regarded at the beginning of the balloting as possible winners. These were *Dead End*, *Boy Meets Girl*, *Ethan Frome*, *End of Summer*, *Idiot's Delight* and *Winterset*. The latter was chosen after three hours of deliberation.

Among the first to go off the board were *Boy Meets Girl* and *Ethan Frome*. The final granting of the award to *Winterset* was held up by a ruling of the association providing that the winner must receive at least 13 votes. Six holdouts made it appear now and then that one of a few dark horses might take it as the result of a compromise. *Dead End*, *Idiot's Delight* and *End of Summer* were all advanced as possibil-

Managers' Try-Out Theater Presents "Heaven and Earth"

NEW YORK, March 28.—The Managers' Try-Out Theater (unit of the Federal Theater Project) staged its second production, *In Heaven and Earth*, this week at the Willis Theater, Bronx. Authored by Arthur Goodman and Washington Pezet, it proved to be an entertaining but not an exceptional drama.

For one thing, the story never becomes convincing and the characters never real. The cleverness of the dialog overshadows character delineation and we leave with a feeling that the authors pulled a good stunt. It is all about a psychiatrist who is firmly convinced that the personalities of dead people can return in the minds of others and who is constantly seeking the personality of his dead wife

Help the Census

The Census Bureau of the Department of Commerce has issued an appeal to all theater managements for co-operation in preparing statistical data which will reveal the significant position held by motion picture houses in providing entertainment and employment to population centers throughout the country. Theater owners can aid this work immeasurably by filling out without delay Form 40. All information obtained by the bureau, such as pay rolls, grosses, employment, etc., will be used for statistical purposes only.

"Dodsworth" Ends Tour of 28 Weeks

CINCINNATI, March 30.—Max Gordon's *Dodsworth*, starring Walter Huston, brings to a close a 28-week tour here Saturday night. Show begins its local engagement at the Taft tonight, with a heavy advance sale pointing to a big week. Company will return to New York from here. Flood conditions made it necessary to cancel two weeks of time between here and New York.

The show's 28 weeks' tour included 10 weeks in Chicago, three in San Francisco and two in Los Angeles. Huston will head for the Coast soon to begin work on the film version of *Dodsworth* for MGM May 15. Ann Harding will play the fem lead in the talkie.

Company carried 45 people on tour. John Montague was three weeks in advance, with Charles (Kid) Koster working a week ahead of the show.

ities. The opposition disintegrated finally, with only Robert Garland, Percy Hammond and John Anderson, respectively, of *The World-Telegram*, *Herald Tribune* and *Evening Journal*, holding their ground.

The following citation, given in part, accompanied the award of a silver plaque:

"The Circle's decision is based on the conviction that in *Winterset* the author accomplished the notably difficult task of interpreting a valid and challenging contemporary theme dealing with the pursuit of human justice in terms of unusual poetic force, realizing a drama of rich meaning and combining high literary distinction with compelling theatrical effect."

The statement further acknowledged its appreciation of the splendid work of producer and director Guthrie McClintic, designer Jo Mielziner and the cast. The fact that the play was supported and acclaimed by a large paying public is regarded by the Circle as a vindication of the health and significance of the theater.

in others. A society deb suffers from shock in an auto accident right in the doctor's front yard and, of course, she loses her mind and imagines she is his wife, who has been dead 25 years.

Of course there are complications, which are often amusing and intriguing. Finally the girl suffers another shock, which brings her back to normal. The doctor prepares to commit suicide as the final curtain lowers.

Really not a bad show. With better direction and some rewriting to tighten up the too-much-talk it might have a chance as a Broadway production. J. J. White staged it, Rollo Wayne designed it and Cleon Throckmorton built the excellent set. Otto Metzger supervised the entire production.

Cast comprises Allan Tower, Marguerite Walker, Phil Brandon, Mary Hutchinson, Carl Emory, Jack Effrat, Edith Harcourt, Louise Kirtland, Gwen Burrow, Herbert Dobbins and Mayon Pate. Emory's performance was outstanding with Tower, Brandon and the Misses Kirtland and Burrows also turning in fine work.

Brownell Bill Thru House

Assembly okehs measure allowing bars in N. Y. legit houses—chances good

NEW YORK, March 28.—By a vote of 123 to 25, the Assembly at Albany passed the Brownell liquor measure March 23 providing for the sale of liquor in legitimate theaters on payment of a license fee of \$1,000 per year. This measure, if okehd by the Senate and governor, will greatly aid theaters which have been barely getting by because of receiving only seasonal revenues in return for large property investments.

Considered in connection with the new building code, which would permit legit houses to be built so that offices might be utilized for purposes of revenue, house owners may look forward to a period of comparative prosperity.

Incorporated in the Brownell bill is a clause calling for a winter license fee of \$750, during which season patrons will be permitted to regale themselves at the bar from one hour before the show until one hour after the cessation of the production.

Tho the measure passed the Assembly easily enough in view of the fact that the only appreciable opposition was furnished by up-State Republicans, it is expected that Henry E. Bruckman, chairman of the State Liquor Authority, will endeavor to block the final passage. Bruckman, voicing his opinion before the committee which reported the bill in the lower house, said he saw no reason to support the measure insofar as a man can slake his thirst during the intermission or else control it until the final curtain. These considerations, however, appear to be minor, and judging from the temper of the Assembly no further difficulty of any magnitude is anticipated.

Dancers Seek AFL Affiliation

NEW YORK, March 28.—A group of dancers, mostly from the concert field, have opened negotiations with Chorus Equity and the American Federation of Actors. Thru their independent organization, the Dancers' Association, they are seeking affiliation with the American Federation of Labor.

Representatives of the association have conferred with Mrs. Dorothy Bryant of Chorus Equity and with Ralph Whitehead of the American Federation of Actors. The association, organized a few months ago to protect dancers and to advance the dance as an art, was instrumental in inducing the Federal Theater Project to establish a Dance Unit. Its president is Tamiris.

Jurisdictional angles are threatening to hold up organizing, however. There is no AFL performers' union in the concert field. In most of the other fields the AFA has jurisdiction over specialty artists and Chorus Equity over chorus people.

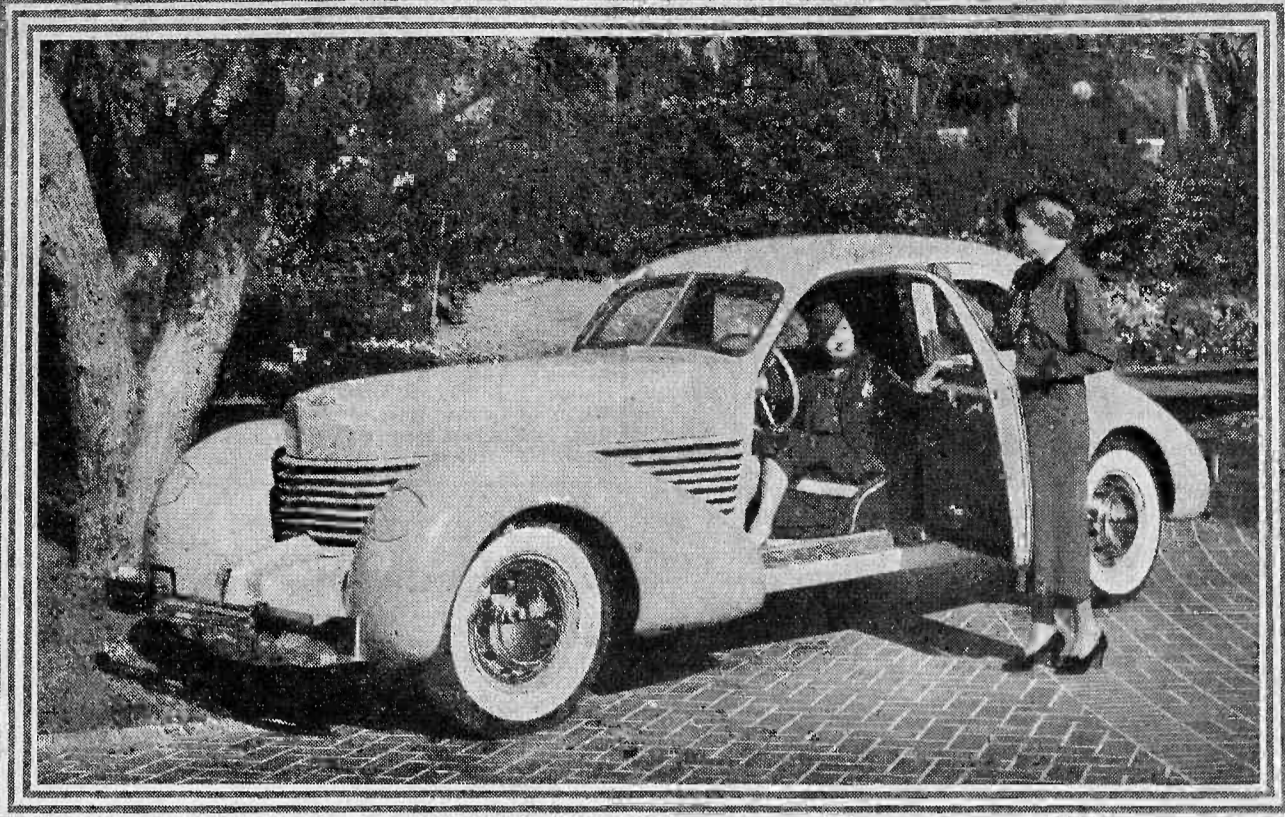
GRACE MORGAN

This Week's Cover Subject

GRACE MORGAN is the realization of the average performer's dream. In other words, she travels light and is self-sustaining. This scintillating personality plays her own accompaniment at the piano and she writes her own material and songs. Her style and delivery are truly unusual. Her satirical treatment of topical themes adds greatly to the appeal of her performance. Miss Morgan has plenty on the ball when it comes to melodies but isn't forced to lean on this forte as heavily as other artists that might in broad terms be compared with her.

The little lady who smiles out of this week's cover ran away from school at a comparatively early age. She broke into vaudeville and her rise since then has been rapid. Her most recent engagements have been at the Rainbow Grill, in Rockefeller Center, and at the British Colonial Hotel, Nassau, Bahamas.

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WANTED

Producer Comedian, Leading People. Motorized three-nighter; Musical Comedy Revue under canvas. State all in first letter. Opening May 2. **S. FIDLER,** 4217 No. Florissant Ave., St. Louis, Mo.

COOKE PLAYERS WANT

Toby Comedian, Ingenue, do Novelty Specialties. Must have car. Piano Player, do some Parts. Tent summer. Circle winter. No booze. Year's work. **HARRY J. PAMPLIN,** Clio, Ala., till April 4; then Grove Hill, Ala.

WANTED—Seven-Piece Swing Band, also Sock Vaudeville Acts. Must have all essentials, also youthful. Specialty Artists and Musicians that know me answer if at liberty. Hams lay off. No money advanced; have just been "burned." **OWEN BENNETT,** Oliver Hotel, Atlanta, Ga.

WANTED QUICK Young Rep. People for Tent. Must double Orchestra and Specialties. Long, sure season (40 weeks). Make it low and get it every week. **V. L. MCINTOSH,** Liberty, Tenn.

WANTED Young, sober, clean Med. (not tab) Performers, Black, Novelty, Soubrette who can Dance, Musicians. Act quick. Tell all. **F. C. KEITH,** General Delivery, Paragould, Ark.

802 Issues Strike Call Against 36 MPPA Members

NEW YORK, March 30.—Local 802, AFM, has issued a strike call of all pianists, arrangers, copyists and proof-readers employed by the 36 members of the Music Publishers' Protective Association, strike call being for 10 a.m. tomorrow (Tuesday). This strike is to be followed by an additional call Wednesday morning on all other New York music publishers, numbering 56, excepting a few houses which have indicated a willingness to reply favorably to letters sent out by the union asking the publishers to negotiate.

Jack T. Nelson, radio director of the Lennen & Mitchell Advertising Agency, has resigned to join Kenyon & Eckhardt, Inc. Nelson has been with several leading agencies in the past and has originated some of the best known programs on the air.

FOR SALE

Platform Medicine Show, complete. Four-Wheel Trailer with new Tires. Quickly converted into Platform and Runway. New Canvas Top, Backdrop and Bally Curtains for same. Two 12x10 Ft. Khaki Tents, 6 Ft. Walls, complete with Poles, Awnings and Draw Curtains. Also Electric Wiring. Outfit real flash. Easily hauled back of car. Price, \$250.00. Write or wire

FRED A. STOCK

901 Cherry Street, Quincy, Ill.

WANTED—Young, experienced Chorus Girls, Specialty People, Novelty Acts for Musical Circle Stock. Long engagement to right people. Must join on wire. Salary small but sure. You pay your wires, I pay mine. Ticket if I know you. **BENNIE "FAT" WAYLAND,** Criterion Theatre, Anderson, S. C.

WANTED—Dance Orchestras for locations and one-nighters, 10 pieces or more. Must have own cars and furnish photos. Open immediately, playing Southern time. Write and rush photos. State and list features with your outfit. **CAPITOL AMUSEMENT ATTRACTIONS,** 3622 Eleventh St., N. W., Washington, D. C.

WANTED

Good Medicine or Vaudeville Team, man and wife. Will go 50/50. Nice Tent Show. Must have living car. **DR. WM. HIGHTOWER,** Gansy, Okla.

From a SMALL THEATRE to A WORLD'S FAIR. A BUS to an AIR PLANE. A CIRCUS to a CARNIVAL.

TICKETS

No More Horse and Buggy Altho Good in Their Day Are like the process of making tickets of today and yesterday.

IF IT'S A TICKET LET US FIGURE WITH YOU. WE CAN GIVE PROMPT SERVICE, LOW PRICES.

THE TOLEDO TICKET CO., Toledo, Ohio
WE HAVE TODAY'S FACILITIES

WANTED FOR WORLD'S MEDICINE CO.

Colored Musicians. Must read and fake road show music. Also Comedian, Guitar or Banjo Player. Must play loud minstrel type instrument and sing with a negro dialect ballyhoo songs. Positively only male help used. This is a free platform medicine show, and plays cities, making three-week stands. Those that double preferred. Will work in the State of Pennsylvania. We pay car fare, you pay all other expenses. State your age, height, weight, what experience you have had, all you can and will do and lowest salary expected in first letter.

DR. ROSS DYAR, P. O. Box 291, Indianapolis, Indiana

READ THIS LIST!

- TAP MATS—SPECIAL PRICES. 3'x4', \$3.50; 4'x6" . . . \$7.00
- SILK MOHAIR WIGS, All Styles95
- NEGRO WIGS, Unlined. Special29
- NEGRO WIGS, Lined. Special69
- SILK TOP HATS for Jazz Dancers. Any Colors 2.50
- White Satin Musical Comedy TIE SHOES 2.95
- Black Patent Leather TAP SHOES . . . 1.69
- Suede SANDALS, 69c; With Crepe Rubber Soles85
- Black SILK GEORGETTE, 40" Wide. Yd. .39
- SEND POSTAGE—15c for 1 Article, 5c Each Additional Article.

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AT LIBERTY YOUNG TEAM

Man, Fast Feature Black or Toby Comedian, Song and Dance. Sings Bass or Baritone. Produce Concerts. Wife Ingenue, General Business, up in Acts, Bits, etc. All essentials. Specialties for two weeks. Sober, reliable. State all in first with best salary. Rep. or Med. Anything reliable. Wire or write. **"TEAM,"** General Delivery, Goldville, S. C.

WANTED — Young Specialty Team

State all you can and will do, age, weight, height, lowest salary. Eat on lot. Pay own room. Teams with house cars preferred. Booze hounds lay off. Banner Privilege open. Address **BERT RUSSELL,** Hampton, S. C.

WANTED—Tent Rep. General Business Team with Specialties. Man double Trumpet. Will buy or lease complete Dramatic Tent. **J. R. APPLE-GATE,** Hagerman, N. M., March 30 to April 4; Tularosa, week April 6.

WANTED Neat Working Man that can drive Chevrolet Trailer Truck. No booze. No fancy salaries, but you get it. No ticket unless I know you. **REGAL TENT SHOW,** White Bluffs, Tenn.

WANTED

WOMEN TROUPERS WHO NEED EXTRA MONEY

Represent this large dress manufacturer and take orders for dresses from your trouper friends. You can add \$12 to \$25 to your weekly income and get your own dresses free. You show over 130 latest spring and summer Fashion Frocks at direct factory prices—\$2.98 to \$9.98. Stunning Paris styled dresses in all the smartest fabrics and most popular shades.

NO INVESTMENT REQUIRED

You do not have to invest in any stock. We send you an elaborate style presentation portfolio containing the rich fabrics and fashions in full color. You get paid immediately. We deliver and collect. Satisfaction guaranteed or money refunded. Write fully for details of this wonderful opportunity.

FASHION FROCKS, Inc. Dept. DD-319, CINCINNATI, O.

MAGICIAN

WANTED—Experienced Medicine Performer. Silent Act, Musical Act (single). Must change for one and two weeks. Salary sure. State all in first. **DR. V. SHARPSTEEN,** Marshall, Mich.

Roberson Players Want

Rehearse May 1. Specialty People all Indians who can sing. Boss Canvasman who can men and will work. Address **GEO. C. ROB** 437 Vermont Place, Columbus, O.

PONDER WARNER PACTS

Baldwin Informs Broadcasters Own Decision Will Guide Them

Highest local quarter-hour rate is basis for license under the five-year pacts offered—stockholders suing Warners and Warners continue to sue more infringers

NEW YORK, March 28.—Terms of the Warner Bros.' five-year contracts offered to broadcasters is not very far off from the temporary formula that has been in effect for the past three months and the Music Publishers' Holding Corporation, representing the Warner music units, is confident that the stations will proceed to avail themselves of the long-term contracts as they did with the American Society of Composers, Authors and Publishers. Broadcasters, however, fail to see any alternative but to sign or desist entirely from use of the Warner catalog and be on constant guard against infringements.

That Frank W. Baldwin, managing director of the National Association of Broadcasters, has given his tacit consent and backing to the five-year contracts is evident in his letter to the NAB members in which he concludes with the sentence: "It is plain that a situation exists which must be evaluated by each broadcaster in the light of his own requirement." Otherwise, Baldwin, in his letter merely outlined the Warner status as per his talks with Herman Starr and then submitted the Warner offer. He also mentioned the impossibility of the "per piece" plan (as mentioned in these columns last week).

In a long statement issued Thursday by Warners, the five-year offer was outlined as well as the fact that 250 stations were now licensed by the organization (on the three months' temporary basis). Reason for not going thru with the per piece plan was also given and then the basis on which the new offer was made. This is five points as follows:

"1. It is for the period of five years from April 1, 1936.

"2. The monthly fee for each full-time station is based upon the highest local quarter-hour rate instead of the highest published national rate. The monthly fee for the first month of each full-time station having a local quarter-hour rate of more than \$25 is four times its highest local quarter-hour rate on March 1, 1936. The monthly rate for each month thereafter will be four times the highest local quarter-hour rate during such month. The license fee for full-time stations, the highest quarter-hour rate of which is \$25 or less, will be twice their highest local quarter-hour rate.

"3. Licensees will be required to report the use of our own musical composition only instead of all compositions.

"4. While the agreement contains a provision which guarantees that no station shall have more favorable terms than any other station, we are given discretion in the fixing of license fees of stations which because of their peculiar conditions or extenuating circumstances are entitled to more favorable terms.

"5. It at any time during the term of the license the broadcasting industry and the music publishing industry shall agree upon a system of license fees based upon actual use of individual compositions, then you shall have the privilege of terminating the license agreement in the event that we fail to adopt such per-use system."

Thus part of the pact leaves the broadcasters an out as desired by Baldwin, (See **PONDER WARNER** on page 9)

RADIO AND THE SEASONAL PRODUCT

By EUGENE S. THOMAS

Watch for This
In the Spring
Special Number
Of The Billboard

No Union Decision In Jones Vs. Agency

NEW YORK, March 28.—After testimony heard last Saturday and again this Thursday (26) the governing board of Local 802, American Federation of Musicians, has decided to make no decision in the claim brought to the union by Isham Jones against Ruthrauff & Ryan, advertising agency. Jones sought reimbursement on a verbal contract he claimed had been arranged by Myron Kirk, of the agency's radio department. In closing the matter without any decision the union leaves the way open for Jones to take such legal steps he might feel warranted.

Edward Canavan, president of the local, said yesterday that "the matter is closed and there will be no decision at all." He refused to expound further on the action. Several reasons are believed, however, to have motivated the board in coming to its decision. One is that the union exercises no jurisdiction over advertising agencies and that (See **NO UNION DECISION** on page 9)

Peak ET Music Fees For March, \$25,000

NEW YORK, March 28.—Music Publishers' Protective Association will distribute to copyright owners a new high in the way of electrical transcription music license fees when it mails checks totaling \$25,000 to the respective music publishers concerned.

Money will be for the month of March and has been boosted to the high figure mainly thru the Chevrolet renewals, the Dodge Motor programs and Goodrich Tire. Dodge alone contributed \$5,000 of the total sum.

New Canadian Plan of Control Offered to Commons Committee

TORONTO, March 28.—A draft bill to place the supervision of Canadian Radio under a new broadcasting corporation, comprising seven directors and a general manager, has been submitted to the House of Commons Radio Committee by Hon. C. D. Howe, minister of railways and canals.

Control of private stations, wave lengths, hours of broadcasting, advertising on radio programs and censorship of radio matter would be returned to the minister under the draft who would have the advice of the corporation. The present radio commission has had responsibility for such control.

The draft is intended as a guide for the committee, and there is nothing on it to indicate it represents the final decision of the government in every detail.

The seven directors would serve at the pleasure of the government who would name the chairman and the vice-chairman. Two of the seven would represent the Dominion and one each would represent the following geographical divisions: Ontario, Quebec, Maritimes, the Prairie Provinces and

Mike Fright?

PHILADELPHIA, March 28.—J. Jessie Kane, private secretary for WIP's prexy, is very much satisfied with her job, and nothing on heaven or earth can make her face the mike. In spite of the pleadings of Ben Gimbel Jr., her boss, she refuses to substitute shorthand notes for script.

Gimbel believes he has acres of diamonds in his own office, having just discovered that the gal, while a student at Rosemont College, won two dramatic contests and walked away with all oratorical honors.

WJBO Expansion Plans Under Way

GULFPORT, Miss., March 28.—Just a short time after asking permission of the Federal Communications Commission to transfer its permission for a boost in power to 500 watts to WJBO, Baton Rouge, La., Station WGCM, Gulfport, this week announced plans for a broad improvement in service. The station, therefore, rescinds its request for the power transfer with plans to boost for its own use.

Officials of the Gulfport station state that R. W. Bennett Jr., formerly in charge of commercials for the Iowa chain and previously operator of a station at Columbia, Mo., will assume charge immediately as production manager. Associated with him will be his father, R. W. Sr., and local personnel, including W. H. Hardy, engineer; Miss Gordon, Ferdinand Pecoul, Ralph Duncan and H. A. Genung Jr.

Station will have studios in Gulfport and Biloxi with transmitter located at the Great Southern Golf Club, bordering on the Gulf of Mexico. It will henceforth be identified as the *Voice of the Gulf Coast* and plans are already under way to make chain affiliations. Bennett announces a fine working agreement with WBNO, New Orleans, which operates only 10 kcs. under station and has applied for affiliation with transcription services of WBS.

WGCM is one of the pioneer stations of the Gulf area though never before attempting to increase its power output or add to its studio service. Station is owned by the operators of the Great Southern Hotel of Gulfport, operating with only 100 watts on 1,210 kcs. Under recent grant by FCC, station is allowed increase to 500 watts with unlimited time.

C. Ellsworth Wylie, former general manager for KHJ, steps into the advertising business, opening an agency in Los Angeles April 1.

Radio Writer Guild Discussed on Coast

HOLLYWOOD, March 28.—Plans for a proposed protective organization of radio writers, fostered by the Screen Writers' Guild, were to be discussed here this week by the writers' board of directors. A detailed checkup of the radio writing situation in regard to salaries, contingency payments, protection of authorship rights and other vital points has been already carried out locally with the object of securing protection in the radio field on these matters under the new guild.

With the main headquarters of radio's big programs centered in Chicago, New York and Los Angeles, the Authors' League of America, sponsor of the plan, figures a radio group could be gotten together as another link in the union chain by the time the new league plan comes up for final vote by members of the three existing guilds—Screen Writers', Dramatists' and Authors'.

Eventual plan is aimed at creating the most gigantic and powerful tieup of writing talent in history for their mutual protection. In addition to screen writers', dramatists' and authors' sections there will be the new radio group, while the Newspaper Guild, with more than 6,000 reporter members, and the Songwriters' Protective Association are two other important possible allies.

Coincidentally, the Screen Actors' Guild is eying the local radio situation also in regard to other performers. No official discussion will be made along these lines, however, for at least 10 days, but in the current controversy over free radio appearances of screen personalities an opening wedge to move in on the airplanes is seen.

Philly Baseball Goes Commercial

PHILADELPHIA, March 28.—After many seasons' dickerings to air the local big league baseball games, this season the listeners are in for a steady diet of baseball fare with a double dose for good measure, both WCAU and WIP airing the balls and strikes. Starting April 14, both stations will carry play-by-play descriptions of the Athletics and Phillies, daily except Sunday.

In spite of baseball broadcasts in other cities, local clubs have steered clear of radio and have been adamant in their opposition. But being deep in the red and heavy sponsor coin dangling overhead, they whistled a different tune this year. General Mills, Inc., is supplying the coin for WCAU to plug Wheaties, Knox-Reeves Agency having placed the account earlier in the year. Altho figures were not revealed, it is reported that the clubs are splitting \$50,000; station time, line charges and announcers bringing the ante to \$100,000.

Penn Tobacco Company and the Atlantic Refining Company put in bids for WIP time, with the N. W. Ayer & Sons' Agency winning out for the gasoline company. Figures a little lower.

Money involved sets a new high for baseball broadcasting rights. Both Boston teams get \$15,000, with other cities bordering around same figure.

Altho Atlantic Refining Company has used air time extensively, this series over WIP will mark its first venture into sports. It is reported that the Ayer Agency is sounding out the local colleges to continue with football broadcasts in the fall.

Bucknell Speakers

LEWISBURG, Pa., March 28.—Bucknell University announces a lecture series during the summer session in propaganda and the forces that mold public opinion. One approach to the problem will be the relation of press, radio and pictures. Speakers will include M. H. Aylesworth, former NBC prez and now RKO board chairman; Hugh Bailee, United Press prexy, and George Gallup, advertising research director of the Young & Rubicam Agency.

South American Short-Wave Commercials Again on Tap

Possibilities gone over by NBC with a view toward using live talent programs originating with the credits handled locally from the rebroadcasting outlets

NEW YORK, March 28.—National Broadcasting Company is said to be considering the possibilities of assuming Pan-American coverage thru short wave hookup with South American stations. Even gone so far as to sound out the possibilities in the way of a manager of such an undertaking. Point is that there are any number of advertisers now using radio on both continents and that NBC could render these accounts service, save them money and increase the NBC income as well. Advantages to advertisers, according to protagonists of the Pan-American idea, are numerous. First one is that by use of talent available in this country better shows could be put on for the South American market. This would open the way for the use of name performers—mainly picture players—who are known in the south, bringing bigger audiences. Another is that the agencies are saved details involved in placing a large transcription or live-talent campaign on a number of foreign stations. Stations also get a break, in some cases, since only one advertising agency may be involved. Another factor is that NBC's sales position in the domestic field is strengthened by an advantageous sales and showmanship point. That means NBC can offer complete American coverage at one clip.

Costs to advertisers would be no greater than they are now and most likely less. Costs of short-wave broadcasts thru the RCA Riverhead, L. I., station, while felt rather steep, would level off the costs of using transcriptions or live talent on the South American stations. Further, the administrative costs of local campaigns would be removed. NBC is in a good spot in this connection, since the Riverhead station is the only licensed broadcaster for this type activity. Also, if business started to develop RCA might reduce its short-wave fees.

Number of North American manufacturers and advertisers using radio in South America is steadily increasing. If they started on the all-America plan part of the costs might be written off by local distributors. Such advertisers include practically all the big automobile companies, Kolynos, Colgate-Palmolive-Peet Company, Zonite-Forhan's, Sterling Products (aspirin, milk of magnesia), Listerine, Borden Company, Lever Brothers and others.

Bulk of South American radio now goes thru Conquest Alliance Company, which has five-year representation deals with the SA stations and which firm would continue to get its commissions. Local announcements to be made in Spanish at the rebroadcasting stations.

WBNX Directional Antenna

NEW YORK, March 28.—New directional antenna system for WBNX, New York, is expected to go into operation by April 15, with a resultant increase in signal power of 300 per cent. Late last year the station installed a new antenna system.

Josephine Tumminia, young opera diva, who makes her third successive appearance with Sigmund Romberg on the Swift program when this feature is broadcast from Hollywood next Monday at 6:30 p.m. (PST), over NBC, is a San Francisco gal who has made good. She's to duet with Felix Knight, tenor. Program also has Lionel Barrymore reciting *The Relief of Lucknow*.

Material Protection Bureau

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

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

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

Slayers of WSM Newsman Apprehended in Florida

NASHVILLE, March 28.—Murderers of J. K. Millikan, market reporter of WSM, Nashville, for seven years, have been apprehended and have confessed their guilt, apprehension coming about as the result of information broadcast by the station. Millikan was found in a lonely section, his car stolen. Station sent out a description of the stolen auto and the license number.

A few days later police of Lake City, Fla., advised WSM that one of the men had been arrested and the car recovered, the other murderer getting away after a gun fight. A few days later the escaped man was arrested. Both are now on the way back to Tennessee.

Patterson and NBC Say It Officially

NEW YORK, March 28.—Resignation of Richard C. Patterson as vice-president of the National Broadcasting Company was formally accepted yesterday (Friday) at a board of directors meeting. Patterson, at one time considered a possible successor to Merlin H. Aylesworth as president, was reported to have handed in his resignation a month ago, shortly after the appointment to the presidency of Lenox R. Lohr.

Meanwhile it is reliably reported that the personnel list of NBC is to be considerably reduced and that the reported move will affect both higher up and minor employees. Such a move was the question of discussion among NBC help this past week.

Proposed reduction in the number of employees, it is said, is believed traced to the network's new president, the result of a first-hand survey and investigation he has just about completed. Since he assumed his new position, Lohr has been in constant contact with all departments and their staffs, lunch-

ASCAP Annual Meeting Quiet; 1935 Gross Revenue \$4,505,829

NEW YORK, March 28.—Annual banquet and meeting of the American Society of Composers, Authors and Publishers, held Thursday night, brought out a few facts and figures, one special resolution which was not approved, and the meet was conceded to be the tamest annual meeting in many years. Altho general meetings of the membership are now on a semi-annual basis for discussion of pertinent matters and for important resolutions, the usual March meeting is reserved for hearing of reports by the ASCAP officers.

Gene Buck, president, flew in from Washington where he had been attending the copyright hearings, while E. C. Mills, general manager, remained in the capital. Billy Rose, the stormy petrel of many annual meetings in the past, was kept away by Texas Centennial duties in Fort Worth, and Irving Caesar, another argumentative member, was also absent.

Report by Saul Bornstein, treasurer, revealed that ASCAP total revenue for 1935 was a record-breaking \$4,505,829 from all sources. Dividends disbursed to members totaled \$3,262,556. Dividends as totaled for the four quarters does not include the combined overhead and foreign performing rights society disbursements of \$895,829. This compares

ing with them regularly in his office. From these luncheons and other observations the new president is said to have come to the conclusion that NBC had about twice as many employees as the Columbia Broadcasting System and that the latter operates with an equal amount of efficiency. It may be that as much of a reduction as 20 per cent will be made, with NBC requiring a greater staff than CBS because of operating two networks.

Bachem Succeeds Shaw

NEW YORK, March 28.—John H. Bachem has been appointed Eastern Division Sales Manager of National Broadcasting Company, succeeding Donald S. Shaw, who recently resigned to join the McCann-Erickson agency. Bachem has been with the NBC sales forces since 1932 after 14 years with various magazine and other publishing organizations.

to a gross revenue in 1934 of \$3,375,930 when dividends disbursed were \$2,514,850. The overhead in 1934 was \$716,155. In each case the "overhead" in addition to salaries and office expenses, etc., include a payment of approximately \$200,000 to European affiliated societies. European societies, however, in most cases make payments direct to copyright owners here.

There were 23,137 licensees in 1935 as against 20,733 in 1934. These are all sorts of music users including transient shows.

Apart from the talk by Gene Buck in which he outlined the current ASCAP status and what was to be expected in the future, Deems Taylor spoke on the contribution by standard writers to the value of ASCAP. George Whiting again brought up his resolution anent anti-bribery and cut-in racket wherein some writers give part of their composition away for the sake of exploitation by orchestra leaders, etc., sometimes the musician in question contributing some small service as a cover-up. Nathan Burkan, general counsel, answered Whiting in his talk by saying such a rule would be more or less illegal in that it would be interfering with the rights of a songwriter in preventing him from choosing his own collaborator.

Flash!
WHD, New York,
increases power to
5,000 watts!
(L.S.)
NIGHT
1,000
WATTS
NOW MOST
POWERFUL
INDEPENDENT
STATION IN
N. Y. AREA
WHD-1540 BROADWAY, NEW YORK
National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
New York—Chicago—Philadelphia—Detroit
Kansas City—Atlanta—Dallas—San Francisco

ISHLAM JONES

- closing HOTEL LINCOLN, New York
 - also WHELAN DRUG STORES and UNITED CIGAR STORES COMMERCIALS March 31
 - opening at PALOMAR BALLROOM, Los Angeles, Calif., May 13, prior to a cross-country tour
- MANAGEMENT—CBS ARTISTS BUREAU
PERSONAL REPRESENTATIVE—JIM BREYLEY

WNRC Picks 13 Kiddie Shows

NEW YORK, March 28.—Women's National Radio Committee has issued its pick of suitable children's programs, having found 13 which qualify and have the stamp of approval of both parents and children. All are afternoon fare. They are:

- American School of the Air, CBS sustaining.
- Animal Closeups, NBC sustaining.
- Animal News Club, NBC sustaining.
- Billy and Betty, NBC commercial.
- Captain Tim Healy, NBC commercial.
- Damrosch Appreciation Hour, NBC sustaining.
- Junior Radio Journal, NBC sustaining.
- Singing Lady, NBC commercial.
- Spare Ribs, NBC sustaining.
- Standard School Broadcast, NBC Pacific Coast commercial.
- Story Teller's House, WOR-Mutual.
- Tom Broadhurst's Sea Stories, CBS sustaining.
- Wilderness Road, CBS sustaining.

New Radio Network Appoints Sales Reps

CHICAGO, March 28.—George Roesler, national sales manager of the Affiliated Broadcasting Company, announced the appointment of several sales representatives this week. David D. Davis Jr., formerly associated with the International Magazine Company, the National Broadcasting Company and Outdoor Advertising, Inc., becomes manager of the network's New York office located in the Lincoln Building.

Dr. George E. Halley, for many years on the sales staff of KMBC, Kansas City, and more recently with Free & Sleinger, and Calvin Austin, formerly a member of NBC's Chicago sales department, will be attached to the main offices here. The ABC Detroit office in the New Center Building is managed by Earl Maxwell, who also represents the Roesler list of stations in that city. Bert Green, formerly with Edward Petry & Company and Station WIND, Gary and Chicago, will contact Chicago agencies and advertisers for the list of stations represented by Mr. Roesler independently of the network.

Mills Artists, Inc., has added a radio department to be supervised by Louis Pollock. Mills manages Milton Berle, Cab Calloway, Duke Ellington and other acts. He has just added Lennie Hayton and Vic Erwin to his talent roster.

JUDY CONRAD
AND HIS ORCHESTRA
103d Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

STATION NOTES
Address All Communications to the New York Office

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

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

★ **HENRY HALSTEAD**
AND HIS
COLUMBIA BROADCASTING ORCHESTRA
Now Playing New Continental Room Jefferson Hotel, St. Louis, Mo.

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

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

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

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

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

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

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set



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

THE Utah Woolen Mills inaugurated a new series on KDYL, Salt Lake City, last week. . . . Same station is also starting the first evening series to be sponsored by the Z. C. M. I., local department store, this week, program to be a musical show. . . . Ruth Lyons celebrates her third anniversary this week as director of women's activities of WKRC, Cincinnati. Mrs. Lyons is also the station's musical director and has several piano programs of her own. . . . WPTF, Raleigh, N. C., has landed the exclusive broadcasting rights to the North Carolina State College baseball games. . . . R. Bruce Wallace, former editor of *The Courier-Index*, has left Marianna, Ark., to take up his new duties as publicity and promotion director of Stations KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb.

EQUIPMENT of WMFN, for many years located at Clarksdale, Miss., has been moved to Grenada, Miss., and is scheduled to soon take the air with 100 watts. J. E. Wharton, former operator at Clarksdale, was forced to close in that city when served with a writ of seizure. Following service of the writ the station was reopened by Wharton, later closing for what was described as a 60-day silent period authorized by the FCC. Wharton is supervising movement of the station to Grenada. . . . WDSU, New Orleans station, has added Stanley Holliday and Jimmy Gordon to the announcing staff. Gordon had been connected previously with the station. Jimmy (Speedy) McGowan, program director of the station for several years, has resigned. . . . KSFO, San Francisco, has added three to its announcing staff, bringing in Bertrum Symmes as successor to Leo Rumsey, who resigned to join KGMB, Honolulu, in a similar capacity; Don Currin, new to radio, and "Speed" Riley, who is commentator on the station's nightly Sport Page of the Air. . . . Tom Bickmore has been made publicity director for the Northern California Broadcasting System, San Francisco, succeeding J. Lester Malloy, resigned. Bickmore was formerly in the publicity department of 20th Century-Fox studios, Hollywood, and prior to

that on *The San Francisco Examiner*. . . . NBC's Western division press relations chief, Lloyd E. Yoder, headquartered in San Francisco, has been made a member of the educational committee of the California Safety Council by Governor Frank J. Merriam. . . . Dick McDonough, sports announcer on WBZ and WBZA, is back from a three-week tour of the baseball camps in the South. . . . Rita Breault (Mrs. Robert Paul), pianist on the Yankee Network, is the proud mother of a boy, born March 22. . . . Arthur Edes, program director at WEEL, is still in Baker Memorial Hospital suffering from a broken jaw and other injuries received in an automobile accident a few weeks ago. . . . Charley Burton, WEEL boss, is writing a book about radio during the last 12 years from the viewpoint of the station.

THE sporting goods department of the Kurtz Hardware Company, Des Moines, sponsored the State basketball tournament pickups for three days on KSO, Des Moines; WMT, Waterloo and Cedar Rapids. WOI also carried them noncommercially, with Andy Woolfries announcing. . . . Rodney Lien, treasurer for Iowa Broadcasting System, has been in Chicago on business. Ed Linehan, of the continuity department, also looking over NBC's Chicago continuity department. . . . CFNB, Frederickton, N. B., was in the midst of the territory most severely affected by ice and floods in the maritime provinces. Bridges, houses, barns and live stock were carried away when the St. John River expanded to a width of 15 miles on the lowlands. The programs from CFNB were suspended for several days. . . . A. J. Shelfoon, formerly on the announcing staff of CHSJ, St. John, N. B., has joined the staff of C. A. Munro, publisher of a radio weekly in St. John, as circulation-advertising manager. Munro was owner of CHSJ when it was CFBO and when Shelfoon was an announcer, the staff being changed by the New Brunswick Publishing Company when the local newspapers acquired the broadcasting property from Munro, who had founded it and had operated it for seven years.

New Biz, Renewals

NEW YORK, March 28.—New accounts and renewals on NBC:
PIONEER DIVISION, BORDEN CO., thru Pedlar & Ryan, starts May 1, Friday, 7:30-8 p.m., on WEAJ. Variety show.
PROCTER & GAMBLE, thru Blackman Advertising, Inc., starts March 31, Tuesday, Thursday, Saturday, 6:15-6:30 p.m., on WJZ and two stations. Tim Healy.
AMERICAN CAN CO., thru Fuller & Smith & Ross, renews, effective April 28, on WJZ and 54 stations. Ben Bernie's Orchestra.
RADIO CORP. OF AMERICA, thru Lord & Thomas, renews, effective April 5, on WJZ and 60 stations, Sunday, 2-3 p.m. Variety show.
S. C. JOHNSON & SON, thru Needham, Louis & Brorby, renews, effective April 13, Monday, 8-8:30 p.m., on WJZ and 45 stations. *Fibber McGee*.

CBS Accounts

INTL. CELLUCOTTON PROD. CO., thru Lord & Thomas, Chicago, renews, effective March 30, Monday to Friday, 12:30-12:45 p.m., on WABC and 31 stations. *Mary Marlin*, sketch.
GENERAL MILLS, Inc., thru Blackett-Sample-Hummert, Chicago, starts June 1, 10-11 a.m., on WABC and 17 stations; rebroadcast 1-2 p.m. on 15 stations, Monday to Friday, inclusive. Program not set.

New York Area

RIVAL SHOE CO., thru Grant, Wadsworth & Camir, starts April 15, three weekly baseball broadcasts, 7-7:15 p.m. WMCA.
RICHARDSON & ROBBINS FOOD CO., thru Birmingham, Castleman & Pierce, starts March 30, daily announcements. WMCA.
CERTIFIED BARBER GUILD, Inc., thru Lucerna Co., announcements. WMCA.

MBS Biz

ARMIN, VARIETY, Inc., thru Sellers Service, Inc., starts April 12, 12:30-1 p.m.,

shifts April 26 to 1:30-2 p.m., on WGN and five stations. Ted Weems and his orchestra.


Chicago

Station WGN reports the following business:
SSS CO., "The Music Box," an MBS commercial, originating at WLW and fed to WGN, taking 8:30 to 8:45 p.m. on Wednesdays, beginning April 1 until further notice. This replaces the Friday broadcasts.
ARMIN VARADY, Inc., thru Sellers Service Co., Ted Weems' Orchestra, taking 12:30 to 1 p.m. Sundays for 26 weeks, beginning April 12 and including October 4, 1936. This is an MBS commercial to be fed to WBAL, WGR, WCAE, WSAI, KSD and WGAR.
HOUSEHOLD FINANCE CO., thru Chas. Daniel Frey Co., "Sherlock Holmes," an MBS commercial, originating at WOR and fed to WGN, taking 7:30 to 8 p.m. Saturdays for 52 weeks, beginning April 4 and including March 27, 1937.
PHILLIPS PETROLEUM CO., Quin Ryan's Amateur Show, thru Lambert & Feasley, a local commercial, taking 9:30 to 10 p.m. Tuesdays, beginning March 24 for four weeks to and including April 14, 1936.

Newark

HITTELMAN GOLDENROD BREWERY, Inc., starts April 13, three weekly news broadcasts. WOR.
F. H. VAHSLING, thru Sternfield, Godley, started March 17, participating in *Martha Deane* program. WOR.
PHILIP H. HARRISON & CO., started March 23, Tuesday and Thursday, 11:45-12 noon; Saturday, 12:45-1 p.m., plus announcements. Home Town Boys. WOR.
SONOTONE CORP., thru Topping & Lloyd, starts March 31, participating in *Martha Deane* program. WOR.
AMERICAN GAS MACHINE CO., thru Greve Adv. Agency, five-minute recordings. WOR.
CHRISTIAN FEIGENSPAN BREWING CO., thru Paris & Peart, renews, effective April 27, daily, 7-7:15 p.m. Stan Lomax, sports. WOR.

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



★ **LEITH STEVENS** ★
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

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

VICTOR Shell Oil Program.
WITH
AL JOLSON
YOUNG
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

BLANCHE ELLIOTT
ULTRA AND MODERN DANCERS
"delight in their work, which is brilliant as to conception and exquisite as to execution."—The Boston Globe.
Now Playing Private Functions N. Y. C.
Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

★ **d a HEALY** ★ W N E W
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

the Harlem Express! Himself
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
the new King of Syncopation
Now Playing College Dance Dates.
NORTHEASTERN UNIV., Boston, April 3.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

—AVAILABLE—
For One Night Engagements in Eastern Territory
The Most Sensational Colored Attraction in the East Today.
ORIGINAL CHICAGO NIGHTINGALES ORCHESTRA
Mgt. JIMMY DALEY ATTRACTIONS,
11 North Pearl Street, Albany, N. Y.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Pompeian Serenade

Reviewed Thursday, 12:15-12:30 p.m. Style—Orchestra and soloist. Sponsor—The Pompeian Company. Station—WABC (CBS network).

This program recently underwent revision, the new setup providing Ted Royal and his orchestra, Jerry Cooper exclaiming a couple of numbers and Arlene Francis on the commercials as a "beauty reporter." Show comes under the heading of satisfactory daytime stuff, a pleasant interlude for the lady listeners. Ted Royal is given a considerable buildup, yet it seems that he is taking orders on what to play and maybe how. His "fascinating new rhythms" really result in waltz tempo. Orchestra does good clean work, adhering to simple instrumentations, with an occasional twist to take the ensemble out of the ordinary class. Cooper's baritone crooning is evidently adjudged that type for which the women are to go for.

First commercial by Miss Francis quoted a letter received by the Pompeian Company wherein the writer said she had proved by chemical analysis that the purity of the product exceeded all others. Also a friend had suffered from facial blemishes after using another brand, more costly. There's also a prize to the usual letter writers.

J. F.

Ken Murray

Reviewed Tuesday, 8:30-9 p.m. Style—Comedian, soloist and orchestra. Sponsor—Lever Bros. Company, Inc. Station—WABC (CBS network).

In his first radio commercial, Ken Murray, from vaude and pictures, gave a fairly entertaining account of himself, relying on more or less formulated style. One of the better laughgetters in that style, however, involved the use of a dull, drawling and slow-witted stooge whose work was identical with that of Sassafrass when featured by Jack McLallen. Otherwise, tho, Murray's material was fresh enough, and where it wasn't he showed that he knew it, which may be in his favor. But summed up it doesn't seem that from his first show Murray would have gotten away with it at the Palace. Eve Arden does the femme folling.

In support were Phil Regan, back to the air's commercial wars after a picture buildup, and Russ Morgan's Orchestra, the latter for its first sponsored program. Regan has improved since before he went to Hollywood and does very well. Morgan definitely seemed to be working under wraps. The one or two numbers the program builder gave him here too short, and for several reasons. First, it didn't give Morgan time enough to show all that he has on the ball, which is plenty and to spare. Secondly, it meant that there was too much talking both as part of the entertainment and sales talks. Morgan should at least have one long spot to let him do the work he is supposed to.

J. F.

"Your Fellow Man's Opinion"

Reviewed Tuesday, 7:45-8 p.m. (PST). Style—Narrative. Sponsor—Budd & Votaw Co. Station—KFRC (San Francisco).

This quarter-hour program is the first interesting variation on the voice-of-experience idea since the "Voice" himself took to the airwaves. An unidentified speaker (Bill Davidson, for your information) presents answers to submitted problems. For example, if a bricklayer writes in asking for the solution of some problem Davidson seeks out another member of the craft, inquires how he solved his difficulty, and then presents the solution over the air during his next broadcast, thus giving "your fellow man's opinion."

Tonight's opening program didn't attain the pace that will probably be arrived at on subsequent shows, but this was probably due to lack of usable material. Once the series is established some interesting and unusual problems should arise and solutions offered. This initial broadcast presented three episodes: (1) A school teacher undecided whether or not to marry; (2) a convict's girl friend anxious as to how her sweetie

will adjust himself when released on parole after 19 years in prison; (3) a bride of six months disturbed over her husband's lack of interest in bridge after his daily work in the accounting department of a railroad.

Davidson solicited and obtained the "fellow man's opinion" on these problems from a teacher, a paroled convict and a railroad accountant. Results were supposed to enlighten the three worried persons and entertain the listening public. They fulfilled the latter requirement to such an extent that Budd & Votaw will surely sell more of their Pebble Beach neckties, which is all that matters. Eventually this program if handled right should sell a lot of ties and entertain a lot of people, too, but it's doubtful if it will ever exert any great influence on very many person's lives. Announcer Ralph Edwards read the commercials, which the agency was kind enough or smart enough to keep short and well moderated. An organ supplied the theme (*Where Can I Go?*) and also backgrounded some of the continuity with soft and appropriate atmospheric music, such as *School Days* for the school-teacher episode and *Songs My Mother Taught Me* for the prisoner's problem.

D. H. G.

"WMCA Salutes"

Reviewed Friday, 9:15-9:30 p.m. Style—Talks. Sustaining on WMCA (Inter-City hookup).

First of a new series of "salutes" to American men and women in all walks of life who are contributing something worth while to American life. Handled in a smart, fast-moving showmanship manner, which pertains not only to the presentation but to the timely subject as well. This particular show was dedicated to Westbrook Pegler, Scripps-Howard newspaper man, who is currently attracting considerable attention with his syndicated column on timely observations abroad. Pegler is especially good copy himself right now and has been mentioned as a strong possibility for a Pulitzer award.

A. L. Alexander, ace announcer of the station, conducts the salute and he opened with a memo written to him by Donald Flamm, head of the organization, note being anent the feasibility of doing this type of program. After preliminary talk by Alexander he took the listeners back to 1912 when young Pegler was a cub covering a political convention, part of the program here being dramatized. Scene shifted to England in 1917 when Pegler was a United Press correspondent, and an episode was done which pointedly brought out his qualities as an efficient newshound who could not be bought off nor cajoled.

Irene Kuhn, a feature writer for Scripps-Howard, and Ralph J. Bender, a S-H official, then alternated in telling additional facts and sidelights on Pegler. Altho the columnist has a wide circulation and many readers to whom all this would naturally be interesting, the program was such that it would be equally entertaining to nonfollowers of Pegler, if there are any. Musical interludes further brightened the show and added color. Swell quarter hour for anybody's money.

M. H. S.

NO UNION DECISION

(Continued from page 6)

Ruthrauff & Ryan might have countered with legal action had they been ordered to pay Jones or to take Russ Morgan, who got the job instead of Jones, off the program.

Jones said that his verbal contract was set thru James L. Saphier, an independent agent, who represented him in the negotiations with Ruthrauff & Ryan and Lever Brothers, the sponsors. Myron Kirk, testifying for the agency, said that his was not the authority to give contract approval. Saphier testified for Jones.

When Morgan got the job the trade generally was surprised, since the word was already around that Jones was set. Jones testified he canceled bookings set thru the CBS Artists' Bureau for the Rinso job and that he lost out, this way, on both. CBS was peeved that Saphier had set the job and for a time was said to be squawking about commission. Then Rockwell-O'Keefe stepped

in thru getting an option from NBC on Morgan and selling him to the account. Freddie Mayer, who also managed Morgan, is reported thinking of suing for his commission on the ground he had previously submitted Morgan to this agency. Latter report not confirmed.

Decision of the union was a considerable surprise, since the testimony was regarded favoring Jones. The band leader is also said to be burned up at CBS since the latter did not send anyone over to testify for him in the first hearing.

PONDER WARNER

(Continued from page 6)

in the event that a per-use system becomes feasible or put in use by ASCAP for instance.

Suits Pile Up

Warners had 21 new suits against broadcasters the past week and an additional 19 against hotels and night spots as well as ballrooms. Warners in turn were sued by two Massachusetts stockholders, who charged that the company was wasting the organization's assets and that the officers be supplanted. Also that a receiver be appointed for the corporation and for the royalties from the sale of music, etc. Suit alleges that the assets were wasted when the Warner subsidiary music concerns withdrew from the American Society of Composers, Authors and Publishers, from whom it had been receiving more than \$300,000 per year. Stockholders who sued are Morris and Emily Sharof, of Roxbury, Mass.

The networks, of course, continue to hold aloof from any Warner negotiations.

AFM REVOLKES

(Continued from page 3)

voked a few weeks ago, was given a hearing by Local 802 last week. No decision on reinstatement as yet.

Latest batch of licenses issued:
California—Granville Walker Agency, Lening Artists' Agency, Beverly Hills. Arthur Silber Agency, Ben Rinaldo Agency, Inc., Hollywood. Bonded Management, Inc., Ann Dempster, Bert Levey Circuit, Inc., Music Service Association, Nate Young, Los Angeles. Charles Abrams, San Diego. World Wide Theatrical Agency, San Francisco.

Colorado—Jack Blue, Denver.
Connecticut—C. Arthur Gisselbrecht, Torrington.

Florida—E. F. Fox, St. Petersburg. Pan-American Amusement Service, Tampa.

Illinois—Bill Heimback, Calumet City. Clayton-Ehart Enterprises, Champaign. John E. Bingemer, Walter Dellers, Paul Kapp, The Music Mart, Bob Roy, Duke Yellman, Inc., Chicago. Midwest Orchestra and Artists' Bureau, Peru.

Indiana—Burton Theatrical Offices, Indianapolis. Oral C. Coyle, Warsaw.

Iowa—Radio and Theater Program Producers, Des Moines. Carl Westenberger, Spencer.

Kansas—Ed Arnsberger, Unit Music Service, Lawrence. Tom S. Howell, Parsons. Melvin Miller, Topeka. W. F. Shaw, Wichita.

Kentucky—Stanley P. Harbison, Danville.

Maine—Hanson Amusement Booking Agency, Freeport.

Maryland—William E. Plitt, Baltimore. Isadore Bloomberg, Hagerstown.

Massachusetts—W. Edward Boyle, Thomas F. Greer, Players' Entertainment and Orchestra Service, Boston. John Redmond, Framingham. E. H. De Rosier, New Bedford.

Michigan—Leonard Doto, Iron Mountain. Russell J. Fillion, Lansing. Norman Whiting, Port Huron.

Minnesota—Park Region Orchestra Service, Battle Lake. Sanford Hill, Hibbing. Inez Miller, Rochester. E. W. Winter, St. Paul.

Mississippi—George Gaine Abernathy, Vicksburg.

Missouri—Grege Orchestra Bureau, Hannibal. Sophie Kahn, Kansas City. Bellieves Music Service, Edna Deal, Jesse J. Johnson, St. Louis.

Nebraska—W. S. Padley, Lincoln.

Nevada—Eston Hallmark, Las Vegas.

New Hampshire—Bob Cunningham, Concord.

New Jersey—Spar Artists' Bureau Company, Elizabeth. Irving Levine, Jersey City. Walter E. Nolf, Phillipsburg.

New York—James E. McGibbon, Amsterdam. Empire Vaudeville Exchange, J. Gregg Kelly, Buffalo. Matthew Rocak, Fulton. John A. Murdock, Le Roy. J. Norman Hainsey, Phil J. Sauerwein, Lockport. American Civic Productions, American Orchestras of New York, T. Arthur Baker, Dave Binder, Eddie Davis,

Count Andre DeGasparin, Feinberg Agency, Hymie Goldstein, Jean V. Grombach, Inc., J. E. Horn, Harry E. Hunt, Roger Wolfe Kahn Orchestras, Allen Lack, Selig S. Liese, Mrs. Tea Little, Marcus Loew Booking Agency, Emil Lowe, Mannie Lowy, Lloyd Marx, Al M. Raymond, Happy Reiss, Max Richard, M. Milton Roemer, Davis S. Samuels, Freda Solomon, Margot Wallace, New York City, Lee Barton, Rochester. Charles E. Morris, Saratoga Spa.

Ohio—Marshall J. Smith, Alliance. James M. Sutton, Canton. Mary Elizabeth Conway, Lee Rainey, Sive and Accomb, Cincinnati. Paul Fabian, S. H. Hanville, Cleveland. Laurence Prillerman, Columbus. Robert A. Walkup, Dayton. William K. Anderson, Kent. C. William Griffith, Mansfield. Earl Smith, Willard. Fred C. Coakley, John R. Elliott, Youngstown.

Oklahoma—L. Roy Duffy, O. W. Mayo, Mills-Wolf Corporation, Tulsa.

Oregon—Cole McElroy, Portland.

Pennsylvania—William F. Mealey, Allentown. Larry Sapienza, Erie. Keystone Orchestra Service, Gettysburg. Gil Twiltmire, Lancaster. Leonard W. Pratt, Oil City. Collins and Phillips, Joseph Franzosa, Heller Entertainment Bureau, Klinger and Mack, W. J. H. Lloyd, James V. Loughran, National Music Promotion Bureau, Walter F. Philipp, Anthony Phillips, Senator Orchestra and Entertainment Bureau, Thomas H. Talge, Barney Zeeman, Philadelphia. Nicholas J. Parillo, James R. Wadkins, Pittsburgh. Walter E. Spotts, Theatrical Service Bureau, Reading. Bruce V. Smith, Wilkinsburg. Richard O. Moul, York.

Texas—Jimmy Phillips, Austin. G. C. Sturrock, Beaumont.

Virginia—J. Frank Panella, Norfolk.

Washington—Duncan and Donahue, Kelso. Lewy Kohler, Seattle, KFPY Artists' Bureau, Spokane.

West Virginia—Samuel H. Carpenter, Fairmont. H. L. Wells, Keyser.

Wisconsin—University Booking Service, Madison. Ralph DeVere, Milwaukee. Frank W. Van Lare, Oconomowoc. V. Cambier, Waukesha.

District of Columbia—Amusement Enterprise, Inc., B. Rhoden Coward, National Music Corporation, Sidney's Orchestras, Inc.

FEDERAL THEATER

(Continued from page 3)

paring for its outdoor debut next month. Rayness Copeland is new director of publicity, succeeding Nathan Zatklin.

Meanwhile the political rumpus continues. William Ball, finance officer and anti-Communist leader, was transferred to the WPA Finance Department Tuesday, with Ann Chapin succeeding him on the theater project. He protested, saying, "Apparently I'm being transferred for my anti-Communist activities." Daniel S. Ring, deputy WPA administrator, said, "The finance department asked for Major Ball last week, and Major Ball can do the job." The Association of Theatrical Agents and Managers protested Ball's transfer, but other unions preferred to remain non-committal.

Public officials meanwhile continue to issue statements defending and attacking the Theater Project. Elias I. Godofsky, Brooklyn editor, attacked Alderman Walter R. Hart for allegedly compelling audiences of WPA vaude shows to listen to his own campaign speeches.

George M. Gatts, State theater director, attacked Congressman Robert Low Bacon for his recent slur on the theater project.

WASHINGTON, D. C., March 28.—Major Earl L. House, U. S. Army Air Corps Reserve, newly appointed Federal Theater co-ordinator for CCC camps, will supervise performances of traveling theatrical units. Shows will travel in busses, with the camps arranged to form a circuit.

PITTSBURGH, March 28.—J. B. Fitzpatrick, in charge of WPA legit unit being assembled in this territory, announces the project will get under way as soon as normal conditions, upset since the flood disaster, prevail. Thirty-one performers, with former legit or vaude experience, will be employed for four months at \$94 per month.

LOS ANGELES, March 28.—Local company of 27 Federal Theater actors will present Conrad Siller's play, *Censored*, at the Mayan Monday. *Follow the Parade*, a musical extravaganza with a company of 100 vaude people, succeeds the play April 11. *Six Characters in Search of an Author* takes up at the Federal Musart May 6 for two weeks.

West Coast Notes; Ball Games on KYA

SAN FRANCISCO, March 28.—General Mills, Inc., one of the biggest radio users in the country to plug its many products, starts sponsorship today of the Pacific Coast Baseball League games over KYA. Contract is for 24 weeks, with three day and two night games on the air weekly, and Ernie Smith, KYA's ace sport announcer, will handle the mike. It's costing the sponsor more than \$17,000 to airwave the games.

KSFO has a new thrice-weekly feature, "Rosie Eopa, the Health Troubadour," which is sponsored by Boericke & Runyon Company, San Francisco, distributor of Eopa home remedies. Program, heard Mondays, Wednesdays and Fridays, from 7:45-8 p.m., is for 13 weeks, and Rosie, whose correct name is even a secret from the station staff, is a real hillbilly gal. She hails from Kentucky, sings, plays the guitar, tells good stories and can yodel too.

KROW's Harmonists, which used to be a quartet and then a trio, is now a duo. Jack Martin plays the banjo and guitar, while his teammate, Richard Farraris, swings a mean accordion, thrice weekly over the airwaves.

Charlie Marshall and his boys have made such a hit on the National Barn Dance broadcasts that the sponsor (Miles Laboratories, Inc.) will keep them in Chicago a while longer. Their new contract has been extended thru May.

Ralina Zarova, Russian singer, is a new member of the NBC artists' staff here. She sang in night spots, doubled for stars in the singing sequences in pictures and played a part with Lawrence Tibbitt in *Metropolitan*.

Los Angeles

LOS ANGELES, March 28.—KMTR and one of its advertisers were made target of a breach of contract suit here this week. Petition asks \$5,000 thru canceling of contract between Bruce Wheeler, diet and health lecturer, and the station. Wheeler contended that after paying station for six 15-minute periods and submitting scripts four days in advance of his first airing station halted him in first broadcast.

Strange as It Seems, popular 15-minute piece for Gilmore Oil, has been signed for another year. Program will continue over 11 outlets of Don Lee chain and three indies, with twice weekly broadcasts.

To prove his versatility, Owen Crump, assistant production manager at KFVB, has written five songs during the past month, doing both lyrics and melody.

After 30 weeks, Sara Langman's Vendetta drama hauls down the curtain on KFVB tonight. Story was being written week to week with author never knowing when she'd finish her task. Twenty-five performers had been used in the series and tonight Sara dines them all after closing broadcast. Her next piece for the station, *Who?*, mystery thriller, starts Tuesday.

Don Lee network gets a new musical series April 13, starring Jane Froman, on the Coast under contract to Warners. Program will be known as California's Hour, but no talent except Miss Froman yet set. Sponsored by chain stores.

Nigel De Bruller and Cecil Wilcox, baritone, added to the cast of William Farnum's *Drums*. Hugh Grant, bassoon player for Frederick Stark's *Ork* on KHJ, has turned vocalist.

George Fisher's Studio Whispers on KFVB rounds out four years this week.

Johnny Sworr and Jack Goode, after vaudeville around for a year, return to KFVB with *Varieties Show*. Don Lee Broadcasting System filed answers here this week to suits brought by Remick Music Corporation and M. Witmark & Sons in United States District Court. Suits charged copyright infringement and seek injunction and \$5,000 damages from Coast chain.

Streibert Made WOR V.P.

NEW YORK, March 28.—Theodore Streibert has been appointed vice-president of the Bamberger Broadcasting Service, Inc. (WOR). Streibert, general manager of the station, started there in 1933 as assistant to Alfred McCosker, the president. He's also vice-president of Mutual and on the board of directors of MBS and WOR. Streibert at one time was with FBO Pictures and Pathe Exchange and is still on the directorial board of Pathe Film Company.

AIR BRIEFS

By JERRY FRANKEN

ALTHO it's still pretty far off, no contract renewal will be forthcoming in June for Eddie Cantor, it is said. Reason offered is that sales haven't gone up as expected. . . . Bill Neel leaves the NBC press department to go to Washington on a political job with Stanley High. The third departure from that department in a fortnight. . . . Because Al Goodman got the Lucky Strike show, Abe Lyman will do the April 9 department store broadcast in his stead on Mutual. Reaction to that show, incidentally, is calling for as great a diversity of opinion as can possibly be imagined. . . . Jack Rosenberg, of the musicians' union, was ill last week.

After all this time there are to be changes in the Sinclair minstrel show.

General Electric folds from radio April 12. . . . Nev-a-Wet, a new account to Lennen & Mitchell, will use radio.

And Conoco (Continental Oil) is another possibility for broadcast advertising. . . . Coca-Cola is not renewing with Ray Noble or anyone else. Don't know about next season. . . . Tydol, thru Lennen & Mitchell, spotting time, news and weather broadcasts thruout the country. Number of accounts going is for large spot campaigns is growing larger by the week. Kellogg is using live talent all around. Lehn & Fink and Chevrolet are using transcriptions, Chevy's, of course, being the daddy of them all, not alone as to the number of stations, but as to the cost of the talent and the number of broadcasts. Last week Jack Nelson, radio director of

Lennen & Mitchell, resigned to go with Kenyon & Eckhardt in a similar position as a replacement for Peter Dixon, who left a month or so ago.

Helena Rubenstein account shifted to Moser & Cotins. Radio not mentioned. . . . It may no longer be news, but Fulton Dent is back as radio head for the Frank Presbrey Company. . . . Peck Agency on the market for kid shows.

Sales promotion piece issued by Mutual and patterned after the game Monopoly well liked. . . . Rival Shoes splitting the baseball re-enactments on WMCA. . . . The talk of drastic revision on *Showboat* is current again, with Lanny Ross the only one not to be affected. . . . Texaco may stay on the air if a strong name star can be obtained for the show. . . . Singin' Sam (Henry Frankel) is trying to get rid of imitators swiping both his style and name. . . . Charles Stark now announcing for WMCA. . . . Al Freedman has shifted as a song pluggler from Harms to Crawford Music. . . . Eustace Wyatt, the radio actor, runs a pet shop on Madison avenue as a sideline. . . . Some new and possibly strange radio statistics should eventuate from a new series being presented on WBNX, New York. Program, starting last week, consists of scripts written by kids and played with a juvenile cast. Leaves plenty of room for wisecracks about some of the so-called adult scripts heard. . . . Benny Rubin starts on NBC April 1. . . . Ben Bernie starts a sustaining series on WOR April 11.

mental *Selma* and a romantic opus called *Petal of Love* that featured Khorasan, who, by the way, was the old-time Chandu the Magician on the networks. . . . Lum and Abner have issued the first number of their *Pine Ridge News* for general distribution to fans.

BENEFITS FOR

(Continued from page 3)

solicit talent. The Troupers' Club benefit tonight bought its show from the American Federation of Actors. The Zitomer Talmud Torah at the Majestic Theater tomorrow has set aside a talent budget of \$1,600, while the Wall Street Synagogue at the Longacre Theater, also tomorrow, is spending about \$400 for a show. Both staged by Al Rogers, who is filing a list of acts and salaries with the TA to prove he is not getting free talent. The Nonpareil Club at the Brooklyn Armory April 25 is another benefit buying a show, its sponsors claiming they will spend from \$1,000 to \$1,500 for talent.

New benefits cleared thru the Theater Authority and contributing the usual percentage are Jersey City Police Department last week; Newspaper Guild in Hoboken and the Israel Orphans' Home in Madison Square Garden last Saturday; Jewish Consumptive Relief at the Astor Hotel and Yeshiva College at the Majestic last Sunday; Irving Gross Fund at Mecca Temple next Saturday; Jewish Theatrical Guild at the Majestic April 5; Hebrew Sheltering Home at the Mosque, Newark; the Theatrical Square Club at the Lismore Hotel and the Bertha Kalish Fund at the Majestic April 9; the Brooklyn YMHA at the Majestic April 26, and the PEONIES at the Hotel Pennsylvania April 27.

NEW YORK, March 28.—For the first time in about a year the executive board of Local 802, American Federation of Musicians, has approved the playing of members at benefits without pay. Benefits in question are those conducted for fellow musicians suffering from the recent floods. When the new officers went into Local 802 the benefit thing had been worked to shreds and a practically iron-bound rule was enforced against the practice.

In addition to permitting men to play at these benefits, first of which will be April 2 in Jamaica, L. I., for the Red Cross, Jacob Rosenberg, 802 secretary, states that the local has given \$1,000 for flood sufferers, payment made to the national body as part of a \$30,000 the AFM is raising and distributing. About 24 cities affected by the flood have locals.

Local has also sent \$25 to the American Newspaper Guild in its strike against *The Wisconsin News*, Milwaukee. In addition, the local is donating a 150-piece orchestra on May 3 for a benefit being given by the American Federation of Labor and New York Central Trades and Labor Council at Madison Square Garden.

306, ALLIED

(Continued from page 3)

cross-picketing, negotiations for a merger of the two organizations continue. It is understood that 306 is willing to take in employed Allied operators and that the problem of Allied's unemployed is still the main headache.

When and if it absorbs Allied, 306 will then take in Empire State Union if it can straighten out certain legal angles which prevent Empire State from disbanding.

NEWARK, March 28.—Suit charging breach of contract filed by Essex County Operators' Union against certain theaters will be heard by Vice Chancellor Berry April 14. Union is in the hands of a receiver.

CHARLOTTE, March 28.—City Council voted against bill to regulate picture machine operators thru compulsory exams before a local board.

ST. LOUIS, March 28.—Bill sponsored by operators' union requiring an operator for every booth in local theaters has been okeed by the Public Safety Committee of the Board of Aldermen.

Exhibitors declare the bill is not necessary, pointing out practically all theaters employ at least two men on each shift.

PORTLAND, Me., March 28.—Keith's Theater has applied for an injunction in Supreme Judicial Court to stop picketing by local operator and stagehand unions.

CHI AIR NOTES

By NAT GREEN

Backstage Wife, serial formerly heard over WGN, switched to an NBC-WJZ network March 30. . . . Another air show sponsored by the same company—Sterling Products Company—and heard heretofore on WENR, goes network the same date. . . . Louis E. Aiken Jr., until recently a member of the announcing staff of WLW, has joined WXYZ and the Michigan network in the same capacity. . . . Wm. T. Crago, former baritone soloist with WGAR, Cleveland, also is a new member of the WXYZ and MRN announcing staff, as is Charles W. Woods, formerly of KDKA and WTAM. . . . Bob Hawk's *Red Hot and Low Down* program on WJJD is expanding to seven days a week. . . . Alan Hale, sports announcer, spending some time in Florida and will make his debut over WISN, Milwaukee, April 6 on the *Daily Sports Parade*. . . . George Olsen and Ethel Shutta making a personal appearance this week at the Chicago Theater. . . . On Saturday night's Olsen-Shutta air show Doc Rockwell was guest artist, subbing for Ethel Barrymore, who fractured her shoulder. . . . Molly Milligan, personality-plus NBC hostess, back from seven weeks in Miami—planned only a month's vacation but luck in picking the ponies financed the extra three weeks. . . . John Gulager, first cousin of Will Rogers, appeared on WLS Barn Dance March 21. . . . He's an Oklahoma lawyer taking treatment at Hines Hospital for wounds.

Gale Page back from three weeks in Hollywood. . . . Julian Bentley made special broadcast of United Press skeletonized "pony" report March 20 to

Robinson, Ill., *Daily News*, UP client isolated because of blizzard. . . . Emergency broadcast was made thru co-operation of several amateur stations. . . . Arty Hall's Southern Rubes make their debut on NBC April 1 with music typical of the Deep South. . . . Anson Weeks, who opened Saturday night at College Inn, joins the roster of famous bands heard over WBBM. . . . Irene Wicker, "Singing Lady," has had her shoulders and chest swathed in bandages the past week, the result of upsetting a pot of hot tea as she sat in bed recuperating from a cold. . . . Glenn Snyder and Conklin Mann, who flew to Phoenix, Ariz., to confer with Burrige D. Butler, of WLS, returned Friday. . . . Olga Albani left by plane a few days ago for San Juan, Puerto Rico, where her grandmother is ill. . . . Henry Weber, musical director of WGN, and his wife, Marion Claire, are going to Bermuda when Miss Claire closes her engagement here with *The Great Waltz*. . . . WLS starts its 13th year April 12. . . . Jean Paul King has been approached by a movie company which wants him as dialog director.

Radio Row reports that the Marlin show is due to fold shortly and will return to the air in the fall on NBC instead of CBS. . . . The biggest of all soap manufacturers is scouting for a new script show to run five nights a week, but practically all of the big names suitable for the kind of show the sponsor wants are tied up with other contracts. . . . Also reported looking for a musical show to hit the air lanes early Sunday evening is Hollywood Mask, outfit which sponsored *Senti-*

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 20, to Thursday, March 26, both dates inclusive.

Let Yourself Go	35	Yours Truly Is Truly Yours	18
Putting All My Eggs in One Basket	29	West Wind	17
Lost	27	Alone	14
Face the Music and Dance	26	What's the Name of That Song?	14
Goody, Goody!	21	Alone at a Table for Two	12
It's Been So Long	21	Breaking in a Pair of Shoes	12
I'm Shooting High	19	Please Believe Me	12
You Started Me Dreaming	18	Christopher Columbus	10

SHEET MUSIC best sellers will be found on page 13.

Conducted by ROGER LITTLEFORD, JR.—Communications to 25 Opera Place, Cincinnati O.

Ork, Show Changes In Chi Night Spots

CHICAGO, March 29.—Seasonal changes are being made in various local night spots to give a springtime touch to the shows. Several new shows are in the making, and April will see various band switches.

Phil Levant's contract at the Bismarck Hotel has been extended, Phil having made good in a big way. George Neli-doff's floor show will wind up its long engagement there April 2 and will leave for St. Louis.

At the College Inn Anson Weeks and his band had a gala opening tonight. Weeks will remain for four weeks, to be followed by Abe Lyman. The Ice Carnival continues.

Earl Hines is moving into the Grand Terrace, succeeding Fletcher Henderson. Valada, featured in the floor show, remains. Henderson was presented with a gold watch today by members of the Chicago Rhythm Club in appreciation of his "swing" music.

Harry Sosnik's Band closes at the Stevens Hotel next week and will disband, Sosnik having decided to devote all of his time to radio work. He will be succeeded by Xavier Cugat. Two new attractions opened in the Continental Room tonight. Kay Mayfield, torch singer, heads the new floor show, replacing Larry Blake, who goes to Philadelphia, and Dr. Charles Hoffman, magician, replaces the Modernage Dancers.

At the Chez Paree the new show featuring Helen Morgan, Gus Van and Paul Draper is attracting large crowds.

The Terrace Room of the Morrison is enjoying tremendous business with Ted Lewis and his band and show. Sophie Tucker, who succeeds Ted on May 8, arrives here tomorrow for a two-week rest before going on to Kansas City for a two-week engagement.

New Type Show in California

HOLLYWOOD, March 28.—New idea for a night spot presentation is being worked out here by Festivals, Inc., local nightery finance company, and Galt Bell, producer of the local *Drunkard* show, now in its third year. Idea is to be a sort of three-ring circus or revue, consisting of drama, music-dancing and variety, patterned after *Chauve-Souris*.

Company has leased an old barn formerly housing Hollywood Stables, now defunct, and is remodeling. Opening set for some time in April but no talent yet lined up.

Will Green Recovers

NEW YORK, March 28.—Will Green, booker, has returned to his office after recovering from a recent auto accident up-State while on honeymoon trip. Green suffered a crushed chest and broken knee cap, while bride, Frances Rose, was uninjured except for severe shock. Frank Bartell and Harry Green took care of the office during Green's absence.

Detroit School Producing Girl Lines for Nite Spots

DETROIT, March 28.—Silver Stage Studios, operated by Mme. Etienne, are producing lines of girls, all graduate students of the school, at four new night spots: Paddock and the Chateau, Cleveland, and the Clover Club and Gray Wolf, Sharon, Pa., as well as at Bernhardt's Blue Lantern and Melchers' Cafe, Detroit.

Bookings of girls from the school for fairs have begun and 43 fairs in Michigan have been signed to date, according to A. T. N. Etienne, in charge of booking. Indications are more fair dates will be filled than last year, when 78 girls worked constantly.

PRODUCING NIGHT CLUB FLOOR SHOWS

By JACK POMEROY

Watch for This In the Spring Special Number Of The Billboard

Dramas for Night Spots

NEW YORK, March 28.—Bill Goodwin and Thornton Murdock have combined to condense burlesque versions of old-time dramas for night club work. First show will be "East Lynne." Goodwin is head of New Play Builders and Murdock director of the Studio-Theater Players.

Restrict Vermont Spots

MONTPELIER, Vt., March 28.—Vermont night clubs and taverns will be under the control of local liquor boards, under the emergency order issued by the State Liquor Board because of the flood. In several places where the flood damage has been large the hours of sale have been cut to from one to three daily.

Most Pittsburgh Spots Reopen; Flood Hits Club Bookers Hard

PITTSBURGH, March 28.—While actual property damages to local night spots in last week's flood were mild compared to the damages suffered by the theaters, the complete failure of the light and power plants caused total inactivity for a week. The only spot to operate during the catastrophe was the Nixon Cafe, which has its own power plant. But business during that week was almost negligible due to the panicky atmosphere in the city and the dark patrolled downtown streets which forced the populace to remain in their homes.

Among clubs suffering property damages are the New Music Box, the Roosevelt Cafe and, to a minor degree, the Turf Club. Rehabilitation work is now under way and all will reopen as soon as conditions permit.

In the meantime night club bookers were hit by the disaster, most of their

Listing All Band Musicians In Contracts; Legal Angles

Local 802, AFM, stresses advantages of band contracts listing individual musicians—wants every band member to be direct employee of the house

NEW YORK, March 28.—Listing of complete personnel of an orchestra in all contracts is being pushed aggressively by musicians' union, Local 802. Angle is to make every musician a party of the contract with the employer rather than to permit the leader to be an independent contractor and the rest of the men, in turn, the leader's employees. It's the old story of the independent contractor, a legal angle dug up and established by the vaudeville trust years ago. Musicians' union would like every musician to be a

direct employee of the house. Musicians are frequent victims of fires, burglaries and accidents. And because of their usual independent contractor status they often discover they have to go thru expensive legal suits in order to establish negligence on the part of the employer.

The recent Lum's Restaurant fire, in which one musician lost his life and the instruments of the entire band were destroyed, illustrates the situation. In this instance, however, the band is understood to have used the new type of contract which lists all musicians. The musicians, therefore, will be able to file Workmen's Compensation claims against the restaurant for any physical injuries incurred, while beneficiaries of the musician who lost his life will also be able to file a claim under the compensation act.

Altho employees get a maximum of \$25 a week compensation for a limited time and also medical expense under compensation, they need not prove negligence on the part of the employer when filing a claim. An independent contractor, on the other hand, must sue and prove negligence, which is usually difficult to establish. In other words, compensation saves a lot of headaches, cuts red tape and minimizes legal fees.

A few band leaders have found it profitable to insure their musicians and assistants under the Workmen's Compensation Act. The cost is not high and relieves the leader of worry about contracts and accidents. In most instances the leader takes out the insurance in the State where the men are hired. This covers the band men no matter where an accident may occur. A member of the Freddie Martin band, for example, was recently injured while the band was playing South Carolina. Martin had insured the band under New York State compensation laws and the member was able to collect compensation.

The Grove, Houston, Burns

HOUSTON, Tex., March 28.—The Grove, big night spot here, was destroyed by fire last week. According to the owners, loss will amount to approximately \$150,000. The spot opened in 1926 under the name Loma Linda.

swellegant torching. Fortunately the voice holds her in good stead, her choice of selections being at least six months behind times. Shows strong radio potentialities, and with a decent library gal should go places. Victor and Valerie prove a versatile team of interpretive dancers, their routines being daringly different. Their terps are patterned for novelty as well as intrinsic dance distinction, contributing a class waltz poem and a Study in Black set to a bolero rhythm.

Cody also shows nimble fingers at the pianoforte when leading an ork of six, which turns out highly palatable dansapation in bright and swiny fashion. Show runs less than 30 minutes, but it is surprising how much entertainment has been crowded into so limited an amount of time.

Dinners at \$1.25 including a cocktail, \$1 minimum on Saturdays, moderate drink tariff and the show at 7:30 and 12. In toto, it's a well-balanced fare for night liffing and the Club Whitman should prosper. Oro.

In the review of the Nixon Cafe, Pittsburgh, which appeared in the March 7 issue, Eddie Rio was referred to as the m. c. This was an error. The person referred to is Joe Rio and to him we owe an apology.

NIGHT CLUB REVIEWS

Village Grove Nut Club, N. Y.

Operated by Ben LaMarca and Bill Beatty, this 14-year-old spot is probably the oldest night club in the Greenwich Village area. It's an airy, comfy ground-level room, with a good-sized dance floor in the center, the band in one corner and a bar near the entrance.

Floor show is snappy and put on in showmanly fashion. It includes a couple of nude dancers, a swell six-girl line, a pleasing baritone and a girl singer. Girl line, trained by Elmer Dade, is a pip. Girls are young, nice looking and peppy. Did four numbers, sporting neat costumes. Best is their clown number, in which girls go nutty and do all sorts of impromptu kidding. A real novelty. Carol Dean steps out of the line for a toe-whirl specialty and Sylvia Kay for a toe tap.

Thais displays a slim figure in a fan dance and in a veil number. Knows how to get the utmost out of the now-you-see now-you-don't idea. Gwen Marlowe, redhead, made the customers sit up and take notice with a scarf dance. Has a good figure and didn't try too hard to hide it.

Lou Raymond is a recent Nick Kenny radio winner and has been here for weeks and weeks. He's a pleasant youth with a thoroly ingratiating baritone, but could improve on enunciation. With more attention to delivery he should go far.

Eddie Graham and band, seven pieces, supplied danceable music. A good, capable outfit. Sibil Kaye, singer, not caught during this showing due to illness.

Spot has a \$1.50 minimum after 10 p.m. and \$2.50 Saturday nights. This is pretty steep for a Village spot, but it doesn't seem to keep any trade away, and that's all that counts. Denis.

Edgewater Beach, Chicago

The weekly change show policy adopted by Managing Director William M. Dewey of the Edgewater Beach Hotel, swanky north shore spot, has proved satisfactory to everyone concerned. The shows presented in the Marine Dining

offices located in the flood area. Jane Jarrell, Joe Hiller, Don D'Carlo, Jack Dailey and Jim McGrath, among others, won't be able to use their offices for a while. A number of them are planning to open temporary quarters in the upper downtown district.

Night club life here resumed on Wednesday night, when most of the city had its normal light and power back again. Business in some spots was very good, this accounts for the fact that the crowds were quartered in their homes for a week with no diversions of any kind.

Kay Kyser and his outfit left the Chatterbox at the William Penn Hotel for Chicago, missing a week's engagement due to flood conditions. A number of affairs which booked dozens of acts and bands canceled their dates for similar reasons.

Room have been excellent. Only permanent feature of the show is the Harriette Smith Girls, whose musical comedy and ballet routines are a pleasing feature.

At the present time Bernie Cummins and his orchestra are furnishing the music for the show and dancing. Cummins is very popular with Edgewater Beach patrons and will remain until the end of April when he leaves for a tour of one-nighters, returning on June 13 to open the summer season on the famous Beach Walk of the hotel.

In the show caught a few days ago the Three Queens, interpreters of rhythm, provided pleasing entertainment. Carlo and Norma, dance team, offered unique character and ballroom dance creations, and Beverly Kirk, soprano, and Milton Blakely, tenor, sang entertaining numbers. Green.

Club Whitman, Camden, N. J.

Opening of this smart supper club in the Hotel Walt Whitman was a boutonniere in Richard B. Fredey's lapel and should place him high among nightery nabobs. Layout is not for elbow bending, appeal of room being for carriage trade. And this newly overdone dining room is good value which should offer beaucoup competish to the South Jersey roadhouses and Philadelphia nighteries.

Activities are centered on the cork-linoleum dance space, replete in black and modern designs. Wayne Cody heads the goings-on with a competent staff to help things roll along with speed and eclat, and adds a welcome touch of musical hokum by playing the trombone with one hand, slide resting on the floor.

Show opens with Marta Kay doing the timely Easter Bonnet number, supplying the high kicks while Cody vocalizes. A vivacious young lady who returns for a sock bit with more kicking and whirlwinds. Margaret Tolle shows a nifty lineup of curves and pedal extremities. Leaning heavily on the snake hips, she wiggles her way thru a South Seas number and the *Continental*.

Outstanding turn is Joan Moss, whose personality and style enhances her

Charles Green To Head Enlarged NBC Band Booking Department

NEW YORK, March 28.—Acquisition by the National Broadcasting Company Artists' Bureau of Charles E. Green as head of the band booking department, is regarded as putting NBC into a position where it will be able to compete with all other orchestra firms. Green starts at NBC April 1, in a deal which also saw the network taking over the personnel and orchestras previously handled by Green's firm, Consolidated Radio Artists, Inc. In addition to engaging Green and his men, NBC is planning to increase the personnel of this particular department by additional salesmen.

Until now NBC's band department has been somewhat of an orphan. Green's predecessor, Harold Kemp, who left NBC to go with Fanchon & Marco, was nominally in charge of the band section, but he also handled picture sales for the network and most of the booking affairs were left in the hands of Paul Wimbish and Frank Whalen. This meant that two men were expected to serve where now a half dozen will. Both Wimbish and Whalen remain with NBC in the band department under Green. Latter will not touch any other talent phases.

Going with Green to NBC are his agents, Charles Ryan, Elliott Shults and Gordon Kibler. Ann Richardson, Green's secretary, plus the office staff, go along. Deal calls for Green to discontinue CRA, which he is doing. Staff will sell orchestras in every field using this type entertainment and some of the men will be on the road practically all the time.

To be continued as featured NBC bands are Paul Whiteman, Richard Humber, Russ Morgan, Enric Madriguera, Harold Stern and Joe Venuti. Orchestras going over to NBC with Green include Harry Reser, Frank and Milt Brit-

ton, Irving Aaronson, Emil Velazco, Red McKenzie, Stuff Smith and Mrs. Louis Armstrong.

Two More for Argyries; More Up-State Bookings

ROCHESTER, March 28.—Arthur Argyries, of Mutual Entertainment Exchange, has two more night spots to his list, the Melody Gardens in Elmira and the Moonglow in Syracuse. Elmira spot has Four Queens of Rhythm, Jimmy McElveen and Doris Karr, while the Syracuse spot has Four Golden Gate Girls and Billy Morlen.

Recent Argyries bookings include Seven Lucky Lawrences at the Royott Club, Niagara Falls; Ernie Hammon, Kennedy Twins, Anita Blayne and Jayne Brooks at the Savarin Club, Buffalo; Chick and Bonnie and the Roxiana Revue at the Casino, Rochester; Three Merry Widows, Al and Val Reno and Eddie Jardon at the Times Square, Rochester; Barocas and Defridas, Sterling and Hart and Marty Lynch at the Bartlett, Rochester, and Leslie Sisters at Lido, Syracuse.

More Daley Bookings

ALBANY, March 28.—Jimmy Daley Attractions has set Marty Semon, now at Bob and Jack's Grill, Trenton, N. J., for its new show, *The Good Old Gay Nineties*. Show will open here Easter Monday. Office has also booked Jackie and Dot into the Embassy Grill, Montreal; Greenwood and Vallee at the Wagon Wheels Club, Glen Falls, N. Y.; Connie, Mac and Alyce Valentint into the Floridel Club, Saranac Lake; Hirsch, Muirhead and Snyder into the Brookside Hotel, Morrisonville, N. Y., and Alice Worth and Evelyn Roberts into the Windsor Hotel, Gloversville, N. Y.

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(Formerly with Marx Bros.)
Exclusively for Nite Clubs, Hotels, Restaurants and Ball Rooms.
Pers. Rep.—FRANK BELMONT,
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New York City.

—DON HUGHIE LES—
RAYE, PRINCE & CLARK
7th Week—COCOANUT GROVE,
Park Central Hotel, New York.
HELD OVER AGAIN!!!

... Theodore and Denesha now in their 11th week at the Hotel Montclair, New York. Being held indefinitely.

NANCY NOLAND has closed at the Radio City Rainbow Room to appear in the new musical, *New Faces*. Will also double from the Gov. Clinton Hotel, New York. ... Mildred Monson is appearing in both the Rainbow Room and Grill of Radio City, New York. ... Enters and Borgia have just completed a two-week date at the Versailles, New York. ... Paul Draper goes into the Rainbow Room, Radio City, April 20 for three weeks. ... Al Donahue is following the Glen Gray Orchestra into that spot. ... Marcia Wayne, recently at the Hotel Syracuse, Syracuse, is now at the Commodore Hotel, New York.

ANTONIO ARRIENDA and Filipino Swing Band of 14, formerly in Jack Linder's *The Squealer* and in the film *Animal Crackers*, now under personal direction of Frank Belmont. ... Dawn and Bertram's *Dance Cocktails Revue* switched from night clubs back to vaude at the Grand Opera House, New York, this week. ... Beauvel and Tova, recently back from Europe, now at the Waldorf-Astoria Hotel, New York. ... Current Delmonico, New York, show comprises Murray and Alan, Bob and Fleurette Gilbert, Dick and Dottie Jones, Helen Page, Mona Barry and Aileen Radigan.

NIGHT CLUB—BALLROOM OPERATORS

Don't miss the bargains in NOVELTIES—FAVORS—PRIZES advertised in our WHOLESALE MERCHANDISE DEPARTMENT Beginning on Page 58 in this issue

CLUB CHATTER

SIX NIGHT spots along the Sunset Strip in Hollywood, Calif., are now shuttered. Folded clubs include the Envoy, Jubilee, Seville, Russian Eagle, El Ray and Kings. ... Cine-Grill of the Hotel Roosevelt, Los Angeles, is being sued for \$200,000 by Humphrey Pearson, screen writer, as an aftermath of a Christmas brawl there. ... Sheila Barrett is due for a Clover Club engagement in Los Angeles after her chores terminate at New York's Rainbow Room. ... When Billy and Beverly Bemis begin their engagement at the San Diego Exposition June 1 they will have their own ork. ... Phil Swartz, general manager of the C. & B. Steamship Lines, Cleveland, has announced that nightly floor shows aboard the S. S. Goodtime will be discontinued this year. S. S. Seandbee will again use a five-act floor show nightly, however.

BEN RAFALO, proprietor of the Cat and Fiddle, Cincinnati Central avenue nighterie, is holding down the emcee spot occasionally as a hobby. Acts recently playing the redecorated club include Christine and Higgins, who claim to be the dean of American dance teams with 23 years of work behind them; Harry Levine and Harry (Pep) Pierce, erstwhile comedians on the Columbia burly wheel; Louise Barlow; Romar and Zala, the "Latins From Manhattan," and Vic Puree, "The Man of a Thousand Faces." Most turns are doubling nightly between several other Cincy hot-spots. The floor show last week at Albert Ostendorf's Wonder Bar Cafe, Cincinnati, included Boob Blake, Jimmie Brooks, Billy and Evane Newton and Ruby Lang and her Four Flashes, Virginia Jones, Dixie Lee, Peggy Allen and Helen Dale. ... New faces, routines and costumes seen this week at the 4444 Club, Cincinnati, included Rasha and Rhonda, ballroom dancers, featuring their Jazz-nocracy routine; Jimmy Walker, versatile emcee; Dot Louis, tap and toe artist; Boots Hilbert, character dancer, and Zsine Lennard, torch singer. Jack Middleton, Queen City booker, placed the show. Israel Aron is handling publicity. ... Adelaide and Pierre return to the Cat and Fiddle this week. Recently played the spot for three consecutive weeks.

DOROTHY ENSLEN, understudy to Mary McCormic, operatic prima donna, opened March 24 at the Villa Moderne, Glencoe, Ill., for six weeks with options. Booked by John Benson, of Chicago. ... Current floor entertainment at the Bubble Room of the Lord Baltimore in Baltimore is headed by Ben Alley, singer and emcee; Dorothy de Hoghton, clever dancer; Gina and Giano, ballroom duo; Erma Lane, acro dancer; Jerry Kimball, songstress, and Sleepy Halls' musical combo. ... Billy and Grace Carmen and Naomi Bell are being kept more than busy moving their novel illuminated marimba-xylophone from one end of Texas to the other. They are currently filling a three-week engagement at the El Dorado Club in Houston and then return to the Olmos Supper Club in San Antonio. ... Jack Dalton is singing and emseing the show at the Cocktail Lounge of the Milwaukee Athletic Club. ... Previous to the Cream City date Dalton played Cleveland clubs for five months. ... Ralph Shaw, emcee; Melton and Merrick, song and dance team; Kitty Franklin, songstress, and Walt Duncan's Rhythm Band compose the bill at the Old Mill Inn, near York, Pa. Shaw went into the Pennsylvania spot from Washington, where he has been appearing for three months. ... Cortez and Marquis opened a week's engagement March 27 at the Club Belvedere in Newport, Ky., for Jack Middleton, Cincinnati booker.

HELEN ETHERIDGE, singer, left New York this week for a Scranton (Pa.) night club. ... Benny Fields is still getting a terrific publicity buildup at the Hollywood, New York. ... Mike Bernard has gone into the Gay Nineties, New York. ... George Libby's *Poo-Poo Paree* show at the Park Central Hotel, New York, is the talk of the town. ... Boston Sisters (Sharley, Ella and Elsie) now in their seventh week at the All-Stars, New York.

JERRY GOFF and Jack Kerr open April 15 at the Stevens Hotel, Chicago, with Ramon and Renita. Booked thru Paul Small, of New York, who has also lined up 12 weeks of Europe to follow. ... Nadine and Girardo closed a four-week stay at the Biltmore Hotel, New York, with Joe and Betty Lee following.

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First Transcontinental Dance Tour.
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"NUTS TO YOU."
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Featuring the Mound City Blue Blowers.
RED McKENZIE AND HIS ORCHESTRA
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Now Playing FAMOUS DOOR, New York.
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Broadcasting via NBC, Coast to Coast,
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Ace of Card Manipulators.
Direction,
NORTH & FLAUM—HARRY NORWOOD

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Portraying Swaying Spain, Amorous Argentine, Colorful Cuba in Dance and Song.
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MUSICAL SATIRES
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At BRITISH COLONIAL HOTEL, Nassau, Bahamas.

Sophisticated Ballroom and Classical Dance Styles.
BORRING and LAZUR
★
Now 13th Week
WIVEL'S RESTAURANT,
New York.

• californias chatter box
DICK BUCKLEY
mc
now on tour

BANDS and ORCHESTRAS

CLYDE LUCAS and his orchestra played the prom for Temple University March 27. . . . Kennaway, Inc., has booked Gene Fosdick and his orchestra into the Ross-Fenton Farm, Asbury Park, opening May 30. Same organization booked Glenn Lee and his orchestra into the El Coronado Cafe, Houston, Tex. . . . The Cowboy Band of Hardin-Simmons University has been designated as the model band of the Texas Centennial Exposition and will make a series of trips to all corners of Texas for the fair. The band will also play for President Roosevelt on the opening day, June 6. Marion McClure is the conductor; John Regan is one of the featured entertainers, and G. B. Sandefer, of the University, is the manager. . . . Tommy Dorsey and his orchestra open April 1 at the Lincoln Hotel, New York. Dorsey isn't afraid of April Fool's Day. . . . Paul Tremaine left the Gloria Palast, New York, March 24 for a two-week tour, then returning to his New York stand. . . . Sammy Wilson and his Hotel Edison orchestra have been signed for shorts by Warner Brothers, to be produced in the East. Mal Coogan, Frank Cornwell's Trio and Lucille Lawrence, from the legit musical stage, will be with him. . . . Bob Grant and his orchestra returned to the Savoy-Plaza, New York, March 26, replacing Basil Fomeen in the Lounge. Fomeen has played at the spot for 18 months.

BUD RANKIN and his 14-piece Casa Nova Band, featuring Peggy Francis, Vern Bothkin and Tomas Rizo, vocalists, and Francisco Rozas, guitarist, will continue indefinitely at the La Normandie Restaurant in downtown Cincinnati. Rankin is dicker with several Indiana spots for spring location dates thru Jack Middleton, Cincy booker. . . . Rudy Bundy and band filled an engagement last week at the Spanish Ballroom in Dover, O., after narrowly averting being marooned in the Johnstown flood. Dance floor of the Auditorium there, where they were booked to appear, was five feet under water. Band was one of the fortunate groups to be trucked out of town before crest of flood was reached. . . . Joe Rivet and band are filling an indefinite engagement at Bat Gormley's Club in Lake Charles, La. . . . Louie Clancy moved into the Club DelMar, Galveston, Tex., on March 20 after a long stay at the Egyptian Grill in Mobile, Ala. . . . Jay Eslick and his Music are booked indefinitely at Paul's Inn, San Diego, Calif.

JOE SANDERS and orchestra open at the Blackhawk Cafe, Chicago, April 11 when Will Osborne goes on tour. . . . Horace Heidt will continue to tour until the middle of May, when he will open in the Silver Forest Room of the Drake Hotel, Chicago. . . . Jack Hylton's Orchestra will remain there until Heidt's return. . . . It's Commodore Anson Weeks now, the popular maestro having been made an honorary commodore of

the Mattson Steamship Line. . . . Incidentally, Weeks furnishes the orchestras for all the Mattson liners which travel from San Francisco to the Philippines, Orient and Australia. . . . He introduced three pianos in his orchestra when he opened at the College Inn, Chicago, March 23—first time a trio of pianos have been heard with any band. . . . Stan Myers and his orchestra being considered for Aragon-Trianon ballrooms, Chicago. . . . Herbie Kay's Orchestra slated to go into St. Paul Hotel, St. Paul, instead of the Palomar, Los Angeles. . . . Phil Levant, playing at the Bismarck, Chicago, has a new girl singer, Shirley Allen.

LOYD HUNTLEY replaced Kay Kyser at the William Penn in Pittsburgh March 28. Kyser will go into Chicago. Blue Barron and his 14-piece band are set at Martins Paradise Restaurant, Rochester, N. Y., until first week of May. Red Atkins, Russ Evans, Buddy Fisher, Erny Straub and Ronny Snyder are being featured in specialty numbers. Harry Freedlin handling the combo. . . . Pearl Headrick is emceeding the floor shows and working her one-man-band bit, besides leading her all-gal ork at the Jamestown Hotel, Jamestown, N. Y. . . . Larry Lee, MCA ork leader, who is located at the Beverly-Wilshire Hotel in Beverly Hills, Calif., on a year-long contract, last week underwent an emergency appendicitis operation. His condition is reported to be satisfactory.

SHEP FIELDS, conducting the orchestra for Veloz and Yolanda at the Ambassador's Coconut Grove in Los Angeles, is planning to go out on his own at the conclusion of his current engagement some time in April. Plans to add two vocalists to the present combo and then head east via theaters and clubs. . . . Joe H. Mello and band recently concluded 68 consecutive weeks at the Miami Cabaret in Sacramento, Calif., and moved into the Club Gay Paree for an indefinite engagement. Ernie Massei, vocalist; Ben Benjamine, flash drummer, and Bill Birch, sax soloist, are being featured. . . . Dick Allen and band closed a 10-week engagement at the Moulin Rouge in Tampa, Fla., and are traveling north via one-nighters for a lengthy tour thru New York and New Jersey. . . . Ted Phillips closes a 10-week Southern theater tour April 2 and will return to Chicago to prepare for an extensive Midwestern ballroom series. . . . Bus Widmer continues to supply the melodies at the Mile-Away Ballroom in Grand Junction, Colo.

WALT SEARS and his orchestra have been playing one-nighters thru Ohio, West Virginia and Kentucky since closing a lengthy engagement at the Indiana Roof in Indianapolis. Combo returned to the Trianon Ballroom, Music Hall, Cincinnati, for the second time last week-end. Miss Jerry Wise, vocalist, and Bobby Meeks, accordionist, are being featured with the band, which goes into the Florentine Room of the Hotel Gibson, Cincy, in the near future. . . . Jerry Monroe moves from the Varsity Casino, New York City, to the Hotel Boulevard, Union City, N. J. . . . Royal

Arcadians last week moved into the Allyn House Ballroom, Hartford, Conn., after completing an extensive tour of one-nighters thru New England. . . . Gray Burt, one-time concert pianist and veteran of recitals in U. S. and Europe, is in the dance-orchestra game now, currently in his third week at the Price Hill House, Cincinnati. Bill Ferrara, trumpet, is being featured with the combo.

AL KAVELIN, whose band has made a hit the past winter at the Blackstone Hotel, Chicago, with broadcasts over WGN and Mutual, has been re-engaged to open there next October. . . . Meanwhile his present engagement has been extended four weeks, after which he will go on a one-night-stand tour. . . . Carlos Molina and band open this week at the Hotel Muehlebach, Kansas City, replacing Boyd Raeburn's Orchestra. . . . Molina recently left MCA to become a Mills Artists' Bureau band. . . . Carl Schreiber's Band has had its contract renewed with Oriental Gardens, Chicago. . . . George Olsen's Band has five days to make Los Angeles after closing at the Chicago Theater next Thursday night. . . . They must reach L. A. for their opening at the Cocoanut Grove and their regular Saturday night commercial broadcast over NBC. . . . Phil Levant, whose contract at the Bismarck, Chicago, has been renewed, has engaged Eddie Edwards, Nashville singer, to succeed Dave Eastman. . . . Edwards and Levant's new girl singer, Shirley Allen, of Kansas City, both are heard with the band over WENR and NBC. . . . Frankie Masters and his orchestra, currently at the Roosevelt Hotel, New Orleans, will replace Bernie Cummins for six weeks at Edgewater Beach Hotel, Chicago, starting May 1. . . . Cummins will return to the Edgewater Beach June 12 for the summer season on the Beach Walk.

BOOK-CADILLAC HOTEL, Detroit, has extended Barney Rapp's stay there over the original booking length. Rapp now puts on a floor show at the hotel, with acts and novelties made up from the band. . . . Ken Casey and his orchestra now doing a local commercial out of the Half Moon Hotel, Coney Island, N. Y. . . . Jimmy Daley Attractions is reorganizing the Original Chicago Nightingales Orchestra and a college tour is to start during Easter week. . . . Henry Halstead and his orchestra open April 4 at the Jefferson Hotel, St. Louis.

MUSIC NEWS

(Communications to New York Office.)

Edgar Leslie and Joe Burke are not going to disband as has been whispered in Tin Pan Alley circles. The coalition of interests is too strong for such a dissolution in view of their many successive smashes during the past two seasons. To confirm the fact that their partnership is to endure, announcement is made of their latest effusion, *Robins and Roses*.

Owing to the separation of the Sam Fox Publishing Company from the Movietone Music Corporation, with both concerns hereafter operating and exploiting their respective catalogs as individual units, it was only natural that the personnel of the organizations was

ORCHESTRAS AND THE OPEN ROAD

By KERMIT KAHN

Watch for This
In the Spring
Special Number
Of The Billboard

changed. Lucky Wilber, formerly with Harms, Inc., has joined the Fox staff as West Coast manager, with his initial assignment boosting the songs from the Pickford-Lasky film production of *One Rainy Afternoon*. He will also plug the numbers from the Republic talkie *Laughing Irish Eyes*. Harold Well will look out for the Chicago end, while Harry Coe will confine his efforts to the Movietone effusions.

Headed by Charles Tobias, Murray Mencher, Al Sherman, Al Lewis and Gerald Marks, *Song Writers on Parade* will play a brief season in vaudeville starting next week. All the members of the act are represented by many winning creations in the words and music world, especially in the popular field.

Harry Jentis, a familiar figure in the popular music field, has joined Fred Fisher as contact man.

Among the arrivals from Europe last week was Simon Van Lier, general manager of the music department of Keith Prowse & Company, located in London, Eng. Mr. Van Lier is here to look over the American field besides making a few tieups with local firms anent their latest songs. He is a guest of Leonard Green, publicity director of the Sam Fox Publishing Company.

The durability of good songs is attested in the perennial popularity of the *Handicap* and *Honeymoon* marches written by the late George Rosey. Altho these numbers first saw the light in the '90s, they are still played and rank among some of the best sellers. Mr. Rosey was a prolific composer and the sale of his works went into the millions. His creations are published by E. B. Marks.

That the lot of the average professional manager of some of the important music publishing houses located in the Tin Pan Alley sector of New York is not a bed of roses is exemplified in the case of a certain young man. Previously known as an all-round good fellow, he has developed into a nervous wreck, with his disposition swinging in tune. He seems to be obsessed with one idea and that is to get plugs for the songs sponsored by his firm. Working something like 16 hours every day, his men were expected to follow suit. The result—almost the entire staff has had to take time off for rest, with the P. M. right now under the doctor's care. The funny part of it was that the numbers were from the score of a No. 1 musical celluloid and automatically found indorsement by top band and orchestra leaders and radio personalities.

WANTED WANTED IMMEDIATELY

Small Flashes, Novelties, Units and Name Acts for Theatres and Clubs. For Fairs—Acts that do two. Tell all first letter, photos returned.

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LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Sheet-Music Leaders

(Week Ending March 28)

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

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

- | | |
|---------------------------|-----------------------------------|
| 1. Beautiful Lady in Blue | 9. Sing an Old-Fashioned Song |
| 2. Goody, Goody! | 10. No Greater Love |
| 3. Lights Out | 11. Face the Music and Dance |
| 4. Eggs in One Basket | 12. Every Minute of the Hour |
| 5. Lost | 13. West Wind |
| 6. It's Been So Long | 14. What's the Name of That Song? |
| 7. Alone | 15. Wah-Hoo |
| 8. Let Yourself Go | |

PHONOGRAPH RECORD best sellers will be found on page 67.

ATTENTION BAND DIRECTORS!

New Popular Numbers of the Day Arranged in Present-Day Style for Full Military Band with Conductor Score.

The First Releases Are:

"AT THE CODFISH BALL" "EARLY BIRD"

Both numbers introduced by Shirley Temple in the new Fox picture, "CAPTAIN JANUARY."

Arrangements by PAUL VAN LOAN

Price \$1.00 Each

MOVIETONE MUSIC CORP.
RCA Bldg. (Radio City) New York

Season's Heavy Booking Sees Field as Anything But Dead

Units, "names" and specialty acts found season a good one—most time is spasmodic, but routing is done consecutively—circuits will operate same way next season

NEW YORK, March 28.—Despite the fact that vaude is supposed to be a dying field and a very unhealthy source of employment, this season found more units, "names" and specialty acts reaping the benefits of consecutive work. The "names" and units reopened more straight picture houses to stage shows than in the last three or four seasons, and while the policies were spasmodic the bookings managed to become consecutive. An indication of what the field has to offer is seen in the bookings this week of the *Folies Comiques* and the Buddy Rogers unit, which are being routed right thru the summer. A great many units got in the neighborhood of 20 weeks out of this season, and any kind of a "name" was able to get a like amount of time if other commitments did not call them away from personal appearances.

The *Folies* show has nine definite weeks already, and indications are that it is in line for about 10 more. The Rogers show has just been given eight weeks, summing up to a total of about 12 consecutive weeks. Other shows which have enjoyed good seasons and are continuing to work steadily include the Dave Apollon unit, the Count Bernivici unit, Jack Benny unit, the seven editions of Major Bowes amateurs, *Bring on the Dames* unit, *Continental Cavalcade*, the Joe Cook unit, *Radio City Folies*, *Hollywood Secrets*, with Jackie Coogan and Betty Grable; the Benny Rubin unit, Olsen and Johnson's unit and *Hit Parade*.

"Names" from the picture colony and "name" bands found the booking plentiful in picture houses, with salaries being tops. Not only did the performers all benefit, but the theaters themselves found this season one of the best in the last several seasons, many of them establishing record grosses. The State Theater here established two records within a couple of weeks' time.

In all, the major circuits have about 25 weeks of steady playing time, but in spasmodic bookings they total about 50. The same method of operation is planned for next season, continuing on with steady vaude diets in some towns but running straight picture policies in others until a suitable attraction comes along to warrant a combo policy.

Picon, Velez, Murphy Among Sailings Abroad

NEW YORK, March 28.—Molly Picon sailed yesterday on the Champlain to open April 10 at the Alhambra, Paris. On the same boat were Pills and Tabet, returning to France after appearances on the Coast and at the Rainbow Room here.

Prince Littler, English pantomime producer, sails tonight with his wife on the Aquitania after a two-week talent scout here. The Giants of Rhythm are aboard the same boat, headed for dates abroad.

Lupe Velez sails next Saturday on the Ile de France to do a picture in London. Senator Murphy will be on the boat also, returning to play additional European dates.

Joe Penner's Two Weeks

NEW YORK, March 28.—Joe Penner has been booked for two weeks on guarantee and percentage deals. The Morris Agency has booked him into the Hippodrome, Baltimore, April 17, and the Earle, Philadelphia, April 24.

VAUDEVILLE LOOKS TO EUROPE

By ANONYMOUS

Watch for This
In the Spring
Special Number
Of The Billboard

Settle With Actors To Avoid Attachment

CHICAGO, March 28.—Les Nichols and Carl J. Thorsen, members of the cast of *Blue Paradise Revue*, produced by Vince Markee for Alvira Morton, obtained a settlement out of court for money due them after they had made preparations to attach the show at Baraboo, Wis.

Nichols states that there had been a salary holdback when they were playing in the show known as *Paris Nights* in Newport News, Va., and because he refused to play a midnight show without pay his holdback was refused him. He and Thorsen obtained an attachment thru Robert F. Holmes, Baraboo attorney, but at the last minute were given a settlement out of court.

The show closed in Baraboo.

Form the Flood Club

PITTSBURGH, March 28.—The 500 people or more, most of them performers and theater employes, marooned in the Roosevelt Hotel here for more than 40 hours during the flood last week formed The Flood Club and will meet annually on St. Patrick's Day at the Roosevelt. The club includes three theatrical troupes, the *45 Minutes of Broadway* unit, Xavier Cugat's Orchestra and specialty acts, and a Major Bowes Amateur Unit.

Hold Up WPA Shows To Avoid Opposish

NEW YORK, March 28.—Vaude division of the Federal Theater Project is getting scores of calls from theaters, CCC camps and auditoriums for WPA shows, but is holding up bookings due to a desire to avoid competing with existing vaude spots. This condition is revealed by Ralph Whitehead, assistant national adviser on vaude, circus and musical comedy, who leaves soon on a tour which will include inspection of out-of-town vaude projects.

The WPA's big minstrel unit, which carries more than 50 people, including an orchestra, two advance men, a press agent and a cashier, is all set for a tour of Southern theaters and auditoriums. Tour will begin after double-check by Whitehead on possible conflict with touring vaude units and vaude houses. Negotiations with Loew to book two new WPA vaude units, now rehearsing in Syracuse, for a tour of up-State Loew houses are being held up by Whitehead temporarily.

Chicago RKO Palace Policy Still in Air

CHICAGO, March 28.—Following a conference here this week between Nate Blumberg and local RKO officials it was decided to further experiment with a straight picture policy at the Palace Theater for a few weeks more before definitely deciding whether to restore vaudeville or continue with films permanently. No final decision will be reached either way until the RKO office has had an opportunity to compare the box-office pull on several pictures.

Altho *Follow the Fleet* is a disappointment as a seat-filler at the Palace, Blumberg feels that a fair comparison between the draw of combination programs and straight film bills cannot be made with one picture. *Follow the Fleet* will probably run another week, to be followed by *Love Before Breakfast* for one week and then *Sutter's Gold*. This will take them up to *Show Boat*, which they hope will be ready for release by that time. Admission prices have been slightly reduced since the dropping of stage shows.

Basquette's 100 Grand Suit

BOSTON, March 28.—A suit for \$100,000 damages has been filed against Harry and Fisher Zeitz, operators of the New Bedford Amusement Company, by Lina Basquette thru her attorney, George Ryan. The Zeitz brothers are charged with using her picture in advertising a colored show which appeared at one of the Zeitz theaters in New Bedford, Mass. Two suits have been filed in the case, the first against the New Bedford Amusement Company and the second against its owners.

Non-Theatrical Stopoffs Will Bring Flesh to Small Towns

CHICAGO, March 28.—Earl Kurtze and George Ferguson, of the WLS Artists' Bureau, together with others, are forming a new booking outfit to be known as Associated Attractions, Inc., activities of which will be principally concerned with the placing of flesh attractions in auditoriums, schools and gymnasiums in towns where theater managers have turned a deaf ear to stage shows. For the present WLS units such as *WLS on Parade*, *The National Barn Dance* and *Uncle Ezra and the Hoosier Hot Shots* will be handled by the new company, altho Station WLS has no financial interest in it. Later they will route any available dramatic road show or musical comedy playing this territory over the list of non-theatrical dates being lined up.

In most instances bookings will be tied up with organizations in each town and sponsored by them. It is expected that many towns that haven't had stage shows for some time will benefit by this new method of booking.

According to Kurtze, this competitive situation has been brought on by the exhibitors themselves. "We have always given the theater manager first chance at booking any attraction the WLS Artists' Bureau had on its books," said Kurtze, "but when they started to offer us ridiculous terms we had no other recourse but to book where we could in the town and keep our acts working. A manager recently offered us \$75 a day

for a well-known radio attraction that costs us \$378 a day to operate. On larger units they balk at percentage terms, yet we later book this same unit, under local auspices, in a school or auditorium and take away more money for our end than if we played the theater on the same terms. Can you blame us for going into this angle of booking under the circumstances?"

Kurtze pointed out that there are many towns being deprived of flesh attractions because the theater managers take the attitude that their patrons want nothing but pictures, yet when a stage show is booked in competition with the theater in that town, the house is generally packed, proving that people in small towns are starved for flesh shows. Recently, he stated, his company was refused a booking in any theater in Gary, Ind., so it tied up with the Odd Fellow organization, ran a barn dance unit in the Memorial Auditorium one Sunday and played close to \$4,000 on the day. Not only was a nice profit made by Kurtze's office and the Gary IOOF, but the date gave employment to four stagehands and eight musicians.

Kurtze's experiment is being looked upon with great interest and many think it may be the means of awakening film-minded theater managers to the fact that flesh attractions can be made to pay in their towns and that the public is tired of straight picture programs day in and day out.

Boston's 28Gs With "Folies"

Bigger net to the house than any other "Folies"—Freundlich, manager

NEW YORK, March 28.—RKO's own unit production, *Folies Comiques*, wound up its first week at the Boston, Boston, Wednesday night with \$27,900 in the box office and started off on its second week at the house to an estimated figure of about \$22,500 on the week. In view of this showing, RKO has lined up nine definite weeks for the unit already, and it is figured that the unit will do in the neighborhood of 20 weeks before it folds. The circuit has sent Danny Freundlich, booker, with the show as company manager, and additional shows of this nature are being planned for next season.

The 28 grand figure for Boston on the first week represents a bigger net to the house than any previous *Folies* show. Show is scaled cheaper than the other French shows and furthermore the house does not have to split any of its gross with the show, as was the case with the other shows. And the gross is regarded as phenomenal, considering it was during Lent and during the turmoil in connection with the floods.

So far the route of the show takes it from Boston into the Palace, Cleveland, April 3, for two weeks; Downtown, Detroit, April 17, and then into Cincinnati, Columbus, Kansas City and Minneapolis. From there it will probably play the Orpheum split-weekers in the Midwest. Additional time is expected from other major circuits.

Freundlich, Bill Howard's booking assistant, left this afternoon to take over the duties of company manager of the unit. He had but one house on his books, the State, New Brunswick, N. J., which will be booked by Tom Crehan, who doubles from handling transportation matters.

Another show of an international nature will be produced by RKO, probably going into rehearsal in August, for engagements starting in September. Two shows are expected to be produced next season, with Charles Koerner, New England division manager, and Howard again supervising.

Georges Has Greystoke Unit

CRAWFORDSVILLE, Ind., March 28.—R. Temple Greystoke's new unit show, *Horrors of Hell*, combining mystery, medieval tortures and vaude specialties, gave its initial presentation at the Strand here last Saturday night to a full house. Company is set in the Cincinnati area next week. Bert Georges is agenting the unit and is mapping out a route thru the Middle West, with a swing into Texas scheduled for the summer. Featured with the show, besides Greystoke, who handles the mystery angle, are Slim White, comedian; Roxy and Hess, dancers; Pee-Wee Murray Trio and Joyce Cherna.

Althoff in Legit Role

CHICAGO, March 28.—Charles Althoff, rube fiddling act, is joining the Indianapolis Federal Theater unit for the week beginning April 13 to play the lead in a play written especially for his talents. Althoff is not on the relief rolls but is trying out *Do Unto Others*, written for him by Henry K. Burton, Indianapolis newspaper man.

Ballet's Non-Payoff

NEW YORK, March 28.—Fanchon & Marco, thru its attorney, is taking action against Virgil Posey, of Shreveport, La., for not paying off on the Hollywood Ballet engagement at the City Auditorium in that city March 10.

BOB KERR, well-known advance man and promoter, is now plotting a unit thru the South, featuring Dillie and Beth, youthful swinghearts who Bob hopes to astound Broadway with next season.

Flood Loss to Acts Estimated at 75 Gs

PITTSBURGH, March 28.—Acts, units and bands will take it on the chin to the tune of over \$75,000, due to last week's flood disaster in this territory. The loss is due to interruption of work, cancellations and impossible conditions for stranded units to reach their next towns.

Xavier Cugat and his band lost two days' work at the flooded Stanley plus instruments and clothes amounting to several thousand dollars. The outfit was forced to cancel a week's engagement in Buffalo, N. Y.

The 45 Minutes of Broadway unit lost two days' work at the Casino, but was fortunate to get out of town in time to make a three-day date at the Rex Theater in Corry, Pa. Many performers, among them Ann Little, were marooned in the stricken Roosevelt Hotel for over 40 hours with no water and only cold cuts for food.

In the meantime the Stanley canceled the Major Bowes Amateur Unit which was supposed to have played here this week and several other units and bands, including Little Jack Little's outfit, Wayne King's Band and Ted Flo-Rito's unit. The theater suffered a loss conservatively estimated at \$300,000, and it will be five or six weeks before it will be able to operate again.

George Jaffe's Casino Theater canceled the Radio City Follies unit, originally penciled in for this week. While the house has not been damaged by the flood, it will remain closed for several days awaiting the official okeh from the city health department. The theater is expected to get going late this week.

Only other combo house around this territory to suffer from the flood is Dipson's Capitol Theater in Wheeling, W. Va.

Arren & Broderick to Florida

NEW YORK, March 28.—Arren and Broderick, who concluded a 11-week vaude tour in Montreal last week, are slated to leave here Monday for Florida for a three weeks' vacation. They are carded to make more Warner Bros. shorts upon their return here. Arren and Broderick have been offered the summer in England and France and the deal is expected to be closed in a few days.

F. & M. Moving to Radio City May 1

NEW YORK, March 30.—The Eastern offices of Fanchon & Marco will move May 1 to the RCA Building in Radio City, taking an extensive suite on the 14th floor. Office takes in F. & M. Stageshows, headed by Jack Partington, and the F. & M. Agency, headed by John Schultz.

F. & M. has been located in its present quarters in the Bond Building for close to four years.

Rogers' 8 New Weeks

NEW YORK, March 28.—The Buddy Rogers unit has lined up eight additional weeks in vaude. The new dates are Boston, Boston, April 9; State Theater here, April 17; Downtown, Detroit, April 24; Shea's Hippodrome, Toronto, May 1; Palace, Cleveland, May 8; Indianapolis, May 15; Oriental, Chicago, May 22, and Mainstreet, Kansas City, May 29.

Bill Excludes Agents

ALBANY, March 28.—Theatrical agents are not included in the Howard Bill to regulate fee-charging employment agencies. American Federation of Actors was invited to participate in the public hearing Wednesday but declined, pointing out that the bill did not affect theatrical offices.

Minsky's Philly Record

PHILADELPHIA, March 28.—Life Begins at Minskys, burlesque show brought up from Miami Beach, broke the opening-day record yesterday at Fay's Theater here. The house grossed in the neighborhood of \$1,500. Unit is playing the week on a straight percentage deal.

NEW ACTS

Joe E. Howard and Co.

Reviewed at the Grand Opera House, New York. Style—Singing and dancing. Setting—Full stage. Time—Twenty minutes.

Howard is the old-time songwriter now doing a sustaining amateur songwriter contest program, for WMCA. He is doing an entertaining act, using a couple of girls for specialties and then sitting at the piano to sing a few of his own song hits.

His playing of his own *The Good Old Summer Time*, *Honeymoon*, and *Good-By, My Lady Love* brought plenty of applause, while his rendition of *Old Man River* drew an extra hand. Dorothy Casey, blond, contributes a fast toe-tap and a tap-on-hands specialty that almost stopped the show. And Miss Merrill Lee, a slim brunet, show-stopped with her swell warbling of pop numbers.

She looks like a real comer.

Act as a whole is disjointed and slow, but the customers seemed to like it and applauded liberally. P. D.

Turnbull and Martin

Reviewed at the Grand Opera House, New York. Style—Acrobatic. Setting—In two. Time—Five minutes.

Two youths in sports suits doing balancing, acrobatic and floor-work stunts. Most of their stuff is routine, but well executed.

Open with lifts showing perfect control and then go into their main and best stunt. This is a dive by the top-mounter over several chairs, thru a paper-faced hoop and into the waiting hands of the understander on the stage floor. He was caught perfectly and lifted, the stunt getting a big hand. A sock finish.

Boys are young and have good appearance. P. D.

VAUDEVILLE NOTES

JOMBO, Lew Kane's indoor circus, opens at the Riverside, Milwaukee, April 10. . . . Will J. Harris' *Kit Kat Club Revue*, headed by Sid Page, opens at the State-Lake, Chicago, April 11. The Grenadiers and Louise are recent additions to the cast. . . . Al Borde, Chicago producer, is casting an all-male unit to be called *The Esquires*.

ETHEL SHEPARD, daughter of Agent Sam Shepard, appeared on the *Pageant of Youth* program Sunday over the WJZ network. . . . Was the only one chosen out of an audition of 50. . . . Gil Lamb is playing Basle, Switzerland. . . . Will then play Monte Carlo and a few more Continental dates before sailing to arrive here May 15.

JACK DAVIES returned to New York Saturday morning after a visit of several days to his ailing father in Scranton, Pa. . . . Bob Hall, the extemporaneous fellow, has astounded the Palmer House, Chicago, executives with his popularity. . . . He's getting top position in all advertising. . . . O. L. Oz, New York agent, was laid up for a couple of days last week. . . . Johnny Perkins is heading for the Coast from Chicago on a

possible picture deal. . . . Worth, Wyle and Howe will go up to Toronto and Montreal for Charlie Freeman April 17 and 24. . . . Leonard Roffm has lined up a new act, the Havana Royal Orchestra, 19-people aggregation featuring Senor Gomez, DeLimas, Hilda Jordan and Rosario Orellano. . . . Goes into Loew's State, New York, April 10. . . . Stepin Fetchit, the colored movie actor, goes into the State also on the same bill.

LESTER COLE and his Singing Soldiers of Fortune, now in Detroit with the General Motors Family Party, have had their engagement extended from six days to four weeks. . . . The act is scheduled for the Rainbow Room in Radio City opening June 1, booked by Irma Marwick, of the Norwood-Kelly office. . . . The last day of the NTG show at the Hippodrome, Baltimore, the Slate Brothers pulled Issy Rappaport, the theater's owner, on stage. . . . He floored them by saying "This doesn't go, I'm an executive." . . . The golf bug is on already in New York, Nat and Harry Kalcheim and Sid Slate making up a threesome Sunday.

VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Friday Evening, March 27)

Starting its spring season, with a heavy rainfall outside to usher it in, the State offers the Gable-Harlow-Loy film, *Wife Versus Secretary*, and a vaude five-acter, headed by Roger Pryor, of the movies. Despite the rain, the house was packed at this last show. The stage show runs an even hour, a good layout that runs wholesomely thruout altho tapering off at the tail end when a girl band takes the stage. Latter gets by, but it doesn't come up to the standard of the rest of the bill. Opening turn and Pryor are the only newcomers, the other three having been seen often.

Harry King and Sinclair Twins get the bill off to a snappy start with their practically all-hoofing turn, except for a bit of singing and clarinet blowing. Bill, however, probably would have been better if the Lime Trio opened instead of deuced and this act was in number two. The trio go to town nicely and rated a nice hand from the audience.

Lime Trio, always an effective act, got a big mitting, the contortion tricks of the "Gollywog" always a sure applause getter. Amazing the way that fellow's body is contorted, and it's not horror stuff the way it's presented. His two partners put him thru the paces nicely, getting in enough comedy to get it out of the straight novelty class.

Roger Pryor, on to a big entrance hand, does a refreshing personal appearance. He's considerably at home on a stage, and his act is typically vaude. Tells a flock of effective stories, tying in Hollywood, and relates them cleverly. That Benny Rubin stuttering gag is told grandly. Pryor also sings a couple of numbers in swell voice, and all in all he was deserving of the show-stop.

Lew Parker, presented by and doing the old act of Bob Hope, is assigned the show's comedy job, and he handles it well. Altho many of the gags are be-whiskered, as is the nature of the act, Parker and his aids have improved in its handling and consequently put it over. Aiding Parker are Marion Bailer and three male stooges, two of them being audience plants.

Helen Compton and her Bryn Mawr Orchestra, with Meri Bell and Jack Lenny as specialty people, close. A mild band act, the only life to the turn being Miss Bell's singing. She pipes and delivers a song very effectively, almost act-stopping. Lenny's hoofing is mediocre. The band itself plays okeh enough music, with Miss Compton observing her baton duties conservatively. Not enough stage appeal, average and oldtimey in handling medleys like the cowboy group.

The audience, like most of the State audiences, was a pushover for the acts. The folks pounding their mitts often and loud. Ruby Zwerling and his pit boys play the show capably.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Mar. 28)

The State-Lake Sweethearts, dressed in colorful orange, pink and silver costumes, opened the bill with a lively routine and were followed by Muriel Gardner, a willowy blonde, with toe work, high-kick stuff and elbow stands. Marvin Kane was next with a neat tap routine and then both did two routines together for a nice hand.

Gene Gory and Roberta lived up to their billing as exponents of intellectual insanity with a conglomeration of slapstick and comedy business. The edge on Gory's violin breaking was taken

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Bill Robinson Into Cleveland at \$3,500

NEW YORK, March 30.—Bill Robinson, after a stretch of picture making, has been booked by RKO for a week at the Palace, Cleveland, opening May 1. This date marks his top salary, RKO paying him \$3,500 for the week.

Robinson will head an all-colored show, RKO booking Fats Waller and ork with him. A couple of specialty people will comprise the balance of the show.

A. C. Pier Opens June 26 With Vaude at Hippodrome

ATLANTIC CITY, March 30.—The Hippodrome Theater on the Million-Dollar Pier here will be a full-week vaude stand this summer, opening June 26. Last summer the theater housed the Sallie's Puppets the entire season. The Pier's Ballroom will be strictly for dancing, using two orchestras.

Harry Biben, who booked the Pier last summer, will book the vaude shows at the Hipp and the two orks for the ballroom.

Canton School Revue

CANTON, O., March 28.—Miss Betty Lou Reed presented her pupils recently in a revue. The recital featured a variety program, including several large group offerings as well as solo numbers by juveniles. Miss Reed appeared in several of the numbers and there were several guest artists. Settings by Charles J. Mills were excellent. Miss Reed is appearing at the Mayfair Casino, ace Cleveland nightery.

Students Get Film Spots

NEW YORK, March 28.—Willis-Lane Dance Studio has spotted Herbert Fine and Joe Tabl, students, in the new Hal LeRoy film, and Kenneth Lundy in a new Vitaphone short.

off because of the appearance here last week of Frank and Milt Britton's Band. His imitations of the church organ, the priest talking in Latin and the choir, all on the violin, were good, but the business with the cello was a bit low-down and suggestive. Roberta doesn't do much but is decorative, and Gory's legitimate playing of a classical number
(Continued on next page)

(Continued from preceding page)
to end the act was the signal for much applause.

The Stage Band Revue, with Verne Buck's Orchestra and Preston Sellers at the Hammond organ, opened with the introduction of George Jessel, who acted as emcee for this portion of the bill. Jessel started off with some amusing stories and got the audience with him from the beginning. He has some smart

dialog and drew plenty of laughs.

The Jockey Club Boys, winners of a local radio contest, are a quartet, with one of them accompanying on a guitar. Their vocalizations are mild imitations of the Mills Brothers. Fair hand.

Three Jackson Boys gave a picturesque demonstration of strength and grace in this spot and did some remarkable feats of hand balancing and unusual acrobatic formations. Took heavy

applause and three bows.

Terry Lawler, reviewed in last week's issue, replaced Alice Dawn, who was unable to appear because of a cold, and was a singing success with two songs. Jessel did his funny *Talking to Mother* telephone monolog here and sang *Thanks a Million* and *It's Easy To Remember* and made a big hit. The State-Lake Girls did some individual bits before the finale which had everyone on.
F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, March 27)

F. & M.'s *Hollywood Secrets* unit, which has been touring the country, is here this week, with Jackie Coogan and Betty Grable featured. It's a sweet show, with Coogan and Miss Grable showing up nicely and the unit as a whole providing amusing entertainment. It does much to balance off the weak film, *Dancing Feet* (Republic), featuring Joan Marsh and Eddie Nugent.

Coogan will undoubtedly draw business. The grown-up "kid" is a pleasant youth. Has a modest personality and is never ostentatious. Does emcee, including a bit of comedy and hoofing, and then works in a dramatic bit. His partner, pretty blond Miss Grable, is a cute number. She handles lines nicely, sings fairly well and snaps off some fast tap dancing. Of course, the Coogan-Grable romance has been given a good press buildup and the customers undoubtedly enjoyed seeing them perform together.

Altho Coogan and Miss Grable are given the featured spots, it is the California Collegians outfit that provides the real sock entertainment. Eight boys and all grand entertainers besides being capable musicians. Lou Wood, who does a Clark Gable impersonation, stands out. Band is spotted in a movie studio set, where it is supposed to be making a picture. The audience is told how dubbing is achieved, with the band demonstrating and showing how a throwback is handled. Portable mike and recording machine, along with big studio lamps, help make the studio atmosphere authentic.

A later scene shows the customers how a dramatic scene is filmed. Warren Wilson, director, explains studio terminology and then actually directs a short scene in which Coogan, Miss Grable, Walter McGrail and Josephine Dix appear. McGrail, doing a slow tired-out actor, handled the comedy relief very well.

The Gae Foster Girls take it easy this week. Open the show with a snappy shuffle number suggesting a train pulling in, which introduces Coogan as just off the train. Also do a Spanish number, with Senorita Chicquita, formerly in pictures, singing a charming Latin ditty. Has a swell soprano voice and delivery.

Freddy Mack and orchestra are spotted in the pit. Handle the show music nicely. Mack also has the job of making the appeal for contributions to the Red Cross for the flood sufferers, which is spotted right after flood newsreel scenes.

Business opening day was good.
PAUL DENIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Mar. 26)

The Music Hall this week is presenting an all-girl stage show in support of *Sutter's Gold* (Universal)—not that an all-girl show means anything at the Music Hall. The house is so big that the winner of a hog-calling contest probably couldn't throw his voice back of the 20th row without the aid of a mike, and from the vantage point of the first mezzanine it's hard to tell whether the tiny figures on the stage are men, women or simply specks of dust from the shelf where the Music Hall found its production ideas. But anyhow it's an all-girl show and it's called, appropriately enough, *Ladies' Day*. It was produced by Leon Leonidoff, with settings by Albert Johnson and costumes that were designed by M. Montedoro and Alfred Stern and executed by H. Rogge.

How Music Hall stage shows manage to keep up their perfect record of complete boredom is amazing, but it's partly explained by the fact that the tremendous house has the faculty of often making even fine talent seem mediocre. Not even the Music Hall and its size, however, can dim the excellent work of Selma Marlowe, dancer, and Leon Smith, trumpeter, who furnish the only socks of the show.

Layout opens with a dress shop set, with Edwina Eustis and Rhoda Arnold

singing in front of it. Later on a large mirror seems to dissolve away in order to reveal Viola Philo, who also sings. The amplified voices don't manage to blend very successfully.

Next comes the corps de ballet, dressed as little girls of the mid-19th century, to do a cute and entertaining hoop number, which is followed by a "Gibson Girl" affair, with the female portion of the choral ensemble dressed in costumes almost as silly as the senseless cavortings the gals are forced to go thru in pitiful attempts to be funny. There's some singing led by Miss Eustis and a couple of specialties, including the Nightingale Trio (three girls who harmonize thru the mike) and Miss Smith's horn tooting. The lass puffs a mean trumpet, getting clear and beautiful tones.

The *Modern Girl* section, done in front of modernistic chromium and black, gives Miss Marlowe a chance to strut her stuff in a too-brief number. A tap dancer, she approaches her medium from the angle of dancing rather than stunt stuff, and the result is tapping raised to a real recital level. Moving with grace and ease, she impresses as an artist rather than a hooper, a soloist with an individual and lovely style that should land her at the top of the heap. She's followed by the Rockettes, with their usual assortment of precision taps and kicks, for a typical Music Hall finale.

The overture (with all-girl restrictions waived in favor of the musicians) is a musical triptych, including Massenet's *Meditation* from *Thais* (fairly well fiddled by Jacques Gasselin); *Due Uccellini*, Russotto's silly bird number, with Carmine Coppola and Baililla Argentieri blowing the piccolo, and Richard Leibert at the organ, with the orchestra accompanying him, playing a slambang rendition of *Poet and Peasant*. The Britton boys play it funnier—but no louder.

House was weak the second show opening day.
EUGENE BURR.

Orpheum, Los Angeles

(Reviewed Wednesday, March 25)

Fred Keating, dropping away from the camera and microphone of the film studios, is making personals here this week and carrying on as master of ceremonies. His line of chatter is dull as viewed from before the footlights, being more suitable for the intimacy of a night club floor. He comes well equipped with gags and stories but they fall flat somehow and lure only a minority of chuckles.

Wally Guterson's Orchestra opens show from the stage playing a medley of Latin-type tunes, including *The Lady in Red* and *Lady of Spain*. Juaquin Garay, now in his third week, comes on for one number here, a Mexican folk piece.

Stage goes dark and off-stage voice on p.-a. system goes into elaborate buildup of Fred Keating. The voice is Keating's. After chatter and some mugging on "what comprises a personal appearance?" he brings on girl and man stooges who gag above the heads of the customers.

Mary Marlow comes on next and sings *After You're Gone* and *Minnie the Mocher* in imitation of torch singers, Negress and musical comedy prima donna. Also has a nice line of Irish and Brooklyn Bridge dialects.

Irving Edwards is in the next spot with a long list of jokes and yarns. He overstays his time, however, and lacks punch in closing. Garay comes back here to sing *Alone*, *Goody Goody* and *Kiss and Make Up*. Tries imitations with his swell tenor, but all that can be said of these efforts is lousy. He should stick to straight singing.

The Caldwells try next with a mechanical doll dance. It's novel, if nothing more. All in all, this is the poorest bill seen here in many, many moons.

Films are *Muss 'Em Up* and *Three Live Ghosts*.
SEYMOUR PEISER.

Paramount, New York

(Reviewed Wednesday Evening, Mar. 25)

Richard Himber and orchestra move into the Paramount as the pit attraction after a two-week run of the Fred Waring-Mae West combo. As his pix partner Himber has Harold Lloyd in *The Milky Way*. Not a bad partner, at that. Himber's show suffers by comparison with the Waring attraction, and as yet is not adaptable to theater entertainment. A good dance crew, but not much on the ball for entertaining the seated folks. Do a very short show, the whole thing running exactly 28 minutes.

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specialties and all. Business fair enough at this third show opening day.

A crew of 17 men and a girl harpist are on the band platform, with Humber handling the announcements, actively waving the baton, featuring a leap up at the finish of each tune. He has a very fine musical aggregation, the music showing to excellent advantage in outstanding arrangements of wisely selected numbers.

The specialty folks doubling out of his orchestra are Louis Garcia, Stuart Allen and Wladimir Sellinsky. Garcia, with a buildup about being king of the swingers, has an all too brief trumpet solo. He handles that instrument beautifully and it's too bad that he's time limited. Allen baritone a couple of tunes effectively, doing *Let's Face the Music and Dance* and *I'd Rather Lead a Band*. Sellinsky makes a fine impression with his violin solo.

With all these specialties and good music, Humber's crew is still unsuited as yet for theater engagements. Not enough showmanship, zip and popular appeal for the folks seated out front. They can't be expected to get up and dance in the aisles. Humber tries his hand at comedy, doing a magic bit with Ralph Dumke (*Sisters of the Skillet*), who came up from the audience. Old stuff, but Humber and Dumke work hard at it in an effort to get laughs. Had mild success.

Added attraction with the Humber crew is Lois Ravel, tall and comely lass. She does two numbers in good voice, swingin' off with *I'm Shootin' High* and winding up by torching *Night and Day*. The numbers are trickily arranged and she runs thru them in nice enough style.

Orpheum, Lincoln, Neb.

(Reviewed Sunday Evening, March 22)
(BENNY MEROFF UNIT)

First vaude work for Benny Meroff in quite a while found him breaking in new talent for the showing here. Reason was that his big comedy spot, filled for the last four years by that nutty Jackie Marshall, went to Larry Powell, since Jackie was confined to his room in Kansas City with a bad attack of pneumonia. The band has been one-nighting for a long time and sticking to dance dates. Only vaude at this time will be this date and the Orpheum, St. Paul, with the band due east around the first of the month.

After a great number of band shows have hit this stage, it's a pleasure to see one which knows something about the show business. The Meroff plan is to make a lot of noise, do the obvious and unexpectedly funny, and keep the tempo of both stage and music on the run, which, after all, is simple. But the number of dance bands that think people would rather listen to rhythms and melodies is appalling as well as boring. Show was only in for two days, but was packed and enthusiastic both times.

Opening with *Rhythm Is Our Business*, Jeffrey Gill, who has a swell voice, takes the spot right after to do *Moon Over Miami* and *Alone*, ideal numbers for him. His reception was great. The Swingtette, a girl and two boys, also score with *Ennie Meenie Minee Mo*. A glee club number pulls the whole band down and adds Gill and the Swingtette for *Boots and Saddle*. So much for the singing. Babs Laval, in a comedy dance which is related to pretzel bending, clicked. Babs is a fine-looking blonde and costumed fittingly.

Florence Gast (Mrs. Meroff) with a number called *I've Got Talent* is sold by the tomfoolery of her husband. Then Peter Ray, colored, taps with all steam up. He stopped this show and had to give thank-you talks and a *Truckin'* number to get away.

Larry Powell and Cy Baker, the band's funny men, muss up Meroff's instrumental work with slapping, etc., and milk the house for laughs all the way thru a string of orchestra and personality imitations. Meroff warms up his old-time juggling act and even does a chalk-talk try, during which Dave Wright croons *Red Sails*.

Lester Stepner is the company manager, and the show ran 53 minutes at this performance. Picture, *Preview Murder Mystery* (Paramount), was not helping, but biz was best for any vaude show on these days for the year.

B. OWE.

Harding, Chicago

(Reviewed Friday Evening, March 27)

This massive Balaban & Katz neighborhood house has been one of vaudeville's standbys for some time. Booked by Dick Bergen, of the Theater Booking Office, the house has a flexible stage policy. Full-week bills are occasionally set, but currently a split-week policy is in effect, using four acts and changing Friday and Tuesday. For a while only sight and musical acts had a chance here, but since the installation of a public-address system with four microphones elevated slightly above the footlights and since the auditorium has been acoustically treated the talking acts are faring better.

The Lightning Trio, composed of Kay, Jimmy and Honey (that's the way they bill themselves), opened with the usual roller-skating tricks. The title is a misnomer and not until the final trick when Kay made her escape from a strait-jacket while suspended from the neck of her partner while going at a high rate of speed did the customers show much interest. One bow.

Charlie Althoff, in deuce spot, was slow in getting started but built up to a satisfactory climax. Rambling on in his old-man makeup, which is a gem of characterization, he mixed comedy talk with eccentric hokum and then socked over some legitimate violin playing with *When You and I Were Young*, *Maggie*; *Arkansas Traveler*, *Red Sails* and *Lights Out* and left to a good hand.

Vox and Walters, next-to-closing, had no trouble in keeping the audience amused with their fine ventriloquial offering. Opening before a Zeppelin drop, a clever line of chatter developed between the boy and girl figures, with both Vox and Walters contributing a song. Emily Walters' crying baby bit is still tops for this kind of work and they exited to a big hand. Three bows.

Mattison's Rhythms, reviewed in these columns when they played the Palace, a lively aggregation of five boys and three girls, did a variety of stepping, with a musical specialty by two of the boys, a Hal LeRoy type of solo dancer and a girl singer. Nice hand.

F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, March 27)

A nicely balanced bill this half playing to a well-filled house at this viewing. Stage show opens with Moran and Wiser, a male team, boomeranging hats around the theater. The older of the two injects some comedy into his routine by running a line of cockney patter while working, and also gets the audience to join in the act. Manages to cover up a lack of material this way, but is entertaining nevertheless. A session with Indian clubs, followed by a hat-filing finale finishes the turn.

Chick Kennedy, diminutive platinum blond disease, clicked with *I Come From Down at the Gas House*, followed with an even better sketch on the old farmer's daughter theme. With four characters, minus faces, painted on a screen, she maintains a constant dialog imper-

sonating Little Nell, the farmer, the villain and a policeman. A slightly spicy number detailing the adventures of an Italian woman on a visit to a chiropractor, a Jewish version of Mother Goose nursery rhymes, and *You Let Me Down*, delivered with heavy dramatic effect, brought a great hand.

Artie Lewis and Peggy Ames, mixed team of punsters, in the third spot. Ames, a nice-looking brunet, straights. Lewis gets off one nutty pun after another to good effect. He also gags with an off-stage plant who furnishes hysterical laughing. Latter not necessary, but does no harm. A comic bit, *We Know a Ting or Two*, closes. Well liked here.

Dance Topics, once known as *Dance Cocktails*, a flash with loads of talent, runs for about 25 minutes. Nine people and really enough material for a floor show. Line of six good-looking girls, scantily dressed, offer a *Top Hat* routine; a sailor maid ensemble turn with plenty of acrobatics, and a very nice hip-tossing number. Two girls from the line, a brunet and blond, Milly and Betty, offer a swell rumba, and another does a toe dance. Mixed team of Pearl Dawn and Guy Bertram, socked with a 10 cents a dance sketch, followed by a Harlem version of the Lindy Hop, done in blackface with speed and color. This bit ought to go well anywhere. A swell act.

Pictures were *Calling of Dan Mathews* (Columbia) and *First a Girl* (Gaumont-British).
PAUL ACKERMAN.

Paris Bills

(Week of March 16)

Plenty of good comedy on the new bill at the ABC. Harriet Hutchins wows them with her zany burlesques on screen celebs, night spot habits, etc., and does all of her patter and songs in quite excellent French. A class artist out of the usual run. Also in the front ranks are the Three Babies, a trio of girls, who mop up the stage with one another and keep the house roaring with their rough gags. Good acrobats, tumblers and funsters. The Jovers were badly spotted opening day, but these clever acrobats score solidly with their funny gags, acro stunts and goofy clowning. Among the best of the European clowns. Pierre Dac pulls plenty of laughs with his songs and patter satirizing current events and kidding the celebs of the moment. Typical French cabaret stuff, but particularly witty.

Damia, ace of the sob singers, scores a real show-stop with her excellent rendering of realistic songs. Damia is one of the few palatable warblers of the weepy ballads so popular with the French public. Tino Rossi, sweet crooner, held over for his fourth week at the ABC and the audience apparently likes it. Two other singers on the bill, Morelly and Pelot, but they stick to comedy and hokum of cafe concert style. Unusually good contortion and balancing number presented by Marion and Irma, two blond cuties, easy to look at and clever performers. Mary Raye and Naldi on for graceful acrobatic dance numbers. Martonn is a weird quick-change artist, who apparently has an unlimited wardrobe. Tries a bit of singing and hoofing, but act depends on the rapid switching of costumes. The Bougal Ballet, very weak dance flash, held over from preceding bill.

Bobino offering good nabe program, featuring the Comedians Harmonistes, vocal sextet. Good novelty numbers on the bill are Enos Frazer, sensational trapeze act; De Rocroy, illusionist; Otty and Betty Rlegert, cyclists; Four Tartares, acro dancers, and the Leoney Trio, acrobats.

Raquel Meller has been shoved into the revue at the Casino de Paris to bolster it up until new show is set next month. Novelty acts at the Petit Casino are Iya, acro dancer; Miss Rozma, contortionist, and the Two Nemees, acrobats.

Not much at the vaude-pix. The Rex is offering an elaborate dance flash with Leon James and Edith Matthews. Billy Hall and Norma Miller, Willy Astor and Elvery and the orchestra of Jack Hamilton. Chrysis de la Grange, aerial, and Tamara Ballet held over at the Paramount. Jack Peary and Mary, acrobatic dancers; the Wen Hal troupe of Chinese acrobats, and Emma and Henry, eccentric dancers, are at the Gaumont Palace. Tino Rossi, crooner, is at the Pathe-Orleans, doubling from the ABC. Artenos, aerial, and Matina, singer, at the Cigale. Germaine Lix, comedienne, at the Roxy.

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DRAMATISTS BACK DOWN

Offer To Negotiate With Mgrs. On Minimum Basic Agreement

Also amend new contract to provide for 60-40 split—League forces hand by okeing managerial contract—negotiations soon—producers' united front gives hope

NEW YORK, March 28.—With the managers solidly lined up to fight the terms of the new minimum basic agreement of the Dramatists' Guild, the Guild has finally backed down from its much-reiterated stand of "no arbitration" and will meet with representatives of the League of New York Theaters shortly to discuss moot points in the contract. Nor is that all; at a meeting of the playwrights' organization at the Hotel Biltmore yesterday the membership voted unanimously to amend the terms of the contract as they affect the picture-money clause, which has been the crux of the playwright-manager dispute.

Under the new agreement, which the dramatists had insisted they would not subject to arbitration or discussion, the managers' cut-in film dough was reduced from 50 per cent to a sliding scale which went down to 28 per cent on a \$150,000 deal. The new amendment passed by the playwrights provides for a flat 60-40 rate, the authors getting the major share. This would also apply to secondary rights other than the film concession.

The council of the Guild, it was announced yesterday, has also decided to meet with representatives of the League of New York Theaters to discuss the contract. Previously the dramatists had announced that they would not recognize the League's right to bargain, preferring to do business only with individual managers—for obvious reasons.

The vesting of authority for sale of film rights in the authors was another point to which the managers objected, but that will not be amended, according to officials of the Guild. Sidney Howard, Guild president, said yesterday that the council had come to the conclusion that the sliding scale was "too complicated to operate, ungenerous and that it does not take full consideration of the author whose play does not command a large sale."

The Guild's hand was forced earlier in the week by the League, which had reached the final stage in its outlined campaign to force playwright capitulation. The League had tried negotiation and arbitration, both flatly refused by the Guild, so its contract committee, according to the outlined plan, drew up a contract which embodied, according to members of the committee, "the best features of the old and new agreements." After this was passed it would have become obligatory upon all signatory managements to use no other contract in dealing with authors. Recalcitrant managers were to be kept in line by injunction proceedings.

A League meeting passed the proposed contract on Wednesday with only two dissenting votes. The vote was oral and not binding, however, and before taking the final step it was decided to make one more attempt at negotiation with the Guild. With the shadow of a managerial contract looming large, the Guild agreed to arbitrate.

The League will meet Monday to name representatives and set a time for discussion. The Guild wants the number of representatives to be kept down to two or three on a side.

Meanwhile two managements during the week signed individual contracts with the Guild, agreeing to the playwrights' terms. They are Jules J. Leventhal and Harry Bannister. The Theater Union had previously signed. They will, of course, lose any advantages gained by the managers in the course of negotiations.

Whether or not negotiations turn out successfully for the producers, this is the first time that managers have banded together so militantly in fighting for their common welfare, and it is regarded by observers as a highly hopeful sign for the future. It is figured that even the stagehands may eventually be brought to terms if the managers wake up and take a strongly united stand.

HOLLYWOOD, March 28.—William A. Brady, veteran legit producer now on the Coast reading play material, tossed the

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Write PAUL DENIS, Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

ers were Wendy Hiller and Reginald Bach, both of *Love on the Dole*; Lewis Casson, of *Victoria Regina*, and Blanche Yurka.

Guild Ups Subscription Fee

NEW YORK, March 28.—Next season's Theater Guild subscription rates have been advanced to the level they were at four years ago, according to Warren P. Munsell, business manager. Orchestra seats will be \$16.50, compared with \$13.50 for this season; mezzanine, \$13.20, compared with \$9.90; first four rows of the balcony, \$9.90, instead of \$6.60, and seats beyond the sixth row, \$6.60. This has been the Guild's first highly successful season in several years.

Amer. Academy Graduates

NEW YORK, March 28.—The graduation exercises of the American Academy of Dramatic Arts were held Monday afternoon, March 23, at the Empire Theater. Frank Gillmore, president of Equity, presided, and Sidney Howard and Jane Cowl spoke. Fifty-six members of the senior class were awarded diplomas.

gauntlet at the Dramatists' Guild here this week and dared the Guild to blacklist him. He threatened to fight thru the courts any attempts to block production of his proposed play, *A Night on Earth*, slated for next season at his own theater, the Playhouse, in New York.

Pointing out that he was speaking only for himself, Brady stated that the enforcement of the Dramatists' Guild's minimum percentage agreement is in restraint of trade. He also ventured the belief that Actors' Equity would not co-operate with the dramatists in preventing Equity performers from playing in non-Guild shows.

Feagin Commencement

NEW YORK, March 28.—The Feagin School of Dramatic Art held its graduation exercises the afternoon of March 27 at the 57th Street Playhouse. A reception, presided over by Lucy Feagin, director, followed the formalities. Speak-

FROM OUT FRONT

By EUGENE BURR

With what can only be termed unexampled self-abnegation, the dramatic critics have already cut short the season—cutting short along with it their own work and their own reason for being—and have come out with an announcement that *Winterset* has won the first annual prize of the New York Drama Critics' Circle. They have thus beaten the Pulitzer officials by a month or more. They have also tacitly admitted that a dramatic critic is useless between the months of March and September.

The announcement that the prize had gone to *Winterset* brought a sigh of relief in this corner; it was an eminently satisfactory award. The Pulitzer boys cannot possibly do as well, at least in this corner's opinion, because they are forbidden to give the award to Maxwell Anderson, who is a previous prize winner. *Winterset* is your reporter's leading candidate for any dramatic honors, however dubious. The critical gents did a good job.

It was hardly surprising to learn, however, that it took many ballots before *Winterset* won the required 13 out of 17 votes; it was hardly surprising to learn that Sidney Kingsley's cheap and worthless melodrama, *Dead End*, had been mentioned as a contender and that someone had seriously advanced the claims of *Boy Meets Girl* as a worthy winner of the critics' first award. Nor was it surprising to hear that *Idiot's Delight*, Robert E. Sherwood's fittingly titled package of *schweinerie* for the would-be intelligent, had received several votes. The only really surprising thing was that *Russet Mantle*, George White's *Scandals* and *Moon Over Mulberry Street* found no serious defenders.

Death has been busy in the theatrical field. For the last 12 months his dark sickle has been falling with dreadful regularity, strong, sure and final, mowing down much of the best of the grain. This week came two strokes more. Leslie Adams and Paul McCullough are dead.

In a sense an actor's life belongs not only to himself and to those whose ties of personal affection bind him; it belongs, too, to the theater and its followers. Each time that an actor loses his life some of the life of the theater and of theater-lovers ebbs away too. For any actor becomes a part of the life of many people—of all those people who have seen him and who remember him.

In that sense, Bobby Clark's dreadful loss is the loss of all of us. When Paul McCullough died something went out of the theater and of the theatergoing. McCullough was Clark's straight man—but he was more than that. He was an integral and an important part of one of the finest, most dependable and most enjoyable comedy teams of this or any other day. With his death that team dies too. It is to be hoped that Bobby Clark, despite his loss, will continue with his task of bringing mirth and joy to many people. That is the irony of the theater—mirth and joy to many unknown people, while the friend and partner of more than 30 years lies dead.

As for Adams, his death too is a dreadful loss to us all. Those who have followed this corner's reviews in the few years since Adams first became prominent in the Broadway scene know the esteem in which he was here held. He was one of the finest of our actors—and he gave every indication of becoming even finer in the years to come. His career, cut so tragically short, was one of uniformly excellent performances, and it was typical of the theater. He had played in tent and rep and stock, in vaudeville and burlesque, in circuses and med shows. It was only after many years that he finally clicked on Broadway—or, rather, that he was finally given a chance to show Broadwayites the work of which he was capable. Then came success. But that was only four years ago, and now he is already gone. He at least, before he died, achieved his goal. We are left with sorrow and the sad realization that we found him late and lost him tragically soon.

"Road" Gets 1,000 Times

Third longest run in history—bans continue, with Albany, Newark, Utica nays

NEW YORK, March 28.—*Tobacco Road*, which is rapidly hanging up an all-time ban record in the number of cities which have objected to or prevented its showing, ran into trouble in three more towns during the past week, and at the same time celebrated its 1,000th local performance. Only two shows in Broadway's history have had longer New York runs—*Abie's Irish Rose*, with 2,532, and *Lightnin'*, with 1,291. Sam H. Grisman, manager, announced that he's out after the *Lightnin'* record, at the same time admitting that *Abie* would be a tough one to beat.

The towns which are scrimmaging at present with the show include Newark, Albany and Utica. In two of them the show and the theater management fought back, with performances in Albany going on, and with Newark still scheduling the play. Utica, however, took the action of its mayor lying down, and the show has been canceled there.

The 1,000th performance of the New York company took place at the Forrest Theater Tuesday. Cigaret lighters were given away to the customers, and James Barton, the current Jeeter Lester, gave an extra entertainment after the final curtain. He did about 15 minutes of the dancing for which he is famed, but he didn't sing *Annabel Lee*.

Henry Hull opened the show in the Jeeter Lester role, and played it 215 times. Barton has done it 558 times, and James Bell, who filled in for a while, played it 227. Hull, after a Hollywood sojourn (Barton, too, was in Hollywood while Bell took over), returned to the show and is now heading the touring company.

NEWARK, N. J., March 28.—*Tobacco Road*, scheduled for presentation here April 13, is the crux of a battle between Director of Public Safety Michael P. Duffy and Frank L. Smith, manager of the Shubert Theater, which is to house the show. Duffy began things by serving notice on Smith that *Tobacco Road* is highly immoral and not fit for pure Newark consumption. "Should you attempt to give the play here in Newark," he said, "the police will stop the performance."

None the less, according to present plans the show will go on. The Court of Chancery has in the past enjoined police of various municipalities, including Newark, from interfering with performances of shows, and Smith said that legal opinion holds that the director of public safety has no right to forbid a show in advance. Duffy, with rare legal logic, refuted this by stating, "If they open that play I'll give them a chance to see how good their legal opinion is. I'll have the players arrested."

Meanwhile a delegation from theatrical unions visited Duffy's office and left a petition asking him to reconsider his ban. Duffy later announced that the ban would stand.

The American Civil Liberties Union has also come to the defense of the play, offering to co-operate with Smith in injunction proceedings against Duffy, and sending the following telegram to the director of public safety:

"Our attorneys advise us that you are entirely without legal authority to block the showing of *Tobacco Road* in Newark. . . . May we call your attention to injunctions issued against your predecessors in the cases of the motion pictures, *Birth of a Nation* and *The Naked Truth*, and the plays, *Marie Odile* and *Damaged Goods*? This type of advance censorship is not only illegal, but an insult to the intelligence of the citizens of Newark."

American Academy Students Present Season's Finale

NEW YORK, March 28.—Yesterday the senior students of the American Academy of Dramatic Arts (who graduated Tuesday) brought their current series of matinees to an end with an excellent performance of Noel Coward's Easy Virtue, a new one in the Academy repertoire. The Empire Theater, as usual, was the place.

Easy Virtue is, of course, a star play—and the star part was played by Genevieve Duffy in the star manner. That, however, is nothing against her performance; on the contrary, it's all to her credit that she knows how to grasp audience attention so effectively and make of herself a peripatetic center of the stage. And, in addition, her performance was an excellent one. Any star part makes demands greater than students can be expected to meet; Easy Virtue, with its rather complex character that must none the less be so completely drawn, makes greater than average demands. Miss Duffy met them all—and with plenty to spare. It was an effective performance, and, more than that, an intelligent and sympathetic interpretation.

But Miss Duffy's work didn't monopolize the assets; there wasn't a really bad performance in the show. Brant Gorman scored impressively (a habit with the lad) as John, doing a typically good job; June Brown, aided by an excellent makeup, did a fine character job as the mother; Roger Converse, while a bit youthful as the father, none the less got full effect from the lines; Marjorie Davies made an acceptably strait-laced Marion; Sarah Hayes was quietly pleasant as Sarah; Fred DuBrutz was an assured and affable Burchleigh, and Lawrence Forsythe did an excellent juvenile character bit as Philip. Elaine Adams caught the insistent adolescence of Hilda only in surface tricks.

Peggy Kaufman and Patricia Howell impressed excellently in brief character roles, while Gordon Casper, Flavia Flavin, Melvin Monroe, Dick Ritter, Norma Lehn, Alva Brixley and Lorna Stuart capably filled the bits.

The youngsters closed their school career in a blaze of glory. Now for the tougher task of beating the nastiest street in the world. A reviewer's best wishes—and sympathy—go with them. EUGENE BURR.

American Academy Students Present "Dangerous Corner"

NEW YORK, March 28.—As next to the last in their current series of matinees the senior students of the American Academy of Dramatic Arts presented J. B. Priestley's Dangerous Corner a week ago yesterday at the Empire Theater. This reviewer was the guy who liked the play when it made its professional appearance; he still likes it after a lot of amateur performances. The current crop of seniors did it as well as, if not better than, any of their predecessors.

Dangerous Corner, with its list of fine acting parts, allows the youngsters to go to town in earnest—and they did, last Friday. Outstanding in a good cast were Therese McIntyre and John Most, playing Olwen and Stanton, respectively, tho the work of Guy Kingsley, as Robert, and of Gordon Casper, as Gordon, wasn't far behind. Miss McIntyre gave an altogether excellent performance in the difficult Olwen role—an amazing performance for a student. With authority and effect, and what's more with a sure grasp of character and with fine insight, she did a thoroly professional job. Her last-act work was as good as anything seen at the Academy in years—and most of the effect was obtained, be it noted, by splendidly effective underplaying. As for Most, he gave an assured, pointed and finished performance as Stanton, working with ease and effect.

Kingsley, tho he lacked the necessary maturity for Robert, particularly in the early sequences, came thru to do a fine job as soon as the play really got under way. His work in his last-act scene was by long odds the best offered by any of the Academy Roberts. Casper, skating on the thin ice of the Gordon role, came thru by offering a straightforward and therefore effective interpretation.

The work of Katharine Stone, a very pretty lass, as Freda, was marred by a thick Southern accent which cropped up constantly, and a resultant tendency to

BROADWAY RUNS

Performances to March 28, inclusive.

Table with columns: Dramatic, Musical Comedy, Opened, Perf. Lists plays like 'Boy Meets Girl', 'Call It a Day', 'Easy Virtue', etc.

Table with columns: Musical Comedy, Opened, Perf. Lists plays like 'Follies', 'Jumbo', 'May Wine', etc.

let lines drop. Jane Elwin gave an obvious interpretation of the youthful Betty, and Hortense Sharon scored in the small part of Maude Mockridge.

June Brown, Barry Prowd, Ruth Valeche, Jane Justine, Hortense Sharon, Bruce Klimes, John Wallace, Dick Ritter, Owen Lamont and Charles Thomas appeared in the first act of Barrie's Dear Brutus, which was used as the curtain raiser. EUGENE BURR.

THE NEW PLAYS ON BROADWAY

SAM S. SHUBERT

Beginning Tuesday Evening, March 24, 1936 IDIOT'S DELIGHT

A play by Robert E. Sherwood. Directed by Bretaigne Windust. Production conceived and supervised by Alfred Lunt and Lynn Fontanne. Setting designed by Lee Simonson, built by McDonald Construction Company, and painted by Bergman Studio. Dances staged by Morgan Lewis. Presented by the Theater Guild, Inc.

Cast list for Idiot's Delight including George Meader, Stephen Sandes, Barry Thomson, S. Thomas Gomez, etc.

ACT I—Afternoon of a Day in February. ACT II—Scene 1: 8 o'clock That Evening. Scene 2: 11 o'clock. Scene 3: After Midnight. ACT III—The Following Afternoon. The Scene of the Play is the Cocktail Lounge in the Hotel Monte Gabriele in the Italian Alps, Near the Frontiers of Switzerland and Austria.

Robert E. Sherwood has written a grand vehicle for the Lunts, Lynn and Alfred, in his Idiot's Delight, which the Theater Guild presented at the Shubert Theater Tuesday night as its last production of the season. He has written a grand vehicle for the Lunts—thanks chiefly to the efforts of the Lunts themselves—but he has also turned out a very bad play.

As usual with Mr. Sherwood's comedies, the faults are so numerous and so glaring that nothing short of a catalog could do justice to them. But a catalog seems a dull and stuffy thing in the face of a piece which, in its present production, is really nothing but a setting

Feagin School Students Present "Trojan Women"

NEW YORK, March 28.—Hector's wife smiled thru her tears again on the stage of the 57th Street Playhouse this week as students of the Feagin School of Dramatic Art presented Gilbert Murray's translation of Euripides' Trojan Women, March 23 to March 26, inclusive. The attempt, constituting the school's eighth production of the season, was noteworthy, but could not very well overcome obstacles inherent in faithful reproduction of classic Greek tragedy, namely, a dependence on literary values rather than plot, action and situation.

The distressing plight of the Trojan women, taken as prisoners by the Greeks after the fall of the city, was portrayed against a striking set, with a chorus chanting the misfortunes consequent to the conflagration and rapine incurred as a result of the theft of Helen, wife of Menelaus, by Paris, son of Hecuba and the aged Priam. Barbara Terrell in the leading role of Hecuba was particularly welcome after an absence of some weeks from other presentations. Included in the cast are other members of the senior class, most of whom have appeared previously in other productions. PAUL ACKERMAN.

OUT-OF-TOWN OPENINGS

"Hollywood Holiday"

(Pasadena)

Authors, Benn Levy and John Van Druten. Producer, Pasadena Playhouse Company. Director, Morris Ankrum. Opened March 24 at Pasadena Community Playhouse for two weeks.

Cast: Gaby Fay, Sharon Lynne, Cy Kendall, Clive Halliday, Leslie Francis, Dave Clyde, Earl Gunn, William Wright, Horace Beagle, Jack Rae, Don Harter, Earl Elby.

With an English governess formerly in the employ of a motion picture star as

its chief character, Hollywood Holiday gets off to a humorous start with promise of being another Once in a Lifetime, but as the piece continues grows weak with overdone and much-used situations. Movie star always refers to the supposed influence of the governess, who attended her in her childhood, and when the star goes off on a temperamental rage studio contracting actress sends for the governess to handle the star. The play from here becomes a series of parties and story conferences, having the governess evolve as a writer. Her story, dealing with the English countryside, weathers various conferences to be changed to a Western, a story of the Balkans and finally one of the Foreign Legion.

Dialog is only strong point of the piece, but the play fails nevertheless to hold together after a promising prolog. It is only a weak sister to Once in a Lifetime. Peiser.

"Black Empire"

(Los Angeles)

Authors, Christine Ames and Clark Painter. Producer, Federal Theater Project. Director, Claude Miller. Designer, Frederick Stover. Opened March 16 at Mayan Theater for two weeks.

Cast: Jess Lee Brooks, Cleo Desmond, Arthur Ray, Orest Conley, Webb King, May Turner, Lillian Carlyle, Earl Ellis, George Confort, Edgar Murray and Vernon McCalla.

Based on the historic episode of the reign of Henri Christophe in Haiti, Black Empire shows the cruelty of the Negro emperor in his efforts to create power for himself. Play is biographical, telling the story of a runaway slave during the Napoleonic period who fights his way to the dictatorship of Haiti, only to become the victim of voodoo curses. Both white and Negro players are used. Action is weak and tempo lags with too much dialog. Piece offers little opportunity to any of the performers, but as a study of other times it has some appeal. Too similar in theme to Emperor Jones. Peiser.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

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

Not only is it important to notify the Chorus Equity immediately you go into rehearsal, but all members who join a company after it has opened should immediately notify the association.

Recently in a company that was on tour the management failed to pay an eighth of the salary due for one week. The deputy of the company notified the association. After some negotiation with (See EQUITY on page 55)

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EXHIBITORS ORGANIZATIONS

Eight independent Kansas City theaters have requested Federal Court authorities to prevent changes in the zoning and clearance law now current, in that such changes would represent a breaking of their rights as laid down in contracts with exhibitors. The original suit dates back to February 25, when the eight exhibitors, in an effort to seek relief from Fox Midwest and other distributors, charged the latter with restraint of trade.

Distributors hold that if the injunction sought is obtained an unfortunate state of affairs may result in that they may be required to release films to 60 houses at the same time—a problem which defies solution because there are insufficient prints.

Altho Harry Brandt has continuously stated that he would not run for re-election as president of the ITOA, he was named for that position March 25 at a meeting of the board of directors held at the Hotel Astor. ITOA will take up the matter when it holds its April 1 meeting. Meanwhile nominations will be held Wednesday for next year.

The yearly producer union discussions in New York will be attended this year by Steve Newman, who is the studio representative of the Hollywood IATSE. It is understood that Pat Casey, chief of studio relations, will arrive some time later than Newman, who started east on March 24.

Nebraska-Western Iowa MPTO will hold its spring meeting March 31 and April 1 at the Loyal Hotel in Omaha, according to a statement issued by Charles E. Williams, president. Discussions will include matters brought up at the Miami confab of the national board of directors. All exhibitors in the vicinity of Omaha are invited to attend.

Foreign press correspondents who were guests at the AMPA luncheon Thursday at the Hotel Astor, as well as members, were given some inside information concerning publicity for motion picture stars in various countries by Reuter's representative, A. Bernard Moloney. Of all information sent out by press agents, said Mr. Moloney, only about 1 per cent can be used.

There is slight possibility of quick action of the talked-of merger between ITOA and TOCC. According to last reports in New York the chances of such a union will not be considered until the State Legislature at Albany cleans up certain bills of importance to theater operators. However, a plan presented by Sam Rosen to the effect that a committee be formed of local exhibitors, together with independent and major organizations, for the purpose of presenting a united front where matters of mutual interest are concerned, will be discussed at ITOA's meeting on Wednesday, April 1.

The theater interests in St. Louis he-littled the significance of such a measure, a bill providing for one operator for each projector in St. Louis houses has been approved by the board of aldermen thru its public safety committee. Current practice in local houses has been to use two men per shift anyway.

At the sixth annual meeting of the Allied Theaters of Illinois, Inc., on March 12, Aaron A. Saperstein was re-elected president. Other officers who will serve for the ensuing year are Van Nomikos, vice-president; Harry H. Lasker, secre-

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A LOW COST GIVE-AWAY THAT PACKS YOUR HOUSE. See RO-LO Ad on Page 63.

"THE MILKY WAY"

TIME—86 minutes. (PARAMOUNT) RELEASE DATE—February 7.
PRODUCER—E. Lloyd Sheldon.

PLOT—A Caspar Milquetoast type of milkman, who developed an art of ducking punches, rockets to fame when he's wrongly credited for knocking out the middleweight champ in a street brawl. The champ's manager, seeking an out for his fighter, induces the milkman to enter the ring, only because the latter needs money for his ailing horse. By a series of setups the fighting milkman gains success and cockiness. Thru unusual luck he beats the champ, now his brother-in-law, and retires undefeated to a partnership in the dairy, with a girl on his arm headed for matrimony.

CAST—Harold Lloyd, Adolphe Menjou, Lionel Stander, William Gargan, Helen Mack, Verree Teasdale, Dorothy Wilson, George Barbier, Marjorie Gate-son and others. Lloyd at his hokey best, surrounded by an excellent cast, with Menjou and Stander outstanding.

DIRECTOR—Leo McCarey. A thoroly commendable job, a rapid tempo and careful laugh timing.

AUTHORS—Screen play by Grover Jones, Frank Butler and Richard Con-nell. From play by Lynn Root and Harry Clork. A typical Lloyd story and very good, with story treatment excellent.

COMMENT—A swell Lloyd, and grand because they're not turned out in boring volume. A film that's a sure gloom-chaser. General handling is expert, showing the Lloyd touch thruout.

APPEAL—It's everybody's picture, and a Lloyd type of picture isn't silly when acted by Lloyd. He makes it all enjoyable.

EXPLOITATION—Of course, plug the Lloyd name. He's a bit of a Chaplin as regards turning out pictures. Then, too, there's opportunity for tieups with dairy firms. Also humane societies, in view of Lloyd's affection for his horse. Also fight clubs.

"SUTTER'S GOLD"

TIME—73 minutes. (UNIVERSAL) RELEASE DATE—March
PRODUCER—Edmund Grainger.

PLOT—Sutter, a Swiss, is forced to flee his country because of unjust sus-picions of murder. He gets to America and forges his way westward over devious routes, even touching at the Sandwich Islands. He, backed by 200 es-caped slaves, gets a grant of land from Mexico and establishes a great agrarian empire. He takes up with a Russian noblewoman, goes mad for power when gold is discovered on his land, and then loses both woman and gold when a mad rush of squatters overpowers him. His wife and kids come from Europe, and it's his wife's dying wish that he get back his land. So he tries for many unsuccessful years until at last he dies, a beaten man.

CAST—Edward Arnold, Lee Tracy, Binnie Barnes, Katherine Alexander, Montagu Love, Harry Carey, Robert Warwick, John Miljan, Bryant Washburn and others. Arnold excellent, Tracy forced and ineffective. Barnes lovely.

DIRECTOR—James Cruze. A weak job. He failed entirely to knit the film together, making it a series of almost disconnected episodes.

AUTHORS—Screen play by Jack Kirkland, Walter Woods and George O'Neil from a novel by Blaise Cendrars. Disastrous meddling with his story is just one of the minor faults.

COMMENT—It won't do. Main story comes late in the picture and seems to have no connection with picturesque adventure stuff that has gone before. In addition, the early stuff is far more effective than the supposed crux of the film. Plenty of disconnected episodes. **APPEAL**—Little, if any.

EXPLOITATION—The story of Sutter, of course. Plenty of historical back-ground. Arnold's characterization.

FILM CONSENSUS

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

Name	Favor- able	Unfa- vorable	No Opinion	Comment
Petticoat Fever (MGM)	10	5	1	"Fair comedy."—Harrison's Re-ports. "Delightfully amusing."—Film Curb.
Tough Guy (MGM)	9	1	5	"Fast-moving."—Harrison's Re-ports. "Thoroly warming."—World-Telegram.
Two in Revolt (Radio)	8	0	2	"One of the best animal pic-tures ever made."—Film Curb. "Will please young and old."—Box Office.
Charlie Chan at the Circus.... (20th-Fox)	9	2	8	"Satisfying."—News. "Good Chan."—Times.
House of a Thousand Candles. (Republic)	4	1	5	"Pretty good."—Film Curb. "Nice program entertainment."—N. Y. Exhibitor.
Scotland Yard Mystery..... (BIP)	0	6	1	"Altogether unexciting."—News. "A varying 'whodidit.'"—The Billboard.
Young Love (Metropolis)	6	4	1	"Cinematic artistry."—Ameri-can. "Refreshingly simple."—Sun.
Happiness C. O. D. (1st Div.)	4	1	3	"Should prove interesting."—Variety. "Will click everywhere."—Showmen's Trade Review.
Woman Trap (Paramount)	6	0	6	"Moderately interesting."—Film Curb. "Nice little program picture."—Variety.
Powdersmoke Range (Radio)	5	0	3	"Bangup Western."—Variety. "Regulation outdoor drama."—Sun.
Drift Fence (Paramount)	6	1	3	"Will please both old and young."—Box Office. "Very mild horse opera."—Times.
The Eagle's Brood (Paramount)	7	0	1	"Above average."—Box Office. "Great for kiddies."—American.

NEWS OF THE WEEK

Five towns in the vicinity of Denver, each one containing two Fox houses, are now limited to one theater each. Busi-ness was not equal to supporting them all. Theaters closed are the Plaza at Las Vegas; the Del Rio at Las Cruces, N. M.; the Isis, Trinidad, Colo.; the Kit Carson, La Junta, Colo., and the State at Boulder, Colo.

A test case under Pennsylvania's "equal rights" bill heard in Media, Pa., last week ended in victory for the the-ater men. Harry L. Dembow and Har-lon Taylor, operators of the Media The-ater, were charged with discrimination, when the plaintiffs, two colored men, claimed that they were forced to sit in a certain section of the house. A Dela-ware County grand jury refused to in-dict the defendants and assessed the plaintiffs with the costs of the case. The ruling is considered significant, in-sofar as a reverse decision would have resulted in similar cases thruout the State.

An aggregate rental of \$7,473,000 will be paid by the Oriental Theater Corpora-tion, Chicago, a Balaban & Katz sub-sidiary, for lease on the premises oc-cupied by the theater for the period of the next 39 years, according to the terms of the lease filed last week with Record-er Edward J. Kaindl, Chicago. The lease, commencing January 1, 1936, and running to December 31, 1975, calls for an annual rental of \$200,000 to Decem-ber 31, 1973, payable monthly; a rental of \$53,000 for the period from January 1 to December 31, 1974, and \$20,000 in the last year of the contract.

The Minneapolis Shubert Theater litigation questioning the legal standing of contracts which include bans on double features and 10-cent admissions came to a close last week when a notice of dismissal was entered by the plaintiff. Defendant distributors did not contest the cessation of hostilities.

G. Hill's request for an examination prior to his trial pertaining to his charge that Universal Films has refused to re-turn three of his manuscripts was granted March 26 by Justice Aaron J. Levy of the New York Supreme Court. Hill is suing for \$15,000 in payment for the scripts, which are Irish Visitors, Peggy O'Neil and Finnigan's Ball.

Because the Colonial Theater of Lin-coln, Neb., will be stricken from the chain of the Lincoln Theaters Corpora-tion, the Liberty Theater will initiate a double-feature policy in order to dis-pose of the excess product. Lincoln Theaters Corporation is a subsidiary of J. H. Cooper Enterprise Company.

A. L. Armstrong, legal representative for Edgar Rice Burroughs, writer of Tarzan stories, late last month insti-tuted a suit restraining Alexander Bros.' Cinema Finance Company and First Di-vision from using either the title Lion Man or the author's name in connec-tion with the picture. Others men-tioned in the list of defendants include Adams Film Exchange of Dallas and Par West Exchanges. Films nearing release by Burroughs-Tarzan are Murder at the Carnival, Girl With the Red Feather, S O S Coast Guard and Three White Monks.

Arrangements completing the sale of Universal by Carl Laemmle to Standard Capital and Charles R. Rogers were scheduled for completion Thursday, April 2, at which date Laemmle is ex-pected to be in California to receive re-maining \$4,000,000 of the total payment of \$5,500,000.

Great States and United Artists are spoiling for a fight, what with news coming in of negotiations by United Artists relative to opening as theaters the Masonic Temple Auditorium in Elgin, Ill., and an armory in Kewanee. This is evidently U. A.'s first step in trying to get an entering wedge in ter-ritory included in the Great States' cir-cuit. Formerly United Artists avoided Great States. The Auditorium will be-gin operations Easter Sunday with the Chaplin vehicle, Modern Times. Both

"THE PREVIEW MURDER MYSTERY"

(PARAMOUNT)

TIME—65 minutes.

RELEASE DATE—February 28.

PRODUCER—Harold Hurley.

PLOT—Movie tenor is killed during the showing of a scene in which he is singing at his leading lady. Thereafter a series of strange and intriguing murders occur. A prop pistol is loaded with real bullets. A director is hanged, instead of a dummy, to a prop gibbet. Police Lieutenant McKane closes all exits to the lot and fills it with emergency squads, but nonetheless an aged night watchman is stabbed. In the end, of course, the murderer is caught.

CAST—Reginald Denny, Frances Drake, Gail Patrick, Rod LaRocque, Ian Keith, George Barbler, Conway Tearle, Bryant Washburn, Chester Conklin, Jack Mulhall and others. Good work thruout.

DIRECTOR—Robert Florey. Suspense nicely maintained.

AUTHORS—Screen play by Brian Marlow and Robert Yost, from a story by Garnett Weston. A mystery that's lifted out of the routine by both plot and locale.

COMMENT—A much better than average mystery.

APPEAL—Mystery fans and maybe others, too.

EXPLOITATION—Locale of behind scenes, Hollywood, plus setting of some of the murders. Situation from plot.

"EVERYBODY'S OLD MAN"

(20TH-FOX)

TIME—84 minutes.

RELEASE DATE—March 20.

PLOT—Canned-food king loses interest in life when his rival (who had married the girl he loved) dies. He meets rival's kids without saying who he is, and sees them spending fortune, mulcted by general manager. So he gets himself appointed their guardian, bears down on them, and fights his own plant, which is being run by his nephew, who fancies himself a young Napoleon. Daughter of rival, getting job in other plant, falls in love with young Napoleon. All is straightened out when old man reveals his identity, the two plants then merging.

CAST—Irvin S. Cobb, Rochelle Hudson, Johnny Downs, Norman Foster, Alan Dinehart, Donald Meek, Sara Haden, Warren Hymer and others. Cobb pleasant but certainly no actor. Hudson very lovely, but still the worst of all Hollywood's bad actresses. Downs and Foster excellent. Rest okeh.

DIRECTOR—James Flood. Routine, if that.

AUTHORS—Screen play by Patterson McNutt and A. E. Thomas from the novel by Edgar Franklin. Same novel was used as basis of *Working Man*, with George Arliss, released by Warners in 1933, that adaptation being Charles Kenyon and Maude Howell. First adaptation was by far the better, but story is cheap and uninteresting anyhow.

COMMENT—Give it the benefit of doubt and it's still just a road edition of *Working Man*.

APPEAL—General but slight.

EXPLOITATION—Cobb, of course. And in view of the previous version you might awake some interest in a Cobb-vs.-Arliss angle.

"BRIDES ARE LIKE THAT"

(FIRST NATIONAL)

TIME—87 minutes.

RELEASE DATE—April 18.

PLOT—The charming but seemingly hopeless young boy wins the girl from his grim and serious rival, coming out, as usual, a success. He also markets an invention and so becomes rich besides. There is much stuff about family squabbles of the heroine's relatives.

CAST—Ross Alexander, Anita Louise, Joe Cawthorn, Gene Lockhart, Kathleen Lockhart and others. Alexander deserves better things. Louise pretty but impossible. Others do well.

DIRECTOR—William McGann. Uninspired to put it mildly.

AUTHORS—Screen play by Ben Markson from the stage play *Apple Sauce* by Barry Connors. Title of the stage play was perfect.

COMMENT—A routine, uninteresting little weak sister.

APPEAL—Inveterate fans only.

EXPLOITATION—Routine.

"EVERY SATURDAY NIGHT"

(20TH-FOX)

TIME—62 minutes.

RELEASE DATE—February 7.

PRODUCER—Max Golden.

PLOT—Strictly homespun stuff, with no real plot to speak of. Film is first of a series planned along family lines. Regulation tribulations of papa, with five kids and a comfortable home in the suburbs, make up the bulk of the action. Stuff includes how often Jack can have the family car, how much allowance he needs, etc. Little Bobby slices himself with a razor blade, and little Lucy goes around imitating film stars.

CAST—Jed Prouty, Spring Byington, June Lang, Thomas Beck, Kenneth Howell and others. Nice work thruout.

DIRECTOR—James Tinling. Thoroly enjoyable job.

AUTHORS—Screen play by Edward Eliscu, from a play by Katharine Kavanaugh. Good of its type.

COMMENT—No exciting angles; nothing but humdrum stuff. Yet it's delightfully handled and should keep the average audience thoroly amused. Hits home to many people, bringing fun of recognition of commonplace incidents and situations. At the same time, so well handled that interest is sustained.

APPEAL—Family trade should go for it heavily.

EXPLOITATION—Play up family angles.

"IT'S A GREAT LIFE"

(PARAMOUNT)

TIME—61 minutes.

RELEASE DATE—December 20.

PLOT—Johnny, unemployed, persuades mother and grandfather to let him go to a CCC camp. On the way there he strikes up a friendship with a hobo named Rocky and both join. Home for a vacation with Johnny's people, the two pals fall in love with Mary, a next-door neighbor. Mary visits both boys at the CCC camp on visitors' day and is trapped, along with others, by a forest fire. Johnny, realizing that the girl loves Rocky, determines to extinguish the fire by dynamiting a dam, an action likely to cost him his life. Rocky, however, knocks him out and does it himself. He is found unconscious, but recovers. Johnny then fades out of the triangle with good grace and becomes best man at the wedding.

CAST—Paul Kelly, Charles Chic Sales and Joe Morrison. Kelly and Sales top the performances, with Morrison singing a few numbers in a nice tenor voice.

DIRECTOR—Edward F. Cline. Good enough, but the yarn is too slight to be lifted out of the duals.

AUTHORS—Screen play by Paul Gerard Smith and Harlan Thompson. Music and lyrics by Leo Robin and Lewis E. Gensler.

COMMENT—Unpretentious, fair entertainment value, clever dialog.

APPEAL—General.

EXPLOITATION—CCC angle is timeliest approach.

"DOUGHNUTS AND SOCIETY"

(MASCOT)

TIME—65 minutes.

RELEASE DATE not given.

PLOT—Mom Flanagan and Belle Dugan, proprietors of a doughnut eatery, split up when the latter sells an old mining claim long considered worthless. Dugan now changes to Duganne, and is taken over the hurdles for all her money by phoney royalty and society people. Her daughter, Joan, meanwhile becomes engaged to a run-down count, altho she loves Mom Flanagan's son, Jerry. The Flanagans also have their fling when they suffer a brainstorm and manage to open a money-making garage business. They lose everything, however, when a rival business outfit forces a sale thru sabotage activities. What had once become Flann-Aghan now reverts to merely Flanagan. The two old dames and the children are reunited when Jerry wrecks Joan's marriage by telling the count the true financial state of affairs.

CAST—Louise Fazenda, Maude Eburne, Eddie Nugent and Ann Rutherford. Leading players not up to feature billing.

DIRECTOR—Lewis D. Collins. So-so.

AUTHORS—Screen play and original story by Karen DeWolf, Robert St. Clair and Wallace MacDonald.

COMMENT—Makes the duals.

APPEAL—Fairly wide generally, tho non-class.

EXPLOITATION—Obvlous rags to riches routine.

"WESTERN COURAGE"

(COLUMBIA)

TIME—58 minutes.

RELEASE DATE not given.

PLOT—Ma, Pa and Gloria Hanley are vacationing on a dude ranch, a spot picked by father in order to get his daughter away from her villainous boy friend, Eric. Latter shows up and the girl, despite parental objections, wants to elope with him. Ken Baxter, one of the hired hands on the ranch, chases the couple, grabs the girl and takes her to a cabin to seek shelter from a storm. When three gangsters visit the shack for shelter Gloria plays right into their hands, hoping they'll take her home. Instead, they tie up Ken and kidnap her. Ken in his struggles overturns the oil lamp and sets the cabin afire, but his horse gets him out. Pursuit, fight, recapture and the girl at last loves Ken.

CAST—Ken Maynard, Geneva Mitchell and a horse who unties knots, rescues people from burning buildings and kicks villains over a cliff.

DIRECTOR—Spencer Gordon Bennet. Dull.

AUTHORS—Screen play by Nate Gatzert from story by Charles Francis Royal.

COMMENT—Nothing to this one but the horse.

APPEAL—Kiddie stuff.

EXPLOITATION—Not worth a nickel on its merits.

"SUNSET PASS"

(PARAMOUNT)

TIME—64 minutes

RELEASE DATE not given.

PLOT—Jack Rock, G man, in search of the ringleaders of a gang of cattle rustlers, finds that Ashton Preston, seemingly a regular fellow, is implicated. Rock insinuates himself into the gang by impersonating Collins, a notorious train robber. While getting the goods on the outfit he falls in love with Ashton's sister, Jane. By hard riding and straight shooting Rock reaches the Williams ranch and warns the men to stampede the cattle before the rustlers get them. In the final fray Rock is forced to wound Ashton mortally, who then confesses that he was led into his criminal activities by Hesbitt, the leader, who threatened to reveal to Jane, his supposed sister, the illegitimacy of his birth.

CAST—Randolph Scott as Ashton, Tom Keene as Rock, Harry Carey as Hesbitt, and Kathleen Burke and Noah Beery. Acting definitely better than in most alfalfa yarns.

DIRECTOR—Henry Hathaway. Superior job.

AUTHOR—From the novel by Zane Grey.

COMMENT—Routine plot, but a smoother job all around.

APPEAL—Might drag in some general trade in addition to the fans.

EXPLOITATION—Names.

BAA-Michaels On Contract

Start of individual negotiations — BAA to call EBMA hand very soon

NEW YORK, March 28.—An indication that the Burlesque Artists' Association is taking steps towards individual negotiations in arranging contracts with managers was seen in the correspondence this week between Tom Phillips, head of the BAA, and Dewey Michaels, operators of the Palace and Gayety theaters in Buffalo, the Palace playing burlesque. Michaels, who is not a member of the Eastern Burlesque Managers' Association, was the first manager to be approached by Phillips and he has indicated his willingness to negotiate.

In answer to a letter from Phillips on the matter of a contract, Michaels wrote him that he will be here Easter week and that he will be glad to negotiate with the BAA officers on the matter.

This season's contract never did eventuate, the Eastern affairs of the managers being in the hands of the EBMA. Several times it appeared that there would be a settlement, but the last stages found it in the hands of the attorneys for both the BAA and the EBMA. It is understood that the BAA will soon call the hand of the EBMA, first asking for a list of its actual membership, the actor group being of the opinion that the managers do not represent as many theaters as believed.

Following this procedure, it is expected that the BAA will immediately insist upon dealing individually with theaters for contracts, citing the breach of faith this season in the event of any squawks. At the time of the settlement of the strike early this year, the managers publicly announced that the contract and other disagreements would be disposed of in a specified space of time.

"Hundreds of favorable comments and not one adverse criticism were received about Nadja, during the week of March 15, when she was the feature at the Hudson Theater. The box office showed it, too, as, altho it was her first appearance here, business was way above the average. I can truthfully say that in all my 15 years' experience in Burlesque, Nadja is by far the cleverest woman I have seen."

SAM COHEN Mgr. Hudson Thea., Union City, N. J.
MORE PERFORMERS LIKE HER IN BURLESQUE AND THE FIELD WILL PROGRESS CONSIDERABLY.

JEANNE PARDOU
A New Blonde Stripping Sensation in the East.
See NAT MORTAN.

MAC DENNISON
BROTHER, CAN YOU SPARE A DATE?
Dir. PHIL ROSENBERG.

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CALIFORNIA NIGHTINGALE.
Dances, Sings, Talks, Strips and Plays Guitars and Clarinet.

AL LE ROY
Back East and Doing Straight.
Direction—NAT MORTAN.

BOOTS BURNS
THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

DORE DIXON
THE NEW SENSATION.
Personal Direction TOMMY LEVENE.

LILLIAN DELMAR
TALENT PLUS SEX APPEAL.
Always a Show Stopper.

DYNA (MITE) DELL
NEW—NEW—NEW
The Hill-Billy Grooving Stripper.

"VIRGINIA" WOODS
The Golden Girl With the Golden Voice.
New in the East.

MARY WOODS
THE VERSATILE SENSATION.
New in the East.

TOMMY RAFT
NEW IN THE EAST.
EGCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

Det. National Drops Vaude; Clamage To Reopen Gayety

DETROIT, March 28.—Arthur Clamage plans to reopen his Avenue Theater with an entirely new cast of 60 people. Other local burlesque news includes the National's discontinuance of vaude, substituting movies between the burlesque shows.

Other news in town sees Bob Eugene, Paul Niles and Gloria Gayle closing at the National tonight, with Russell Trent, Freddie Walker and Lillian Murray coming in as replacements. Eleanore Cody is due back at the house shortly. Sammy Weston, Honey Duval and Cynthia Michel opened at the Gayety here last Saturday, with Ernie Schroeder, Bobby Taylor, Bee Keller and Countess Vanyo going out.

George Schiller, book producer, is on his 12th year at the National and Tommy Miller is on his fifth.

Flood Nicks Hirst House for 100 Gs

PITTSBURGH, March 28.—Last week's flood disaster here caused damages to Izzy Hirst's Variety Theater estimated at \$100,000, not including the loss of business for the next few weeks. Repair work is now under way and is expected to last between four and five weeks before the house will be in shape to operate again.

Many performers and theater employees escaped serious injury when trapped in the flooded area. The waters were rapidly rising in the vicinity of the

Indie Wheel Moves On Despite Changes

PHILADELPHIA, March 28.—Despite a couple of theater closings, one occasioned by the flood catastrophe, the Independent Burlesk Circuit is overcoming the obstacles and managing to continue satisfactorily.

The Trocadero Theater here, operated by Issy Hirst, who heads the circuit, closes tonight, as was anticipated a couple of weeks ago. However, Hirst is taking stock out of the Bijou Theater and substituting the road shows, Ann Corio's show, coming in from the Republic, New York, the first to open.

The Variety, Pittsburgh, because of the flood, will be dark for about five weeks. However, the opening of the Worcester, Worcester, temporarily makes up for this loss.

Two new shows are going into rehearsal this Monday, one here and the other in Newark. So far Sam Raynor and Murray Brisco and the Blendoliers have been signed for the new shows.

Variety at the end of Tuesday night's performance. A number of performers were trapped in the Roosevelt Hotel, next door to the theater, for over 40 hours with little food and no water.

Much of the wardrobe and the entire scenery used by the Flying High Company was ruined. Harry Clexx, Steve Mills and Edna Lee, among other principals, also lost personal belongings.

The theater will have to be entirely reseeded, redecorated and a new stage ordered before resuming operation.

BURLESQUE REVIEW

Apollo, New York

(Reviewed Tuesday Afternoon, March 24)

Burlesque, as the Apollo presents it, is a credit to that branch of the entertainment field; a de luxe type of show that's comparable to the picture house presentation that rose out of vaude. Exercising modification of strips and dialog, the expectancy of burlesque audiences is still satisfied by a stage crowded with girls and presented most attractively. All the essential points of burlesque are still retained, but it is handled testefully.

Allen Gilbert, producer of the show, is to be commended for his brilliant producing, but equally commendable is the foresight of the operators of the theaters to install such a policy. Furthermore, it takes a handsome budget to stage such shows, replete with a plentiful array of outstanding settings and costumes. And much intelligence is exercised in the selection of talent.

The comedy end of the show, altho it's made secondary to the colorful production numbers, is ably held up by Bobby Morris, Shorty McAllister and "Stinky" Fields. And they don't have to resort to filth to be funny, proven by their cleaning up of bits that have been seen at their worse. They romp thru their bits in real laugh style, with Charlie

Harris their adept and overworked straight man. Jimmy Lewis, the show's singer, straights also, and several of the strip girls help out nicely in bits.

Then from the feminine angle, the principals are June St. Claire, Gladys Fox, Mae Brown, Mary Joyce, Carrie Finnell and Georgia Sothern. They're plenty of assurance that the boys will keep their eyes glued to the stage. Each and every one is an artist, altho several even go further. Beautiful Misses Fox and Joyce, besides being clever disrobers, are talented singers, as shown by their handling of one production number. Miss Finnell is a definite novelty, the show-stopping variety. Miss Sothern is hotcha galore, a redhead who's plenty dynamic.

For production, aside from the singing of the Misses Fox and Joyce, the house also has Bob Dillon, a young lad who is collegiate in his hoofing presentation. He has a nice style and does nice work. He sings several times also, altho Lewis has the major singing assignments and handles them very well.

A tribute also to the eight showgirls and the 16 chorines, who perform their chores most skillfully, adding much to the value of the show. Sam Futoran leads the musicians, who play the show well.

SIDNEY HARRIS.

BURLY BRIEFS

MILT SCHUSTER has finally bought nice new green covers for those two Civil War relics in his office he calls a davenport and easy chair. And the new rainbow-hued linoleum is guaranteed to keep anybody awake who enters the Schuster sanctum. . . . Zorine and her nudists, piloted by Freddie Merrill, former p. a., opened at the Gayety, Milwaukee, for a week beginning March 28. . . . Wilma Horner was compelled to leave the Rialto, Chicago, cast due to illness. She opens at the Roxy, Cleveland, April 10. . . . Joan Barlow opens April 3 at the Roxy, Cleveland, as an added attraction. . . . Princess Chiyo, who recently closed a two-week night club engagement in Sharon, Pa., expects to open at the Gayety, Minneapolis, April 18. . . . Jimmy and Mary Lennon, formerly w.k. in burly, are mourning the loss of their St. Bernard dog, which was killed by a train at Ingleside, Ill., recently. . . . Harry Arnie, for two years in various New York burly houses, is now under the management of Milt Schuster, who

expects to book him in California. . . . Marjorie Lee closed at the National, Detroit, March 29. . . . Joe Miller opens at the same house April 6. . . . Lew Petel and Ina Thomas have closed at the Roxy, Toronto. . . . Conchita closed at Von Thenen's Cafe, Chicago, to open with her husband, Billy Ferber, in a Milwaukee night club. . . . Dolores Green closed a five-week engagement at the Gayety, Minneapolis, March 27. . . . Dorothy Dee is now in her fifth week at the Roxy, Cleveland, where she is a featured attraction.

BEBE, BRUCE AND BETTY, with the Indie's Flying High Company, write of their being flood-marooned in Pittsburgh for four days. . . . They tell of the fine work done by Percy Klein, owner of the Strand Hotel there, saying "No flood picture can depict the real horror of this experience, but in the midst of the selfish greed evidenced on every side—unbelievable under such circumstances." (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

JEAN DELMAR, new stripping principal, sensationing 'em at the Peoples, New York, designs all her own creations.

HARRY POLLARD, tenor with the Hinda Wassau show on the Indie cir., is making his debut in burlesk. Comes from vaude and night clubs. Also did a few movie shorts in Hollywood.

ANITA JACOBI, acro specialty dancer with the Minsky-Miami troupe, was singled out by the operators of the French Casino for a three-year contract to work in their Paris unit.

MARGIE HART winds up her two-year contract with the Minskys April 11. Didn't sign a new contract and opens instead at the Irving, New York, April 12, remains there two weeks and then to her home in Minneapolis for an indefinite vacash.

BEE POWERS, formerly of the Kayne Sisters (Sugar and Bee), is now at the Roxy, Cleveland. Her ex-teammate, Jayne Wallington, front-lining in *Vanity Fair*, on the Indie cir.

HINDA WASSAU remains but three weeks, until April 11, with the Indie show that features her. Thence her plans are for a trip to Hollywood to join husband Rube Bernstein, who is with MGM, managing Sid Silvers in comedy shorts, vacash there a month and back to Leon and Eddie's cabaret in New York.

BOOTS BURNS, The Gal From Texas, who is refreshing and revelationing Indie cir. theater audiences in the Ragland-DuShon show with her own inimitable crooning, stripping and dancing hillbilly style and rhythm, is slated for the Centennial Expo in her home town next June.

MIKE SACHS, back from the Minsky show at Miami Beach, reopened for the Minskys in Brooklyn March 22. He tells of a surprise visit at the Minsky Music Hall from Police Captain Nelson of Miami, Fla., who happened to be his straight man during five years of engagement with the A. B. Marcus show. Accompanying the captain was his entire squad, all in uniform.

KAY LOPEZ opened at the Roxy, Toronto, Sunday with a four-week contract arranged by Dave Cohn.

LOUISE STEWART, of the Apollo, New York, gifted herself with a set of Chelsea silver fox fur neckpieces last week in preparation for a vacash up New York State.

JOHN MICCIO, son of Tony Miccio, operator of the Peoples and Irving, New York, replaced Abe Held as manager of the Peoples.

CLEO DOUGLAS, former stage director for the Wilners in New York, is now producing numbers at the Roxy, Cleveland, where she has been the last 24 weeks. Also in the poultry biz in Missouri and plans a month's vacash this summer. Cast includes Mitch Todd, Gene Darby, Texas and West, Dolores Weeks, Dorothy Dee, Jack LaMont, Mary Murray and Bob Ferguson.

LILLIAN MURRAY left the Star, Brooklyn, March 21 to open at the National, Detroit, for four weeks and then back to the Star.

GLADYS GILBERT, a former principal on the Columbia and Mutual burly (See U-NOTES on opposite page)

JEAN DELMAR
The Million-Dollar Personality Stripper.

NELLIE CASSON
Stripping, Singing, Talking, on the Indie Cir.—Dir. PHIL ROSENBERG.

EDDIE LAMARR
JUVENILE BARITONE.

"ESTA-ALJA"
SINGING—STRIPPING—TALKING.
Direction—DAVE COHN.

Tab Tattles

JACK ELWELL, formerly manager of the Lucas & Jenkins office in Atlanta and now advertising and exploitation impresario with Marie Purl's *Say It With Ladies*, reports that the company has just concluded a brief but highly enjoyable spring vacation in Daytona Beach, Fla. After playing a few Wilby towns in Alabama, the troupe opens April 15 at the Capitol, Atlanta, following with a split-week between Savannah and Columbus, Ga. Reporting on the Daytona Beach layoff, Elwell says: "Marie complained that her Peke, Sonny, was driving her nuts—so—she bought another one. Now she will be daffy. . . . Charlie Carlisle put in a lot of time playing in Daytona Beach—he played his dime flute, a gal from East Point, Ga., and the slot machines. He complains that the latter two did dooty by him. . . . Julian Stanley, the masterful maestro, in his bright green suede sport shoes and shirt to match, provided an eyeful for the visiting fems. . . . Duney (Joe Duck) Truez tried his duck talk on the sea gulls, but without success. . . . While visiting one of the local gambling casinos Marie ran across two of her musicians shilling at a crap table. 'In or out of makeup, they're still stooges to the core,' mumbled Marie. . . . If Amy Joye's correspondence doesn't slacken she'll have to get a secretary. They say she's still sending out dime chain letters."

EARL AND FRANK TAYLOR'S Oo-La-La Continental gave a special benefit show for flood sufferers at the Fairbanks Theater, Springfield, O., Tuesday night of last week. The event netted \$475.75. The Regent-State Corporation donated the house, and stagehands, musicians, operators and other house attaches gave their services. . . . Bob Whalen, who has been working the State Theater and night clubs in San Antonio for some time, has signed with Karl J. Walker's *Gay New Yorkers*, which opens at the Battle of the Flowers, San Antonio, April 20 to 25, with a long string of fair dates to follow. Bob will handle the front and do the emceeing. . . . Benjie (Fats) Wayland and his *Red-Hot Steppers*, 10-people tab, are set for six weeks on a circle in the Carolinas. Show plays two days each week at each of the following spots: State Theater, Gastonia, N. C.; Carolina Theater, High Point, N. C., and the Criterion Theater, Anderson, S. C. In the outfit, besides Wayland, are Ducky Rhodes and wife, Betty; Goldie Wayland, Eddie Gould; Foyle Craig, pianist, and four chorines. Show is slated to move under canvas with the Hubert Virginia Tent Show early in May. . . . Marian Gibney has just entered her fifth month as comedienne with *Oo-La-La Continental*.

BOB CONN, of vaude, tab and minstrel and recently featured with Owen Bennett's *Vanities*, is on his way to Hot Springs, Ark., to take the baths and listen to the doctor for the next two months. His friends and enemies many write to him in care of general delivery, Hot Springs, for the next 60 days. . . . Charles (Kid) Koster, veteran advance man, now winding up a long season ahead of Walter Huston's *Dodsworth*, which ends its tour at the Taft, Cincinnati, this week, was a visitor at the desk the other day. Koster was making a search for his old crony, Claude H. (Kid) Long, who, it is rumored, spent a few days in Cincy early last week without looking up his friends. . . . Ray LeRoy's unit is now in its sixth week at Sanky's Night Club, Terre Haute, Ind. Doris Lee is added attraction at the spot. Arlie Rapee is reported to be kicking 'em with her *Pork Chop* number, with Les Kayhill handling all the ballads for the Sanky crowds. . . . Jack (Smoke) Gray, well-known b.-f. comic of tab and minstrel fame, is now producing and handling the KWK Minstrels over Station WKW, NBC outlet in St. Louis. Smoke is doing four additional programs on the same station. . . . Ed Paul, veteran house manager and advance man well known in tabdom, who recently assumed the management of the Logan Theater, Logan, O., on March 23 received the following congratulatory telegram from Leah and Krog, of the Chakeres Theaters, Inc., operators of the house: "Congratulations from the entire organization on breaking the all-time record for a week's business in Logan

stop No theater manager in the history of that city ever equaled your gross stop Keep the shoulder to the wheel oldtimer and Logan will soon be in the lead".

CHARLES V. TURNER, one of the best known of the old-time tab managers and now manager for George Jaffe's Casino Theater, Pittsburgh, was marooned for two days, with 600 other guests, at the Roosevelt Hotel, Pittsburgh, during the recent inundation there. Other show people marooned in the Roosevelt included Dave T. Hamill, manager of the Variety Theater, Pittsburgh; J. E. Eviston, general manager of the Jimmie Hodges Attractions, slated to play the Casino the week of April 10; William D. (Bill) Howe, agent of the Chicago company of *Three Men on a Horse*; Don Marentz, local press representative of Warner Bros.; Little Ann Little (Betty Boop) and Ruth Webb, of the Burns Twins' *45 Minutes of Broadway*, and members of Major Bowes' Amateurs, No. 3 unit. Turner says there may have been others who he missed in the dark. "Wednesday night, with the water at the 46-foot level, the show-folks gave a performance for the guests in the hotel," Charley writes. "The performance was gratis and some 500 guests attended. The performers, however, failed even to get a cup of coffee out of it. The Casino gave the usual performances until 4 p. m., Wednesday, when the power was shut off. The Variety, Fulton, Barry, Alvin, Loew's and Stanley theaters were filled with water to their balcony rails. The Casino, Palace, Ritz and Warner's had water in their cellars only. The Nixon was undamaged and carried on with emergency power furnished them from the People's Gas Company across the street."

HENRY PRATHER, veteran tab manager, who this season is operating a burly outfit at the Princess, Youngstown, O., denies the rumor, which has been making the rounds recently, to the effect that his wife, Elizabeth Wiley, passed away recently. "We are both in the best of health and enjoying a good season," Henry pencils. "Will not close until late in May. Believe it or not, haven't had a drink in 21 days. I know this will be quite a surprise to Dome Williams, Mack Ferguson, Whitey Frazer and Frank Maley. However, it's true." . . . With the Prather company at the Youngstown house are Curley Burns and Paul Workman, comics; Aline Walker, Ann Lee, Wava Blodget, principal women; Harold Blodget and Buddy Riley, straights, and Elizabeth Wiley, prim and wardrobe mistress. There are 12 girls in line. . . . Sylvan Beebe, who for 17 years operated his own rotary tab in the Cincinnati district, is still confined to his bed at his home in Cincinnati with infected feet. He has been flat on his back for the last 15 weeks. . . . Cliff Cochran and Bob Snyder, well-known Cincinnati tab and burly comics, now on the WPA theatrical project in the Queen City, recently had their salaries boosted from \$93 to \$103 per month. The boys admit that they couldn't be dragged out of town now with a pair of mules.

BURLY BRIEFS

(Continued from opposite page)

cumstances — such splendid human decency on the part of a host should be heralded." . . . Issy Hirst, head of the Indie Circuit and owner of the Variety, Pittsburgh, left for the latter city after a one-day visit to New York last Tuesday from his trip to Florida.

BILLY FIELDS left the Jewish Hospital, Brooklyn, Wednesday after a flu attack, stayed at a New York hotel a couple of days, and then moved on to his home in Camden, N. J. . . . His doctor was Dr. Leon Lincoln Altman, nephew of Nat Morton and son of Harry H. Altman, attorney. . . . George Krinog, magician, went into the Star, Brooklyn, Friday for a week with his 10-minute turn. . . . Eddie Weinstock, son of Joe Weinstock, is around New York and understood to be looking for a connection outside of burlesque. . . . His father is still in Miami, settling up some affairs. . . . George Broadhurst drove up from Miami to Philadelphia in a new car and trailer. . . . Buddy Abbott, who was to have opened Friday at Fay's, Philly, with the Minsky show, is ailing.

ANN CORIO, while at the Republic, New York, last week, had her mother, sister and brother down from Hartford, Conn., as her visitors. . . . Incidentally, she

ribbed husband Emmett Callahan, manager of the Apollo, all week on the angle of her playing an opposition house. . . . Ab Minsky and his son, Harold, birthday a couple of days apart. . . . Ed Ryan's wife, Eleanor Wallent, is a visitor to New York, and the report is that she's anxious to get into dancing harness again. . . . Wilma Stewart has been discharged from the Metropolitan Hospital, New York, after a stay of a couple of weeks. . . . May issue of *Movie Humor* devotes two and a half pages, or six photos, to Annette. . . . Peggy Reynolds exited from the Galety, New York, Thursday night and was replaced by Jewel Sothern, booked by Nat Morton. . . . Lou Devine will open either at the Galety or Gotham, New York, next week.

U-NOTES

(Continued from opposite page)

wheels, was birthday-partied March 24 by husband, Bert Carr, comic at the Galety, New York, and gifted with a diamond dinner ring.

NELLIE CASSON did not vacash as planned after her first trip around the indie circuit. Instead was re-engaged for another show, the Wassau troupe that opened at Minsky's, Brooklyn, March 22. Co-principals are Barbara Doane, Dolly Dawson, Sylvia, Billy Foster, Chick Hunter, Vic Plant, Harry Pollard, Murray Gordon. Dave Kane is managing.

JOY ST. CLAIR airplaned to home, Wichita, Kan., March 22 in response to a telegram received March 19 at Minsky's Gotham, New York, notifying her of her dad's illness.

COPYRIGHT HEARING

(Continued from page 4)

appeared formally, told the story of the Duffy bill from the broadcasting viewpoint, of relations of NAB with ASCAP, Warner Brothers and other societies in that category; explained just how and why NAB is interested in the inter-parliamentary union slant, and urged that the bill's provision under which the \$250 minimum penalty clause would be done away with be retained thruout. He discussed association activities principally from the standpoint of those broadcasters which are members of NAB, the making of contracts by the association with societies for music and talent, the matter of gross returns of NAB, what proportion of this goes here and what there, and so on.

Dr. McClure followed Senator F. Ryan Duffy, of Wisconsin, author of the bill at hand. Senator Duffy had given a history of the bill, consideration and passage of it by the Senate, and reasons for his introduction of it. Touching certain phases of the bill, he expressed the desire that a representative of the interdepartmental committee be heard as to treaty provisions. Expressing the thought that after a little cyclone has raged, he felt more like keeping silent than making a speech, Dr. McClure went on record as representative of the interdepartmental committee. (created at the request of the Senate foreign relations committee) as standing four square behind the measure, and as representative of the Department of State he said the department wanted the treaty. The prime object of the bill is to enable the people of the United States to have the protection which that treaty offers.

Sydney M. Kaye, attorney for CBS, plunged at once into a discussion of ASCAP and commented that a representative of the society had characterized the first six days of the hearings as a trial of ASCAP, adding that if this were so he was afraid it was a mock trial for the purpose of diverting attention from the real issues before the committee. Analyzing the structure and organization of ASCAP for the purpose, as he said, of determining where they fit into the picture, what their opposition means, and what motivates the opposition, he called attention to information which he said he had to the effect ASCAP is an organization of 1,000 members instead of, as reported, 45,000 members. He traced the history of the society, its membership in foreign societies, said that every commercial broadcaster in the United States pays a license fee to it, spoke of the present or 1909 act and results from it, asserted he had heard in the committee room statements to the effect the \$250 minimum clause actually deters the pirate, and then took up other societies, such as Warner Brothers, spoke of the power of the copyright owner under the proposed law, and said the latter would

not make it possible for anyone who has a license today to get along without the ASCAP license.

Louis G. Caldwell, also an attorney, said he wanted to discuss the small instead of the grand rights; particularly the independent broadcasters' case, if there is to be a sound legislative treatment of the problems. The affiliate station is independently owned, operated, and while it may take network programs during part of its hours of operation, a fairly large part in a few cases but a rather small part in most cases, Caldwell said. He explained that after that the affiliate must put on its own programs, take its own responsibility as to all of the issues in which the committee was interested.

Baldwin for NAB

Baldwin told the committee there are 638 broadcasting stations licensed or authorized to be constructed, that for 1935 gross receipts of commercially operated stations in the United States totaled \$87,523,848, that total figures representing the amounts paid by such stations to musicians, singers, orchestras and talent for 1935 had not been compiled, that his salary is \$11,000 a year and that he is the only paid officer, that approximately 70 per cent of programs of stations with which NAB deals is made up of music, that he did not know and would not want to guess at total receipts during 1935 from the 388 stations in NAB, and that an attempt is being made now to compile information dealing with the question of how much of music that is used by NAB stations is derived from sources other than ASCAP. Baldwin knew of no other society similar to ASCAP being in contemplation, as far as the licensing is concerned, but that NAB has considered the possible necessity of establishing some pool of music, but not as a licensing system.

He said that around 260 stations but not all of these NAB members, have contracts at this time with Warner Brothers, and that the answer is being sought to the question of whether on the average rates made by Warner Brothers are higher or lower than those paid by these stations to ASCAP. Replying to a question, Baldwin said that according to his best information the amount paid for music out of the \$87,000,000 plus by stations was in excess of \$3,000,000, and that information in December showed "we would pay for the calendar year 1935, \$2,995,000 to the ASCAP." Baldwin, replying to Dr. Sirovich, said no statements had been made by officers of his association as to broadcasting stations having been bled, and that he did not know frankly whether \$3,000,000 to ASCAP is too much or too little. To a further suggestion from Chairman Sirovich as to the amount of money paid by the government of England or \$1,000,000 out of the \$10,000,000 received by it by those who use government licenses radio of reception sets, Baldwin said he could give no further answer than that already given.

A "No, sir," was his reply to an inquiry (See **COPYRIGHT HEARING** on page 25)

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A RECENT discussion in this pillar on the subject of the interchangeability of membership cards of stage unions bound together with the hoop called the Associated Actors and Artistes of America drew interesting comment not only on this important subject but as well on the closely related matter of a vertical union embracing all actor groups. Our desire to make this column as varied as possible so far as the weekly choice of subject matter is concerned prevents us from devoting a great deal of space on this occasion to the reproduction of comments received thus far. We feel, however, that the acting profession would be interested no little in the contribution of Elizabeth Hoepfel, president of the Grand Opera Artists' Association.

Prefacing her remarks with the explanation that she speaks as a member of the German actors' group rather than as president of the GOAA and parenthesizing this further by pleading that the GOAA is the youngest branch of the Four A's and therefore hardly in a position to express thru its leader sound views on labor policies, Miss Hoepfel expresses herself thusly:

Personally, I am strongly inclined towards the idea of a single union embracing all labor groups connected with the stage. The organization in Germany called "Deutsche Bühnengenossenschaft" includes all actors, singers of opera and light opera, chorus and, if I am not mistaken, musicians. It is a group of about 40,000 strong. You can readily see the power that could be wielded by such a group in this country. I am in favor of a subsidized theater in America, including opera, light opera, drama and comedy. If every union with a membership ranging from a few hundred to several thousand should fight for subsidization it would be a hard battle. Whereas one union with a membership of from twenty to twenty-five thousand would without a doubt succeed in getting consideration from the government.

Needless to state, a single, all-embracing union would do away with the present difficulty attendant upon interchangeability of cards since all arts pertaining to the stage would be responsible directly to one and the same union. It might seem impossible to achieve this feat. But if Germany is able to govern the stage and its branches thru one union there is no reason that it cannot be done here.

The above comments—I repeat—are my personal views and are not expressed as head of the Grand Opera Artists' Association.

We hope in weeks to come, at irregular intervals, to present here the views on card interchangeability and a vertical union of officials of other organizations affiliated with the Four A's. Thus far, as was expected, one of these heads has begged off expressing views in public. The attitude of this individual is the more obvious because of the declination. But out of respect for a confidence we cannot reveal the timid one's identity. Yet to us it's one for the book when the final inventory is taken at some time in what will perhaps not be the far distant future.

IT APPEARED to us that fair progress had been made last season in the drive against overemphasis in broadcasts on advertising plugs. There has, of course, been some improvement. Wise sponsors have in many instances come to the realization that products cannot be sold over the air as obviously as a talker ballyhooing his show on a carnival midway. We refer to the national advertisers who buy time on the networks. The locals limited to spot broadcasting in their radio merchandising have been the bane of our existence ever since radio went commercial. We have given up as hopeless the ad plug situation in the smaller, local stations. While there has been an appreciable degree of improvement on the networks every once in a while a sponsor lets loose a barrage of disgustingly blunt plugging and, like the boy who picks a spot on a golf green to make mud pies, spoils everything.

Last week we tuned in on the new program put on by the Lever Brothers in behalf of its products, Rinso and Lifebuoy. This was the occasion of the return to the air waves as a sponsored artist of one of vaudeville's perennial favorites, Ken Murray. From the beginning to the end of the 30-minute period Rinso and Lifebuoy were mentioned—interrupting skits and dialog and intruded (vulgarily, we thought) into the material that was meant to be funny but which turned out to be as blatantly aggressive salesmanship as one is likely to hear on the air today. It might be offered as an alibi in justification of the overplugging that the sponsors had to stress the product in their first show. As silly as it would be for Wrigley to monopolize drawing-room conversation with a never-ending plug for his chewing gum because he is a firm believer in advertising.

Murray had tough luck on a previous air try. He deserves a better break now but he will not get it if the agency or the sponsor or both force him to inject plugs into his script until Murray and his personality are lost and Rinso and Lifebuoy hammer away zestfully against the eardrums of a helpless air audience—helpless until they tune out the broadcast.

It isn't what you do, as a celebrated cavalier once said, it's how you do it. There are times when emphasis on product plugging is not only acceptable but welcomed by an audience ever appreciative of ingenuity in discourse. It was Jack Benny who, we believe, started the vogue of referring via gag material to his sponsor's product. But there is only one Jack Benny. And everybody who knows the degree of Benny's wit and personality register compared with any other comedian on the air will admit that only Benny can talk about Jello and its flavors without working up a feeling of revulsion in the listening audience. Besides, the character of the product is such that it lends itself easily to the type of handling it gets in Benny's script.

Lever Brothers should try to give Murray a break with his comedy, guest stars and other excursions into the realm of divertissement. The show should be permitted to sell itself; build its star into a personality the public will look forward to hearing each week. The merchandising job will take care of itself in due course. Without overplugging and without cramping the style of a man who, if permitted to have his own way within the bounds of reason, will surely develop an unprecedented air following.

SIDE GLANCES: The Broadway columnizers are throwing bouquets at Milton Berle, the lad they showered with derisive comment in wholesale quantities not long ago. . . . Berle made good because the stuff was in him but it is pleasing to note that he scaled the top when all the prophets of the strap-hanging clan were using every possible combination of type to paint him as the world's worst material thief. . . . Berle of the earlier days and Berle of today is no more a material pirate than playwrights of today who unknowingly weave Shakespearean plot ideas into their opuses. . . . Instead of pouting over the slams they gave him Berle capitalized on his undeserved rep, got himself more and more publicity and mouth to ear advertising. . . . And today if there are better comedians than Berle and Jack Benny eager showmen would travel to China to grab them. . . . A circuit house manager widely known among performers told us the other day that vaudeville is gone for good. . . . Said he, "The public will not pay to see it. These days they are interested only in films and film personalities whose salaries are entirely too high to make it practical to book them into theaters. . . ." The "authority" was interrupted in his speech by a call from backstage to start introducing the amateurs of the evening—in one of the finest theaters of the country. . . . Bill Ferguson, Metro's ex- (See Sugar's Domino on opposite page)

The Broadway Beat

By GEORGE SPELVIN

THE Apollo burlesque theater has three special nights a week—on Mondays it's \$25 bank night, Thursday is weight-guessing night with prizes (and with the world's largest bologna as the subject) and Saturday features the midnight Shambles. . . . A new process whereby milady's coiffure can throw off rays of light in the dark has been discovered by Emile, of Rockefeller Center. . . . Would have been nice during the electrical power shutdown last month. . . . But not so nice for lads who want to sit in the dark. . . . Negotiations are now on to introduce the idea next month in one of the stage shows at the Music Hall. . . . The process is known as the Mystic Glow. . . . Rafael Coreo, who appears in the Fred Stone pix, *The Farmer in the Dell*, used to be known as Alberto Carillo on Broadway. . . . It's about time to make the annual remark about spring, rowing on the Central Park lake and the crowds on the Palace "beach." . . . Scratch a musician and get a new definition of swing—but most of them agree that it's just a new name for something old. . . . And they all agree that they never use the term; they say, "That band can ride," or, "Ride it boy!" . . . Alfred Lunt's vaudevillian in *Idiot's Delight* is a combination of Walter Winchell, Ben Bernie and Harry Richman. . . . And, of course, Alfred Lunt. . . . The authors of the film *Everybody's Old Man* used Mr. Spelvin's name as the alias of the character played by Irvin S. Cobb. . . . There's a French picture actress, whose best (or at least whose most appealing) scenes have been deleted by the censor hereabouts, whose name isn't but ought to be Maya. . . . For explanation see the descriptive phrase for Maya in Cabell's *Something About Eve*. . . . Why is it that all the gals look prettier in the spring; is it the gals or Mr. Spelvin?

Sidney Howard, president of the Dramatists' Guild, said at the graduation exercises of the American Academy of Dramatic Arts that film actresses don't act. . . . He intimated that the drama was created not on the sound stages but in the cutting room. . . . If Mr. Howard and his belligerent playwrights don't back down from their stand on the minimum basic agreement, and if the managers finally get together solidly and hold out for their points, there'll be precious little work for dramatic reviewers next fall. . . . The Broadway yachting boys—Commodore Hank Senber among them—are beginning to think about shaking the camphor balls out of the sails and getting the fleet ready for the summer. . . . Speaking of *Idiot's Delight* (see preceding paragraph), when the show was playing in flooded Pittsburgh one of the chorus kids took ill, with no facilities for hospitalization. . . . So the Lunts, according to the story, took her to their hotel room and tended her day and night. . . . Also according to reports (but from reliable sources) Lunt did most of the direction of the show, tho Bretagne Windust is credited on the program. . . . When asked why he didn't take at least partial billing, Lunt is supposed to have said that he's already crossed the top of the hill, while Windust is still climbing up. . . . But contrasted with such kindness is the Lunts' refusal to milk a run for all it's worth, which reacts against management and cast. . . . They closed *The Taming* while it was still going strong, and they've put a stop-date of July 1 on this one. . . . *Murder in the Cathedral*, the WPA production which drew rave reviews, is turning into a smash hit, with lines stretching far down the block. . . . Which is the best possible argument for the establishment of a permanent government theater. . . . Sherling Oliver has taken over the *Love on the Dole* lead opposite Wendy Hiller. . . . Ezra Stone, a youngster, recently became William Lynn's understudy in *Three Men on a Horse*. . . .

Chicago Chat

By NAT GREEN

MAYBE it's spring. . . . At any rate someone got the idea that an "un-refined" comedy show with an all-male cast would hit the public's fancy, and Al Borde is casting such a show to be called *Esquires of 1936*. . . . To our way of thinking, he's licked before he starts! . . . But—it's a cockeyed business and maybe I'm wrong! . . . Looks as if Clint W. Finney has a winner in those Spanish midgets who, under Shrine auspices, are drawing thousands into St. Paul department store, repeating their Minneapolis success. . . . "Jimmy" Walker and his wife, the former Betty Compton, have joined the procession of well-knowns who have adopted babies from The Cradle in Evanston. . . . They chose a blue-eyed six-week-old girl, whom they have named Mary Patricia, and the necessary legal proceedings were completed early last week. . . . Seen at the six-day bike races—in a track-side seat, a woman knitting, and alongside her a studious-looking man reading a book. . . . Marion Claire and Guy Robertson, stars of *The Great Waltz*, helped swell the Red Cross fund for flood sufferers by driving down State street in an antiquated horse-drawn hack at the noon rush hour and selling the anniversary edition of a popular mag.

Chief Robert Redwing, Indian oil man with a yen for pictures, has signed a contract with the Chi Board of Education to produce 19 short subjects dealing with Indian tribal customs. . . . Maxine Smith is the new "Rob Reel" of *The Chi American*. . . . Jack Fine closing his Woods Building office and doing biz from his hotel. . . . Jack Oake and his bride, the former Venita Varden, made sure they would be greeted by a crowd of fans on their arrival here by wiring ahead from Tucumcari, N. M., and were rewarded with a flock of goey pictures in the local rags. . . . None of this shrinking violet stuff for Oakie! . . . Holdup man took \$65 from Jan Garber, ork leader, and a wrist watch and diamond ring valued at \$2,500 from Mrs. Garber the other night, but in making his getaway he dropped the ring and it was recovered.

Leopold Stokowski, noted orchestra leader, sprained his right wrist when the train on which he was coming to Chi stopped short, throwing him against the side of the car. . . . Proved only minor injury. . . . CAPA will stage an *April Foolies* show at Hotel Sherman April 15. . . . Doc Joy—Harper to you—infos from Honolulu by AP (a postal) that he will not lecture on the life and habitat of the Hawaiian people to friends or relatives on his return to the mainland. . . . "This applies," says Dr. Joy, "to the Rotary Club, El Katif Shrine, University Club, Sons and Daughters of the Whiskey Rebellion and other organizations." . . . Jimmy Fidler in his Tuesday broadcast changed Flo Ziegfeld's name to Zieg"field," a common error but one a radio commentator should not make. . . . Carpenters at College Inn finally solved the problem of getting three pianos on the bandstand, an idea Anson Weeks is trying out. . . . As far as we can recall, no other orchestra has ever featured three pianos. . . . Burlington is latest railroad to install movies on its trains. . . . Charlie Riley doing publicity for *Jombo*. . . . Doc Rockwell substituted for Ethel Barrymore on that Olsen-Shutta air show Saturday night due to Miss Barrymore having fractured her shoulder.

Tom's Comedians Begin Tent Tour

DOZHAN, Ala., March 28.—Tom's Comedians, operated jointly by Tom Shadgett and Edwin Weever, ushered in their 1936 tent season here Monday night.

Shadgett, for many years in vaudeville with his "frog man" act, for the last several seasons has been associated with various tent theater outfits. Weever, who will be stage manager of Tom's Comedians, is known as a playwright and several of his plays will be featured by the company.

In the cast are Edith Pringle, Margaret Ade, Evelyn Everett, Gladys Millat, Betty-Jo Shadgett, Millie Shadgett, Sonny Rasch, Edwin Weever, Tom Shadgett, Harry Trammel, Pat Trammel and William E. Preston.

Betty-Jo Shadgett is the youthful dancer whom Ripley recently referred to in his cartoon as "the girl who sits on her head."

Kansas City Jottings

KANSAS CITY, Mo., March 28.—A. Ross Robinson and Francis Valley have signed with the Jack Kelley Show for the summer season under canvas.

Did Kingdon joined Denny's Comedians in Western Kansas this week.

Ed C. Ward, manager of Princess Stock Company, who has been out all winter under canvas in Texas, is now in Arkansas and headed north to play his regular summer route thru Missouri.

Mr. and Mrs. Joe Tomaski are recent arrivals from Boonville, Mo., where they have been visiting relatives. They will sign with a Midwest show for the summer.

Mr. and Mrs. Billy Baucom, of the Ted North Show, are spending part of their two weeks' vacation in the village. They will rejoin the company at Arkansas City, Kan., soon.

Mr. and Mrs. Bud Jones, erstwhile repertoire folks, were recent visitors from Joplin, Mo.

Gus and Lucelia Locktee have signed with Choate's Comedians for the summer run under canvas in Illinois.

Maude and Hubert Nevins have signed with the Hila Morgan Show for the tent season which opens at an early date in Arkansas.

Joey and Mae LaPalmer have joined the L. D. Brunk Show in a Southern spot.

Roy and Eva Kinkle have signed with the M. & M. Show, which begins the tent season in May for the regular tour thru the Dakotas.

The Sam Mitchell circle in Iowa closed suddenly this week.

Pup Shannon and Dorothy Dumas are with the Boob Brassfield circle, which has Rome, Ga., as its base point.

Aulger Bros. are slated to open their regular tent season the third week in May.

Ted North Players, after a two weeks' vacation, are slated to reopen in Arkansas City, Kan., March 29. Roy Hilliard has signed to direct the North Players this summer.

Frank Williams Show closed recently on its Illinois circle.

Jack O. Bell, pianist and rep actor, is a recent arrival in the village, having closed with the Mitchell circle in Iowa.

Mal Murray, now operating a circle with headquarters at Olathe, Kan., will join hands with Frank Sherman in the launching of a tent show to play Midwest territory this summer.

J. B. Rotnour Show is slated to open the tent season about the middle of May in Wisconsin.

Chick Madden is a recent arrival from a Western spot to join the Fred Eder quartet here.

Walter and Edna Isham, well-known rep musicians, are playing the clubs in and around the city.

Carl Grandi has forsaken the business for a while to manage a restaurant in Kansas City, Kan.

Jeanne Cross, member of the Ted North Players, is spending her two weeks' vacation with her mother, Verba Cross, in Tulsa, Okla.

George Temple, for many years a member of the Harry Dunbar Show, has entered a sanitarium in Denver for treatment.

"THAT MAN OUR FATHER"

3 Acts. Two Easy Sets. Plays 3 and 3. Low royalty. Gua Hill says: "Plays like a house afire." Write for Script and Quotations. A. MILO BENNETT, 96 W. Randolph St., Chicago.

Rep Ripples

ROBERT DeUPREE and Lysa Ayer, rep leading team, closed the fourth annual tour with their Passion Play production in Los Angeles last week after 14 weeks in California, during which time they appeared in two pictures for United Artists. Company of 18 had but one change in entire season. Lysa Ayer staged the production and Robert Deupree was manager. Deupree and Ayer will be in the rep field again this summer.

CAPT. J. W. MENKE saved his Golden Rod Showboat from the flood disaster in Pittsburgh by roping it to steel posts in the vicinity of the Allegheny River. While it waded in plenty of water and mud, a general washing will put it back in good shape again.

JAMES W. TRIPPE, of James W. Trippe Roadshow Features, will launch his 1936 Midnight Horror Show April 3 at the Elks' Theater, Huntsville, Ala. In addition to the horror stuff this season, Trippe is planning to send out a sex show.

FRANK SMITH reports that he is whipping things into shape for his summer season under canvas, which gets under way within a few weeks. Show will tour the same territory it has traveled for the last 10 years. Frank Smith Players will show under a new tent outfit this season.

MONTE STUCKEY and the missus, who have been sojourning all winter in Houston, will be going out soon.

E. V. DENNIS and Josephine DeCosta have established a business in Houston, which, according to rumor, is getting on.

Billroy Show Briefs

VALDOSTA, Ga., March 28.—Ninth inning and coming to bat for Johnnie Finch, who is under the weather with a tour of the flu.

I could start off with that certain line and rave on forever about the outfit this season, but, truthfully, I am not versed with enough adjectives to completely describe it to you, so, in so many words, I'll say—Billy Wehie invested, Eddie Mellon built it and Johnnie and Sam Finch painted it—and when that quartet does anything, it's done up in real style.

The hired hands are all in and rehearsals are well under way. Monday will find the big top in the air for the final inspection, with April 1 the opening day. Then the leaps commence, with plenty of new States, hither and yon, added to the Billroy route.

Clarence Ballars, the "ambassador of candyland," and wife, Sherry, just drove up and said "hello" and "be seeing you."

Plenty new faces to be seen this season. Will leave it to J. D. Finch to give you the roster in the next issue.

By the time you are reading this we will be rolling merrily along. Watch our route and if close by, stop in and see us and witness for yourself the greatest flash under anybody's canvas. TOM HUTCHISON.

SUGAR'S DOMINO

(Continued from opposite page)

plotation chief, is a living, breathing sample of the fallacy of the statement oft made that all publicity men are somewhat cuckoo and almost always incurable egotists. Ferguson is one of the most successful exploiters in the country today. He is as self-effacing as an Einstein or a Pasteur.

And as normal as a veteran train engineer. His recently completed ship-model building contest tied up with Muttiny on the Bounty was a masterpiece of ingenuity and organization.

It was the kind of tieup the foul balls in the exploiting fraternity keep as far away from as the plague. Ferguson had to show TANGIBLE results and he did. When 10,000-odd participants hand in models that take anywhere from two to three months of continuous labor to make there can be no doubt of the stunt being a success.

Ferguson has a score of these feats to his credit. Lucky Metro that it has Ferguson.

COPYRIGHT HEARING

(Continued from page 23)

by the chairman as to whether he would be in favor of passing legislation that would be instrumental in destroying ASCAP. That he thought some central agency, whether ASCAP or some other, as he was not interested, was a necessity to protect interests he represents. And again that it was more convenient to deal with one organization rather than with a group of 1,000 individuals. When asked by the chairman what were the fundamental differences between ASCAP and NAB, and why it was that if Baldwin wanted ASCAP to survive the two were at loggerheads with each other, the managing director said while he wanted to answer the question it was not one, in his opinion, going to the issue of the bills before the committee. That he did not want to use this committee as a forum for airing business differences which might exist between NAB and ASCAP or any other agency. He then added: The business differences which we have with ASCAP . . . do not go to the amount of money which we pay to ASCAP. Rather, it goes to the method of payment. We object to what we believe is the exercise of a monopolistic power which denies to the radio broadcasting stations bargaining opportunities. Chairman Sirovich, inquiring then whether NAB had a monopolistic bargaining with the A. T. & T., Director Baldwin replied they are regulated by the public utility commissions and also by the FCC.

Continuing, and frequently replying to questions, Baldwin said he believed enactment of the Duffy copyright bill is one sure way of aiding the users of music and without unfairness to the authors and composers. In rejoinder, the chairman said the Duffy bill destroys the creative right, and that according to earlier witnesses among authors and composers, if the \$250 statutory fee is eliminated this absolutely destroys their rights. Baldwin said he knew of none in his organization who pay on the basis of a net amount; that they pay 5 per cent on the gross, less 15 per cent for an advertising commission. Discussion followed of the maintaining by some stations of artist bureaus, and of statements to the effect they took in last year \$9,000,000 or \$10,000,000 thru commissions in employing talent, as to which the managing director said he had no information. Also, as to whether introduction of the radio was responsible for a drop in sales of pianos from \$102,000,000 in 1924 to \$2,000,000 or \$3,000,000 last year, Baldwin pointed as a possible reason to changes in the habits of the people, not being at home as much as formerly, and thus not needing or desiring the piano, that the motion picture industry attracts many people and gives them musical entertainment, that the automobile entices many away on picnics, over week-ends, and the like.

Chairman Sirovich pointed to the movies as taking away up to 1922 millions from the spoken drama, then the radio came and appealed to the ear, after that the eye and ear together, and that with television in sight which will prove destructive to competing entertainment, within five years radio stations will be put out of business by television.

Replying to an inquiry from Representative Lanham, Director Baldwin said that as he understands it, broadcasting stations having contracts with ASCAP, the minimum damage clause would affect them only with reference to copyrighted works, where they had no contract with the individual or with some organization controlling these works. Replying to a question by Representative Dunn as to why stations represented by NAB could not make contracts with utility companies, Baldwin said the distinction is to pay a utility company a rate fixed by a public service commission, but that as to ASCAP or any other society, you pay whatever sum they ask; if they say 10 per cent, 10 per cent it must be. Also replying to Dunn, that there is a contract but no basis for bargaining upon what the terms of the contract shall be. Again, that the general form of contract today calls for each station to pay into the ASCAP 5 per cent of gross receipts from the sale of time, plus a sustaining fee so-called for each station. That this sustaining fee varies in amounts according to the class of the station. And, still again, in reply to a question, that the \$87,000,000 plus taken in by broadcasting stations was in no sense profit but represented gross billings for the calendar year 1935.

Discussing with Representative Daly, who has a bill before the committee, pos-

sible operation of the Duffy bill, Director Baldwin said he did not believe this bill would deprive ASCAP of one cent. Daly then commented that, in his judgment, the Duffy bill would destroy ASCAP, which did not interest him but that he thought the bill would destroy the creative talent of a country and prevent the writing of music. Baldwin told Representative O'Malley that the 70 per cent of music used by stations came from as many as five societies, including ASCAP, MPHC, the Society of European Stage, Authors and Composers, known as SESAC; the Associated Music Publishers and G. Riccordia, of Milan. He could not say what percentage of the gross receipts of the station is paid to Warner Brothers, that the European Composers and Authors are paid a flat fee, but he could not say what percentage of the gross, and that none of the other societies charge a percentage rate but a flat fee. Baldwin also said all the broadcasters have a contract with ASCAP which has five years yet to run, and he could not see therefore how ASCAP could be vitally concerned with the \$250 minimum damage provision.

Kaye later told the committee that he agreed with the classification of the 1,082 American members of ASCAP as leading creative artists but that apart from ASCAP's membership, which he had called the "cream of composers," there was ample opportunity for copyright infringement, and that as to suits by Warner Brothers, ASCAP is co-operating and for this he was grateful. He said, speaking of Columbia, of which he is a legal representative, it has not let a copyright suit go to trial. Asked by Congressman Deen whether it would not be just as good a proposition to have a minimum damage of say \$250 fixed for every automobile collision in New York, Kaye replied he thought there would be more justification for this than in the case of a copyright. Caldwell discussed the probable number of musical compositions, and that he had heard the guess there are 16,000,000 of these. He said further he thought the number which ASCAP is in the course of card indexing, and tracing pedigrees, including all music, public domain, copyright, foreign and domestic, arrangements, adaptations and everything else, was around 1,300,000. He discussed in detail as to most of them, other societies than ASCAP and Warner Brothers, such as SESAC, Associated Music Publishers, and the Riccordia, of Milan, agency.

Meetings are being held by the committee now on Friday, which means four days a week given to hearings. This week, among others, there appeared representatives of Authors' League of America, Dramatists' Guild, Music Publishers' Association and Hotel Men's Association. The Duffy bill came in for panning and support, in turn, from these representatives.

STOCK DIRECTOR WANTED

WANTED—A-1 Dramatic Director that can produce one real script bill. Also Character Woman that can Sing. Must be reliable. Good salaries, steady work. Other legitimate Artists and Help in all departments write. State all first letter. Photos returned.

BONNIE & RAY PRODUCTIONS Maryland Theatre, Baltimore, Md.

NEW PLAYS CIRCLES AND TENTS.

Keeping Up With Neighbors (farce), 4-3; A Life at Stake, 5-3; Lend Me Your Baby (fast farce), 5-3 or 4; Life Is Like That, 5-3; Jekyll and Hyde (new version), 4 or 5-3; Mother Love, 5-4; Foolish Wives, 4 or 3-2; Don't Count Your Chickens, 4-3—All one set. Calling in Love, 5-4-2; Cost of Love, 4-3-2. All new; 30 others. Send for list. UNITY PLAY COMPANY, Little Neck, N. Y.

MANAGERS, NOTICE! New plays that please. SYLVIA or TOBY'S HUNCH, a comedy drama in three acts, with great Toby and Ingenuine parts, and all parts good. Cast of 4 men and 3 women. Written along new lines. THE HOWLING DOG, comedy drama in three acts. A great mystery play with some new characters to the stage. THE MARRIAGE RACKET, comedy drama, three acts, 5-3 cast. Great light comedy, lead and ingenuine; great dope fend and all parts good. Above plays are all in one set. J. S. ANGELL, 1412 B St., San Diego, Calif.

WANTED—For Summer Tent Season, Rep. People in all lines doubling A-1 Specialties and Orchestra, Piano Player doubling Stage, Novelty Circus Acts, change for week. House Trailers welcome. Tell all. HARRY O. BROWN, 1930 St. Anthony Blvd., N. E., Minneapolis, Minn.

FOR SALE

300 two-people Folding Benches, good condition; Front Drop, two Olio Drops, set Flat Scenery, medium size Piano. BUD HAWKINS, Murray, Ky.

WANTED NOW

Dramatic People all lines doubling Music and Specialties. Circle now. Rep. later. State all you do. PRINCESS PLAYERS, Box 492, Sylacauga, Ala.

"Secret Service" Presented by Chi Federal Theater Project

CHICAGO, March 28.—As the second production of its series, Federal Theater Project No. 2, known as the American Repertoire Company, installed at the Blackstone Theater here, presented a worthy revival of William Gillette's saga of the Civil War, *Secret Service*, this week for a two-week run, which will be followed on April 6 by Elmer Rice's *On Trial*. Acting as a whole was satisfactory, and, altho handicapped by casting limitations, Harry Minton delivered an interesting and colorful production, with the direction handled in his usual expert manner. When one considers that on a project of this nature the director has to work with an assortment of seasoned troupers combined with recruits from little theaters, most of whom lack professional experience but were put on because of the shortage of young players enrolled thru the regular channels, that director deserves nothing but the highest praise for a workmanlike opening-night production.

early-day audiences considered a masterpiece of Civil War plays. It thrilled theatergoers in the '90s and early '20s with its story of the Union spy in Richmond, masquerading as a Confederate captain with a knowledge of telegraphy and who is torn between duty and his love for a Southern belle.

Martin Burton, a "guest artist," assumed the Gillette role and preferred to play it in typical dramatic stock leading-man manner. No effort was made to imitate Mr. Gillette's way of playing his favorite role. Instead Burton's portrayal was too soft to be wholly effective and he was inclined at times to be a bit hammy in his postures. However, he fitted into the part easily and managed to give a plausible performance.

Robert Merriman, the youngest in the cast, was also the best. Here is a juvenile who is a find and whose inborn talent as an actor is worthy of a place in the best companies. As the young Southern boy who is wounded on the way to war, he gave a sympathetic and natural reading of the role and his Southern accent was perfect. This youngster is promising material and should go far.

Columbus Dance Teacher Items

COLUMBUS, O., March 28.—Columbus followers of classical dancing visited the Hartman Theater recently to see Jorg Fasting's ballet. Program was divided into three parts, Spanish impressions, individual and concert dances and a formal ballet, *The Jester*. Fasting had ample opportunity to show the ability of his pupils and those associated with him as instructors. Lighting by Charles Pratt. Orchestra directed by Abeam Ruvinsky. By far his most ambitious recital presentation.

A hundred and fifty younger students of Marie H. Ott, of the Powell-Ott Studio of Dance, were entertained February 29 with a Leap Year show dance. Richard and Rita Cronin, leading the grand march, opened the affair.

Registration for ballroom classes now on at the Detwiler Studio. Studio had a tieup with *The Columbus Dispatch* and made a concession on fees to those who presented a special coupon published on the music page of the paper two successive Sundays.

Novel Harpsichord Concert

CHICAGO, March 28.—A novel concert will be heard the night of April 1 at the Goodman Theater when Philip Manuel and Gavin Williamson, internationally famous harpsichord artists, will give a harpsichord concert. They will be assisted by Dorothy Lane, also a harpsichordist; Ernest Liegl and David Van Vactor, flutists with the Chicago Symphony Orchestra, and a string quartet. A Hammond electric organ will be used in conjunction with the harpsichords, Manuel and Williamson feeling it is capable of being made to sound like the ancient portatives, regals and 18th century organs.

Remodel Albertieri Studio

NEW YORK, March 28.—Mme. Abbie Albertieri, in charge of the Albertieri Dance Studio ever since the death of her husband in 1930, has had the studio remodeled and is forming new spring and summer classes. Salvatore Mobilia, Italian ballet, and Paco Cansino, Spanish, are with her. Mme. Albertieri is also selling her late husband's book, "The Art of Terpsichore."

Demonstrates the "Fleet"

AKRON, O., March 28. — Clement Browne, instructor of modern dance, maintaining studios on West Buchtel avenue, was the subject of a feature story in *The Akron Beacon Journal* following his return from New York and the annual demonstration of the National Dance League. Story explained the intricacies of the latest step, *Fleet*. An excellent plug for the Browne school.

Willis-Lane Stages Fine Student Revue

NEW YORK, March 21.—The Willis-Lane Dance and Vocal Studio held a marathon annual recital recently in Palm Garden. More than 1,400 people witnessed 275 students do their stuff for five hours. Joe Henninberry and Arthur Leonard, of Vitaphone films, were among the talent scouts present.

Hal Willis emceed. Outstanding pupils were Violet Corso, Micheline Sazanne, John and Gilbert Heckle, Regina Berkowitz, Erna Frank, Eleanor Carlson, Florence Goldstein, Bob Lowe, Anna and Ernest Fuenti, Isabelle Mercado, Mildred Lewis, Patricia Goggin and Joey Korn, Connie Verlenzl, Rose Weitman, Erna Seltzer, John Cerqua, Katherine Heaslip, Marie Denzel, Arlene Collen, Madeline Schmidt, Jack Cohen, Anna Marino, Dorothy Walsh, Brown Sisters, Bob Wells, Muriel Rosenberg, Dolores Layko, Frances Schiro, Clayton Colefield, Alice Kutzin, Silvia Hutler, Mildred Solly, Larry Rich Jr., Dora Perulla, Seymour Eagle, Marree Denzel, Doris Rossiter and Herbert Fein.

Lighting and costumes were far above average. The show, long as it was, hopped along at a smart pace, due mostly to Willis's emceeing and to the careful spotting of specialties and comedy bits. The best school revue this reporter has seen. *Denis.*

Fire Destroys A. C. House

ATLANTIC CITY, N. J., March 28.—A \$200,000 blaze Friday destroyed the elaborate Ventnor Theater, one of the Lewis-Weiland chain, of this city, damaged adjoining property and threatened business district of down beach resort. Damage to theater itself was set at \$125,000 by P. Mortimer Lewis, company president. Fire companies of Atlantic City, Ventnor and Margate fought the blaze in high wind. No one was injured. Lewis stated he would immediately start rebuilding.

8,000 Music Teachers Meet

NEW YORK, March 28.—Eight thousand music teachers meet in convention here tomorrow for one week. Music Educators' National Conference is holding its biennial confab at the Metropolitan Opera House.

ENDURANCE SHOWS

Conducted by DON KING, Cincinnati Office

"HAVE QUIT THE aluminum business and am doing something I learned from marathons—massaging," postcards Herman Bearzi, from Pittsburgh. "I am now masseur in a local health club, and would like to hear from Eddie Worthington, Wilbur Bostard and Lee Sullivan. Was caught in the flood here."

GEORGE AND JOHANNA FRANCIS, Washington, D. C., announce the birth of a 7½-pound girl on St. Patrick's Day, and that naturally they had to name her Patricia. The couple would like to hear from Marge Sheffield, Barney Cohen and Rose and Jackie Sellers.

SHIRLEY LOU and Vic Puree were visitors at the Cincinnati office the past week. Vic is busy hopping back and forth between several club dates, while Shirley Lou is anxious for another good show to get under way.

BILL OWENS drops a few lines from San Francisco to let us know he has fully recovered from his back injury and is again on the job at Sportland as control-room operator and emcee. He would appreciate the word from Ted Mullins, Eddie Brown, Rookie Lewis, Duke Hall, Monty Hall, Dick Buckley and contestants who have danced with him. Letters care the Letter List will always reach him.

JOE AND DOT SOLAR, who have for the past four years been active in the Endurance field, have retired to quiet home life and are settled in Chicago, Joe being employed as a mechanic with a Chi firm. Letters care the Letter List will be appreciated.

PETE VAN AME, writing from Paris, Ill., would like to hear from Jerry Martin, Mitzie Richie, care the Cincin-

nati office. Pete has been working club dates in Paris, Mattoon and Marshall, Ill.

MRS. J. B. STEINEL, after visiting Ducky and Billie Naccarato in Los Angeles, left recently for Honolulu.

H. K. CLARK, night manager and doorman for Guy Swartz, Walter Tebbets, etc., dropped in for a visit at the Cincy desk last week. Clark is now doing quite well with an advertising specialty, tho he admits his feet are itching for another good show. He would like word from Jack Freeman.

JIMMIE HORAN tells us that he is now dancing at the Daddy Fox Racine, Wis., show and would like letters from friends.

ANGELO (IGGY) KARPMAN, now working in Chicago, would like to hear from Bill (Sailor) Harris, Danny Brammer and others who worked with him.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

Lately marathoners from various parts of the country have been dropping into my office—merely visiting, as they say. But on every face is that look of anxiety I have come to recognize so easily.

- (1)—"What shall I do, continue as a marathoner or look for a job?"
 - (2)—"Will walkathons last much longer or is the business dead?"
 - (3)—"What are the operators doing to help restore the business?"
- These are just samples of the questions they ask and I've tried to answer

them as honestly and as frankly as I could.

Here's another sport (?) approved nationally by everyone, politically, religiously, fraternally and legally: WATER POLO.

A game played in and under water, where many come as close to drowning as they'll ever come without actually being drowned, where fingers are broken by opponents trying to wrest the ball free from clutching hands, where noses are smashed beneath swirling waters and where only the hardiest of men can survive. And THAT'S good clean sport.

Just keep these innocent sports in mind and compare them with the dangers found in endurance contests as exemplified by walkathons:

Boxing	Bicycle Racing
Wrestling	Football
Polo	Lacrosse
Water Polo	Hockey
Soccer	Airplane Races
Basket Ball	Horse Racing
Steeplechasing	Baseball
Auto Racing	26-Mile Marathon

In every one of the above-noted sports events deaths and injuries occurred traced directly to and arising out of participation in THAT sport. THAT'S SOMETHING THAT CAN NEVER BE SAID ABOUT PARTICIPATION IN A WALKATHON.

IS TEXAS CLOSED?

H. B. D.—Answering your inquiry: The State of Texas has an anti-walkathon statute as well as an eight-hour labor law. The labor law has already been attacked in the past but is still undecided definitely while the statute against walkathons has never been officially determined. My opinion is that it is unconstitutional and invalid as being discriminatory and a violation of the 5th and 14th amendments to the U. S. Constitution. Ditto for Rhode Island, Maine, California, Alabama and Ohio, the States named by you. It would be unethical and improper for me to answer your second question. Ask your local attorney.

AND THE PUBLIC APPROVES.

Just a few more examples of innocent sports that are permitted by law while officials clamor against the walkathon:

Homer Spears, 17-year-old apprentice jockey, is killed by a fall from his horse during the race on the Fair Grounds in New Orleans, La.

Russell Sperry, apprentice jockey, is spilled from his horse in the second race of a series on the Santa Anita track in Arcadia, Calif., and sustains serious injuries, being rushed to the hospital in an unconscious condition.

Private Carl C. Frederick, stationed at Fort Sill, Okla., engages in an interpost boxing match and is killed during the tournament.

Struck over the heart with a solid right-hand punch while sparring in Paddy Ryan's gymnasium, Ed Kinn, 24-year-old welterweight boxer, collapsed and died shortly thereafter at an emergency hospital.

— YET — walkathons are barred by statute in California, Oklahoma and Louisiana. Can YOU, dear reader, make any sense out of this peculiar condition? I can't!

AT LAST ANOTHER NATURAL
HUGH TALBOTT
Opening Derby Show In
Downtown Springfield, Ill.
WEDNESDAY, APRIL 8th

In the Stadium, a specially constructed building just completed. Where conditions for a real show are excellent.

WANT contestants with entertaining ability and wardrobe, who can stand prosperity, good treatment and sponsors, with prize money assured.

Emsees, Trainers, Nurses write. No collect phone calls or wires. You pay yours, I pay mine.

CONCESSIONS FOR SALE.

If you kids are tired of promises and conversation, join a reliable organization that opens, remains open and pays off. You'll be sorry if you miss this show.

Communicate by letter only to
HUGH A. TALBOTT
Empire Hotel, - - Springfield, Ill.
Accommodations furnished contestants starting April 6, not before!



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

FROM Prague, Czechoslovakia, Dante, internationally known magician, shoots us his 35th yearbook, edited and compiled by Edna H. Jansen, with all special material written by Dante himself. The 60-page book is 19 by 12½ inches, and the cover, depicting a baggage trunk, is pasted with varicolored travel labels from most of the foreign cities in which Dante has played. In his latest yearbook Dante gives a complete history and revue of his gigantic magical attraction in word and picture. The work is profusely illustrated with photos, in special process, of Dante, members of his company, scenes from his show and of the paper being used by the Dante attraction. Book also carries a page of interesting facts pertaining to the show, three pages of world press opinions, excerpts from Dante's radio talks, impressions and opinions of prominent people who have seen the Dante presentation, special stories and a press agent's page. The Dante 35th yearbook is unquestionably the finest work of its kind ever issued by a magician.

WITH MAX HOLDEN doing an excellent job as emcee, the Parent Assembly of the SAM recently presented its Ladies' Night show to a capacity audience in the Grand Ballroom theater of the Hotel McAlpin, New York. On the bill were Frazer, Mignon Clayton, Wisnew; Dr. I. R. Calkins, vice-president of the National Council of the SAM; Vincent Boyer, Chris Carven, Charles B. Harris, "Happy Harry" Hayden, Herman Hanson and Company, Fred Rothenburg and Maxine—and an apology for Jane Thurston's failure to appear. Holden was chairman of the show committee and serving with him were Dr. Jacob Daley, Rothenberg, Carven, Hayden and Daniel F. O'Meara. Dr. Calkins gave a resume of the ambitious program thus far laid out for the National Conference at Springfield on May 28, 29 and 30.

ABE FEINGOLD, formerly company manager for Thurston, is now serving in a similar capacity with the No. 3 unit of Major Bowes' Amateurs, showing this week at the Shubert, Cincinnati.

MERRY MYSTERIOUS WHELDONS, who opened September 1 in Denver, are slated to close the season with a return engagement at Ponca City, Okla., April 1 to 4, inclusive. The Wheldons have been touring Colorado, Kansas and Oklahoma all winter, playing six nights a week. Only layoff was a 10-day stretch for the Christmas holidays. They report the best season in six years.

PROF. EUGENE SONDA, mentalist, is opening at the Victory Theater, Denver, for an indefinite run, doing a three-minute turn between film showings and working the foyer the balance of the time. "Am still plugging the better angle for the mental act and it seems that the theater managers are displaying a bit more warmth, with the audiences also seemingly looking for a more reasonable sort of mental act. A little more work and more reasonable revelations seem to click. The diamond ring in the third drawer of the dresser is one that has lost a lot of confidence and should be discontinued. I also find that men are becoming more interested. At the last two spots I worked, I had more men ask questions than women."

VIRGIL, who for the past several weeks has been playing one to four-day stands thru Ohio in Gus Sun and independent houses, appeared last week in the Octagon Cocktail Room of the Bancroft Hotel, Springfield, O. Virgil carries tons of equipment in a 31-foot truck and a special-built semi-trailer. Among his outstanding effects are sawing a woman in half with a power buzz saw, burning a man alive, death on a guillotine, the Hindu basket mystery, Oriental doll house and his mental act billed as the "Psychic Enigma of the World."

MAGIC CATALOG 10c
South's largest line.
Fast Service — Lowest Prices
LYLE DOUGLAS,
Sta. A-9, Dallas, Tex.

Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.

In addition to his regular show, Virgil carries a mammoth spook show which he bills as "Ghosts Take a Holiday."

SHAPIRO THE MAGICIAN will be with the J. J. Page Shows this season.

A PLAN TO PUT unemployed professional magicians at work for the government in every State in the Union is the startling idea which will be outlined in the May issue of *Plain Talk* magazine by Edward Saint, business manager for Mrs. Harry Houdini. Mr. Saint's article also connects Harry Houdini with the United States Secret Service.

BERNARD ZUFALL, mentalist, left New York last week for a few Atlantic City dates.

WILLIAM C. TURTLE, the "snappy magician," writing from Portland, Ore., reports that only three magic acts have played the Capitol, Portland's only vaude house, since last September. They were Jack Merlin, Slyter and Company and Charles Hoffman. "All were very good," he says, "but they all did some cigaret catching and back-hand card manipulations as features of their act. As a result, it's a wonder any magicians would ever get booked there at all."

THE WATTS BROTHERS are working their magic show in and around Washington, D. C.

GEORGE W. STOCK, dean of Cincinnati magicians, began his 28th consecutive term as president of the Cincinnati Magicians' Club Friday night, March 20, when he was installed at the 34th annual ceremony of the club at Kiefer's Grill, Cincinnati. A. G. Chandler, of the Demons' Club, Baltimore, conducted the ceremonies. Other officers installed were Samuel Mayer, vice-president; W. S. Berger, secretary; Dwight Borman, treasurer; Sam Ward, sergeant at arms, and Jesse Berner, chairman of entertainment. Following the installation, a magic program was presented by Lewis Gerber, Sam Mayer, Frank A. Meyer, Charles Ehlers and Robert Duncan.

FRED KEATING, after a long engagement in films, comes out of comparative retirement to go back to his magic the week of April 8, when he is booked into the Paramount Theater, Los Angeles. He's the second magician to play vaudeville in Los Angeles in the last month, the other being Cardini two weeks ago.

DE ROCROY is at the Bobino in Paris.

JOHN DEVERT is at the Alcazar in Marseilles, France.

SIGMAR THE MAGICIAN is playing Southeastern Texas in the interest of the Duncan Coffee Company.

THE WIZARD CLUB of Chicago is now installed in its new headquarters in the Morrison Hotel, that city. Meetings are being held as heretofore—the first and third Wednesdays of each month. The Wizards installed eight new members during the last four weeks. Appearing on the program at the club's last show were Aldini, Joseph Miller, Dr. Sprague, Nelmar Albino, Irving Dornfield, Carl Sharpe, Hy Berg, Joe Berg and Hugh Riley. Recent guests included Harry Hardini and wife; Al Caroselli, of Detroit; the Great Lester and wife and Mr. and Mrs. Werner C. (Dorny) Dornfield.

DR. C. E. HUDSPETH is now presenting two novel acts in Eastern night spots—Mme. Hudspeth, in her mental turn, and Mickey Boy, the "Wonder Dog." They worked all winter in Pennsylvania and New Jersey. Both acts are set for a two weeks' return engagement at Jack and Bob's Grill, Trenton, N. J., where they recently finished a fortnight's stay. Dr. Hudspeth is arranging for a summer's tour thru New England and Canada. The Hudspeths had the pleasure recently of playing for Governor George H. Earle of Pennsylvania.

W. W. DURBIN, president of the International Brotherhood of Magicians, has recovered from a bad cold which

EDITORIAL DEPT.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

JEAN McCULLY — blond dancer now appearing at the Park Central Hotel, New York. Sweet, pretty and a skillful tap dancer, doing impressions of famous tappers in addition to selling her own specialties. Definitely a comer, having appearance, personality and talent.

MERRIL LEE — tall brunet who sings on Joe Howard's WMCA program. Did a personal appearance for Howard in his act at the Grand Opera House, New York, last week and stopped the show. Has a nice contralto voice—and, even more important, she has well delivery and an ingratiating personality.

a good bet for character roles in films.

For LEGIT MUSICAL

MAUD RUSSELL — colored singer seen at Loew's State, New York, with the Fats Waller Ork. Helen Morgansesque in style, and Ethel Waters in audience appeal. Shows fine ability in her singing of *Give a Little Bit*, selling it thru both voice and delivery. Works more at straight singing than hotcha Harlem stuff, and does sensationally at it. For revues.

DRAMATIC

MELVIN MONROE — student at the American Academy of Dramatic Arts. Has done excellent work in the student presentations. Performance as the boy in *Cradle Song* was called by the play's translator the best he had ever seen. Lad can easily carry pro assignments.

For FILMS

HARRY IRVINE — legit actor who plays the archbishop in the WPA production of *Murder in the Cathedral* at the Manhattan Theater, New York. A tall, impressive man who delivers lines beautifully. Should be

Broadway Fred C. Walker, Johnnie Watkins, Rastus Jones, Walter Johnson and Arlie Jones. D. C. Easterling is the truck driver.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

DOC SAMSON flashes from Richmond, Ind., that he has just received a letter from Harry Kunkel, minstrel oldtimer, who is now residing in Hamilton, O. Kunkel claims to be a constant reader of *The Billboard* since its first publication. "Also heard from Jack Sweetman," Doc typewrites. "The company he's with is back in Ohio after a long run in the East. I'll be out ahead of some outfit soon. Just returned from a little trip and, say, things are looking up, from what I can see. Come on, boys, where are you?"

SECOND ANNUAL MINSTREL given by the North East Fire Company was held in the high school auditorium, at North East, Md., March 19 and 20. Featured endman in minstrel first part was Alfred Tamargo, son of Sandy Tamargo, owner of Circus Park near North East. A group of American Indians from the new Elk River Indian Reservation worked in the olio. Their program consisted of an introduction by Sandy Tamargo, a short talk by Colonel Rex M. Ingham on the new reservation, and a number of tribal songs, dances and musical selections by Chief Blow Snake, of the Winnebagos; White Eagle, of the Chippewas, and Chief Deer Foot, of the Apaches. All numbers scored heavily.

CLARENCE AUSKING'S Dixie Stepper Minstrels, colored outfit, is current in Hot Springs, Ark., the first six days of April, after a successful swing thru the Texas territory. Company opened its season December 1 at the Scout Theater, Minden, La. Featured with the troupe are John Lee Brown, Happy Winbush,

confined him to his bed at his home in Kenton, O., for a few days and is due to return to his Washington headquarters this week. Reports of Mr. Durbin's illness, carried in many newspapers thruout the country last week, were greatly exaggerated, according to word from Hazel Miller, Mr. Durbin's secretary. The reports had Mr. Durbin the
(See MAGIC on page 28)

KWK MINSTRELS, regular Monday night feature over Station KWK, St. Louis NBC outlet, is headed by Jack (Smoke) Gray, well-known minstrel comedian, who is also producing the outfit. Other features with the company are the Range Riders, Chuch and Ray, Willie Stayley, Allen Anthony, Sterling Harkins, interlocutor, and Irving Rose's Band.

AL TINT writes from the Wonder Bar, Zanesville, O., under date of March 24: "When I arrived here, the mayor gave me the key to the city and the next day changed the locks. At rehearsal here I was reminded about the tomato patch episode at Luna Pier, Mich. After rehearsal I met my old friend, Billy Kane, dancer, late of the Al G. Field Minstrels. He lives here and also has worked the Wonder Bar."

RUSTY WILLIAMS wants his minstrel friends to know that he's back with the Odell White Show as principal comedian. Outfit is now in the North Carolina territory.



DENISON'S Minstrels

ROLL 'EM IN THE AISLES
America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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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.



Poplar Bluff, Mo. Referring to their recent statements in *The Billboard*, I think Paul M. Lewis and Walter L. Main are right about covering up the other fellow's paper. Something along this line should have been done years ago. Mr. Lewis is right, too, in his denunciation of acts that contract with two

Likes Lewis-Main Agreement About Paper

or three shows. This is a deplorable practice; it puts managers in a hole at the last minute. One way to overcome this evil might be to announce, thru *The Billboard*, acts that have been contracted. Then if other managers were to see that acts have already been contracted they would not attempt to contract them. It is also deplorable that some managers make big claims as to what they have and what they are doing, and when performers walk or drive on these lots, they often wonder whether or not the tricks will go out. These managers then make excuses about this and that, but the performer knows that he has been stung. Some managers appear to feel that it makes no difference whether or not a performer is fooled. I have worked for the other fellow and I have had the other fellow work for me. And I have found that if one is on the square with his fellow man, he will be just about the same, with you. Of course, there are exceptions to this rule, but not many. So let us look before we leap.

JACK RIDDLE.

Ogden, Utah. It would be a wonderful thing if we could get those old-time circus street parades back again. They were so colorful. Would it not be a good idea for

Another for Vaude Numbers With Movies

the owners of moving picture houses to sandwich in at least one vaudeville act between the pictures? It would be the means of employing many actors, as well as giving diversion to patrons of the houses. And I am sure that it would benefit box-office receipts.

HUGH O'NEIL.

Calls Willie Sells Greatest Show Promoter

Shreveport, La. In a recent letter to *The Forum* Mr. Duble asked for data concerning the Sells & Gray Circus. This circus was the offspring of the Sells & Renfro Circus about 1896-'97. Mr. Renfro was a tent dramatic showman. He had out the Renfro Jolly Pathfinders on two railroad cars, playing one-night stands, and was very successful. Willie Sells promoted him and the Sells & Renfro Circus was launched, going out on 15 cars. After about three years of this partnership Mr. Renfro sold his interest to Mr. Gray. It then became the Sells & Gray Circus and that partnership lasted about five years. Mr. Gray then sold his interest to M. J. Martin Downs. It then became the Sells & Downs. That partnership lasted only one year, Mr. Downs taking over the show and using the Cole Bros.' title. Mr. Tammen and Mr. Floto had out a small dog and pony show known as the Otto Floto Show. They were both very wealthy. Willie went to Denver and formed a partnership with them and put out the Sells-Floto Circus, a 40-car show. That partnership, however, did not last long and Willie sold to them, Mr. Tammen and Mr. Floto continuing with the show until they sold to the American Circus Corporation. Willie Sells, after he sold to Tammen & Floto, went to New York, looking for another promotion. But a few days after he arrived there he was found dead under mysterious circumstances. He always carried on his person large sums of money and it was the consensus around

circuses at that time that he had been doped and robbed. And thus passed the greatest promoter the circus world has ever known.

THADDEUS H. GERIG.

Trouped as Kid Drummer 25 Years Ago

Portland, Ind. "Twenty-five years ago today, 1911—Mr. and Mrs. Will Ludy have received a newspaper clipping from the theatrical department of a Lockhart (Tex.) newspaper, writing of *The Wyoming Girl*, which is being presented there and of which company their son, Roger, is a member. Roger left Portland last September with the Maxwell Stock Company, with which he still travels and is playing the part of a Chinaman in the show." This quotation is from a clipping I took from our daily paper the other day. I was on this show, *The Wyoming Girl*, when I was a kid about 17 years old, playing drums in the band and orchestra and doubling the Chinaman part on the stage. I joined out from Winchester, Ind., and our first stand under canvas was Falmouth, Ky. The show stayed out about nine months and closed in Garden City, Mo. Since reading the "recollection," I wonder what has become of some of the members of that troupe, Mr. and Mrs. Matt Kusell, Mr. and Mrs. Joe Bryant, Billy LeRoy and Daisy Hazelton, Andrew Ness, Phil Eckhart; Miss Neville, trombonist, and Ethel Phillips, baritone player. Jim Chase was playing bass and doing a stage part. I am still in the theater business.

ROGER LUDY.

He Was One of Last To Drive 40-Horse Team

Hartville, Wyo. Referring to the letter of I. J. Hetherington in the *Forum* of March 14 regarding the team Peacock and Eagle, old Eagle horse was one of the first horses to lead the first four-horse team that Ringling Bros. had on their wagon show long before they went on rails. And after that he led the first band team on the railroad show, if I remember correctly, for eight or ten seasons, driven by a man named Charles Falls-worthy, one of the most stylish eight-horse drivers I ever saw. Regarding boss hostlers, I think Spencer Alexander Delavan was the dean of them all. Tom Lynch, Dave McKay and Charles Rooney were A No. 1. I think Charles Rooney could move a show on and off the lot faster than any boss hostler I ever knew. Frank Rooney, Henry Brown, Blackie Miller and Tom Lynch came next. Lynch and myself were the last to hitch and drive the 40-horse team in the spring of 1905. We hitched them up to exercise them five times; word came that the parade was cut out and the 40-horse team never was hitched up again. Jim Thomas was the first man to drive them.

HENRY WELSH.

Combinations Were Presented As Unit Shows

Hartford, Conn. In the old variety days there were unit shows, but they were called specialty combinations and had olios of variety stars. The following are taken from Roger Imhoff's article, written a few years ago. Imhoff, now in pictures, was in burlesque and vaude for years, always played Hartford and drew big. Some oldtimers: Tony Pastor's, Shea's Quinplexel, Hopkins' Trans-Oceanics, Fields-Hanson's Drawing Cards, Sam Dever's Own Company, Gus Hill's Novelties, Grenier's Big City Show, Howard Athenaeum Company, Tony Denier's Company, Miner's Mammoth Company, Hallen-Hart's Specialty Company, Rellly-Woods Big Show, Pat Rooney's Own Company, Williams' Meteors, Australian

Novelty Company, Niles-Evans-Bryant-Hoey Combination, Weber & Fields Company; Russell Bros., comedians; Rogers Bros.' Specialty Company, McIntyre & Heath's Comedians, Great Lafette Show and Hyde's Comedians. Athletic-vaudeville specialty shows were headed by William Muldoon, Rober-Crane Bros., Champion John L. Sullivan, Martin Julian and Champions Jack McAuliffe, George Dixon, Bob Fitzsimmons, Jim Corbett and James J. Jeffries.

BILLY S. GARVIE.

Staten Island, N. Y. In reading *The Forum* of March 14 I was much interested in the letter of I. J. Hetherington regarding some of the old hostlers and circus teams. The subject holds great interest for many of us. I am not old enough to be able to refer to any great number of the oldtimers in this line, as I cannot go back far enough, but I do know that Tom Lynch is one of the best I ever saw around baggage stock and I also think that Jim Doyle certainly knows horses.

Lynch, Doyle Get Praise as Circus Hostlers

GEORGE PHILLIPS.

Saranac Lake

By BETTY HUNTINGTON

Spring is here and with it comes good news. Dr. Karl Fishel, our beloved chief, in his kind inimitable way told several patients who were anxiously awaiting their discharge papers they could return to work.

Gladys Palmer is slated for the bilateral pneumothorax treatment. Good luck, Gladys; your splendid courage merits our very good wishes.

Bob Farley and Ford Raymond have been turning out some excellent portraits which would do justice to a professional photographer. Much valuable help and advice has been given the boys by Bernard Acosta, Saranac Lake's Pirie Macdonald.

Dr. Paul Well, our well-liked resident physician, recently from Berlin, Germany, is making surprising strides in his mastery of the English language.

Nelle Queally celebrated another birthday Sunday, March 29, and was remembered by her many friends.

Joe Dabrowski, just back from General Hospital after a major sinus operation, coming around nicely. Stout fella, Joe!

Russell Markert, producer of Radio City Music Hall, presented Maria Blake, with a Remington typewriter, much to her delight. Maria is diligently applying herself to mastering the touch system of typewriting.

It's nice to see good old Jack Eskin smile again. Jack is showing a new set of upper teeth.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

MAGIC

(Continued from page 27)

victim of a stroke and double pneumonia. "That was as far from the truth as anything possibly could be," Miss Miller writes.

SAN FRANCISCO MAGI and magic fans were tendered a treat last week when Cardini showed the Golden Gate Theater there on the same bill with Burns and Allen and Ben Blue. Despite the strong competition, the suave one just about stole the show, according to word received from R. S. Bailey, of the Oakland Magic Circle.

RUSS WALSH, of Chicago, past president of the Society of American Magicians, was guest of the Oakland Magic Circle, Oakland, Calif., at the club's recent monthly entertainment. Bob Jacque was host and Jimmy Muir served as emcee. Russ presented his new cane-to-silk nifty.

ALFRED CAROSELLI, Detroit magician, has returned there after three weeks in Chicago, where he played several night club engagements and also put on shows for the Society of American Magicians and the Wizards' Club. Percy Abbott, magic manufacturer of Colon, Mich., was also a visitor to Chicago, Caroselli reports.

A MEETING of the Society of Detroit Magicians was held last week at the Polish Century Club, with an attendance of 16 members and 35 guests. It was an open meeting, with special entertain-

42d YEAR

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LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin O. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



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No. 14

ment put on by members. Next meeting of the society will be held at the home of Albert Redfield April 18. The club gave a benefit show March 26 at the Eastown Theater, Detroit. Proceeds were turned over to the benefit of flood sufferers. Dr. John Buell, David Fogo and Walter Domzalski presented the show. Domzalski's daughter, Skippy, and son, William, assisted.

KNIGHTS OF MAGIC, New York organization fostering magic as a hobby and educational entertainment, held its annual "Night of Magic" at the Hotel McAlpin, New York, on the evening of March 29. Professional magicians, ventriloquists, hypnotists, shadow-graphers and other novel performers appeared. Abraham B. Hurwitz handled the affair. Organization meets the second and fourth Sunday night of each month at the Central Opera House, New York.

GALL-GALL, Egyptian magician, has joined the show at the Rainbow Room in Rockefeller Center, New York, one of the swankiest spots in the city. Also doubling at the Rainbow Grill.

DR. ROSS is now appearing at the Waldorf-Astoria Hotel, New York. Doing intimate magic.

PAUL DUKE, recently back from a European tour, opened at the Michigan Theater, Detroit, March 27, booked thru the William Morris Agency.

BERNARD ZUFALL, mental magician, has been enjoying a long string of club bookings in and around New York. Has been recalled for return engagements by several business men's associations.

MORE THAN TWO SCORE MEMBERS of the Society of American Magicians attended the last rites for Charles J. Carter, internationally known magician, who died in Bombay, India, February 13 but who was buried in New York March 25. The full ceremonial ritual of the Society of American Magicians was used, with National President Julien J. Proskauer conducting that part of the service, including the breaking of the wand over the coffin, the most impressive of magical rites. Funeral was held at the Columbus Circle Chapel, 43 West 60th street, with burial in the Carter family plot in Calvary Cemetery. Floral wreaths from the national council and the Parent Assembly were prominently featured, as well as floral tributes from magicians from all over the country.

ANDRIEN—Andy, 61, concessioner of Ocean Park, Calif., March 21 of heart disease in Santa Monica, Calif.

ARMSTRONG—L. E., first president of the Hawkeye Fair Association and owner of Fairgrounds Amusement Park there, at his home in Fort Dodge, Iowa, March 23. Burial in Fort Dodge.

BARTINE—William O. (Billy), 45, dramatic stock and vaude performer, at his home in Connorsville, Ind., March 24. He had been in failing health for the last year. Deceased was a brother of Jack Bartine, also a stock and vaude actor, and a son of the late Charles Bartine, veteran showman. He was a World War veteran and a member of the Eagles. Funeral services at St. Gabriel's Catholic Church, Connorsville, March 27, with burial in City Cemetery there. Surviving are two brothers and three sisters.

BARRON—Ed C., veteran outdoor showman and motion picture operator of the Pacific Coast, at his home in Gardena, Calif., February 18. He was a cousin of Hila Morgan and the late Fred A. Morgan, of the Hilda Morgan tent show, and of J. Doug and Ellse Morgan, of the J. Doug Morgan Show. During the World War he operated motion picture shows in Salt Lake City and Ogden, Utah. Survived by his widow, Grace Morgan Barron; one sister, Dot Lawrence, and a nephew, Ted Lawrence. He was a member of the Elks' Lodge. Burial in Elks' Rest, Inglewood, Calif.

BEARDEN—Charles B., 67, secretary-treasurer and business representative of the Atlanta local, American Federation of Musicians, at the home of his son, Warren H. Bearden, Atlanta, March 22. Survived by his widow, a sister, Martha Bearden, and another son in Jacksonville, Fla.

BOECKLING—Anton R., 65, president of G. A. Boeckling Company, owner and operator of Cedar Point-on-Lake-Erie, Sandusky, O., suddenly at his home in South Bend, Ind., March 25. He succeeded his brother, George A. Boeckling, who died three years ago.

BORNSCHEIN—Frank G., 56, for many years a member of Baltimore theater orchestras, at his home in that city recently after a several years' illness. At various times he was a member of the musical units at the Auditorium, Maryland and old Academy of Music, Baltimore, and played for several seasons with the Park Band and the Boumi Temple Band there. Deceased was widely known as an arranger of band music. Mystic Circle Lodge No. 109, Masons, had charge of the funeral services. Survived by his widow, mother and a sister.

BROOKS—Gerald, 52, member of the executive committee of Paramount Pictures, Inc., and a member of the New York Stock Exchange, at his home in

THE FINAL CURTAIN

New York March 24. Survived by his widow, formerly Helen Chambers Noel.

BROWN—Martin T., 76, minstrel man and actor, in Providence, R. I., March 23. Brown, who played 10 parts in *Humpty Dumpty*, as well as roles in *Devil's Auction*, *The Hand of a Friend* and *Twelve Temptations*, began his career in 1879. With Mabel Harrison and J. Gaffney Brown he played vaudeville. Following his retirement to farm life, Brown once more toured with the Tom Ward and Gus Hill minstrels.

CROMMELYNCK—Fernand, 73, well-known Belgian comedian and uncle of the playwright of the same name, at Saint Josse ten Noode, France, March 12.

DE DROIT—George, 76, charter member and first president of New Orleans Local No. 174, AFM, and director of own band since 1902, at his home in New Orleans March 16. Survived by his widow, two sons, John, vice-president of Local 174, and Paul, musician of California. Interment in New Orleans March 23.

DOTRE—Former comedian and for many years, under the name of Azals, director of the Petit Casino Theater in Nice, France, in that city March 11.

DYBERT—Otis W., 53, who with Edward Scanlon formed the old vaudeville team known as the Tuscano Brothers, battle-ax throwers and jugglers, at his home in Philadelphia March 19 after a brief illness. The Tuscano Brothers toured the major vaude circuits for 20 years, retiring 10 years ago. At the time of his death Dybert was connected with the General Motors branch in Philadelphia. He was a Mason. Burial was made in his home city, Little Falls, N. Y., March 23. Surviving are his widow, Virginia Baker, singer at a Philadelphia radio station; two brothers, Lester and Frank, and one sister, Mrs. Staring Walrath, of Little Falls.

EMERICK—Robert F., 51, at Isolation Hospital, Memphis, Tenn., March 20. He was with the Ringling Bros.' Circus in billposter and for the last 14 years had a snipe plant at Memphis. Survived by his widow and two daughters. Burial in Memorial Park Cemetery, Memphis.

GITTLESON—Harry, 62, partner in the firm of Karl Guggenheim, purveyor of merchandise to concessioners, among whom he was well known, and a pioneer ticket speculator, recently. Survived by widow and two sons.

GLAZOUNOFF—Alexander, 70, Russian composer and protege of Franz Liszt, at Paris March 23. In 1885 Glazounoff wrote *Stenka Razin*, a piece which contained the now famous *Volga Boatman* song. He was one of the few noted musicians who refused to leave Russia during the revolution of 1917. His appearance in America was made in 1929, when he conducted an orchestra December 3 at the Metropolitan Opera House. As guest conductor he traveled to many important musical centers of the United States. Some of his better known works are *The Kremlin*, *The Forest*, *Concerto in A Minor*, *Meditation* and *Martinettes*.

HALL—Charles H., 88, former actor and author of several plays popular in the '80s and '90s, at his home in Chicago March 23. One of his plays, *Ole Olson*, is credited with having introduced the Swedish comic character to the stage. Surviving Hall are a daughter and two sons, one of whom, Billy (Swede) Hall, is in vaudeville.

HAWKINS—Edward, 69, at Hannibal, Mo., March 19. He was connected with the Hannibal Poster Advertising Company for some time and for years was boss canvasser, advance agent and billposter with circuses and carnivals. He was with the Ringling Bros.' Circus in its last year as a wagon show, also with Pawnee Bill, Bonheur Bros., Swift and other shows. At one time he owned an interest in a small circus. Burial in Mount Olivet Cemetery, Hannibal.

HENDERSON—John B., 82, manager of Greene's Opera House, Cedar Rapids, Iowa, from the early '90s until 1915, March 23 at the home of his daughter, Mrs. Herbert Cherry, in Tama, Iowa. Colonel Henderson served as mayor of Cedar Rapids in the early '90s. He owned 7,600 acres of ranch land near Cozad, Neb., and spent much of his time there. Survived by three children. Funeral in Cedar Rapids March 25.

HENNESSEY—William J. (Spike), 74, old-time circus man, at Cook County Hospital, Chicago, March 19 after a short illness, brief mention of which appeared in the last issue. Born in Lexington, Ky., Hennessey had been in show business 54 years. In the early '80s he joined the Lemen Bros.' Circus, one of the earlier wagon shows, as a ticket seller. Later he was adjuster for Cole Bros., the Sells & Downs Circus, the Gentry Bros. show and Gentry-Patterson show. In recent years he was a ticket seller for the Harry Thurston show. Catholic funeral service, in charge of Rev. Father Lavole, and burial in Mt. Carmel Cemetery, Chicago. Many old-time show people attended the services.

Oscar Asche

Oscar Asche, 65, producer of "Chu Chin Chow," which ran for five years on the English stage, and in which he played the part of Abu Hassan, died March 24 at Marlow, England. Asche was noted as a Shakespearean actor in England, where he had been associated with the legitimate theater since 1893.

"Chu Chin Chow" opened in 1916 at His Majesty's Theater, London, and ran until 1921, scoring 2,238 performances. This record was surpassed only by "Abie's Irish Rose," but like the latter when produced in England, "Chu Chin Chow" attained only average success in its presentation here. "Kismet" and then "Cairo," the latter produced in 1920 at the Century Theater, New York, by Morris Gest, were other successes from the pen of Asche. Altho he allegedly made a fortune in royalties accruing from "Chu" and "Cairo," the amount being estimated at over \$1,000,000, Asche toward the end of his career suffered heavy financial losses.

Born of Norwegian parents in Australia, Asche studied drama in Norway, made his first appearance in London in "Man and Woman," and made his New York debut in Pinero's "Iris" in 1902. During the early days of the century he toured Australia and South Africa. His extensive Shakespearean repertoire was built up as a result of his experience with the Sir Frank Benson and Sir Herbert Beerbohm Tree companies. His wife, who appeared with him in many productions, was the former Lily Brayton.

JOHNSON—Mrs. Ida Nell, 67, mother of Adrian R. (Happy) Johnson, comedian, and 45 years ago leading woman of the Gilbert and Sullivan production *Pirates of Penzance*, in Los Angeles March 19 of a heart ailment. Besides her son, Happy, she leaves another son, Prof. Ralph R. Johnson, Madison, N. J., and a daughter, Hazel, Detroit. Body was shipped to Grand Rapids, Mich., for burial.

LE ROY—Frank, 86, died at the St. Louis City Hospital March 17. He was a clown, having toured with circuses for more than 40 years until about 10 years ago. He was for 14 years with the Mighty Haag Shows. He was known for his old maid and Dutch girl characters.

MARLEY—John, 69, father of Peverell Marley, film actor, in Hollywood March 24 following a long illness.

MCCARTHY—Justin, 75, veteran dramatist, novelist and historian, who wrote the play *If I Were King*, which was adapted into the musical play *The Vagabond King*, March 22 in London. Other plays which he wrote were *Stand and Deliver*, *The White Carnation*, *The Wife of Socrates*, *The Highwayman*, *The O'Flynn* and *Charlemagne*. He had spent a number of years in the United States.

MILLER—Glen (Doc), well-known West Coast showman, at his home in Glendale, Calif., March 15 of hemorrhage. He at one time with Frank Babcock owned and operated the Miller & Babcock Shows. Later, until taken ill, had rides and concessions with the All-ton's Silver State Shows. Interment March 17 in Forest Lawn Cemetery, Glendale.

MITCHEM—Mrs. W. M., 63, mother of Mrs. C. E. (Humpy) Evans, concessioner with outdoor shows, at Pocahontas, Va., recently.

MORIN—Mrs. Emma Mayes, 39, formerly pianist with orchestras at the Majestic, Pantages and Warner's theaters, Memphis, Tenn., March 21 at the home of her mother, Mrs. Florence Mayes, in Memphis after a 10 days' illness with pneumonia. When the theaters quit their orchestras Mrs. Morin devoted her time to concert and accompanist work. She also did considerable radio playing. Burial was made in Hazlehurst Cemetery, Memphis, March 23. Surviving are her husband, also a musician; a daughter, Alice; her mother, two sisters and a brother.

MURPHY—Thomas M., 11, son of M. J. Murphy, stagehand with the West York Theaters in Western Pennsylvania and formerly with the Tom Sullivan shows and William Hodge, and Mrs. Besie Murphy, performer with the Dick Ziegler and Tom Sullivan shows, at Bridgeport, Conn., January 11. Survived by his parents and Billie and Myrtle Mae, his brother and sister.

NORTH—Robert, 55, film actor, suddenly in Hollywood March 18.

PARKER—Harry B., 54, a member of the Kalamazoo (Mich.) Symphony Orchestra and a well-known business man there, after a heart attack in that city March 21. Survived by his widow and seven children.

PRATT—Mrs. C. H., widow of Charles H. Pratt, for many years identified with the Emma Abbott English Grand Opera Company, at her home in Jackson, Mich., March 20. Survived by a sister.

QUENDENS—Mrs. Lucille Frank, mother of Eunice Quendens, known professionally as Eva Arden, *Ziegfeld Follies* comedienne, after a lingering illness at the French Hospital, San Francisco, March 22. Funeral services March 24 in that city. Surviving, in addition to her daughter, Eva, is a brother, Arthur H. Frank.

RAFFAELLI—Cherubino, 60, composer, friend of the late Enrico Caruso and formerly associated with the Metropolitan Opera Company, at Merrick, L. I., N. Y., March 22. Surviving are his widow, six daughters, a son and a brother. Latter, Joseph R. Raffaelli, is manager of the Chicago Civic Opera Company.

ROBINSON—William T., 62, who (See *FINAL CURTAIN* on page 57)

Paul McCullough

Paul McCullough, of Clark and McCullough, known for years as one of the leading comedy teams, died Monday, March 25, at the Lawrence Memorial Hospital, Medford, Mass. McCullough, who was 52, had been suffering from a nervous breakdown.

Born in Springfield, O., in 1883, McCullough began his partnership with Bobby Clark 31 years ago. Little is known of their earlier years, but it is probable that the local YMCA provided the scene for their first efforts, which were mainly tumbling routines.

A period in minstrelsy followed, when Clark and McCullough, 17 and 22, respectively, ran away from home and joined a minstrel show. They were formally incorporated into the troupe as "bugle players and comedy acrobats" and were paid \$25 a week. At an early date McCullough became the straight man and the system was never changed thruout all their vaude, legit, radio and screen performances.

From minstrelsy they went into circuses, vaudeville and burlesque. Hagenbeck-Wallace and then Ringling Bros. afforded an entry into Barnum & Bailey's Circus, and with the latter went to Madison Square Garden, New York. After playing at the New Oxford Theater, London, in "Chuck and Chuckles," the team four months later became an integral part of Broadway by moving into "The Music Box Revue of 1922." Previous to this, however, they had established a reputation on the Columbia burlesque wheel.

Subsequent appearances in musical comedy included "The Music Box Revue," 1924, "The Ramblers," 1926; "Strike Up the Band," 1930; "Cochran's 1931 Revue," in London; "Here Goes the Bride," 1931; "Walk a Little Faster," 1932; "Thumbs Up," in 1933, and lastly, Earl Carroll's touring "Vani-ties."

McCullough is survived by his widow, Rae, and two brothers and sisters.

Leslie Adams

Leslie Adams, one of Broadway's ace character actors, died Thursday, March 26, in New York Hospital, New York, where he was taken after collapsing on the stage of the 48th Street Theater, New York, the previous Saturday while in rehearsal for the leading role in "Left Turn." Adams, who attained major recognition a few years ago in "Carry Nation," following a long period of obscurity in stock, was 49.

Born in Florida, he emigrated in his early youth to Georgia, where he took part in amateur theatricals and began his professional career with a touring company in "East Lynne." Successive stages of his experience were spent in stock, tent and medicine shows, various repertory companies and a showboat troupe. Burlesque and vaudeville audiences were familiar with him years before he appeared in his first Broadway production, "The Wild Westcotts," at the Frazee Theater in 1923.

Adams' next 10 years were spent playing a desultory succession of roles in "Beware of Widows," "Doctor X" and "The Haunted House." As David Nation in "Carry Nation," 1932, he gained merited recognition, later scoring successfully in "Goodbye Again," "As Thousands Cheer," "Life's Too Short," and lately, "A Room in Red and White."

Survived by Gwendolyn Williams Adams, his widow, whom he met in stock long ago, and two sons, Robert and Charles. Services were held at the Plaza Funeral Home March 28, followed by burial in Mount Hope Cemetery, Yonkers, N. Y.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
Adler & Taubman (Ambassador) NYC, h.
Adreon, Emilee (French Casino) NYC, nc.
Ahi (Leon & Eddie's) NYC, nc.
Alexander & Santos (Colonial) Dayton, O., t.
Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
Allen, Jean (Swanee Club) NYC, nc.
Allman, Alfreda (Kit Kat Club) NYC, nc.
Aloma, Princess (Wivel's) NYC, re.
Alpert, Mickey (Paradise) NYC, re.
Alvi, Celesti (Oriental) Chi, t.
Alyn & Gaudraux (Lincoln) Cheyenne, Wyo., 1-2, t.
Ames, Muriel (Nut Club) New York, nc.
Amstel, Felix (Russian Troyka) New York, nc.
Andre, Janice (Jimmy Kelly's) N. Y. C., nc.
Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
Anise & Aland (Connie's Inn) NYC, nc.
Apollon, Dave, Revue (Shea's Hipp.) Toronto 30-Apr. 2, t.
Arden, Eve (New Montmartre) NYC, nc.
Arena & Co. (Plymouth) Worcester, Mass., 30-Apr. 2, t.
Arena & Martine (Anna Held's) NYC, re.
Armstrong, Maxie (Connie's Inn) NYC, nc.
Avery, Gertrude, Diamond Revue; Randolph Avery Band (State) Harrisonburg, Va., 1-4; (Arcade) Salisbury, Md., 7-11, t.
B
Bacon, Faith (Colosimo's) Chi, nc.
Baduc, Ray (New Yorker) NYC, h.
Bailey, Bill (Ubangi) NYC, nc.
Bain, Betsy (Beaver) York, Pa., h.
Baker, Josephine (Chez Josephine Baker) NYC, nc.
Baldwin, Frances (Deauville) New York, nc.
Balfieff, Nikita (St. Moritz) NYC, h.
Banks, Sadie (Old Rumanian) NYC, cb.
Bappte & Lamb (College Inn) Chicago, nc.
Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
Barker Trio (Lincoln) New York, h.
Barnsdale, Rich. & Co. (Harding) Chi, t.
Baron & Blair (Waldorf-Astoria) NYC, h.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barrett, Sheila (Radio City Rainbow Room) NYC, nc.
Barrett & Smith (Jefferson) St. Louis, h.
Barrie, Katherine (Weylin) New York, h.
Barrina, Olga (Buckingham) NYC, h.
Bartlett, Wayne (Gleam) San Antonio, Tex., nc.
Beale St. Boys (Broadway Room) NYC, nc.
Beaujean, Pierre (Buckingham) NYC, h.
Beck, Danny (Club Minuet) Chi, nc.
Bedford, Bobby (Rio) Helena, Mont., t.
Bee, Connie (Broadway Room) New York, nc.
Behm, Arthur (Gay Nineties) NYC, nc.
Belin, Edith (Cocoanut Grove, Boston), nc.
Bell & Grey (Brass Rail) Ogdensburg, N. Y., nc.
Bell, Jerry (Colosimo's) Chi, nc.
Bellamy, Lita (Tap House) Elmira, N. Y., nc.
Bellmore, Doris (Plaza) Pittsburgh, c.
Bell's Hawaiian Follies (Ritz) Dublin, Ga., 2; (Rylander) Americus 3; (Pastime) Columbus 4; (Ritz) Bainbridge 6; (Grand) Fitzgerald 7; (Rivoli) Douglas 8; (Ritz) Tifton 9, t.
Bennett, Ethel (Old Rumanian) NYC, cb.
Beno, Ben; McMinnville, Tenn., 30-Apr. 4.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Berle, Milton (Paradise) NYC, re.
Bernard, Bobby (Biltmore) NYC, h.
Bernard & Henrie (Colony Club) Chi, nc.
Bernard, Phil (Lincoln) Cheyenne, Wyo., 1-2, t.
Berner, Sara (Oriental) Chi, t.
Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
Bernie, Harry (Club Richman) NYC, nc.
Bery, Robert (Buckingham) NYC, h.
Bessinger, Frank (New Yorker) New York, h.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Blanche & Elliott (Top Hat) Union City, N. J., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blane, Rose (Hollywood) New York, re.
Blue, Jack (Blakeland Inn) Denver, nc.
Blue, Lynn (Colonial Club) Evansville, Ind., nc.
Bo Brummels (Barrel of Fun) NYC, nc.
Boro, Emil (London Casino) London, nc.
Boring & Lazor (Wivel's) NYC, re.
Boston Sisters, Three (All-Star Club) NYC, nc.
Bowes, Major, Amateurs (Oriental) Chi, t.
Bowes, Major, Amateurs (National) Louisville 3-6, t.
Bowes, Major, Amateurs (Shubert Cincinnati) 30-Apr. 2, t.
Bowes, Major, Amateurs (Earle) Phila 30-Apr. 2, t.
Bowes, Major, Amateurs (Paramount) Austin, Tex., 30-Apr. 2, t.
Bowes, Major, Amateurs (Orph.) Vancouver, Can., 30-Apr. 2, t.
Bowes, Major, Amateurs (Strand) Pawtucket, R. I., 1-2; (Stadium) Woonsocket 3, t.
Bowlly, Al (Rainbow Room) NYC, nc.
Bradley, Anne (Club Avalon) Cleveland, nc.
Bradna Boys (State) Minot, N. D., 1-2, t.
Brady, Bill (Versailles) NYC, re.
Bredwinds, Three (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.
Briefer, Gertrude (Hollywood) N. Y. C., re.
Bring, Lou (Cafe Venezia) NYC, nc.
Brito, Phil (Stalder) Buffalo, N. Y., h.
Broadhurst, Kenneth (Oriental) Chi, t.
Brown, Ada (Earle) Washington, D. C., 30-Apr. 2, t.
Brown, Arthur (Hector's Club New York) New York, nc.
Brown & Brown (Anna Held's) NYC, nc.
Brown, Evans (Red Gables) Indianapolis, nc.
Brown, Troy (Kit Kat Club) NYC, nc.
Brown, Wally, & Ames (Met.) Boston 30-Apr. 2, t.
Brownrigg, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
Brugge, Charlie (Beacon) Vancouver, Can., t.
Brydon, Louise (Hickory House) N. Y. C., nc.
Burn, Billie, & Dennis White (Hollywood) NYC, re.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Butters Troupe (Lincoln) Cheyenne, Wyo., 1-2, t.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Butterworth, Anne (Lindy's) Boston, re.
Byard, George E. (Old Country Club) Phoenix, Ariz., cc.

C

California Collegians (Roxy) NYC 30-Apr. 2, t.
Calvert, Peggy, & George Walsh (Jack Dempsey's) NYC, re.
Calvo, Pilar (El Chico) New York, nc.
Campbell, Josephine (Oasis) Detroit, nc.
Candler's Merry Gang (Broadway) Fayetteville, N. C., 1-2; (Alamance) Burlington 3-4, t.
Caperton & Columbus (St. Moritz) N. Y. C., h.
Cardona, Kay (Dizzy Club) NYC, nc.
Carenina, Lena (Club Gauchito) New York, nc.
Carleton & Juliette (Benj. Franklin) Phila, h.
Carlisle, Una (Dizzy Club) NYC, nc.
Carlton, Jack (French Casino) NYC, nc.
Carmen, Billy & Grace, with Naomi Bell (Olnos Terrace) San Antonio, Tex., nc.
Carol, Helene (Club Minuet) Chi, nc.
Carol, Nita (Shelton) NYC, h.
Carroll, Earl. Vanities (Pal.) Cleveland 30-Apr. 2, t.
Carlisle, Charlie (Capitol) Atlanta, Ga., 5-11, t.
Carlisle, Meta (Loew) Montreal 30-Apr. 2, t.
Carlos & Marchon (Jack Dempsey's) NYC, re.
Carlton Sisters (Orph.) Waco, Tex., t.
Carroll, Della (Harry's N. Y. Bar) Chi, nc.
Carroll, June (Penthouse) Baltimore, nc.
Carroll & Gorman (885 Club) Chi, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll, Florence (Gresham) Boston, h.
Carroll & Shalita (Morrison) Chi, h.
Carson, Jack (Tower) Kansas City, t.
Castain & Crane (Larue's) NYC, re.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Caston, Bobbie (Connie's Inn) NYC, nc.
Cavalcade of Laffs (Beacon) Vancouver, Can., t.
Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.
Chandler, Grace (Black Diamond) Scranton, Pa., nc.
Chappell & Drumb; McPherson, Kan.; Blackwell, Okla., 6-11, a.
Charles & Barbara (Anthony) Ft. Wayne, Ind., h.
Charles, Ernest (Normandie) New York, nc.
Cherie & Joe (French Casino) NYC, nc.
Cheers, Three (Riverside) Milwaukee, t.
Chiquita (Roxy) NYC 30-Apr. 2, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Chita (Anna Held's) NYC, re.
Chmara, Gregory (St. Moritz) NYC, h.
Cholet, Paul (Ritz) Muskogee, Okla., 1-2, t.
Christine, Bobette (Chateau Moderne) NYC, nc.
Chuck & Chuckles (Connie's Inn) NYC, nc.
Clairs, The (Maj.) La Crosse, Wis., t.
Clara Donna (Kit Kat Club) New York, nc.
Clare, Phyllis (St. Regis) NYC, h.
Clarks, Five (Colonial) Dayton, O., t.
Clark's, Harry, March of Rhythm (Egyptian) Sioux Falls, S. D., 4-5, t.
Clark's, Harry, Paris on Parade (Orph.) Winnipeg, Can., t.
Claudet, Marguerite (Shawnee) Springfield, O., h.
Clay, Marjorie (Colosimo's) Chi, nc.
Cliff & Dell (Colonial) Dayton, O., t.
Clifford & Marlon (Loew) Montreal 30-Apr. 2, t.
Codelban, Cornelius (St. Regis) New York, h.
Comeford, Marie (New Yorker) New York, h.
Compton, Helen, & Bryn Mawr Orch. (State) NYC 30-Apr. 2, t.
Condos Bros. (Marbro) Chi, t.
Connie & Mitchell (Rialto) Tulsa, Okla., t.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conchita (Von Thenen's) Chi, c.
Coogan, Jackie (Roxy) NYC 30-Apr. 2, t.
Conti, Jean (Meurice) NYC, re.
Continental Varieties (Club Cluquot) NYC, nc.
Conville, Frank (Uptown) Chi, t.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Cook & King (Brown Palace) Denver, h.
Cooper, Jane (New Montmartre) NYC, nc.
Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Cornell, Wes (429 Club) Chi, nc.
Cornwell, Frank, Trio (Biltmore) NYC, h.
Cortez, Al & Toni (Hickory House) NYC, nc.
Cortez & Marquis (Glenn) Newport, Ky., h.
Costello, Don, Co. (Astor) Reading, Pa., 30-Apr. 2, t.
Covert & Reed (Hollenden) Cleveland, h.
Craft & Gaut (Grand) St. Louis, t.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Palm Island Club) Miami, nc.
Crowe, Hazel (Paddock Club) Cleveland, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.
Cugat, Xavier, & Orch. (Michigan) Detroit 30-Apr. 2, t.
Cully, Jeanne (Park Central) NYC, h.

D

Dae, Donna (Roosevelt) New Orleans, h.
Dailey, Cass (Hollywood) New York, nc.
Daisy, the Horse (Royal Palm Club) Miami, nc.
Dale, Glen (Orph.) Winnipeg, Can., t.

Dale, Maryon (Chateau Moderne) NYC, nc.
Dale, Sunny (Uptown) Chi, t.
Dalton, Jack (Athletic Club) Milwaukee, c.
Danis, Mary (McAlpin) NYC, h.
Danwill Troupe (American Music Hall) NYC, mh.
Dau, Rilla (Club Gauchito) New York, nc.
Dave & June (Met.) Boston 30-Apr. 2, t.
Davis, Ches, Chicago Follies (Rio) Helena, Mont., t.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Daw, Dorothy (Broadway Room) N. Y. C., nc.
Dawn, Alice (State-Lake) Chi, t.
Dawn Sisters (Uptown) Chi, t.
Dayton, Joe & Eddie (Lincoln) Cheyenne, Wyo., 1-2, t.
DeCamp, Ronnie (Old Rumanian) NYC, cb.
DeCaros, The (Town Casino) Phila, nc.
DeCounty & Marie (Showboat) Jacksonville, Fla., nc.
DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.
DeHoghton, Dorothy (Lord Baltimore) Baltimore, h.
DeLain & Dunn (Schneider's) Detroit, c.
DeMarco & Osborne (Club Richman) NYC, nc.
Delmar Twins (Hollywood), Hollywood, Fla., cc.
Denise Dancers, Six (Orph.) Waco, Tex., t.
DeVega & Ynez (Le Mirage) NYC, re.
De Wald Twins (Village Barn) New York, nc.
Diamond, Ted & Mitzie (Brown Derby) Boston, nc.
Dickson, Bobby (Limehouse) Chi, nc.
Di Michael, John (Casino Venezia) N.Y.C., nc.
Dimitri & Helen (Club Gauchito) New York, nc.
Dion & Spariettes (Fairmont) Ottawa, Can., cc.
Dix, Josephine (Roxy) NYC 30-Apr. 2, t.
Dolan, Jackie (Riverside) Milwaukee, t.
Dolores (Marquette Club) Chi, nc.
Don & Dorice (Brown Derby) Boston, nc.
Donna & Darrell (Commodore) NYC, h.
Dooley, Jed, Co. (Maj.) La Crosse, Wis., t.
Doris & Wally (Bradford) Boston, h.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Dove, Evelyn (Connie's Inn) NYC, nc.
Drake, Connie (Deauville) New York, nc.
Draper, Paul (Chez Paree) Chi, nc.
Drena & Her Dancers (London Casino) London, nc.
Drew, Cholly (Number One Bar) NYC, nc.

Drew, Doryce & Freddy (Penthouse Supper Club) Baltimore, cb.
Drew, Hotcha (Connie's Inn) NYC, nc.
Drum, Doty (Hector's Club New Yorker) New York, nc.
D Sisters (State) Minot, N. D., 1-2, t.
Duffin & Ruth (St. Francis) San Francisco, h.
Duke, Paul (Michigan) Detroit 30-Apr. 2, t.
Dunn Bros. (Lyric) Indianapolis, t.
Duval, Ade (Empire) Glasgow, Scotland, 6-11; (Empire) Edinburgh 13-18, t.
Duval, Sheila (New Town Bar) New York, nc.
Dyer, Bobby (Rio) Helena, Mont., t.
E
Earl, Peggy (Riverside) Milwaukee, t.
Easter & Hazleton (Penthouse) Baltimore, nc.
Efanti, Hilda (Anna Held's) NYC, nc.
Elaine & Douglas (Orph.) Waco, Tex., t.
Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Ellison Sisters (Rio) Helena, Mont., t.
Emmy's, Carl, Pets (Loew) Montreal 30-Apr. 2, t.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio (Blakeland Inn) Denver 2-9, nc.
Enrico, Don (Colosimo's) Chi, nc.
Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Ertel, Herbert (Lyric) Indianapolis, t.
Estelle & Leroy (French Casino) N. Y. C., nc.
Etheridge, Eleanor (Lyric) Indianapolis, t.
Evans, Rex (Beachcomber Bar) NYC, nc.
Evans & Rudie (Beacon) Vancouver, Can., t.
Everett, Ruth (Town Casino) NYC, nc.

F

Farell, Marita (French Casino) New York, nc.
Farnum, Frank (Greenwich Village Inn) New York, nc.
Farrell, Bill; (Place Elegante) New York, nc.
Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
Feindt, Cilly (French Casino) New York, nc.
Felicia & DeRey (Club Avalon) Cleveland, nc.
Ferman & Mary Lou (El Toreador) N.Y.C., nc.
Fiddlers Three (Rialto) Tulsa, Okla., t.
Fields, Benny (Hollywood) NYC, re.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Finley, Joyce (Hi-Hat Club) Chi, nc.
Fiorella, Mario (Hollywood) NYC, nc.
Fisher, Mark (Uptown) Chi, t.
Fiske Dwight (Savoy-Plaza) NYC, h.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, nc.

Flora, Dany (French Casino) NYC, nc.
Florenz, Paul, Dancers (Met.) Boston 30-Apr. 2, t.
Fogarty, Alec (Weylin) NYC, h.
Folies Comiques (Boston) Boston 30-Apr. 2, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fox, Dorothy (St. Moritz) New York, h.
Foy, Boy (Earle) Washington, D. C., 30-Apr. 2, t.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Frazee Sisters (Met.) Boston 30-Apr. 2, t.
Frazer, Jack (Bernice) Miami, Fla., h.
Freddy & His Dogs (French Casino) New York, nc.
Fredericks, Musical (Grand) St. Louis, t.
Frome, Milton (Shoreham) Washington, D. C., h.
Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gales, Six (State) Minot, N. D., 1-2, t.
Galvin, Don (Pavilion) Glasgow, Scotland, 6-11, t.
Gamble, Dick (Bradford) Boston, h.
Garber, Jan, & Orch. (Fox) Detroit 30-Apr. 2, t.
Garcla, Louis (Congress) NYC, b.
Gardner & Kane (State-Lake) Chi, t.
Gardner & Reed (Dizzy Club) New York, nc.
Gardner, Joan; (College Inn) Philadelphia, nc.
Garr, Eddie (Met.) Boston 30-Apr. 2, t.
Gaston & Edouard (Monte Carlo) NYC, c.
Gautschi & Sonnen (Ringside Club) Ft. Worth, Tex., nc.
Gay, Sally (Park Plaza) St. Louis, h.
Gene, Gory & Roberta (State-Lake) Chi, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibson, Virginia (Lyric) Indianapolis, t.
Gilbert, Bob & Florette (Delmonico's) NYC, re.
Gilbert, Gloria (London Casino) London, nc.
Gibney, Marian (Indiana) Richmond, Ind., 2-3; (LaPorte) La Porte 4-5, t.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gilford, Jack (Chez Paree) Chi, nc.
Gilmore, Patricia (Leon & Eddie's) NYC, nc.
Giovanni, (Palmer House) Chi, h.
Givot, George (Marbro) Chi, t.
Gleason, Art. Town Scandals (Lincoln) Cheyenne, Wyo., 1-2, t.
Glory, Camille (Broadway Room) NYC, nc.
Glynn, Donald (Park Cafe) Burlington, Vt., s.
Goff, Jerry, & Jack Kerr (Commodore) NYC, h.
Going Hollywood (Lyric) Indianapolis, t.
Grable, Betty (Roxy) NYC 30-Apr. 2, t.
Gray, Frank (Club 429) Chi, nc.
Gray, Helen (Versailles) NYC, re.
Gray, Margaret, & Oliver Gardner (Radio City Rainbow Grill) NYC, nc.
Gray, Maxine (Pennsylvania) New York, h.
Green, Terry (Commodore) NYC, h.
Gregory, Kay (Morrison) Chi, h.
Grenadiers & Louise (Riverside) Milwaukee, t.
Guyer, Juanita (Anne Millstone's) Chi, nc.
Gydenkron, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hadji Baba Trio (Orph.) Winnipeg, Can., t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Hall, Bob (Morrison) Chi, h.
Hallinan, Selma (Town Casino) Phila, nc.
Handler, Shirley (Club Minuet) Chi, nc.
Hardy, Moore (Gabriel's) NYC, nc.
Harrington, Pat (All Stars Club) NYC, nc.
Harris, Danny (Beacon) Vancouver, Can., t.
Harris, Kay (Club Sharon) New York, nc.
Harris, Irve (Place Elegante) NYC, nc.
Harrison, Happy, Circus (Tower) Kansas City, t.
Harrison, Ken (Casanova Club) Scranton, Pa., nc.
Hartmans, The (St. Regis) New York, h.
Hashi & Osai (Rialto) Tulsa, Okla., t.
Hayes & Ginger (Club Plantation) New Orleans, nc.
Hayworth, Seabee, Co. (Bisbee) Parsons, Tenn., t.
Hazard, Hap, & Mary (Pavilion) Glasgow, Scotland, 6-11; (Pal.) Blackpool, Eng., 13-18, t.
Hazelle & Klatoff (Park Central) NYC, nc.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Herman, Irving (Man About Town Club) NYC, nc.
Hill, Pat (Kit Kat Club) New York, nc.
Hilliard, Harriet (Lexington) NYC, h.
Himler, Richard, & Orch. (Paramount) NYC 30-Apr. 2, t.
Hirsch, Jack (Old Rumanian) NYC, cb.
Holland & Hart (Radio City Rainbow Room) NYC, nc.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Secrets (Roxy) NYC 30-Apr. 2, t.
Holman, Libby (Town Casino) Miami, nc.
Holmes, Harry, & Co. (Tower) Kansas City, t.
Hollywood Horse (Wivel's) NYC, re.
Honan, Helen (Uptown) Chi, t.
Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
Hot Feet, Four (Kit Kat) New York, nc.
Howard, Belle (Silver Tavern) Chi, nc.
Howard, Harry, Co. (Lyric) Indianapolis, t.
Howard, Kathleen (Deauville) New York, nc.
Howard, Paula (Barrel of Fun) NYC, nc.
Howard, Vivian (Number One Bar) NYC, nc.
Howe, Dorothy (Bossert Grill) NYC.
Howell, David (Archmont Club) NYC, nc.
Howell, Jack (Roosevelt) New Orleans, h.
Huber, Elsie (All Stars Club) NYC, nc.
Hull Brothers (Shim Sham) New Orleans, nc.
Humphreys, Paul (All Stars Club) NYC, nc.
Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.

J

Hurok, Jemma (Sherry-Netherland) NYC, h.
Jack & Jill (Radio City Rainbow Grill) NYC, nc.
Jackson, Lawrence (President) New York, h.
Jacksons, Three (State-Lake) Chi, t.
Jarrett, Lucille (Madeleine's) New York, nc.
Jessel, George (State-Lake) Chi, t.
Jockey Club Boys (State-Lake) Chi, t.
Johnson, Al (Casino Venezia) NYC, nc.
Johnson, Jay (Silver Tavern) Chi, nc.
Johnson, May (Kit Kat Club) NYC, nc.
Jones, Bobby (Chez Paree) Indianapolis, nc.
Jones, Dick & Doty (Delmonico's) NYC, re.
Jones, Frank Peg (Rio) Helena, Mont., t.
Johnny & George (Commodore) NYC, h.
Johnson & Dean (Connie's Inn) NYC, nc.
Jordan, Bruce (Three-Mile Inn) Monroe, La., nc.

Jordan, Sylvia (Old Rumanian) NYC, cb. Jose & Renee (Vancouver) Vancouver, Can., h.

Malvey, Hal (Club Avalon) Hot Springs, Ark., nc. Mandell, Kitty (New Town Bar) New York, nc.

Pat & Marilyn (Euclid Club) Bay City, Mich., nc. Parker, Lew, Co. (State) NYC 30-Apr. 2, t.

Simon, Arlette (French Casino) NYC, nc. Simpson, Carl (Park Plaza) St. Louis, Mo., h.

Webb, Nella (Normandie) New York, nc. Webster, Hazel (Number One Bar) NYC, nc.

(See ROUTES on page 52)

Lewis Adds Nine Trucks

Season opens at Jackson, Mich., May 4—Doc Tripp re-engaged as band leader

CANTON, O., March 28.—Nine new trucks will be added to the Lewis Bros.' Circus, Paul M. Lewis, owner-manager, informed a representative of *The Billboard* here this week. These units will be ready to augment the fleet when show hits the road May 4 at Jackson, Mich., winter quarters. Lewis is enthusiastic over the outlook for the season. He said more than 300 people will be with the show.

Doc Tripp, for five years band leader, will again serve in same capacity; Sanford Sussell will have charge of the commissary; John Anderson on tickets. Performers under contract are Marine Trio, Graham and Graham, acrobats; Etz Duo and Marion, cradle and perch; Wilbur Trio, cradle, perch and comedy acrobats; Arkie Williams, prima donna; Dorothy Campbell, elephant act, second season; Roy Hauz, Liberty horses and ponies; Jerome Smith, trained wild animals; Texas Joe and Marlon Clark, whip-cracking; E. S. Dickens and wife, menage horses and dogs; Myrtle Anderson, menage and iron jaw; Chief Gray Eagle, Indian dances.

Maynard's First Show At Ranch May 2-3

LOS ANGELES, March 28.—Ken Maynard's Diamond K Ranch Wild West, Circus and Indian Congress will open at the ranch May 2-3. It is planned to stage the show week-ends this season.

Jack Goodrich and Louis Ringling are in charge of the force rebuilding equipment and building seats. Bill Penny will bring from Wyoming 12 Cheyenne Indians. From New Mexico there will be a village of Jickarillo Apaches. Maynard is obtaining Indians in Oklahoma. Tepees will be set up in menagerie tent. There will be a troupe of Russian Cossacks and South American Gauchos. It was stated that in the opening spectacle, Riders of the World, 200 people will be mounted. A street parade is planned. Closing spectacle will be historical in character, with special music score by a Hollywood composer.

Fourteen new spot horses are in corral at the ranch and will be broken to add to those now being broken by John Agee for Liberty acts and menage number. Three more elephants will be bought, it was stated, and more lead stock.

Seils To Open At Macon April 18

MACON, Mo., March 28.—The Sells-Sterling Circus will commence its season here April 18. Designers, carpenters, mechanics and painters are busy remodeling and decorating wagons, trucks and other equipment. New tents are being made by the Fulton Bag and Cotton Mills.

Edwin Kluss is breaking new lions to work in his enlarged lion act; Captain Leonard is working a new Liberty horse turn; LeRoy Scharder is teaching the elephants new tricks and Professor Meyer and Dad Wilson are working ponies, dogs and monkeys.

**HAIL THE CIRCUS
STAR — LONG LIVE
THE CIRCUS!**

By FLOYD L. BELL

Watch for This
In the Spring
Special Number
Of The Billboard



RODNEY HARRIS, band leader of Downie Bros.' Circus, who winters at Longwood, Fla., is shown here with a black bass (12 pounds 4 ounces), which he recently caught in lake in back of his house.

New England Roads In Bad Condition

FITCHBURG, Mass., March 28.—Owners of motorized circuses intending to show in New England cities and towns will do well to arrange their itineraries for late in the season because a large number of roads in Maine, New Hampshire, Vermont, Massachusetts and Connecticut are in a bad condition due to the worst flood New England has ever seen.

The restoration of the roads will take some time.

Railroad circuses will not be affected as rapid restoration of road beds is now under way and in a short time all railroads will be back to normal.

Rhode Island was the only New England State to escape the fury of the floods.

Pitts Flood Not Expected To Cut Into Circus Grosses

PITTSBURGH, March 28.—Last week's flood here is not expected to cut into the grosses to any great extent of circuses to play this territory this season. Worst hit in the downtown flood-stricken area have been chain-store owners and wealthy property men, who can stand the loss. If anything, the boom resulting from the \$250,000,000 damage left by the disaster will help show receipts this summer. Thousands of workers are now employed clearing away the wreckage, repairing damaged buildings and rehabilitating the damaged area.

The circus lot at the point, used annually by the big circuses and the Johnny Jones Exposition, was in more than 20 feet of water for nearly two days. WPA men are working on it and is expected to be in top shape again when the big show dates are near.

Boots Sallee Seriously Hurt

ROCHESTER, Ind., March 28.—The condition of Boots Sallee, aerialist, of Spartanburg, S. C., who was injured about the head and hips when a car in which she was riding, driven by Harlan Burkhardt, of Peru, and crashing into a concrete traffic dummy at Fourth and Main streets, this city, late Monday night, is reported as being favorable. She suffered a double fracture of the hip, a fracture of the skull and many cuts and bruises. Burkhardt was only slightly injured. Miss Sallee is a patient at Woodlawn Hospital here.

Physicians state that she will not be able to fill her contract with the Cole-Beatty Circus during the forepart of the season.

Mix First in Frisco

SAN FRANCISCO, March 28.—The Tom Mix Circus moves into town next Thursday for four days and will spread canvas at the circus grounds, Oakdale avenue and Bayshore boulevard. It's the first circus to come to town this year.

Extra Performance For Omaha Show

OMAHA, March 28.—For the second successive year the combined Tangier Shrine and Ak-Sar-Ben indoor circus went over with a bang. Show was forced to extend for an extra Sunday matinee to accommodate the overflow crowds.

The show, produced under direction of Rink Wright, was one of the finest indoor circuses ever seen here. Ten elephants of Cole-Beatty were used, Eddie Allen in charge. Ponies from this show were used in two rings, with Dennie Curtis' dogs and ponies in center ring. The clowns were Otto Griebing, Charley Bell Trio, Joe Lewis, Tad Toskey, Art Linn, Billy Denaro, Chester Barnett, Earl Shipley and Roy Barrett.

Flying act consisted of Bert and Agnes Doss, Red and Mitzl Sleater and Jim Ward. Gretonas thrilled with their high-wire act and Chester Barnett's hind-foot dog was a sensation. Program included the Neiss Troupe, Clarkonians, Ray Gooding on the tight wire, Six American Belfords, Dobas Troupe, Ernie White, Echo Yoshida, Cyse Odell, Leo and Ethel Hamilton, latter in a slide-for-life.

Show marked the retirement from active work of George Belford, 72, who came to Omaha to play this last engagement for his old friend and fellow trouper, Rink Wright. Red Sleater announced that he was quitting the flying act and going back to school at University of Illinois.

High spot of the week was a big party honoring performers, staged at the Coliseum after Saturday night's performance. All of the talent had to display their forensic wares. A party was also thrown for the property men and grooms. Committee, headed by Potentate W. H. Dorrance, of Tangier Temple, proved real hosts to all.

Bockus & Kilonis Show Not Affected by Flood

MANCHESTER, N. H., March 28.—Floods here destroyed the Manchester Zoo, demolishing all buildings and killing more than 100 animals.

The water did not reach the circus quarters at Crystal Lake Park, but did considerable damage to the roads in that vicinity. Doc Cann, of the World of Mirth Shows, acted as life-saver to four lions, which he purchased and shipped to Richmond the day before the flood came.

John D. Kilonis returned Wednesday from a six-day business trip to New York.

Cad Hill has been awarded the contract to furnish 10 10x14 double-deck banners with a 21-foot doorway for Doc Oylor's Side Show.

Ten new Ford V-8s with 24-foot semi-trailers have been bought from the Charles Carrol Company. This brings the fleet up to 26 trucks.

Cleveland Grotto Members To Attend R-B Opening

CLEVELAND, March 28.—Grotto Circus executives, headed by Managing Director William C. Schmidt, will charter a special train for trip to New York and opening of Ringling-Barnum Circus at Madison Square Garden. Schmidt informed the local representative of *The Billboard* that Grotto Circus committee members look over star acts of practically every circus during the season. "This method of reviewing circus acts enables us to plan our winter show with every assurance of obtaining the best of circus talent," Schmidt stated.

Mr. and Mrs. Charles P. Johnson have returned here after spending a week as guests of Nick and Mrs. Carter at Peru, Ind.

Circus days are being revived at the recently renovated Brookside Zoo with Captain Curley Wilson doing three shows daily with Alice, chimpanzee, a recent gift from Al Sirat Grotto.

Eddie Raymond, clown, left for another tour with Barnett Bros.' Circus.

Local fans are making guesses regarding the appearance here of circuses this summer. The Great Lakes Exposition will occupy every available inch of ground on the lake front, thereby forcing the circus folk to seek other show-grounds if they are to appear here.

Appreciation Shown Russell by C. of C.

ROLLA, Mo., March 28.—During the cold snaps this winter many water mains and pipes were frozen here and the city used two water tanks from Russell Bros.' Circus for two weeks to deliver water to many residences.

On St. Patrick's Day the Russell show was called upon to furnish camels, elephants, horses and equipment for a parade, which the management did cheerfully.

As an appreciation of the many favors the Russell Circus has so unselfishly done for the business men of Rolla the Chamber of Commerce has erected bulletin boards on all highways entering Rolla carrying the words, THE HOME OF RUSSELL BROS.' CIRCUS.

Circus at Shoreham Was a Big Success

WASHINGTON, March 28.—The unique plan of presenting a circus in the dining room of the Shoreham Hotel during the serving of the late evening dinner has proved to be a tremendous success. Business has been enormous, with frequent turnaways. Featured are Will Hill's elephants, with Hill as master of ceremonies; Pallenberg's bears and dogs; the Diaz novelty wire act, with Mile. Diaz dancing on the wire in bare feet; Japanese Kataro Family and Bubbles Ricardo in a thrilling aerial novelty. The Randows supplied the comedy.

The four matinees were for the benefit of the Children's Hospital, while night performances were for the benefit of the Red Cross.

At the opening Monday night Dr. William M. Mann, director of the United States National Zoological Park, and Melvin D. Hildreth, CFA, were hosts at a dinner to a number of friends. Posters borrowed from the Circus Fans were used to decorate the dining room.

Mix Business Okeh Despite Cool Weather

COALINGA, Calif., March 28.—The Tom Mix Circus is now in the third week and meeting with much favor and many fine after-notices. Weather has turned cool and there has been some rain and hail, but business continues to be most gratifying.

A few small stands to break the jumps are being played this week—Santa Maria, San Luis Obispo, Paso Robles and Coalinga. Schools are excused daily and busses are used to bring the country children in for matinee. At Paso Robles near capacity at both performances.

Several new station wagons have been added for transporting performers. Dall Turney and Tom Mix are receiving many fine compliments on the all-new equipment and on the performance. The Arbaugh flying act and Erma Ward continue to be favorites. Max Gruber's Oddities and the menage act, with the girls dressed in polo costumes, never fail to receive appreciation from the audience.

Tom Mix is enjoying visits from his many old friends. His all-white cowboy costumes and the new Arabian stallion, Chief Warrior, which he introduces in his opening personal appearance, are admired.

Bill Flowers has been made superintendent of ushers and ticket sellers and Harold Walrath has the downtown ticket sale. Ted Metz's Side Show continues to do excellent business, and the novelty Scotch band and Schlitzle, the pinhead, make an attractive bally. The chimpanzee is creating many laughs, and Roberta is a good attraction.

Winnipeg Show Draws

WINNIPEG, Man.—Winnipeg's first Shrine Circus in 10 years was witnessed by more than 20,000 spectators at the Civic Auditorium. Headlining a varied program was Chris Cornella's troupe.

Baile Again With Seils

MUSKEGON HEIGHTS, Mich., March 28.—King Baile left here Monday for Macon, Mo., winter quarters of Seils-Sterling Circus, with which he will again manage the Side Show.



President, Secretary,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Thames Bank
Chicago, Ill., Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

Fans from around Bloomington, Ill., were given a treat last week when the annual YMCA Circus was held there. Many fans winter in Bloomington and they put on a flying act in this show with 16 people—four catchers and 12 people working from the pedestal end of the rigging.

Harper Joy, of Walla Walla and Spokane, Wash., now at Honolulu, writes that they landed on the island March 9 and are having a wonderful time. In the party are Mr. and Mrs. Harper Joy, Mr. and Mrs. Harry Goetz and Mabel McDonald.

Storms H. Shults, Circus Fan of Galesburg, Ill., on a recent visit to Chicago, was an interested spectator at the Showmen's League banquet at Hotel Sherman. He also visited the Showmen's League Clubrooms, where he met President Patty Conklin and several others. Shults

states that he also paid a visit to the Performers' Club of America. Dr. and Mrs. Tom Tormey, of Madison, Wis., and Mr. and Mrs. Don Howland, of South Bend, Ind., left last Thursday for a two weeks' vacation in Florida.

The spring opening of Fred Warrell Top of South Bend, Ind., night of March 23, was an outstanding event in fan meetings. The affair was held at Tony Barrett's cafe, with dinner being served at 6:30 to 25 members and guests. A colored orchestra and entertainers started off the evening with everyone singing *The Man on the Flying Trapeze* and it was almost midnight before the meeting broke up. The guest speakers were Rex de Rosselli, of Cole-Beatty Circus, and J. P. Stowe, of Niles, Mich., famous as producer of *Uncle Tom's Cabin* shows under canvas.

George Scholdere, new member of CFA from Binghamton, N. Y., is visiting Florida, going to Sarasota direct, where he will inspect Ringling quarters and do some fishing with Fred Bradna, a friend of long standing.

The Pat Valdo Tent has been formed in Binghamton, N. Y., in honor of Pat Valdo, director of personnel of the Ringling-Barnum Circus. He was born and reared in Binghamton and has many friends and relatives there. Membership consists of James H. Andrews, George H. Scholdere, Will H. Sisson, William Daily; Capt. Dan E. Fox, commander of State troopers' barracks at Sidney, N. Y.; Frank Rider, George H. Barlow Jr. and George H. Barlow III. There will be an organization luncheon and meeting the last of April. Headquarters are at G. H. Barlow III's office in the Barlow Building, where more than 200 circus pictures are hung on the walls. Later a special "Tent Room" will be constructed for the exclusive use of the Circus Fans of this group and all visiting fans. Sisson is one of the oldest members of CFA and Daily, 19, is the youngest registered Circus Fan in the United States. Fox has long been a favorite among outdoor showfolk.

Planning CFA Meet At South Bend, Ind.

ROCHESTER, Ind., March 28.—Plans to change the scheduled meeting of CFA from Atlantic City to South Bend, Ind., were started March 24, when Walter M. Buckingham, national secretary, offered the Indiana City the annual convention in a letter to W. W. Dunkle, secretary of Fred Warrell South Bend Tent No. 16.

The planned change was the feature of a special banquet held in the German Village cafe, and attended by a score of visiting fans, including William Sneed, Chicago; Harry Atwell, circus photographer; Bert Wilson, associate editor of *White Tops* magazine; Dr. T. W. Tormey, of Madison, Wis.; Carl Schlotzhaur, Peoria, Ill.; John F. Stowe, of Niles, Mich., and Jess Adkins, Rex de Rosselli and others from the Cole-Beatty winter quarters here.

Woods Under Auspices

LOS ANGELES, March 28.—Jimmy Woods' Circus opened last Friday night at Century and Figueroa streets under auspices of Southeast Parent-Teacher Association. Attendance at opening was very good.

Among acts were La Vaggi Trio; Leonore Velarde, trapeze and forward somersault to heel catch; Oliva Brothers, aerial bars; Acavado Troupe, high tight and slack wire; Marinelo, juggling and iron jaw; Fred Foster's high-school horses, featuring Gold Boy; Betty Roth riding her Apaluca high-school horse; M. Velarda, comedy equilibrist; Jo M. and Helen Velarde; Cal Owens Troupe, high and bounding wire; Bones Hartzell clowning the show.

Woods intends playing auspices during the summer months.

Former Showman Did It

INDIANAPOLIS, March 28.—A former circus performer, Charles L. Reeves, now deputy sheriff here, sprang the trap which plunged George W. Barrett, Kentucky feudist, to his death last Tuesday morning. When Reeves was nine years old he ran away with a circus and for a number of years trouped as a trapeze performer with Barnum & Bailey, Ringling Bros., Hagenbeck-Wallace and Sells-Floto shows. Later he was on the Keith circuit with the Liaseed troupe of tumblers.

Ivan Moving On 17 Cars

ORANGE, N. S. W., Australia, March 1.—Ivan Bros.' International Circus has been playing the country towns to great success the past week after a two-week season in Sydney, where business gradually increased to capacity after making a poor start because of inadequate publicity and advertising. Making jumps averaging about 60 miles a day, show is moving on 17 cars (seven flats, four stock, four sleepers and two baggage) and playing but one show a day so far, altho Saturday matinees are scheduled for later on the tour. Loading and unloading facilities are poor and antiquated from the American point of view, but the show has not missed any performances. Canvas and equipment are excellent and create much comment when erected. The dual power plant (two 15 k. w. plants on one trailer) is a distinct novelty in this country.

Late addition to show is the Martinetti Family, doing five-people Riskey, three-people comedy acts and four men in leaps. Family is Australian but billed as European importation and going big. Leaps is another addition since opening. This number now opens program, with nine men participating with double over 12 horses, featured by one of Demnati Arab Troupe.

The American contingent (about 90 per cent of performance) is going big and, with one exception, enjoying a nice engagement. Exception is Mohammed Ben Hassain, known as Said, who suffered a knee injury two weeks ago and is still walking with a cane. Nellie Dutton is renewing old acquaintances along the line who remember her as a member of the Flying Jordans, who are still recalled as one of the greatest flying acts to tour the country.

Railroad travel with the show is a pleasant surprise to Americans, for the compartment cars used here are very comfortable and everyone has taken pride in fitting his stateroom up very homelike. Two people are assigned to a stateroom. Show carries no cookhouse, so much housekeeping is being done on the train, altho arrangements are made for reasonable meals in each town. Excellent meals can be had for a shilling (20 cents).

Show is routed to spend two weeks in Melbourne at Easter—a big holiday season in Australia. After that the schedule takes it north for the early winter, June and July, and then back to Sydney for September.

Faithful Groom to Bradnas

BINGHAMTON, N. Y., March 28.—Speaking of faithful oldtimers, here is one worthy of mention—Raymond Molins, who has been head groom for Fred and Ella Bradna for 30 consecutive years.

He joined the Act Beautiful at Madison Square Garden, New York, in 1906. It is Molins who grooms the horses, colors the pigeons and sees that the black "bull's-eye" pigeon box is heaved high in the arena and lowered to the ground after the pigeons are released when Ella shoots the box open. During the winter dates he sticks to his post, riding from date to date in the Bradna truck, where he can give his charges constant attention.

Raymond, LaFrance Sign With Bockus & Kilonis

NEW YORK, March 28.—Emma Raymond and Josie LaFrance have signed with Bockus & Kilonis, joining in Manchester, N. H., in early May. Miss Raymond does a balancing trapeze act, her partner assisting, and both do a slack-wire number.

Wirth Working on Three

NEW YORK, March 28.—Frank Wirth is readying three full-week shows, the first at the Metropolitan Opera House, Philadelphia, and the other two in Hartford and Waterbury, Conn.

NEW HAVEN, Conn., March 28.—Acts booked at the Knights of Columbus, to be held at the Arena, include Pallenberg's bears and dogs, Ullaine Malloy, Mickey King, Dr. Benard's elephants, Tudor Sisters and Avery, Joe Hodgini and Company, Torelli's Circus, Roberta's Circus, Hoagian Hippodrome, Flying Flemings, Will Morris and Bobby and Proske's Tigers.

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Under the Marquee

By CIRCUS SOLLY

DRESSEL, the tall clown, is in Texas.

GUS LARSON, ring performer, is recovering from a heart attack, suffered at El Paso, Tex.

THE LEVINES (Harry and Charlotte), aerialists, and presenting carrying perch act, are engaged with Eddy Bros.' Circus.

ERNIE WISWELL will be with the Walter L. Main Circus until fair season starts. Will play George Hamid dates.

MARIO MEZA, "the Man on the Flying Rope," and wife have signed with Seal Bros.' Circus.

KIRK ADAMS has received the Knights Templar degrees from Oriental Commandery No. 9, Daytona Beach, Fla.

MRS. TOM ATKINSON, of Barney Bros.' Circus, wintering in East St. Louis, Ill., is confined to her home owing to illness.

FLOYD KING, ahead of the Cole-Beatty Circus press department, while in Cincinnati last week on business called at *The Billboard*.

PATRICK JEROME MURPHY will again be candy butcher with Ernie Tucker on the Cole-Beatty show. At present he is working ties.

F. STANLEY REED, after three years in carnival field, will return to the white tops, having signed a contract with Bockus & Kilonis Circus as adjuster.

DON LaVOLA, high-wire performer, appeared for second consecutive season at Cyrus Grotto Circus, Hutchinson, Kan.

HAL SAVAGE postcards from New Bedford, Mass., and says he has contracted his life slide with Maynard Bros., joining April 11.

JIMMY LITTLER, for the last 12 years with George Davis on Hagenbeck-Wallace, left St. Louis last week to join Chester Pelke, superintendent of concessions on Al G. Barnes Circus.

LOUIS E. (ROBA) COLLINS will be with Jack Riddle's Circus unit as producing clown, in addition to doing comedy magic and marionette acts. Will also handle press and banners.

RUSSELL G. KNISELY recently finished a show for the Roanoke County Woman's Club, Roanoke, Va., a very good date. He will have some summer dates in Ohio and Pennsylvania.

JIMMY CARROL and wife, on their way from Saratoga, Wyo., to Harrisonburg, Va., to join Milliken Bros.' Circus, stopped in Cincinnati and called at *The Billboard*.

ATHLETA and H. E. Brooks have spent considerable time at Mobile, Ala., on two new tricks which will be used in Athleta's heel and toe act, which will be a feature with Rice Bros.

L. F. STOLTZ has contracted to furnish a 10-piece band with Atterbury Bros.' Circus, which opens at Dakota City, Neb., April 25. He also will have the pit show.

TANGARA (PEP) REED, dancer, and Pauline King have been contracted for Sells-Sterling Side Show. Willie Mayo will have charge of minstrel department. Floyd Kent, fat boy, and Billy Austin also have signed.

WALTER DAVIS will again be with Jones Bros.' Wild West Circus, doing bronk, trick and steer riding. He has been at winter quarters, breaking horse

acts. A truck is being built that will carry 12 head of horses.

CLARENCE AUSKINGS, who recently announced that he would be special agent with Russell Bros.' Circus, advised, on March 21, that he will not be with the show. He is still manager of Dixie Minstrel Show.

DOWNIE BROS.' CIRCUS will this year dispense with a street parade. The decision of the Downie show follows that of the Tom Mix Circus. Difficulty in creating any circus appeal with trucks is given as the reason.

BEN HEAD, of Madison, Wis., sends word that the first three circuses to enter Wisconsin and Western Minnesota this year (early in May) will be Sells-Sterling, Vanderburg Bros.' and Atterbury Bros.'

CLIFF McDOUGALL is at Metro-Goldwyn-Mayer Studio working on exploitation of the *Great Ziegfeld* picture. Cliff says it is a road-show picture and will open at Carthay Circle, Hollywood, April 15.

TUNIS E. STINSON, with his bride of a few months, is honeymooning in South-eastern Florida. Stinson has been general chairman of arrangements for the annual Shrine Circus, Detroit, for 15 years.

AN ARTICLE regarding Mr. and Mrs. Fred Bradna recently appeared in a Binghamton, N. Y., daily. Story mentioned that they have been with the white tops 36 years. Some tragedies of the circus were recalled by the Ringling-Barnum equestrian director.

DR. WILLIAM M. MANN, director of the United States National Zoo, and Mrs. Mann have left Washington for Sarasota, Fla., to witness the loading of the first trains and the departure for Madison Square Garden. While in Sarasota the Manns will be the guests of Mr. and Mrs. Carl Hathaway.

SEDGE MEIKLE, for many years right-hand man of Ray Rogers in the management of Barnett Bros.' Circus, was discharged recently from French Hospital, New York, where for weeks he remained on the danger list. He is convalescing at the Nursing Home of Dr. Edward R. Johnson at West Haven, Conn.

HOWARD BARY, en route with a cargo of animals for Ringling Bros., has had the misfortune of losing two giraffes and two elephants due to unusually rough weather. One giraffe has recovered and is expected to land within a few days. Included in the cargo are pygmy elephants, also one giant elephant from India.

RECENT VISITORS to Circus Room, Hotel Cumberland, New York, were Abba Omar and Mlle. Marquis, Harry F. Link, Sarah C. Grigsby, Maybelle Cleo, Karl E. Grigsby, Gertrude Broddelius, G. Sedge Meikle, F. P. Pitzer, May Homer, Agnes W. Maier, Herb Taylor, Joe Varney, W. P. Pond, George P. Gaydoul, Dusty Rhodes, Doc Crawford, Larry Ward, Lewis Rosen, Vernon Reaver and Tom Kennedy.

LULU DAVENPORT informs that she has been engaged by Cole-Beatty Circus to furnish a four-people riding act for the Chicago Stadium engagement. She and Rose Walleth worked the Chicago Coliseum engagement last year for this show, later going on fairs. Act will consist of Miss Walleth, Fred and Ethel Freeman and Miss Davenport. Misses Davenport and Walleth have had a successful winter of Shrine circus dates, closing at Denver last week.

THE FIFTH ANNUAL "Spendless and Seemore" Circus, given by South Intermediate School, Saginaw, Mich., March 20-21, drew 8,000 persons. Student acts were presented by more than 300 youngsters. Professional talent follows: Moreen troupe, swinging and balancing trapeze, comedy acrobatics, teeterboard; Marie's animals; Texas Joe Mix, roping,

whip-cracking, target shooting; Manwell troupe, triple bars; Larry Wilcox and Del Graham did comedy and assisted the pupils with their clown numbers. V. J. Noble handled publicity.

SHOWMEN'S LEAGUE circus notes: With the third annual Spring Festival Theatrical Night at Hotel Sherman, Chicago, well to the right side of the ledger, the League is planning to make the event some time during the week in which February 26 falls. There is a reason. February 26 is the birthday anniversary of Buffalo Bill. He was first president of the League. To set the date of the annual festival some time during "Buffalo Bill" week not alone would help the cause of the League, but also would materially add to the perpetuation of the fame of the old-time scout. The matter of deciding on the proposition is now before the board of governors of the League. Wiseacres say the plan is almost sure of adoption. Another reason for making the date some time during the "Buffalo Bill" week is because the College Inn, where the spring show is held, is always in demand and cannot be obtained on a moment's notice. The show is given for benefit of the hospital and cemetery fund of the Showmen's League of America. . . . Members of the League are looking forward to the opening of the Cole-Beatty Circus in Chicago. The League has hosts of friends in that organization and usually many from the show drop in to the League rooms during the sojourn of the show here.

Acts at Canton Shrine

CANTON, O., March 28.—Acts under contract for the Shrine Circus here next week are Grabor Sisters, double trapeze; Marine Troupe, teeter board; Delmar Trio, comedy acrobats; Eddie Morris, trapeze; Phyllis Stanway, loop-the-loop traps; Three Grayce Sisters, swinging ladders; Aronsen's wire act; Wilbur Trio, perch and Roman rings; Geddes and Lane, acrobatic novelty; Texas Joe and Marion Clark, whip cracking; Tyson and Remous, double traps; Dorothy Campbell, canine revue; Capt. Jerome Smith, trained animals; Cora Matson and Virginia Smith, menage horses; Leroy Hauz, military ponies; Barbara, elephants; Mae Lewis, riding dogs and ponies; Margaret Sussell, trained goats. Raymond and Marcus will produce clown numbers. Silvers Johnson and Carmen and Crowley also will be in clown alley.

Kiddies' Races Attract Many to Rice Quarters

JACKSON, Tenn., March 28.—Several thousand people were attracted to the winter quarters of Rice Bros.' Circus at the West Tennessee District Fair grounds Sunday afternoon, the special attraction being a series of races by small children, the winners receiving a litter of pups mothered by Jule, high-diving dog. Doc L. B. Ford acted as starter, while John H. Johnson, local auto dealer, was the official judge. The grand stand was comfortably filled and much interest was created among the contestants as well as parents and visitors present. *The Jackson Sun* ran a three-column out of the affair.

With the opening set for April 11 here at Jackson under the auspices of the fair association the necessary work is rapidly nearing completion, and when the big top goes in the air April 4 for rehearsals to start everything will be spick and span in gala attire for the season's tour. Not only are the trucks, cages and trailers repainted and relettered, but the majority of them have been pictorially embellished by Tex Stuart, Fred Nelson and Ross Heath, and all visitors compliment Ray Marsh Brydon on the beauty of his equipment.

Mr. and Mrs. Walter Baird, Mr. and Mrs. J. C. Miller and Tommy Comstock, band leader, and wife have arrived. Treasurer Champ Simpson frequently at quarters. Gordon Newham a visitor. Ray Cramer getting all side-show paraphernalia in first-class shape. Elizabeth Webb turning out beautiful wardrobe. Superintendent Bill Erickson has made hosts of friends in Jackson during the winter. Big merchants' exhibit will occupy a top at the main entrance for the opening here, several of Jackson's leading manufacturers and dealers having already booked space. After watching Ted Reed's machine shop in full operation, Art Gardner remarked: "Well, this is the first winter quarters I have ever been around where they don't use any nails."

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, March 28.—New members recently taken into the Tent are William J. Parker, president W. J. Parker, Inc., and Sam G. Wingfield, of Kenyon and Eckhardt. . . . Dexter Fellows is in town and his book will soon be published. . . . The new membership card created by Prexy Tony Sarg is a masterpiece. It is a circus tent with flags flying from poles containing the letters CSSCA and Dexter Fellows Tent. The front has two side-show banners, and these can be raised, and underneath it shown the name of the member. Eddie Thornburgh is looking after the reproduction of these cards. . . . We were happy to see Chris Dalton back on the job again, and in *The Brooklyn Eagle* of March 24, 1936, we read: "Chris starts his 51st year as announcer and timer at the NYAC, where the U. S. water polo title will hang in the balance. Chris admits to being the second oldest sports announcer in the country, only Jack Adler tops him. Dalton was a protegee of old Fred Burns, and Chris says Burns spoiled a good young baritone when he let him take up the business. The veteran timer missed his first National AAU track and field meet this winter since the game's inception." I might add that Chris Dalton was the first CSSCA member to purchase a box for the opening night of the Big Show in Madison Square Garden. . . . A number of circus items reached us from Billie Garvey, who is sitting in darkness with wet feet in Hartford, Conn. . . . We have also received a check of Barnum & Bailey issued away back in the years and we are happy to add that to our collection.

The initiation of Lou Little was a masterpiece. We not only presented him with the Rose Bowl (naughty, naughty), but gave him a football as large as an elephant's egg, if an elephant laid an egg. . . . There were any number of sport reporters present, all loyal to Lou. After the huge football was presented to this great Columbia coach Sarg said that the football held a surprise, and it did. Ask Tony about it.

Some of the high spots were Carlton Hub in football armor, Ray Schindler trying to do arithmetic while taking orders for caricatures of Little. . . . The decision of Ed Robbins to do the first-night ticket job with Orson Kilborn and the fine work of Jolly Bill Steinke, who donned football headgear which bricked his scenter. . . . Sharon Stevens will hereafter be in the ticket wagon, and the announcement that a meeting of the first-night attendance and reception in Madison Square Garden for the Big Show will be held Friday. . . . Walter Smith, son of former Governor Al Smith, attended the luncheon and promises to line up the Happy Warrior for a future luncheon.

Ingham, Tamargo Building Reservation

ELKTON, Md., March 28.—Rex M. Ingham, circus general agent, and Sandy Tamargo, former carnival owner and for last few years operating Circus Park on Route 40 near here, are building Elk River Indian Reservation on land owned by Tamargo.

Last season Ingham was at the River Bend Indian Reservation near Mt. Vernon, Va., and during the past winter has had several groups of Indians on the road presenting educational programs in schools in the East.

Tamargo formerly operated Sandy's Shows, leaving the carnival field to build Circus Park.

New reservation will cover 30 acres and is located on a heavily traveled highway. Large trading post will serve as entrance and also be used to display and sell Indian hand-made goods. Reservation is inclose by stockade. Admission will be 25 cents and reservation will be open daily. About 100 Indians from various tribes will have a permanent home on the reservation.

Formal opening will be April 19 and Governor Nice of Maryland and other notables will speak.

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The Corral

By Rowdy Waddy

JAMES HAWK, Indian roper, is still with Pop Eckler's Barn Dance troupe, playing dates in the Central States, doing his roping act. Hawk was a visitor to Cincinnati early last week.

CLYDE S. MILLER is slated to again present his show under auspices of the Chamber of Commerce at Estherville, Ia., in early summer. Miller made a hit at Estherville during his engagement there last year.

NEW YORK—Harry Hill and Roy Vincent, trick riders and fancy ropers, have been spending time here after arriving from San Antonio. Played a one-nighter at the Essex Theater, Newark, N. J., and announced they will most likely join a circus.

CAPT. S. SELINE, of the Seline Troupe of Russian Cossacks, and his wife recently returned to Sitka, Ark., from a motor trip to Wilkes-Barre, Pa., for the Rodeo staged at Wilkes-Barre in the 109th Field Artillery Armory. Encountered many miles of snow and ice-covered highways on the trip. Captain writes that the rodeo was a big success.

A PHOTOGRAPH received from San Diego last week shows Hugh Strickland making presentation of a "10-gallon hat" to Governor Frank F. Merriam of California. Hugh also invited Governor Merriam to lead the parade slated to open a three-day Frontier Days and Rodeo, of which Strickland will be arena director, at the California Pacific International Exposition, April 3-5.

ROCHESTER, Ind.—Culver Military Academy shed its military and academic cloak on March 21 and went rodeo. The occasion was "Wild West Day," featuring a score of Cole-Beatty Circus riders, including Norma Humes and Josephine Tatum, in several menage numbers; Paul Nelson, trick riding; Frank Colbraith, rope spinning, and Cecil Tatum, bronk riding. Rex de Rossell, Cole-Beatty special exploitation representative, was in charge of the circus program.

TURK GREENOUGH, who received a broken leg on the last day of the recent Rodeo at Denver, in connection with the Stock Show, after spending five days in hospital at that city returned to his home at Billings, Mont. Turk is now walking (lightly) on the leg and for several weeks will work for a live-stock concern at Billings, riding horseback and working cattle in the yard. He intends getting back into contest harness this season.

MAYOR H. W. PERRY of Ogden, Utah, and his co-workers toward repeated successes of the Ogden Pioneer Days are enthused over plans for this year's event, which will run as a whole seven days in July—three night pageants and four night rodeo performances. Among the people well known in rodeo circles to take part in the events are Alice Sisty, Gene Kreis, Homer Halcomb, Sam Garrett, Mr. and Mrs. Montie Montana, Ted Elder and Monte Regar, with Abe Lefton again the announcer.

FORT WORTH, Texas.—The rodeo in connection with the Stock Show here ended Sunday night (March 22) with a record of near-capacity for all 19 performances. It probably was the last to be staged in the Coliseum on the North Side, hereafter to be held in one of the buildings now being erected on Camp Bowie boulevard. Tom L. Burnett, wealthy ranchman of Iowa Park, Tex., and well known in rodeo circles, put up special prizes of \$25 each for each of five of the contest events at the Wednesday performance. These were won by Herb Myers, in calf roping; Duward Ryan, in bareback bronk riding; Doff Aber, in saddle bronk riding; Everett Bowman, in steer wrestling, and Paul Carney in steer riding. Dick Shelton took special award as best all-round cowboy in the events, also colonelcy on the staff of Governor-elect Leche and a special made

BOB RUSSELL

Our letter to you at Fort Myers unclaimed. Get in touch immediately REO BROS., Philadelphia, Pa.

six-shooter. Frank Biron, sergeant of mounted police, Walkkill, N. Y., was on vacation and stopped over at the close of the show. Frank, former trick-roper, is looking good and up in the heavy-weight class. Following is a list of winners in contest events during the latter portion of the rodeo (the fore portion published in last issue), and the finals: Bareback Bronk—Third day (Go-Round): Smoky Snyder, Jonas DeArman; Downard Ryan and Shorty Hill split third and fourth. Fourth day: Sam Stuart, Shorty Hill, Hughie Long, Whittle Stewart. Fifth day: Bob Walden, Chick Hannan, George McIntosh, Downard Ryan. Sixth day: Sam Stuart, Shorty Hill, Bob Walden; Jonas DeArman, Harry Van Campen and Jim Whiteman split fourth. Saddle Bronk Riding—Fourth day: Pete Knight, Doff Aber, Earl Thode, John Jordan. Fifth day: Burrel Mulkey; Doff Aber and Pete Knight split second and third; Eddie Curtis. Sixth day: Eddie Woods, Nick Knight, Burrel Mulkey; Earl Thode, Pete Knight and Cecil Henley split fourth. Seventh day: Eddie Woods, Doff Aber, Eddie Curtis, Nick Knight. Steer Riding—Fourth day: Paul Carney, Smoky Snyder, Eddie Curtis, Shorty Hill. Fifth day: Jack Wilson, Paul Carney; Bob Rothel and Smoky Snyder split third and fourth. Sixth day: Smoky Snyder, Hughie Long; Melvin Harper and Eddie Woods split third and fourth. Seventh day: Dick Griffith, Junior Colwell, Walter Cravens, Paul Carney. Calf Roping—Fourth day: Jake McClure (19 2-5), Ike Rude (20); Dick Shelton and Howard Westfall (24 2-5 each). Fifth day: Jake McClure (16 2-5), John Bowman (17 2-5), Ralph Bennett (20 2-5), Irby Mundy (20 4-5). Sixth day: Roy Matthews (22), Breezy Cox (22 2-5), Dick Shelton (23 1-5), E. Pardee (23 4-5). Steer Wrestling—Fourth day: Hub Whiteman (6), Rusty McGinty (8 1-5); Whittie Hoffman and Rube Roberts (9 1-5 each). Fifth day: Dick Truitt (7 1-5), Ted McCrory (9), Rube Roberts (9 1-5); Herschel Ross, Don Nesbitt and Shorty Ricker (9 2-5 each). Sixth day: Gene Ross (6 4-5), Andy Curtis (8 4-5), Howard McCrory (9 2-5), Everett Bowman (9 4-5). Finals (trophy and championship awards): Cowgirls' Bronk Riding, Iva Dell Jacobs. Cowgirls' Trick Riding, Florence Randolph. Cowboys' Trick Riding, Dick Griffith. Fancy Roping, Chester Byers. Bareback Bronk Riding, Bob Walden. Steer Riding, Smoky Snyder. Special award champion juvenile fancy ropers, Don and Gene McLaughlin. Cowboys' Bronk Riding: Pete Knight, Eddie Curtis, Nick Knight, Earl Thode. Calf Roping (total six calves): Dick Shelton (153 2-5), E. Pardee (157 2-5), Everett Bowman (161 1-5), Ralph Bennett (162 4-5). Steer Wrestling (total six steers): Howard McCrory (67 4-5), Gene Ross (91 2-5), Rusty McGinty (96 3-5), Rube Roberts (97 3-5).

Notes From France

PARIS, March 16.—Cirque d'Hiver continuing its musical comedy, *The Pearl of Bengal*, with some changes in circus part of program. Newcomers on bill are the clever elephant, "Mago," and the cyclists, the Slatanachs.

Gilbert Brothers, top-notch American hand-to-hand balancers and bar act, and Joe Jackson Sr., comedy cyclist, are at the Alhambra; Chrysis de la Grange, aerial act, is at the Paramount; the Zernganos, flying trapeze, are at the Gaumont Palace; the Three Volairs, flying trapeze, at the Cigale.

The Cirque Medrano tent show, after a three-day stand at Rouen, is heading toward center of France. The Cirque Poutrier, at Bordeaux, has replaced Martha the Corsica, recently injured by one of her lions, by Sarah Carith. Miss Lea, trapeze; Hellas, comedy wire-walker, and Roche Bros., comedy acrobats, have been added to the Poutrier program.

The Cirque Amar Freres, tent show, is playing along the French Riviera with a bill featuring animal acts of Amar Brothers. Circus acts on program are Germain Aeros, comedy slack wire; Miss Aurelia, foot juggler; Charles Jack, trapeze; Chiezell, juggler; Tay and Tys, comedy acrobats; O'Breat, contortionist; Babusios, musical clowns; Recha, illusionist, and Gautier's horses.

The Circus Schumann has opened its season at Stockholm, Sweden; Joe Jackson Jr., American comedy cyclist, is at the Lorry in Copenhagen; Paul Gordon, American slack-wire ace; the William Kirks Company, Risley acrobats, and the Three Swifts, comedy jugglers, are at the Corso in Zurich. Captain Breydson, trapeze, and Tibor, Gomory and Company, acrobats, are at the Ancienne Belgique in Brussels.

Cole Bros.-Clyde Beatty

ROCHESTER, Ind., March 28.—Earl Lindsay, Cole-Beatty treasurer, has returned from a visit to his old home in Beaumont, Tex., where he leased to an oil company about 70 acres of land adjacent to a plot where a new oil well was recently brought in.

Zack Terrell and wife have returned from a visit to Louisville and Owensboro, Ky.

Superintendent Fred Seymour announces that approximately 200 vehicles have been made ready in the repair shops and that most of these have already gone thru the paint shop.

Mrs. Myrtle Hupp, sister of Jess Adkins, was a recent guest at quarters.

Tommy Poplin, of the electrical department, has returned from a visit to St. Louis.

Mrs. H. J. McFarlan, in charge of wardrobe, announces addition of 10 more seamstresses, thereby raising the total to 30, with 16 motor-driven machines in operation.

Henry Brown, in charge of baggage stock, announces arrival of 30 new horses, which will bring the draft animal total to 140.

Chicago Notes

CHICAGO, March 28.—Verne Williams, who has been in Chicago for some time, leaves soon for the East to take up his duties with the Ringling-Barnum show.

Ray Dean is busy taking scores of pictures with the fine new camera he purchased last week.

The advertising car of the Cole Bros.-Clyde Beatty Circus has arrived and billing will start next week. Car is in charge of William Backell.

J. C. Donahue, traffic manager of the Ringling shows, has been in New York for several days.

Roy Barrett is back from an indoor circus engagement in Omaha.

Mickey McDonald in town and will play the Stadium engagement.

R. E. Hickey, press representative of the Cole Bros.' show, contacting local newspapers. Bob is well known and liked by Chi newspaper men and doubtless will have a good representation in the dailies.

Two Lions for King

DETROIT, March 28.—Two royal lions are now on their way to Brownsville, Tex., as a personal gift from Emperor Halle Selassie to Manuel King, the 12-year-old boy lion tamer. They will be featured at the Detroit Elks' annual Charity Circus.

Old-Time Showmen

By CHARLES BERNARD

The casual reader of circus literature today, if the young generation, thinks of the old-time showmen as a class of the show profession long since extinct, but the middle-aged and elderly reader will recall names of owners, managers and performers whom they remember distinctly as prominently identified with circuses of 30 to 50 years ago and can relate some event on which their memory is clear.

To revive those memories of a by-gone "circus day" some cullings from the circus news stories and advertising of the year 1880 will show what was being done by many of the old-time showmen in that exciting season of a Presidential election campaign when circuses were closing a strenuous season about the time announcement was made that James A. Garfield had been elected President. In the week following the November election the Van Amburg & Company Circus exhibited in Columbus, Shelbyville and Rushville, Ind., and closed its season at Noblesville November 12. The public auction of the entire circus outfit of Prof. E. Hamilton was advertised to be held at Windsor Mills, O., November 30. Sells Bros.' Circus announced closing date of season as November 22 at Gadsden, Ala. Hiram Marks, his family and the ring horses were in Louisville, Ky., seeking an engagement for the winter with some Southern circus. Whimsical Walker, popular English clown, had completed the season with Cooper & Bailey's London Circus and sailed for his home in England. A card published in New York papers by James A. Bailey praised (See OLD-TIME SHOWMEN on page 67)

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox.

By STARR DeBELLE

MI'Canopy, N. C., April 29, 1936.

Dear Circus Solly:

The only under-canvas circus en route this far north. The past week's billing the heaviest of the season. Management wrote to every poster printing company in the country for sample paper. Enough sent in to take care of the show for another week. So enthused were the owners with the lithograph showing, they have decided to write to a few foreign printers for more sample material. Later special paper will be ordered with the show's name in pictures. The block to be made with the following design: A Kentucky thoroughbred race horse. Coming in a winner. The word "Won" over the top. A bookie on the side line "Upping" the payoff.

The past week a week of opposition. Monday we day and dated a medicine show. Opposition was light. Management decided to give away a package of herbs and a bottle of snake oil with each admission. Our high pitchman backed his car up to the front of their stage and worked electric belts.

Tuesday we day and dated a Jesse James show. Wednesday a home-talent play was to be given in the school auditorium. But our legal adjuster arranged with the school principal to use it for a concert that night after the big show. Show for a home-talent production ran along smoothly considering the noise made by the workmen tearing down the seats and carrying out the side and quarter poles. Their performances were called off in second act due to the big top being let down on their heads.

Thursday we day and dated the Gate and Banner Carnival Company. Show was set up and waiting for us. We switched the entrance to the other side, gaining a few points there. Wound up an even break for both. Rained all day.

The remainder of the week we had to contend with trailers. Cotton candy, candy apples, ice cream, novelties, pitchmen, sheetwriters, tin-type men, juice, grab and what not. Saturday the dust on the lot six inches deep. Our sprinkling wagon worked all day sprinkling our midway and the big top. This was the straw that broke the camel's back. All the trailers left. Said the show would have to work without them. Didn't want any part of a circus too cheap to sprinkle in front of the trailers.

CONTESTANTS NOTICE!

ST. LOUIS RODEO at Arena, April 11th to 19th Disregard all other notices as to prize lists. This is final and will stand. Money is in bank, come and get it. We feed and stall all contestant's stock. We Do Not Feed Any People. Bulldozing, Calf Roping and Bucking Horse Riding will be \$100 each so round. Entrance fees, \$10, which will be added to finals. Cow Miling, \$20, \$15, \$10 each so round. \$6.00 entrance fees each so round which will be added. Not over three performances to complete each so round in each event. Steer and Bareback Horse Riding, \$3.00 per head. Cowgirls, \$15.00 each mount, each girl to get 5 mounts or more. Ten men will be given work each performance at \$3.00 and all bareback and steer riders will have equal split on work. Judges: Shorty Ricker and Avril Gilliam. Third judge picked by vote of contestants. Any contract hand or contestant entering Arena under the influence of liquor will forfeit all rights and money, and will not be allowed to enter Arena again. If you are not satisfied with any of the above, please don't come. Four other rodeos follow; same prizes, etc. HILT HINKLE, Arena Director, Maryland Hotel, St. Louis, Mo.

RUSSELL BROS. CIRCUS WANTS

50 Indians. Prefer those with show experience, especially Weavers, Beaders, Dancers, Archers and others with good acts. Wardrobe must be best. Write or wire immediately. Chief Two House write. Show opens April 16. RUSSELL BROS. CIRCUS, Rolla, Mo.

CIRCUS MUSICIANS WANTED

For Circus opening in Georgia early in April. For Big Show White Band—Trombone, Cornet, Clarinet and Saxophone. Good sleeping truck accommodations. Verne Perry, Leader. WANT sober Billposters and Billers immediately. Also Truck Mechanic and Man to handle Electric Light Plants. MANAGER CIRCUS, Milledgeville, Ga.

BARNEY BROS. CIRCUS SIDESHOW

WANTS for Colored Band, Cornet, Trombone and Drummer with Drums. Must have transportation and sleeping accommodations. Good outside Man. Eddie Gavanaugh write. Address BOX 67, East St. Louis, Ill.

Extend Time On Risk Plan

Deadline on NAAPPB liability insurance set as April 15—members only

CHICAGO, March 28.—Because of reported unprecedented interest created throughout the field by the new public liability insurance plan of the National Association of Amusement Parks, Pools and Beaches, it has been found necessary to extend the time for making applications from April 1 to April 15, according to Secretary A. R. Hodge. Mr. Hodge declared that everyone making application for membership in the association and filing insurance summaries will be taken care of unless physical condition of devices or past bad records in operation prevent.

"Many operators still do not appear to realize that they must make a written application for information, addressing Secretary A. R. Hodge, Suite 317, Hotel Sherman, Chicago," he said. "Others do not realize that this insurance is open to concessioners, even though the parks in which they operate may not be members of the NAAPPB."

"Many pool operators, as well as park operators, do not seem to realize that no matter how small or great their insurance costs have been they can make a substantial saving thru this plan. The Pool Whirl article in *The Billboard* of March 28 by Nat A. Tor has inspired much comment, and it seems to be the consensus that many park men are just as guilty as pool men in their attitude regarding public liability insurance."

"Now, however, is the time to act in the matter and not just a few days before opening, bearing in mind that the plan is open only to members of the NAAPPB. In other words, no NAAPPB membership, no insurance, but the cost of membership is small compared to the saving to be enjoyed."

Denver Lakeside Staff Same

DENVER, March 28.—Extensive reconditioning is being done in Lakeside Amusement Park in preparation for what is expected to be the biggest opening in its history, said General Manager Benjamin Krasner. Modern lighting and landscaping are being installed throughout the 160-acre spot. Policy will remain same as in 1935, and Mr. Krasner announced Al Johnson will again be superintendent. Al Yohe has been reappointed ballroom and picnic manager, with Derby Sproul and Bill Robertson again handling publicity and advertising.

Mich. Beer Ruling Is Made

LANSING, Mich., March 28.—Michigan State Liquor Control Commission ruled on March 20 that beer sales in amusement parks must be limited to licensed premises. Ruling was made upon request of sheriff in Oakland County, who complained that beer had been sold in several places in an amusement park near Detroit.

Flint Company Is Organized

FLINT, Mich., March 28.—Flint Park Refreshment Company, Inc., has been organized here to operate refreshment stands. The company, organized by Louis L. Kerner, Detroit, is said to have a capital structure of \$10,000.

THE GOOD PARK WILL GO ON— AND WHY

By HARVEY J. HUMPHREY

Watch for This
In the Spring
Special Number
Of The Billboard

Saddest Guy

LINCOLN, Neb., March 28.—The saddest guy in the world lives here and he's pool manager of Capitol Beach Amusement Park. Ralph Beechner during winter months coaches the second largest high school in the city. His football team went thru the autumn season undefeated and became Greater Lincoln champs. His basketball team went thru the regular season undefeated in 20 games, but got knocked out in the State championship tournament in the final round. Beechner, who nearly batted 1,000, has every reason to take it hard.

Dedicating Winter Garden At Riverview Park, Chicago

CHICAGO, March 28.—Riverview Park has a new entertainment palace built with the idea of utilizing the park during winter months. It is called Riverview Winter Garden and will center activities of various kinds in the park during winter, something for which the park has had no provision in the past. Winter Garden will be dedicated with the holding of a bazaar for the benefit of St. Ephrem Roman Catholic Church on April 11-May 10. There will be all sorts of carnival attractions and it is expected attendance will be more than 100,000. The bazaar is in the nature of a silver jubilee for the Rev. Francis Thomay, who was sent to America from Basrah, Iraq, at the request of Cardinal Mundelein to establish the first church of the Chaldean rite in America.

Civic officials, church organizations and councils are behind the bazaar.

R. I. Readies for Visitors

PROVIDENCE, March 28.—With Rhode Island giving State-wide observance of its tercentenary this year, and thousands of tourist visitors expected, summer resorts and parks are anticipating a record season. Particularly are concessioners at Newport Beach optimistic, for already many conventions and outings have been booked, which are expected to bring at least 7,000 visitors. Providence-booked conventions are expected to devote one day of the schedule to Newport.

Schaufler Has Dayton Lease

DAYTON, O., March 28.—Frank J. Schaufler announced that he has taken a 10-year lease on Forest Park here and intends to develop the amusement features, operating as an individual. He has been at Lakeside Park here 21 years and also at Chester Park and Coney Island, Cincinnati.

Owasco Lake Rise Floods Island Spot

AUBURN, N. Y., March 28.—Island Park, foot of Owasco Lake, was hit this week as flood waters from the lake rose about concession buildings.

The Miniature Railway was under water and the roller rink completely isolated.

A. C. Offers Summer White House to President F. D. R.

ATLANTIC CITY, March 28.—A summer White House by the sea! This is what is being offered to President Roosevelt by Mayor Charles D. White and city commissioners, who today went on record officially extending the invitation.

An elaborate bid has been prepared for presentation to the President upon his return from his fishing trip in the South. State Senator William H. Smathers heads the committee which will personally go to Washington for the presentation.

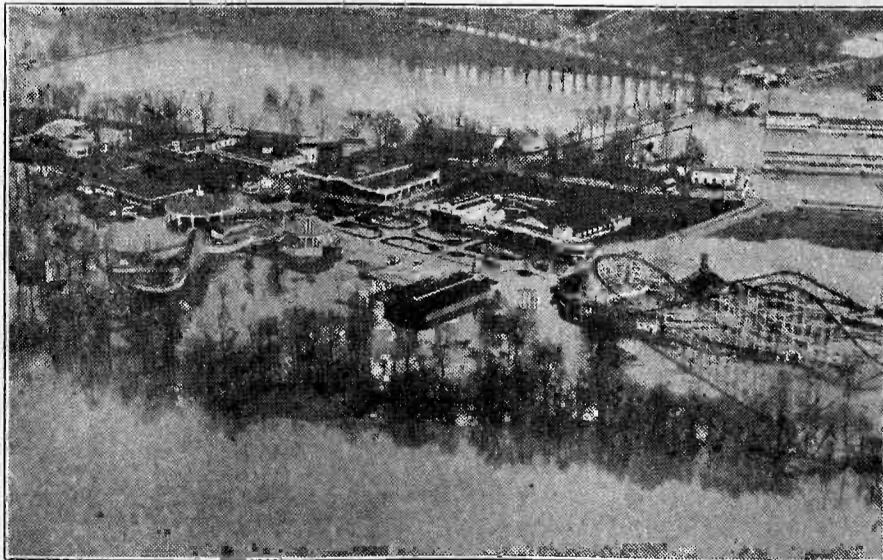
New Luna Spot for Holland

PARIS, March 28.—An amusement park is being constructed on the Strand at Scheveningen, just outside of The Hague and biggest summer resort town of Holland. The new park, only one in the region, will open on July 1 with eight riding devices and some other attractions. It will be dubbed Luna Park and will be managed by A. and N. Hommerson, C. M. Vermolen and J. W. Janvier, well-known ride operators of Holland. Admission charge will be 12 cents.

Greens Have Jersey Spots

NEWARK, N. J., March 28.—Mr. and Mrs. Simon B. Green, well-known concessioners, will again have custard, eats and drinks concessions in Dreamland Park here and restaurant and roast-beef concessions in Olympic Park, Irvington, N. J. Their daughter, Henrietta, has been married to Morris Apner, also a Dreamland Park concessioner. Mrs. and Mrs. Green presented the newlyweds with a plot of land and a winter home at Pine Wald near Lakewood, N. J. The Greens have had concessions this winter in two Newark high schools.

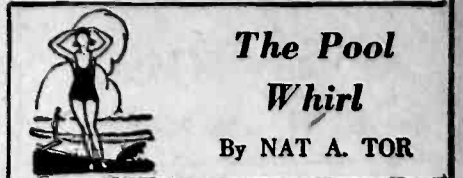
WEST HAVEN, Conn.—Beginning their eighth year here, Mr. and Mrs. John (Camden Kid) Knecht will have two 26-foot-front ball games in Savin Rock Park.



HOW OHIO RIVER FLOOD WATERS inundated Cincinnati's Coney Island last week. Photo by Carl Bowers, of *The Cincinnati Post*, shows all except a small area in the right center under water. The muddy tide was three and four feet up on rides, pavilions, walks, roadways and the Mall. The swimming pool location at the upper right was about the hardest hit.

Park List in Next Issue

A complete list of Parks, Piers and Beaches in the United States and Canada will be published in the Spring Special Number of *The Billboard*, off the press next week.



(All communications to Nat A. Tor, care of New York Office, *The Billboard*.)

Bathing Suit Yourself

I've been around swim pools now for a number of years, and while I don't profess to know it all (except when I'm trying to impress the ladies) I can't see why operators of indoor tanks insist on their patrons' wearing the pools' bathing suits and prohibiting them from wearing their own. The majority of enclosed natatoriums throughout the country and all in New York enforce this as a steadfast rule. I remember mentioning this in passing many, many issues ago, but now I'd like to stress the subject and make an issue of it. Why can't the indoor tanks operate like the outdoor ones and permit swimmers to wear their own trunks?

There's no harm, of course, in the indoor plungeries offering free suit service, but I know many swimmers who would much prefer wearing their own. It may seem funny but no matter how educated the public is to pool swimming and no matter how much they know about the water sanitation practiced nowadays, many are still touchy about wearing a swim suit that someone else has worn. Of course, they realize that each suit is sterilized before it is used again, but still that feeling is definitely present and in many cases it's not among the minority but among the majority.

It should be readily seen then that it's a disadvantage for some pools to forbid the wearing of one's own suit. I know of many swimmers and I repeat the word "many"—not just a handful—who absolutely refuse going to certain indoor pools in New York because they are not allowed to wear their own suits. Now there's really nothing wrong with the suits at these pools. As a matter of fact they're all sterilized with the very latest method, and the suits for both men and women are right up to date in the most modern style. But still that condition exists.

Now maybe I've been fooling the ladies referred to in the very first sentence. Perhaps instead of knowing it all I don't know anything on this subject. There might be a definite reason for so many indoor natatoriums insisting on the use of the pools' suits and if there is I should like to know it.

Is there some technical reason for this practice? I should like to hear the views of some owners and operators of indoor tanks or perchance some outdoor pool man can help me. I really am interested in this subject and trust that some of you also are sufficiently concerned with it to write in and help me out.

Perfect 32

While on the subject of bathing suits I should like also to offer a word or two—maybe even a couple of paragraphs—on the importance of giving a patron right-sized bathing apparel. With the prevalent condition of making swimmers at an indoor aquadrome wear the (See POOL WHIRL on page 38)

Whalom Will Sponsor Fair

FITCHBURG, Mass., March 28.—President Henry G. Bowen, Fitchburg & Leominster Street Railway Company, owner of Whalom Park, is considering installation of a modern zoo this summer. Complete relocation of the midway will also be made and, as a climax to the season, the company will sponsor a fair in the park. There will be more activity in the park this season than for many years. There is a possibility that Whalom Park ballroom may be moved out to a location on Lake Whalom in 1937.

Tebo to Green Bay Pavilion

GREEN BAY, Wis., March 28.—John Ed Tebo has been engaged by park commissioners to manage Bay Beach Park pavilion this season. He will share in one-third of net profits of concessions, with the board paying all operating costs. For several years he was connected with dance hall enterprises in Chicago.

AMUSEMENT PARK OWNERS!

FOR SALE

BEST OFFER, FOR QUICK DISPOSAL, All Equipment in White City Amusement Park.

RIDES

Flash, Coaster, Pep, Merry-Go-Round, Ferris Wheel, Complete Fun House, Venice, Chutes, Miniature R. R., Mysterious Sensation, Etc.

GAMES

Pig, Rabbit, Roll-down, Box Ball, Bubble Ball, Shooting Gallery, all sizes Wheels, Penny Arcade, Etc. Motors, Reflectors, Benches, Equipment, Etc.

MAKE OFFER!

White City Amusement Park,
6300 SOUTH PARK AVE.,
Chicago, Ill.

American Recreational Equipment Association

By R. S. UZZELL

The flood has been one more calamity to mount on the way back to prosperity and it has touched more amusement parks than any one flood period in the history of American amusement parks.

New England has never known such a flood. None in New England had flood insurance. Perhaps Coney Island, Cincinnati, has it, as they expect such visitations when the Ohio River goes on a rampage. It requires no imagination to realize the damage to Fair Park on an island in the Ohio River at Wheeling, W. Va., where everything is submerged.

John J. Carlin, Baltimore, once owned the park when a flood did its devastating work for him. This one is early enough to afford time for rehabilitation before opening for the season. Visualize such a flood just before the advertised opening date as Mike Heim once had at the old Electric Park in Kansas City, when the Circle Swing was not reached for about six weeks without a boat. It was hot weather there when they did open. The odor of slime and decayed vegetation lasted until very late in summer. It had its compensating advantage to the city in giving Kansas City a newer, greater and more beautiful Electric Park on high ground, out of the reach of flood and high water.

Rise of Joe Schenck

There is big damage at Capitol Park, Hartford, Conn., when the bellhops at the good hotel in the city are walking the lobby in hip boots. It is too early yet to make an estimate of the damage to amusement parks by this flood. Coney Island, Cincinnati, was reached by the flood as this column is being written.

Joseph Schenck, who was one of the owners of Paradise Park, Fort George, Manhattan Island, New York City, and one of the brothers who put Palisade (N. J.) Park on the map, sold \$15,000,000 of picture securities in the market this spring. He has a \$150,000 winter home in Florida, where his children enjoy winter sunshine. It was courage, energy and business judgment which moved this man into his present circumstances from a very small drug store in less than 30 years.

The panic of 1907 gave him a severe drubbing, but he got up and tried again. We have always been sorry that he took the picture route instead of remaining in the amusement park business with a number of us who started together that memorable 1905 at Fort George. Like Mike Heim's, of Kansas City, Joseph Schenck's word was as good as gold.

Passing of Winnwood

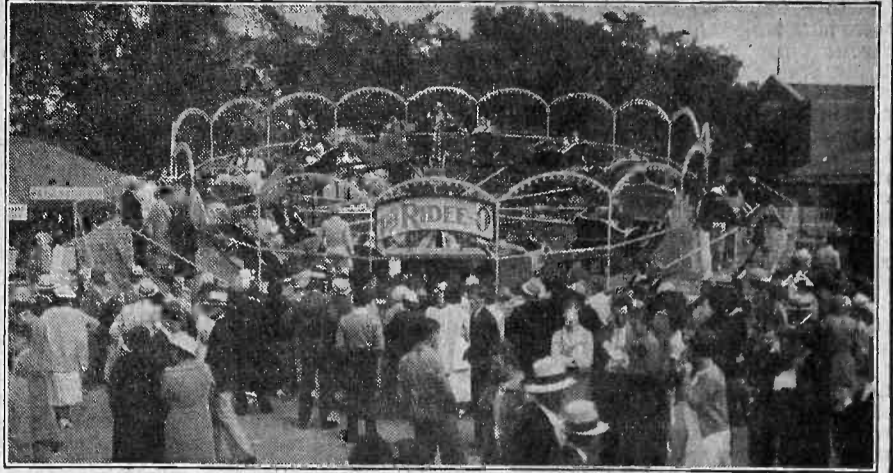
We regret to mark the passing of Winnwood Lake, Kansas City. It could have been avoided had experienced men of conservative tendencies been consulted in its building. To put a board-walk around a beautiful lake would, after five years, absorb the net earnings in its maintenance. At some points it is 12 or more feet above the sand. A crash of the walk on a big day, and that is usually the time it occurs, injures people in wholesale fashion. These occurrences did the deadly work, with accumulated damage suits.

The place will not open this year. Fairyland Park is now heir of the field for Greater Kansas City. This should make Harry Duncan strut his stuff this year in making his park click its best since the depression.

New York City exposition is stalling for money. The board of directors has adjourned indefinitely, awaiting the call of the president, however, when he is encouraged with some definite financial support. They are all waiting for New York State to come to the bat. Wise (See RECREATIONAL on page 38)

RIDEE-O

THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS
PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:

- "Grossed \$1,885.95 first five days of operation." (1935)
- "16,000 customers in 9 hours Sunday."
- "Has topped all other rides. I am mighty pleased."
- "Grossed \$608.15 Saturday, \$2,807.05 for 6 days." (1934)
- "It has a large repeat patronage—it is absolutely safe."
- "Ride-o is always at the top in receipts."
- "Its speed and thrills answer the patrons' demands."
- "For a thrilling, money-getting ride there has never been one to equal the Ride-o—our most popular ride."
- "I predict it will be a long time before a flashier, better-paying ride is built."
- "Very easily to gilly—loads readily on two trailers."

MR. PARKMAN — MR. SHOWMAN
Here Is Your Opportunity—GRASP IT!

Loop-The-Loop, Kiddie Auto Rides, Carouselles
IMPROVED MODELS FOR 1936.

SPILLMAN ENGINEERING CORPORATION
NORTH TONAWANDA, N. Y.

Lakeside Park

Dayton, Ohio

Game concessions available for season 1936. Reasonable rents. Write

GERALD NIEMANN
Box 554, Dayton, O.

Opening date,

Saturday, April 11

WANTED DANCE HALL

or Roller Rink for summer season. State size and lowest rent.

Address **MANAGER,**
Columbus, Coshocton, O.

CARNIVAL WANTED

For 7th Annual Celebration, July 4th Week; Fireworks. **AMERICAN LEGION, Dexter, Mo.**

MAKERS OF MECHANICAL SHOOTING GALLERIES

W.F. MANGELS CO. CONEY ISLAND, N.Y.

LOOP-O-PLANE

FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore.

WANTED Old Wooden Railroad Passenger Coaches. Give price, location and all information first letter.
BOX D-25, Billboard, Cincinnati, O.

PARIS Exposition, 1937 For Amusement France. Concessions.
Address, 34 Boulevard Boone Nouvelle, Paris.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

DODGEM

PLENTY OF THRILLS WITH POSITIVE SAFETY
Add the NEW DODGEM CYCLE RIDE to your present location.
A few inexpensive alterations provide the necessary track
It looks and handles like a real motorcycle.
Investigate this genuine profit-maker NOW.

DODGEM CORP.

706 BAY STATE BLDG., LAWRENCE, MASS.



Beautiful Forest Park

DAYTON, OHIO

Opening Decoration Day, May 30

WANTED AT ONCE

New Rides—Concessions—Amusements. Do not write or wire unless you have the very latest, as we are discarding \$50,000 worth of old junk.

Park under personal management of

FRANK J. SCHAUFLE (FRANKIE)

Have the best proposition ever offered for Swimming Pool or Dance Hall. Have long term lease. Nothing too big. Can play any circus. Address all mail to **FRANK J. SCHAUFLE, P.O. Box 1026, Forest Park, Dayton, O.**



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

AUTO SKOOTER

LUSSE BROS. INC. 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.

LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER.

GAME CONCESSIONS - RIDES - CUSTARD MAN

We are going into our ninth season of successful operation. For excellent reasons there are the following opportunities:

1. 8 Stands suitable for Games, Novelties, etc.
2. Room for Two Rides that do not conflict with Coaster, Heyday, Dodgem, Kiddie Coaster, Merry-Go-Round and Three Flat Kiddie Rides.
3. Exclusive Ice-Cream Privilege for Custard Man with experience and equipment. Location for Shooting Gallery. Must be good equipment.

LAKE ARIEL PARK AND BEACH

Room 4, Bliss Davis Bldg., 148 Adams Ave.,

SCRANTON, PA.

DREAMLAND PARK

FREYLINGHUYSEN AVENUE, NEWARK, N. J.

New Jersey's Most Popular Playground. Drawing Population Over 3,000,000 Radius of Five Miles. In the Heart of Two Cities, Newark and Elizabeth.

Have Opening for Concessions of Every Description. What Have You? Two Choice Locations for Rides. FREE Gate. FREE Auto Parkings. FREE Picnic Groves. **VICTOR J. BROWN, President and General Manager.**

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: In order of their importance, this summer's Big Three of beaches: Rockaway, Long Beach and Jones Beach. If the latter resort fares better this year than last it is possible that Long Beach will be replaced in second place by Jones Beach.

While other regions of the country were suffering the effects of overflowing rivers, Long Island's South Shore was being pretty heavily hammered. Thousands of tons of sand were washed out, and in some places it will be necessary to pump the sand back before the start of the summer. Only damage of any real consequence was the smashing up of the Rockaway Point jetty by the lashing surf.

Wise cops in Nassau County make spectacular raids on pin games. Get pictures on page 1, but when the legal presentation comes up in the courts the cases generally fall thru because of lack of any compelling evidence.

Discussing the matter the other evening at the Pavilion Royal, some of the amusement notables expressed themselves on the prospects of the ensuing summer for the amusement biz in very glowing lingo. "A grand year in the offing," declared Ed Caine, bathhouse king. "Just on a hunch I foresee a good season," said Larry (Elbows) Ellner, hot-dog chieftain of the Island. Others who spoke in favorable terms were Jack Blatzer, Abe Simmins and Tad Johnson.

Queens Boro Newspaper Club will have its annual outing at an amusement park. . . . Trio-Boro Bridge completion should bring a lot of trade to Long Island from the Bronx and parts of Westchester.

ROCKAWAY BEACH: Lot of the Walk concessions opening now for the week-end trade and the takes are pretty good. . . . "Boston Jack," a row-boat concession operator, around Seaside. . . . Gus Becker should blow in soon. . . . Irv Gutter a benedict. . . . George Wolpert, Rockaway Chamber of Commerce executive secretary, is plotting Rockaway's part in the Long Island Tercentenary. . . . Rivoli Theater has gone thru alterations. . . . Bill Brunner back from Florida. . . . Jack Fox, the attorney, said to be behind a concession group on the Boardwalk with the necessary financial backing. . . . Krueger's, Rockaway Park, opens soon. . . . Hal Lutz tagging up his spot. . . . Willie Leister was once in the Buckingham Palace and he's got documentary evidence to prove same.

LONG BEACH: This operative had occasion to take a peek at the \$1,372,880 federal government check to be used in constructing the new Boardwalk. . . . Nassau Hotel, under new management, being groomed. . . . No word yet on the what's what of the Castle Theater on the Walk. . . . Lloyd Rose predicts great things for his Sun and Surf Club. . . . City of Long Beach has been ordered to pay Mayor Gold his salary. Attempt was made to withhold the wages of Gold until he settled his \$70,000 tax arrears bill on property in Long Beach, most of it in the amusement zone. . . . Louis Saltzman, former police commiss, may have a cafe here next summer.

Atlantic City

By WILLIAM H. McMAHON

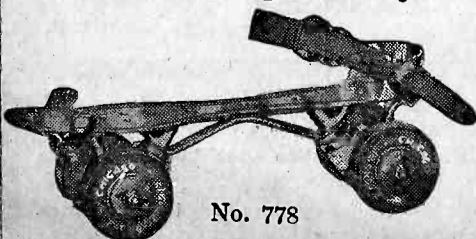
ATLANTIC CITY, March 28.—With reservations indicating record crowds, this resort is preparing to entertain more than 1,000,000 visitors during Palm Sunday and Easter holiday periods. Even at this early date a big variety of entertainment is being provided, including first-run pictures, vaudeville, pier attractions, sports, fishing, sailing and ice hockey.

The mayor is serious in his intention

LOOP-O-PLANE

FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore.

There Is Big Money in a ROLLER RINK



properly managed and equipped with the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.
Recent improvements in our Skates make them stronger and better than ever.

CHICAGO ROLLER SKATE CO.
4427 W. Lake Street, Chicago.

MY IDEA OF OPERATION OF PARK RIDES

By JOHN WENDLER

Watch for This
In the Spring
Special Number
Of The Billboard

to have created an Atlantic City song, and in raising the \$1,000 fund he mentioned some weeks ago . . . returning from the South, he contributed the first \$100 toward the song and invited other hotel and amusement operators to lend a hand. The resort will copyright Children's Week and this week it was stated that 2,500 children are expected to take part on June 26-July 3. Last year 1,200 youngsters took part and the previous year 800. Steel Pier and Million-Dollar Pier have offered to throw special parties and performances. Alvin Poffenberger is chairman of the committee.

Capt. John L. Young returned from Palm Beach to take up his residence again at No. 1, Atlantic Ocean, and declares creation of fishing bank off Atlantic City one of the best visitor-getting ideas in a long time . . . he plans to supervise net hauls again at his pier. . . . Phil Thompson, general manager of the Auditorium, left for an extended cruise of the West Indies. . . . General Director Anthony G. Vautrinot has called a meeting of Atlantic County Fair committee to decide dates and possibility of prolonging this year's show. . . . Pennsylvania line is considering special stream-line tropical trains for Atlantic City.

POOL WHIRL

(Continued from page 36)

pools' suits, it's no easy task to fit every conceivable size. In outdoor tanks, too, when suits are rented it's necessary to be assured of properly fitting swimmers.

Many's the time a fellow or girl behind the suit counter of a swim pool has guessed wrong on my size. Most men and women, even as you and I, haven't the slightest idea of what size bathing suit we wear. Women, of course, are more apt to know than men, but in the most cases that fella handling the suit counter has to guess just by looking at the customer. His job is very much similar to the weight guesser at an amusement park or carnival only when he guesses wrong he can't very well give the customer a box of candy or a cane. He's just got to bite his lips, take the guff of a dissatisfied swimmer, politely apologize and try again, praying that he's right this time.

In the meantime, of course, he's created bad will for the swimming establishment. There's not much that can be done to remedy this, for mistakes will happen, but assure yourself of not too many errors by engaging someone for your bathing-suit counter who is experienced and knows the job expertly. Guess work can't be used, so you've got to get someone who can tell a person's size just by looking at him or her.

Most swimmers like tight-fitting suits, for they show off the figure better, so it's much better to have your counter man figure on a tight size than a loose one. Nothing is more aggravating to one than to have to walk out on the beach in a suit that hangs at the knees. It makes for ridicule not only of the patron but for the pool owner when the customer kicks. And rightly so—sooo watch out for that perfect 32.

Knowing All the Dives

That's not necessary for the forthcoming world's championship high-diving contest to be held at the Palisades (N. J.) Amusement Park, starting on

Decoration Day, knowing all the dives, that is. It's been decided that any high dive will be permissible and that the only factor for the \$1,000 in cash prizes is the height of the dive. Front dives, back dives and even flippity-flop dives will be permitted just so long as you go up high enough and dive into the tank.

Entries have been coming along nicely and for the convenience of readers of this column who may be interested in competing in the meet the blank below is being printed to save you time and energy. Merely fill it out and mail either to Bert Nevins, Contest Director, Room 233, Park Central Hotel, New York City, or to Nat A. Tor, care of the New York office of *The Billboard*. If you want you can paste it on the back of a penny postcard and upon receipt of same an official entry blank will be forwarded to you immediately. Send in your request today.

I am interested in entering contest.

Name

Address

City State

Dots and Dashes

Frank Wall, coach of the New York University swim team, is a very sick man. . . . Hersch Martin, former long-distance swimmer and first aquatic instructor at Riverside Cascades outdoor tank, New York City, is now a professional ballroom dancer.—Understand Columbia Park pool, Bergen County, New Jersey, will be under new management this summer. . . . Have you ever stopped to think how many swim tanks are called "Crystal Plunge" thru-out the country.—Rumor has it that the Huey P. Long swimming pool at Louisiana State University will be re-named next year, and I should like to hear from W. Higginbotham, its manager, on this. . . . Dot Becker, daughter of Chicago's cleaning and dyeing magnate, is teaching swimming at Georges and Williams colliery in the Windy City.—And A. J. Prudhome, manager of State Fair Park pool, Wheeling, W. Va., certainly has his hands full to get out from under the recent floods there, which not only damaged his park but his tank, too.

RECREATIONAL

(Continued from page 37)

men tell us that to get results the batting order should call the State first, city second and Congress third. Then the bond issue of \$10,000,000 would be followed by advance payments by concessioners.

It is quite certain that Congress will make no appropriation until the State and city make first base. The city batting second would put the State at second. Congress would put the runner on third and the bond issue would put him over the home plate. It is all natural and logical. If an exposition did not stall for money or if there were no rumors that it would never open, it would stand out as a very unusual beginning of a great fair. Your author is willing to wager that there will be a New York exposition.

MANCHESTER, N. H.—After they had been marooned more than 30 hours, two leopards and a bear from the Second Street Zoo were shot here. The leopards were on top of the zoo building, where for five hours Captain V. H. Walker, proprietor of the zoo, and Boyd Arquette, his helper, caught by the swift rise of flood water, were stranded with the animals. The bear had taken refuge on a cake of ice. The two leopards and the bear were the only animals of many from the Second street establishment which were not drowned when keepers tried to save them. In the building were four lions, four other bears, two other leopards, elk, buffalo, deer and other animals. The water came up with such a rush that keepers had to climb quickly to the roof to save their lives. They managed to take a few of the animals with them, among them the two leopards and the bear, which subsequently transferred from the roof to the ice cake. Inspector Walter C. Snosso and Officer Joseph Poullito with a boat finally rescued Walker and Arquette. Police would not permit anybody to attempt rescue of the three surviving animals.



By CLAUDE R. ELLIS
(Cincinnati Office)

ROLLOWAY RINK, Lisbon, O., one of the pioneer rinks of Eastern Ohio, has been optioned by G. A. Manos as site for a movie theater. Rink has operated each winter for more than 20 years, was also used for basket-ball games and is the only rink in town.

GOOD BIZ is reported from Terrace Gardens Roller Rink, Houma, La., by the management, the Drobick and De Onzo skating act.

JORDAN TRIO, Three Skatomaniacs, who have been playing in San Antonio and Austin, Tex., and other spots in the State, will be at the St. Louis Police Circus in April.

GEORGE GLOCK is manager of the Hohenadel Hockey Club, Philadelphia, which includes among players Trost, Mitchell, Glock, Porky and Stein.

SHIRLEY AND MARTIN were featured at the Hardware Show staged recently in a large Philadelphia store.

BEN MOREY, Bridgeport, Conn., was a recent visitor to Carman and Circus Garden Rinks, Philadelphia. Threats of high water in Riverview Park on the Delaware River, had made him anxious about the rink in the park which he will operate again this summer. He has made many friends thereabouts and plans to make Riverview more popular with Philly skaters. Recent death of Mr. Parker, who handled Bridgeport Pleasure Beach Rink, was a severe loss to him.

ENTICING money engagements reported offered to Sonja Henie, 10 times holder of the world's figure-skating championship, on the eve of her entry into professional ranks, offers much food for thought by all those interested in roller skating, declares E. M. Moorar, Carman Rink, Philadelphia. "It is evidence enough that winning the Olympic championship 10 times means something," he writes. "Roller-skating folks should remember that it is only lack of organization that is keeping roller skaters out of the Olympics. Anything done by ice skaters can be accomplished on roller skates; somewhere among the vast number of amateur skaters there may be a roller-skating Sonja Henie. The Philadelphia Ice Skating Club annually stages a show and receipts, going to charity, hardly ever have been less than \$20,000. Is it any wonder that ice skating is popular and has the prestige of the better class? Cost of installing ice equipment and operating expenses are several times those of a roller rink and entrance fees are also higher. This club has no trouble in filling the Philly Arena to capacity with prices that would stagger the best of roller rink managers. I paid \$5 to see one of their shows, considered it well worth double the price and was lucky to get a seat at that figure. They do not overlook the speed skaters, either, but balance their programs so that neither is overdone. Present patrons of

(See RINKS on page 41)



RICHARDSON BALL BEARING SKATE CO.
Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

\$1.75 — MEN'S NEW WHITE BUCKSKIN SKATE SHOES, All Sizes. Special Price on Dozen Lots. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

BIG SUM FOR DALLAS

Making a Fair Pay Out Without the Aid of Public Appropriations

By W. A. LINKLATER

Watch for This In the Spring Special Number Of The Billboard

Crews Push Great Lakes

Above-ground stage of construction reached—amusement contracts continue

CLEVELAND, March 28.—Construction on Great Lakes Exposition has reached the above-ground stage on buildings, as some 2,000 workers in two shifts labor to ready the big show for June 27 opening date. Lincoln G. Dickey, general manager, and Albert N. Gonsior, chief construction engineer, have repeated that all will be in readiness by June 25. Additional staff appointments announced by General Manager Dickey are A. H. Heidenreich and F. R. Ritchie, consultant electrical engineers; Ralph B. Humphrey, director of Radioland, to be located in Cleveland's mammoth public auditorium; Harold T. Aiken, director of horticultural exhibit; John Paul Jones, service engineer in charge of drainage and gas services; Forrest Miller, formerly of Radio Station WTAM, as commercial continuity chief; Harry P. Harrison, director of special ticket sales; A. J. Kennedy, transportation executive; Miss Florence Dahlman, secretary to Peg William Humphrey, associate director; Dale White, designer, added to Anthony Thormin's architect staff.

More Shows Are Signed

Building contracts were released to Sweeney & Wise, sewer system, \$50,000; General Electric Company, electric substation; J. L. McCune Company, 72-foot proscenium-arch symphony shell; Fischer-Jirouch Company, 16 golden eagles, each 16 feet high; Hadlock-Krill Company, \$50,000 subway; Albert H. Highley (See CREWS PUSH on page 40)

Lew Christiansen Operated

SHEYBOGAN, Wis., March 28.—Lew Christiansen, of the Flying Christiansens, is recovering at his home here from an operation following a ruptured appendix. Lew and wife, Elsie, will begin practice soon the trapeze act to be given at celebrations and fairs in North and South Dakota, Minnesota, Iowa and Wisconsin next summer.

Milwaukee Show Draws Big

MILWAUKEE, March 28.—The 14th annual Home Show on March 14-21 in the Auditorium drew 117,000, exceeding last year's attendance by several thousand. Entertainment included Jack Teter and His Isle of Dreams Orchestra, Phyllis Novak, Lela Schmidt Dutch Girls and Heinle and His 11 Grenadiers.

Puppet Barn Dance Show

CHICAGO, March 28.—Earl Kurtze, head of WLS Artists' Bureau, is framing a WLS Barn Dance in puppetry, designed to play small fairs and 4-H Clubs. Show will have 20 objects, all replicas of original barn-dance members, and will be operated by Charles Smith Production Company.

GEORGE COOK, to play fairs under the Gus Sun banner, expects a big season with his Funny Ford. Assisting in the act will be Sam Crane, comic, eighth season; Bob Clark, clown cop, and Ed (Blackie) Jones, again handling props.

Brown Joins Staff of Rose

Takes concession post for Fort Worth show—first of buildings is cafe-theater

FORT WORTH, Tex., March 28.—J. Ed Brown, who was in charge of concessions at California Pacific International Exposition, San Diego, has arrived here to handle concessions for the Frontier Days' Centennial celebrations opening in July. About 100 concessioners have already applied for space at the local show. Albert Johnson, New York scenic artist, induced to come here by Billy Rose to design the show, arrived on March 22.

Managing Director Billy Rose is selecting girls for one of the shows, *The Frontier Follies*. An audition was given 68 girls at last performance of the rodeo in connection with Southwestern Exposition and Fat Stock Show on March 22. Besides the *Follies* show, the *Last Frontier*, a musicalized and "Jumboized" rodeo, will be presented with well-known rodeo performers taking part, along with other name attractions.

Work is expected to start on March 30 on the first building in that part of the (See BROWN JOINS on page 41)

B.-C. Gets Dairy Cattle Congress for 15th Year

CHICAGO, March 28.—Sam J. Levy, of the Barnes-Carruthers office, has just returned from Waterloo, Ia., where he contracted to furnish the entire hippodrome show for the Dairy Cattle Congress.

This is the 15th consecutive year the Barnes-Carruthers office has had the Waterloo show. It will be held in the Coliseum.

Badger Awards as Gate Bid

MADISON, Wis., March 28.—More than \$50,000 will be awarded in premiums at 1936 State Fair, Milwaukee, said Manager Ralph E. Ammon, an increase of \$10,000 over last year. Increased premiums are expected to result in a new peak in attendance.

BOSTON—Annual spring meeting of Massachusetts Agricultural Fairs' Association will be held in the Hotel Bancroft, Worcester, on April 24.

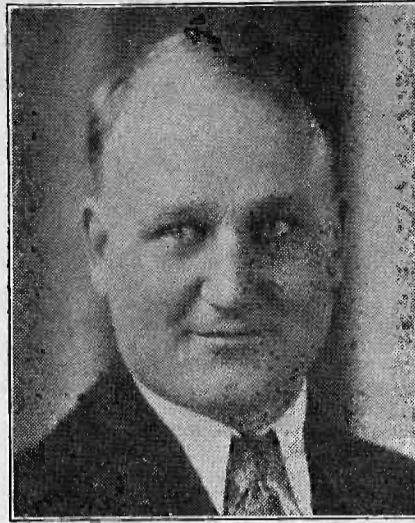
Secretary Lauded as Unsung Hero Of Diplomacy in Staging a Success

Contending with opposition and properly balancing departments were discussed in his address on "Achieving Maximum Success at the County Fair" by Assistant Secretary D. K. Baldwin, Minnesota State Fair, St. Paul, at the 1936 annual convention of Minnesota Federation of County Fairs, excerpts from which follow:

In laying the groundwork for a county fair there are, roughly, four classes with which the management has to contend:

First, those who think agriculture is incapable of any improvement whatsoever. With them farming is farming and nothing more. Knowledge can do it no better; ignorance no worse. The business is now, and was when Adam left Eden, in as perfect a condition as it can be.

Second, those others who believe that altho much more might be known, it is not best to know too much about our own business. In their opinion the tree of knowledge continues to bear forbidden fruit and no man can make him-



ARNELL G. ENGSTROM, secretary of Northwestern Michigan Fair, Traverse City, vice-president of Michigan Association of Fairs and a banker, who has been elected president of Traverse City Chamber of Commerce. Former city commissioner of finance and board of education member, he has been active in the fair field 10 years.

Bookings of Young Hit a 25-Year Mark

CHICAGO, March 28.—Ernie Young reports the largest bookings of his revue and other attractions that his office has done in 25 years at this early date.

Among contracts made are those for fairs in the following cities: Brandon, Man.; Calgary and Edmonton, Alta.; Regina, Sask.; Great Falls and Billings, Mont.; Sedalia, Mo.; Huron, S. D.; Jackson, Nashville and Knoxville, Tenn.; Mankato and Owatonna, Minn.; Cresco, Ia.; Sturgeon Bay and Marshfield, Wis.; Jackson, Miss., and York, Pa.

Two Celebrations for Utah

OGDEN, Utah, March 28.—Ogden is to have its Pioneer Days Celebration same as last year, as no agreement could be reached with Salt Lake City and Mayor Harmon Peery would not consent to hold celebrations in alternate years, as suggested by Mayor E. S. Irwin, Salt Lake. Ogden and Salt Lake will both have celebrations in July, with rodeos in both places. Plans are on for a celebration and fair in Salt Lake City in July, 1947, the 100th anniversary of arrival of Brigham Young and his pioneer band.

\$650,000 More Is Underwritten

Cash basis for expo is assured till opening—parade to be led by President

DALLAS, March 28.—Twenty-eight executives of Dallas business houses, representing that many firms, underwrote Texas Centennial Exposition here for an additional \$650,000, according to announcement following a meeting Tuesday afternoon at which R. L. Thornton, chairman of the exposition management committee, presided.

This sum is sufficient to complete the exposition and to carry it until June 5. It means that the expo will continue to pay cash for everything purchased up to opening date. It will be one of few expositions to be built absolutely on a cash basis.

This \$650,000 underwritten and \$1,800,000 exposition corporation bonds already sold make a total of \$2,450,000, which corporations and business interests of Dallas and the nation are putting into the Dallas show.

Ticket Book Deal

Announcement was made on Wednesday by Harry Harrison, director of admissions, of the five attractions that will be on the combination ticket book deal. He lined up five live-wire attractions to be sold with five general admissions, a total of about \$5, for \$2 to \$3 cash. The book will have Cavalcade of Texas, gigantic dramatic spectacle, (See BIG SUM on page 41)

AAA Races Set for Tampa

TAMPA, March 28.—Florida's winter auto-racing season will be extended to spring when American Automobile Association's 1936 Eastern States championship circuit gets under way at Florida Fair grounds on April 19. Events will be the first time there has ever been an AAA dirt track race meet in the State. Annually there have been speed trials at Daytona Beach. Southern Speedways, headed by Bill Breitenstein, will be in charge of the promotion. Arrangements for races were made with Nash Higgins, Tampa recreational director.

Meridian Books Attractions

MERIDIAN, Miss., March 28.—For 1936 Meridian Fair, sponsored by Mississippi Fair and Dairy Association, President L. A. Rosenbaum and Manager Al H. Yoemans have booked, thru Barnes-Carruthers, Morgan-Trace Revue, Lady Barbara's Society Circus; Healy and Mack, high wire, and Les Cattiers, high pole, and Hennies Bros.' Shows for the midway. Better results are expected from moving up dates three weeks earlier than last year.

NEW HAVEN, Conn., March 28.—First annual Sportsmen's Show, sponsored by Foremen's Club in the Arena last week, drew 36,000 paid admissions, according to Manager Frank Dubinsky. State of Connecticut had special exhibitions in addition to numerous sports booths.

GOOD ATTRACTIONS MAKE A NIGHT FAIR

By FRANK H. KINGMAN

Watch for This In the Spring Special Number Of The Billboard

(See SECRETARY LAUDED on page 61)

Syracuse May Join In Battle on "Sun"

NEW YORK, March 28.—Another prospective pitter of day attractions versus night is New York State Fair, Syracuse, which is one among about a half dozen fairs in the East whose daytime layouts will differ from eventide bills. Dr. Albert Brown, director, is thinking hard and seriously about it.

George Hamid, who will work the fair on the night show if it comes thru as planned, has also booked in the following daylight acts: Carver's Diving Horses, Pallenberg's Bears, Royal Doberman Pinschers, Katzenjammer Kids, Kimris and Seven Wonder Girls.

Fair will rebuild its free-act stage, grade the infield and do a lot of shrubbery and floral planting to enhance the effect of the site, formerly given over to auto parking.

Before leaving for the West Coast Mr. Hamid announced initial bookings on Edwin Franko Goldman's Band. Reading, Pa., has engaged the maestro for the Sunday before opening for one of the largest one-day contracts on the Hamid books. Afton, N. Y., has signed the band for two days, and Ottawa, Can., for the full week, former date breaking the jump to the Dominion.

Eastern States Exposition, Springfield, Mass., first fair to play the contingent, has booked it for the sixth time, direct with Mr. Goldman.

Fort Worth Show Sets New Records

FORT WORTH, Tex., March 28.—All attendance records in the 40-year history of Southwestern Exposition and Fat Stock Show here were surpassed during the run which ended on March 22, show officials said. Total gate was 302,288, compared with 286,921 in 1935, previous high mark.

The show was record breaking in several ways. Attendance on the first Sunday, 41,349, was said to have been largest in history of the exposition. Future Farmers of America set a mark for attendance by a single organization, 8,000, only to have this exceeded later by 4-H Club boys and girls, with attendance of 13,000 on one day. Grand champion steer brought \$1.40 a pound, highest price in three years. Purchaser was Anon G. Carter, who bought the animal for Fort Worth Frontier Centennial.

Among visitors were officials of Houston Fat Stock Show, including E. C. Stone, manager; J. W. Sartwell, president; C. G. Eagleston, secretary, and Henry Drew, executive committee member.



J. ED BROWN, who has been placed in charge of concessions for Fort Worth Frontier Days Celebration of Texas Centennial, which will be produced by Billy Rose, of "Jumbo" fame. He has been on a tour of the Southwest since his recent resignation of a similar post at California Pacific International Exposition, San Diego.

Labor Problems

By CLAUD HOLLEY

Paper by secretary of Gonzales (Tex.) County Fair and read by Hammond Moore at 1936 annual meeting of Texas Association of Fairs in Dallas.

Naturally, the larger the fair the greater the labor problems will be. The larger the fair the more necessary it is to have competent labor. The average county fair can be handled very easily by the secretary, with labor problems a minor worry.

The average fair secretary can almost name his own price and get three times more applications than he can possibly take care of. With exception of ticket takers, which is the greatest difficulty encountered by every fair secretary, the county fair can employ fairly competent labor for a very nominal fee.

Another point to be discussed or considered is the location of fairgrounds, distance from business district. I know of some grounds at least a mile from the business district and have heard some of the boys remark "how difficult it is to transport good labor to the grounds or to hire the kind most badly

needed." I doubt if that has been true for the past few years.

No Death of Help

Collin County Fair grounds, McKinney, are within two blocks of the business square. The city furnishes police protection, trash wagons twice daily, street sweepers twice daily, cleans and paints all buildings, furnishes ladies' restrooms with a woman in charge, at no cost to the fair association. City and county furnish all bridge lumber for our Horse Show at no cost.

We have competent farmers as watchmen in our live-stock barns who know what to do in cases of emergency, and know how to handle live stock. They are men well known in our county and our live-stock men feel perfectly safe in bringing in their animals for they know they will be well taken care of. These men cost \$2.50 and \$2 per day.

We have an "oldtimer" in charge of ticket takers. This matter is turned entirely over to him and he is held responsible for men employed. We pay him \$3 per day. For the past two years he has been using elderly men, not physically able to do manual labor. They go to work at 5 o'clock in the afternoon and work until we close at night. He contracts with them for \$5 for the entire week and usually has more than he can possibly use.

Cavalry Troopers Used

Dr. Jack Skiles, Denton, tried using Boy Scouts, and I tried it one year, but it did not work. The boys were not old enough to realize their responsibilities; too many outside attractions.

The real labor problems come to secretaries of the larger fairs, especially where there is a paid admittance and where it is necessary to have paid men

Michigan State Fair here, according to James F. Thomson, commissioner of agriculture, who said that, while no racing revenues are available this fiscal year, premium money is not needed until next fall and that when the new fiscal year starts on July 1 it can then be seen how the need can be met.

ELKHORN, Wis.—Walworth County Fair board approved construction of a temporary exhibit building, 80 by 36 feet, costing more than \$2,000. About \$2,000 will be spent in rebuilding horse barns, and hog and cattle barns and other buildings will be overhauled.

STOCKHOLM.—Demand for space at Stockholm International Aero Exhibition in May has been much greater than anticipated. Not only has space in permanent buildings been taken but also in temporary buildings to be erected close by. In addition to exhibitions of Swedish and foreign firms, sections have been arranged for countries including Germany, Great Britain, Holland, Poland and Finland.

CREWS PUSH

(Continued from page 39)

Company, grand stand for Parade of the Years.

Added amusement and concession contracts awarded by Almon R. Shaffer, director of amusements and concessions, list Charles E. Hires Company, root beer; Peerless Nut Products Company, shelled and salted nut meats; Dougherty Lumber Company, miniature lumber yard, and Ferro Enamel Company, paint factory exhibit.

Stanley Graham's Midget Village and Midget Circus will consist of midgets

Fair List in Next Issue

For the first time this year a list of Fairs and Expositions to be held in the United States and Canada in the summer and fall of 1936 will appear in the Spring Special Number of The Billboard, off the press next week.

in every department. W. O. Cox, Tyler, has several valuable suggestions for men in charge of district fairs.

We may not all have Cavalry Troops such as theirs, but the application is good and may be used with some of our local units.



Fair Grounds

ST. JOHN, N. B.—George D. Ellis, for the past three years president of St. John Exhibition Association, is one of eight candidates for two positions on city council of St. John at election to be held in April.

MANY, La.—Directors of Sabine Parish Fair, in plans for a silver jubilee, voted the biggest budget ever made here to increase premiums and establish new departments, including 4-H Club work.

PORT GIBSON, Miss.—Mississippi's first Fat Stock Show here closed with attendance total of about 5,000 in three days. Sale of 300 head brought more than \$15,000 at auction on closing day, when 3,000 attended. Event was opened by Governor White. Plans are to make this an annual event.

MARYSVILLE, O.—County School Superintendent J. A. Yealey declared that at least eight schools will not prepare exhibits this year unless the fair board erects a structure to replace the fine arts building razed by fire two years ago. Schools for two years have been exhibiting in a large tent.

MARKS, Miss.—Quitman County merchants and planters have organized for a permanent county fair association, event to be held in October and sponsored by Marks Exchange Club in cooperation with former Quitman County Fair Association, of which Harry Lipson is president. T. N. Touchstone, county superintendent of schools, is in charge of details.

DETROIT—Sum of \$50,000 in premiums will be offered as usual for 1936

from Singer's, Ritter's, Al Theiss', Rose and Williams troupes. John Hix's Strange As It Seems show will have more than 200 individual oddities. This contract was signed by George T. McCarthy, associated with J. S. Medill, president, and Charles G. Davis, of the Cafe of the World at San Diego Exposition. The Hix show will occupy a building with 120-foot front and 150-foot depth. Graham's Midget Show will be housed in a building with 150-foot front and 250-foot depth.

Huge Registration Book

Recent visitors at Mr. Shaffer's office were Wallace Beery, Kate Smith; Ernest Hix, brother of the cartoonist; Alexandra Von Seitz, president Golden Book, Inc.; Karl W. Kitchen, executive vice-president, American Legion convention committee; Colonel C. Q. Webber, Texas rancher; Victor M. Clark, director of exploitation, California Pacific International Exposition; R. W. Budd, president Central Greyhound Lines; Murray Goldberg, scales; F. E. Gooding, Gooding Amusement Company; Earl W. Brown, manager of Florida exhibit, Rockefeller Center, New York; George Young, burly theater and night club operator; John L. Sterling, special representative, Texas Centennial Exposition; A. J. MacKernain, president Gold Rail Club; Edward Hungerford, producer of Wings of a Century, and Ellwood Kemp, a member of his staff.

Contract for registration concession has been awarded by Mr. Shaffer to Alexandra Von Seitz, president of Golden Book, Inc. The huge registration book will contain some 5,000 pages and will have space for more than 4,000,000 signatures. Its weight is given as 1,500 pounds; length, six feet, and width, four feet.

Mr. Von Seitz said 24 girls in white tailored uniforms, trimmed in blue and red, will offer for sale miniature copies of the Golden Book in six booths throughout the grounds. Registration in the big book will be free and, following close of the exposition, it will be presented to Cleveland Historical Society.

CONCESSIONAIRES

CRAZY NEW NOVELTY A GOLD MINE OF PROFITS! See RO-LO Ad on Page 63.



IF YOU WANT THE BEST IN FREE ATTRACTIONS

AT A REASONABLE PRICE

Write B. WARD BEAM Suite 703, 1564 Broadway, NEW YORK, N. Y.

NOTICE TO EASTERN FAIR SECRETARIES!

Geo. Hamid IS NOT

BOOKING MY EASTERN REVUE OR ACTS.

I HAVE A FEW WEEKS OPEN IN THE EAST.

P. S.—My New 1936 Revue has been contracted for the 6th consecutive year at the York Fair, York, Pa.

ERNIE YOUNG, 162 N. State St., Chicago

NEWS **CALIFORNIA PACIFIC** NOTES
International Exposition
 SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Gildred Quits; Bailey Named

Managing director resigns to attend to private business—attendance growing

SAN DIEGO, March 28.—Resignation of Philip L. Gildred as managing director of the exposition was announced by President Frank G. Belcher, who has appointed Elwood T. Bailey as executive vice-president. Mr. Gildred, who has been managing director since last July, pointed out that he had fulfilled his commitment to President Belcher when he assumed management of the exposition, even tho it meant temporary neglect of extensive business interests. After taking over duties of managing director Mr. Gildred was instrumental in carrying the 1935 exposition to a successful conclusion, with a surplus of nearly \$400,000 in the bank.

President Belcher said: "As announced recently, I have put Wayne W. Dallard in complete charge of the exposition, as far as the show is concerned. Pending confirmation by directors, I announce appointment of Elwood T. Bailey as executive vice-president. With Mr. Dallard in control of office duties, we will have a most ideal setup, which will go far to make the 1936 exposition more successful than last year. Appointment of Oscar Kantner as co-ordinator between publicity and special events departments was more than pleasing to directors and they expect a great deal from the combination of these three executives. The withdrawal of Mr. Gildred, who has done a splendid job, is a personal disappointment."

Kids' Day Big Success

Attendance is increasing daily and the first spring week-end brought out large crowds for many special events. Children's Day on Saturday, with three outstanding events, was a huge success. Jay Warde Hutton and the exposition orchestra played for a parade and the Meglin Kiddies presented songs and dances on the stage during judging. Pistol marksmanship was demonstrated by the Los Angeles sheriff's department pistol team and a Japanese pageant was presented in the House of Hospitality auditorium.

Spring bathing beauty contest attracted many contestants, and Betty York, chosen Miss Exposition of 1936, was given a huge gold loving cup. Vaudeville bill on Friday included James Hart, popular songs; Julia King, singer; Gertrude Gault, dancer; Jane Phillips, tap dancer and singer; Merrien Crow, dancer; Lillian Plumb, tap dancer, and May Holmes, reader of prose, poetry and dialects.

A new feature is the Baby Bank, with a corps of nurses and teachers in charge. Children from two months up will be accepted. They will be tagged with a numbered bracelet and parents will be given a duplicate number to present when calling for them. Each child will be examined by a trained nurse. There is an adequate yard inclosed with safety protective wire equipped with sand piles, slides and teeter-totters and large variety of toys.

Exhibits Open Earlier

Owing to increased attendance, all exhibit buildings will open an hour earlier and close an hour later. Gates will open at 10:30 a.m. on Tuesday, Wednesday and Thursday and at 10 on Friday, Saturday and Sunday.

A bill sponsored by Representative George Burnham authorizing recoinage of 200,000 commemorative 1935 exposition half dollars has been passed by the House of Representatives, according to word received by fair officials. They will be dated 1936. J. S. Claire is in

charge of the coin department of the exposition.

Neely Edwards, formerly emcee of *The Drunkard*, is being featured as master of fun at Cafe of the World. Bill includes Vera La Verne, Jaques La Fayette, Fritz and Gene Hubert, Corliss and Palmer and Paul Termine and his 14-piece orchestra. Two floor shows are being given nightly, with three shows on Saturday. Free admission tickets to the exposition are given to dinner guests. Repertoire of the Globe Theater Shakespearean Players includes *Much Ado About Nothing*, *Twelfth Night*, *All's Well That Ends Well* and *Hamlet*. Attendance up to and including March 22 totaled 303,036.

BROWN JOINS

(Continued from page 39)

Frontier Centennial which will open on July 1, according to Mr. Rose. Building is to be an outdoor cafe-theater, seating 3,000. Some of the most startling and original buildings in American entertainment history are promised and new entertainment ideas are to be presented in them, Mr. Rose said.

Clark Gable is to come in June to select "Public Sweetheart No. 1" in a State-wide beauty contest in connection with the celebrations. A beauty contest is to be put on in every town in Texas with more than 1,000 inhabitants, with winner in each coming to Fort Worth. The 36 most attractive will be given parts in *The Frontier Follies*. John Murray Anderson, now in London, who has accepted Mr. Rose's offer to direct the show, will arrive in April.

BIG SUM

(Continued from page 39)

as the leadoff, with Black Forest, Animal Stars of Hollywood, Midget City and Old Globe Theater.

Animal Stars of Hollywood is a new act booked for the Centennial, to be presented by John Sirigo. Animal actors of the films will be presented in an exhibit and routine. Show will open on June 6, with Jean Parker, feminine star of *Sequoia*, making personal appearances. Animals will include Buck, dog star of *Call of the Wild*; Corky, star of *Show Them No Mercy*; *Sequoia* animals, a black leopard and the MGM lion. Another animal show billed is Teeter and Callahan's Gorilla Village. Mr. Callahan is now in the Far East buying specimens of gorillas and big apes for the show.

Notables for Parade

Plans for the biggest street parade ever staged in the Southwest, to open the exposition, are in progress. It will be headed by President Roosevelt, who will be in Dallas for the June 6 opening. An elaborate radio program is being worked out for opening day. A. L. Vollmann, special events man and one of the foremost parade organizers, is in charge of parade details.

Mayor Sergeant, Dallas, was appointed major general. John A. Hulén, Fort Worth, ranking military officer of Texas National Guard until his retirement last year, is parade grand marshal.

BOSTON.—Paul Denish, of the George Hamid office here, has returned from Norwich, Conn., where he signed a contract for attractions for an April circus to be staged by the Elks' Club.

RINKS

(Continued from page 38)

roller rinks are a new generation; why not start now and educate them along the lines of the ice skaters' association. The foreign associations of roller skaters are ready to do their part."

Sonja Henie, Pro

By EARLE REYNOLDS

World-Famous Roller Skater and Manager.

What every skater, both ice and roller, and about every amateur athlete in this country and Canada has been expecting for the past six years happened on

March 17. Sonja Henie announced she had turned professional. The New York press and sports writers everywhere gave unlimited space to this bit of sensational news. The past six years this country has been flooded with European touring amateur skaters. Rumor has it that they have demanded as high as from \$500 to \$3,000 per ice carnival for expense money, and got it.

I have always contended that it was hard for me to believe that any touring amateur skater was a Simon-pure amateur. In other plainer words, I think all fancy skaters traveling over the country, giving exhibitions in different rinks, with names advertised on commercial and sports products or merchandise are, according to the rules of amateur sport, out-and-out professionals. In still plainer words, how can a fancy skater be anything except a pro? One of the most impressive rules of amateur sports provides that all competition must be for prizes, not money consideration, and that actual expenses of the contestant and coach or trainer may be demanded. But when we read and hear rumors that as high as \$3,000 has been paid to amateurs for one night's exhibition as expense money, I wonder and I ponder to think that the James Sullivan and Callie Curtis type are not with us today to try to keep the amateur sport clean and Simon-pure as in days of old.

Weld and Brokaw

How well I remember going to the New England States for two amateur races on the ice and putting in an expense account of \$12! The railroad fare alone was \$9.30 there and return and I paid my trainer's expenses out of my own pocket. However, ten days later I received word that my entry in all amateur races in future would be refused and the notice informed me that I was a professional. They did not allow me \$2.70 for food and hack fare to the skating pond and back to the depot. But the promoters paid me the \$12, and I was champion at that time.

The real question for immediate investigation is: Have we been sending our Simon-pure amateur skaters to Europe during the past six years to compete with skaters who tour European rinks during spring, summer and fall, giving exhibitions in rinks in which some engagements have been from four to six weeks in one rink, and billed like a circus? There must be some way to determine the amateur standing of these fancy skaters. After seeing the flock of skaters in their finals at the Garden this year before they sailed, I remarked that not one of them was capable and ready to be one, two, three, four, five, six in the competitive events. The results showed that I was correct.

Some years ago when those Simon-pure amateurs, Miss Theresa Weld, of Boston, and Irving Brokaw, I figured, were going places in the championships, Miss Weld was placed third and later on this exponent of amateur figure skating finished fourth, and another American girl, Beatrix Loughran, finished second. I fully believe those were the days of purely amateur competition. Miss Weld, now Mrs. Blanchard, made the market for European invasion of our amateur skaters. Irving Brokaw was first to introduce the Continental style to our American skaters. He was an outright amateur sportsman, the greatest lover of amateur figure skating and the only one to whom skaters of this country owe the present great fad of fancy skating.

Match a Natural

But we cannot expect to train skaters, who get only a few months' skating each year, to compete against skaters who live on the ice the year around, and expect them to win. I hope, for the good of amateur sport, that an investigation is made of these touring amateur skaters (as to their amateur standing) and that, if it is proved that these rumored terrific and unheard-of expense demands are substantiated, they be brought before the bar of justice (if there is such a thing in amateur sport today) and be disqualified from all laurels they have won. Skating clubs, in their anxiety to secure outstanding programs for their shows, may be the worst offenders in this unpleasant condition of amateur skating today.

Now that Sonja Henie is a professional, we naturally wonder whether she is going to invite real competition and try to wrest the crown which Evelyn Chandler has so proudly and deservedly been wearing for the past six years as the champion woman professional fancy skater of the world. What a natural for Mr. Dibbler at Madison Square Garden;

CARNIVAL Wanted

PIONEER DAYS FESTIVAL

Bismarck, N. D., July 3, 4 and 5

75th Anniversary of Dakota Territory and 60th Anniversary of Custer Massacre.

FRANK MILHOLLAN, Chairman

WANTED

FREE ACTS—CARNIVAL—FREE ACTS

July 4th Celebration

Fair Week September 7th to 12th (Opens Labor Day)

COLBERT COUNTY FAIR

Tuscumbia, Ala. JAMES DIRAGO, Chr.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.

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and WASHINGTON COUNTY FAIR

AT AKRON, COLO.

WANTS complete Carnival Set-up and Special Night Show for dates of August 19-20-21, 1936.

L. E. FASSLER, Concession Manager.

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R. H. ARMBRUSTER CO.

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Darlington, S. C., week of October 5th, 25th or November 2d.

MAX ISAACSOHN, Secy.

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CARNIVAL AND FREE ACTS.

POCAHONTAS COUNTY FAIR

August 24, 25, 26, 27, 28, 29.

FRED C. ALLEN, Secretary, Marlinton, W. Va.

WANTED

HIGH-CLASS CARNIVAL.

To Play Auspices Veterans of Foreign Wars, Trenton, Mo., Week Ending July 4.

Write DEWEY NEA, 1719 Oak St., Trenton, Mo.

LUCILE ANDERSON

America's Premier Lady High Diver.

Some Open Time. Direction ARTHUR L. HILL, 235 West 46th Street, New York, N. Y.

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IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

what a draw—Chandler vs. Henie! Each doing three numbers of four minutes each, and with ten judges, not picked by any skating club. I feel certain that Miss Henie will not have to wait as long as Joe Louis has waited to secure a crack at the title in his line to try for the title of champion professional fancy skater of the world.

In a short time I expect to have some news that will startle the world or sport and create a sensation in every country.

SHOWMEN AID DURING FLOOD

Spring to Relief In Time of Need

Winters' trucks, Cramer's hotel, Colemans' lighting credited with noble service

CINCINNATI, March 28.—The following communication was received this week from Commander Harry L. Winters of Col. Jos. H. Thompson Post No. 261, American Legion, Beaver Falls, Pa., who included in his accompanying letter, "Mr. Winters does not know that we are sending you this news, but on account of the noble work he has done we feel that he should have recognition:

"The winter headquarters and home town of Harry T. Winters, president Winters Exposition Shows (Beaver Falls), have been in the midst of the flood relief section. The show's winter quarters was busily getting ready for the summer season when the flood hit Pittsburgh, Beaver Valley all the way down the Ohio River, including Wheeling. Soon as a call went out for help, the paint buckets were cast aside and the show personnel and trucks went into service.

"On Thursday (March 19), one hour after the water started to recede Winters, thru Radio Station KDKA, offered the use of his trucks and two refrigerating machines for flood relief. The Ladies' Auxiliary to the Beaver Falls American (See *SHOWMEN AID* on page 48)

Maxie Hermans to Canada

CINCINNATI, March 28.—Mr. and Mrs. Maxie Herman spent several days here while en route from Chicago to Hamilton, Ont., and left early this week for that city, where Maxie will look after his concessions connections with Conklin's All-Canadian Shows, after which they will visit Toronto.

Nealand to Rubin & Cherry

CINCINNATI, March 28.—Walter D. Nealand stopped off here between trains yesterday while en route to join Rubin & Cherry Exposition at Atlanta, Ga. He was not certain but thought it probable that he would do press in advance of the show. This marks his seventh season, not consecutive, with Rubin & Cherry. Last season was with Johnny J. Jones Exposition, the past winter in advance of Morris Miller's traveling museum.

Art Lewis Buys Ride

NEW YORK, March 28.—Art Lewis, of Art Lewis Shows, claims he's the first carnival showman in the East to buy a Ridee-o this season. Twelve-car device was negotiated with George H. Cramer, head of Spillman Engineering Company, on latter's trip here a few days ago. Ride will be delivered to Bridgeport winter quarters in time for opening date.

Thalia to Jones Show

NEW YORK, March 28.—Johnny J. Jones Exposition has contracted Thalia's Temple of Mystery for the season, with George LaFollette to furnish the illusions and magic. Joins at Charlotte, N. C., April 11. Thalia will also have a free act on the midway. Temple will have a highly touted modernistic front. When season gets going Thalia will produce two more shows.

CINCINNATI, March 28.—Al (Big Hat) Fisher, general representative Clark's Greater Shows, advised this week that he had contracted that organization with the East Contra County Chamber of Commerce for this year's Brentwood (Calif.) Apricot Festival, in June, also the Cotton Fair at Delano, Calif., in September.

BETTER CARNIVAL PROMOTIONS

By HARRY DUNKEL

*Watch for This
In the Spring
Special Number
Of The Billboard*

Lemoine Shows in Flood

HOLYOKE, Mass., March 28.—The J. C. Lemoine Shows' winter quarters here was under 12 feet of water during the flood. A great deal of the paraphernalia, including trucks, was submerged. J. C. Lemoine advises that he will not be able to estimate the damage until all the equipment is inspected.

LONGVIEW, Tex., March 28.—Harry Corry has again booked his auction concession with Hennies Bros.' Shows, his third season with that organization. Corry states that both the previous seasons were successful, which caused him to return under the Hennies banner.

Five Companies Start Season

Volunteer State At Cleveland, Tenn.

CLEVELAND, Tenn., March 28.—Volunteer State Shows opened their season here Thursday of last week and a member of the staff stated that the turnout of people was gratifying and that business was good thru Friday and Saturday. Sunday night members of the personnel were guests of officials at a dinner and dance, and all reported having a good time. Letters and wires were received from many showmen, including E. B. Braden, F. H. Bee and Ben Krause, the staff member informed.

The midway is surrounded by a new striped canvas sidewall and has a very neat portable entrance. The shows and rides are newly painted in bright colors and there is an abundance of illumination. The engagement closes tonight, the first road stand, next week being Sweetwater, Tenn.

Staff: Roy Blake, directing manager; Frank Burns, manager; Mrs. Nina Scott, special agent; Charley Pyle, pub. (See *VOLUNTEER STATE* on page 48)

West Bros.' Shows at Cape Girardeau, Mo.

CAPE GIRARDEAU, Mo., March 28.—Despite chilly weather the opening night, last Saturday night was one of the best West Bros.' Shows have experienced in several years. The midway was well filled with people to a late hour and everybody started the season with good business. Inclement weather held the crowds down the fore part of the week.

Leaving two rides in quarters, the show opened with seven rides, eight shows and 28 concessions. The wagon fronts and rides all newly painted made an attractive appearance and created a lot of favorable comment. The management has decided to discard the merchant tickets this season. Weekly meetings of all people connected with the organization will be held to discuss public contacts and iron out any difficulties arising.

Visitors on opening night included Sonny Bernet, Globe Poster's well-known spark plug, and wife; Bill Davidson and brother, of Sol's Liberty Shows; Mrs. Barker and party of friends, of Barker Shows; General Agent Reed, of Zimdar's (See *WEST BROS.' SHOWS AT* page 48)

Majestic Expo Has Rain at Greer, S. C.

GREER, S. C., March 28.—Under heavy skies the Majestic Exposition Shows opened the season Monday on the circus lot here under auspices of American Legion. The first four days had rain, but with all the mills in the neighborhood having pay days on Friday and Saturday Chris M. Smith, of the show staff, advised that the management had hopes of these two days closing a fair average of business for the week.

The roster includes J. J. Stebber and Sons' Merry-Go-Round, Ferris Wheel and Chairplane; William Burchme's Side Show, Julius Young's Minstrel Show and band, Sam Hyson's Athletic Arena, Bobby Hyson's Crystal Illusions; Slim Davis' revue, *Franciscan*; Fondo and Gladys, high double trapeze; Joe Rossi's Band, Clarence's bingo stand and Jo Karr's midway cafe. The show will give a complete roster later.

All the fronts are newly painted, and most of the canvas is new. The troupe makes a long jump into the Tennessee coal fields from this city.

Great Coney Island In Mississippi Spot

ROLLING FORKS, Miss., March 28.—Great Coney Island Shows, playing here this week, officially opened their season at the Port Gibson First Annual Fat Stock Show, which, along with amusements, was held on streets around the courthouse at Port Gibson, Miss., and in a large brick building provided the committee by the well-known showman F. S. Walcott, who after the World War settled in that city and has become one of its, most public-spirited citizens.

According to an executive of the show company, the location of the carnival attractions was ideal, directly across the street from the courthouse. Rain interfered with the opening day but the last two days there was favorable weather, and all the attractions received satisfactory business.

Joe's Playland At Shawnee, Okla.

CINCINNATI, March 28.—Joe's Playland Shows are playing their opening engagement at Shawnee, Okla., this week, with two shows, five rides and 15 concessions. An executive of the show advised by wire early in the week that the date was going over satisfactory, and with a promising route Manager Joe Stoneman was looking forward to a prosperous season.



TWO PROMINENT EXECUTIVES with Foley & Burk Shows. Standing: L. G. Chapman, general representative for the Foley-Burk amusement organization and who has held that position the last 20 years. Sitting: W. Lee Brandon, assistant manager. The photo taken in the show's office wagon.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

NORTH LONG LAM, Ga.,
Week Ended March 28, 1936.

Dear Charlie:

"Good-by Florida." Ballyhoo Bros. has started its trek north. First big show to head up country and will be first in all towns. Auspices here the Non-Credit Stores Association. Every merchant in town was behind the show. Some of them may follow it to the next spot. When booking the town Lem Trucklow, general agent, called a meeting of the committeemen. Gave them a sales talk, stressing the point that anything can be sold if the right line of patter is used. Auspices now convinced that he was right.

Instead of closing the show for two weeks as planned, the building and painting will be done while en route.

Many new and startling changes to be made. Each individual show will carry not less than eight tops of different colors—green top for St. Patrick's Day; red, white and blue for the "Fourth"; orange top for Orangemen celebrations in Canada, etc.

A new unbreakable neon to be used. No variety of colors, all red. A steel tube, heated until red-hot—working the same as coils in an electric stove.

Our staterooms have been changed into light housekeeping rooms. Large bathtub in the end of the car. Mighty handy when coming home at night. Just wash out the coffee grounds and jump in the tub.

Our contract here called for a Caterpillar ride. It fell apart Monday. Bosses (See *BALLYHOO* on page 48)

Showmen's League of America
165 W. Madison Street, Chicago, Ill.

CHICAGO, March 28.—Vice-President J. C. McCaffery presided at a very interesting meeting Thursday. With him at the officers' table were Treasurer Lew Keller, Secretary Joe Streibich and Past President C. R. Fisher.

Membership committee presented applications of M. B. Goldsmith and J. F. Foote. The committee announces extensive plans in the membership drive and has set the goal at 300 for the year.

Brothers Paul Olsen and Pinkey Blitz back from Florida and will soon be leaving for Canada.

Rodney Krall in town for a short visit. Did not stay long, as he was Canada bound.

Thomas B. Vollmer and wife (Princess Violet), accompanied by Celia Dumke, were callers at the League rooms. Tom has been away for about two years. Spent a week here, then back to La Fayette, Ind.

Dr. John Fisher leaves in a few days to get things ready for his opening on Conklin's All-Canadian Shows.

Ways and means committee busy getting out some very neat signs to be sent to the various shows—look for yours, it will be along very soon.

Was just advised of the death of Brother Frank Leslie, who passed away at the State Hospital. Interment will be in Showmen's Rest. Thus the Grim Reaper has once more invaded the League's ranks.

A financial statement of the affairs of the League has been ordered and will soon be ready. Keep on the lookout for your copy and scan it closely that you may know what an up and coming organization you belong to.

Each week finds some of the brothers leaving to take up their summer's work. While you are on the road keep the League in your mind, and have some applications with you and give the membership committee your full co-operation. Perhaps the opportunity may present itself when you can remind

some brother that he has neglected to pay his dues. Keep this in mind.

Members of the League will be guests of the Cole Bros.-Clyde Beatty Circus at its opening performance. Invitation extended thru Brother J. D. Newman.

President Patty Conklin has advised that he will be here for one more meeting ere the season opens. The brothers are anxiously awaiting this date. Expect it to be either April 2 or 9.

Brother Nat Hirsh has left. Says he will be gone all summer.

LADIES' AUXILIARY

CHICAGO, March 28.—President Frances Keller was hostess at the regular bi-weekly social Thursday. There was fine attendance and a delightful evening was spent by all present.

Mrs. William Carsky, who has been on an extended business trip with her husband, writes that she will soon be back in this city.

Cleora Miller is on the sick list and according to report she may have to undergo an operation. The well wishes of the Auxiliary are extended to her.

The meetings season is nearing a close. There will be three more regular meetings.

It is urgent that all members not having done so send in their dues. Kindly attend to this so you will be in good standing.

EDITH STREIBICH, Publicity.

Miami Pickups

By **TEX SHERMAN**

MIAMI, March 28.—Wilbur Mills has just completed construction of several concessions and has purchased a new

two-ton truck and is ready to hit the road with a swell flash. For many years Mills was connected with George Riehard, but has branched out the last few years. The past winter he was connected with the Coffee Shoppe in the Oliver Hotel here. He has signed contracts with fairs in the North. Earl and Cleo Hayes left for Minot, N. D., where they will join Mills for a string of independent dates, both operating concessions.

L. Truesdale, concessioner, is leaving for New York, where he will operate his frozen custard machine until the opening of the fair season.

Sammy Crow (Wild Kid) and his candy butchers are leaving to join the Ringling-Barnum Circus for the opening in New York City.

Harry (Gopher) Dutton, chef at the Oliver Hotel, is leaving for Dallas, where he will start his season. Last season he was with Rubin & Cherry, and for many years was with Eddie Madigan.

Eph Gettman, of the Oliver Hotel and well-known concessioner with carnivals, enjoyed the greatest season he ever had with his hotel here. He will tour the country this season and will visit many shows before returning to Miami.

Kansas City Pickups

KANSAS CITY, Mo., March 28.—Rodney Krall stopped off here while on his way to Detroit. He will join the Conklin All-Canadian Shows.

Jake Brizendine and Elsie Calvert spent a day here on business.

Larry Hogan was here for a day. Sammy Ansher left for Detroit.

Jack Moon left for Phoenix, Ariz. He will join State Fair Shows.

Edward J. Milhau and Alex Bendilin were made members of the Heart of America Showman's Club at the last meeting.

Word received from Toney Martone that he was stopping at Hot Springs, Ark.

Mrs. Eddie Strassbur is visiting her sister at Oklahoma City, Okla.

George Howk and his wife are moving to Fairyland Park to their summer home.

Dave Lachman has just returned from New Orleans.

J. C. Pennington and Glen Hyder are familiar characters at the HASC club-rooms.

B. W. Wadsworth and his wife will leave in a few days for Krug Park, Omaha, where Wadsworth has charge of concessions and rides.

Honus Howk was a visitor at HASC Club. He had been confined to his home with sickness.

Jim Heart left for Abilene, Kan., where he will visit his relatives.

Philadelphia Pickups

PHILADELPHIA, March 28.—Jack Lyles, representing West Shows, has been looking over the field in the city and vicinity during the week. Reports bookings well in hand for the season.

Lee Schaeffer, of William Glick Shows, in and out the past week booking spots for the coming season.

Shackles, handcuff demonstrator, will again be with the Fred Thomas Circus Side Show this season. His fifth consecutive season with Thomas.

Curley Ingram is getting ready for the coming season. He will have concessions with some of the local organizations.

Peter Rabbit Circus, the annual Easter entertainment of the 69th street district, opened this week for two weeks' engagement. Hunt Circus is furnishing the tent and a number of circus attractions in conjunction with other features relating especially to the Easter season.

George E. Roberts is making preparations for a busy season. Has his attractions booked for a number of Easter engagements. His winter season has been quite good.

Jack DeVore III

CINCINNATI, March 28.—Jack DeVore (also known as Rube DeVore), advises from Huntington, W. Va., that he is ill of asthma and because of cataracts is losing his eyesight. States that for a while he is at the Adelphia Hotel in Huntington, and would appreciate receiving cheery letters from showfolk acquaintances. DeVore, 55 years of age, has spent many years in amusement business, including with K. G. Barkoot Shows, Con T. Kennedy Shows, Smith Greater Shows, and clowning at fairs and celebrations.

LOOP-O-PLANE

A Money Maker That Draws and Holds the Crowds on Your Midway.

RUBIN & CHERRY'S Loop-O-Plane

Gross \$14,227 in 10 Weeks

LOW OPERATING AND COST!

GREATER NET PROFITS!

AFTER SEASONS OF OBSERVATION CONSERVATIVE LEADERS HAVE ADOPTED IT

F. E. Gooding, Rubin & Cherry, Conklin's Canadian Show, Cetlin & Wilson, Foley & Burk and hundreds of others.

PUTS NEW LIFE AND EARNINGS IN A PARK

Write To **ROBIN REED, Jobber**
BOX 237 SALEM OREGON
EYERLY LOOP-O-PLANES

FOREIGN REPRESENTATIVES WANTED



INCREASE YOUR PROFITS

- 4-Passenger With Cables \$1,800.00
- 4-Passenger Without Cables Sets Up Anywhere \$2,000.00
- 8-Passenger (12 Children) \$3,200.00 f.o.b. Salem

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CAPT. LATLIP WANTS PARTNER FOR COMING SEASON

That will buy half interest in the Show Property described below. These attractions will stand the very strictest investigation and inspection. We open here in Charleston, W. Va., April 15th, and have good route to follow, including good fairs. This Show Property and Trucks can be seen in operation. My reason for selling is my time will be taken up this season breaking in New Free Acts, account of losing my oldest daughter last fall. WILL SELL HALF INTEREST FOR \$4,000. If interested, write

CAPT. LATLIP SHOW, WINTER QUARTERS

209 ELM ST., CHARLESTON, W. VA.

One Allan Herschell Company Standard Size 32-Foot Little Beauty Merry-Go-Round, complete with No. 105 Style Paper Played Organ and the very latest style Leroy Engine. One Eli No. 5 Ferris Wheel, complete. One Traver Engineering Company Merry Mixup, complete with Leroy Engine. One Dodge One and Half-Ton Office Truck, complete with Two Transformers, One Ten KW and One Fifteen KW, for Electricity. One Two-Ton International Truck with high side body, 1930 Model S. F. 46. One Ten and Half Chevrolet Truck with panel body and Callope. One Two-Ton International Truck with high rack body, 1931 Model. Terms of contract: One-half down, balance to be paid at \$200 per month with interest. During running season. Notes to be handled by The National Bank of Commerce of Charleston, W. Va.

De Luxe Shows of America

NEWARK, N. J., March 28.—Manager Sam Prell has notified winter quarters to build two more fronts to take care of additional shows that will be on the midway. This makes seven new fronts, all built by Jules Lazerus. Al Lubin has charge of the paint department, and his work is artistic. Jimmie Robson came in from North Carolina and is assistant builder. Slim Clark is getting the electrical work under headway. Skeeter Garrett and his second man, Craft, came in from Florida and are overhauling the Duplex Ferris Wheels. Pinky Kennon in from Mebane, N. C., and is painting the Chalroplane. Ben Cheek assembling the new Monkey Speedway. Harry Fox and his assistant, Jack Herring, have the Whip practically overhauled. John Gravis, who has the restaurant privilege on this show, came from New York and said he would ship his outfit in from North Carolina next week. Jim Hodges writes from Salisbury, N. C., that he will ship his Circus Side Show in a few days. Mrs. Harry Ramish is leaving for Roxboro, N. C., to ship her concessions to quarters. She will pay a short visit to her mother in Durham, N. C., before returning. The force working in winter quarters numbers 21 men and more men will be added as the time is short and General Prell has notified Assistant Manager Harry Ramish that everything must be complete for the opening. All of which is from an executive of the show.

NEW YORK, March 28.—Mrs. Mabelle Kidder was in town this week shopping for materials for the two attractions which she will operate on World of Mirth Shows, the Kidder Temple of Mystery and an "Unborn" show.



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

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WANTED RIDE FOREMEN. ALSO WILL BUY RIDES FOR CASH

CAN PLACE IMMEDIATELY—Foreman for 8-car Whip and Allan Herschell Baby Auto. Both must know these rides thoroughly. State your lowest in first letter. Long season.

WILL BUY Loop-o-Plane, Tilt-a-Whirl, Caterpillar, also Kiddie Rides. All Rides must be in first-class condition and POSITIVELY cheap for CASH. If your price is low, I will buy, as I am looking for bargains. State all details as to Rides in first letter. No junk wanted.

ADDRESS:

R. J. COUSINS, MAJESTIG HOTEL, ST. LOUIS, MO.

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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MIDWAY CONFAB
By THE MIXER

NEXT ISSUE, the Spring Special Number!

NO LESS THAN 10 shows start their seasons on Saturday of this week.

T. J. APPLE, who spent the winter at his home in Nashville, Tenn., will again have his Motordrome and two kiddie rides with F. H. Bee Shows.

C. W. CRACRAFT, general representative Mighty Sheesley Midway, has of late been hobbling about, suffering a badly sprained ankle.

way. H. C. operates his pop-corn and floss candy concessions, also is mail man and salesman *The Billboard*.

LEO GRANDY has been fraternizing among showfolk and citizens at Corinth, N. Y., where he is all set for another season as mail man and salesman *The Billboard* with O. J. Bach Shows.

IT IS NOTED that C. L. Tyrell, globe-trotter, is operating the March of Time and Motordrome with Golden State Shows this season, and his wife, Jolly Nellie, fat girl, is also with that organization.

THOMAS B. VOLLMER and wife, Princess Violet, tiny pianist and vocalist, and Cella Dumke are visiting in Chicago after having been away for two years. "Sure is good to be back with our old friends for a while," says Tom.

FROM CUYAHOGA, O., came word that A. J. Williams and son, Ervin Thomas, had booked the following with Bantley Shows: Allan Herschell Kiddie Auto Ride, also cookhouse, corn game, pitch-till-win and cork shooting gallery.

MONDU, special added attraction, will again be with L. B. (Barney) Lamb's Side Show with Gooding Greater Shows. Recently arrived in Columbus, O., from Florida, playing two and three-day stands while en route north.

DOC DAY, to be special agent this season for Gray's Canadian Shows, was in Northern Illinois early last week, with a scheduled stop of a couple of weeks at Chicago, then to the show's opening stand, Windsor, Ont.

While returning to winter quarters of Happy Days Shows at McMinnville, Tenn., from Murfreesboro, Joe J. Fontana, general agent, and Mike Conti, individual shows operator, found a woman, unconscious, on a highway. They placed her in Fontana's auto and took her to McMinnville, where a few minutes after she was placed in hospital a girl was born.
The new arrival, named Josephine, in honor of Joe Fontana—"Mike left out of the naming because he fainted," says an executive of the Happy Days midway opry, who also included: "The mother will have a job with the show when we open here March 30."

Jones Exposition—as everyone knows Frank S. Reed has been mail man and salesman *The Billboard* with Rubin & Cherry many years.

POSTCARDS RALPH HILL from Texas: "The Shugart Shows are taking to the road after a short layoff. There are several new faces. Lineup now consists of three shows, two rides and eight concessions. Walker Brothers joined with talkie pictures. Dude Brewer is booking show to a good advantage."

SOMEONE down Florida way snapped a picture of B. H. (Bill) Nye, general agent, and Ben Tommy, Seminole Indian, said to be a direct descendant of Chief Tallahassee, and sent it to the Mixer. Sorry, it's too "dark" (probably taken on a cloudy day) for reproduction in print.

GEORGE SIEFERT was operated on for gall bladder trouble a few weeks ago at American Hospital, Chicago, and has recovered nicely. "My husband was near death," says his wife, "Babe" Powers, "and it was the wonderful work of Dr. Max Thorek that saved him. I can't say enough for the hospital and its marvelous staff."

AGENTS and other executives of carnivals seen lately in the lobby of the Windsor Hotel in Philly: L. H. (Doc) Cann, Lee Schaefer, S. A. Kerr, Harry Dunkle, Jack Lyles, Matthew J. (Squire) Riley, Max Gruberg, Max Linderman, Edward K. Johnson, N. Klban, George Dover, Mike Zeigler; all apparently much interested in whether shows will play the Quaker City this summer.

Edward E. MacEddy, who is slated to be second man and publicist with West's World's Wonder Shows, advises that the report in the Coming Marriages column of a recent issue, relative to a coming marriage of himself and Florence Carlson of the Carlson Boxing Sisters was in error. "The Carlson Sisters always were good friends of mine and I trust always will be," stated MacEddy.

JOHN T. REA infos that he has booked attractions, including Side Show

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CONEY ISLAND, N. Y.

Sort of non-plusing: Some time ago a showman sent matter for publication relative to his organization's first stand of the season almost a week after the show had opened. The town has a daily newspaper, but the showman inclosed with his story a clipping from the newspaper that was printed three days in advance of the opening.

HYMIE COOPER infoed (too late for last issue) that he had contracted for all wheel and grind concessions with the Blue Ribbon Shows for the season.

JOE DE MOUCHELLE, who is back into harness—as special agent for Golden Gate Shows—was out of show business about eight years.



ROBERT (BOBBY) HASSON, manager of the South Street Museum, Philadelphia. He probably is the youngest museum manager, and a successful one.

CAPTAIN WORLEY, high diver, and Jack Malloy and wife, trapeze performers, will free act for Joe Cramer's Peerless Exposition this season.

PEGGY MARTINI recently left Atlanta, Ga., for home, Hope, Ark., and after a little rest will return to the road.

FRANK STERLING will have three attractions, Water Circus, "Crime" show and Girl Revue, with West's World's Wonder Shows.

EDNA GEORGE tells of being with the T. J. Tidwell Shows for the second season with Milo Anthony's attractions and recently finished a successful winter season with Anthony.

The first departmentized lists of fairs, parks, etc., of the year will, as customary, appear in the Spring Special Number; also as customary, the last issue of each month (last Saturday date of issue) of each month until late next fall will be a List Number, with additions as the season progresses.

AERIAL BAUERS, Harry and Sue, high aerial act, have signed as free attraction with Mighty Sheesley Midway for the season, they advised last week from Vera Beach, Fla.

H. C. KILBURN is one of the active troupers on the L. J. Heth Shows' mid-



YOU'VE PROBABLY GUESSED who 'tis—the veteran show publicist Doc Waddell. A friend of Doc's snapped him on High street, Columbus, O., a few days before he left to again join Big State Shows in Texas.

LUDY AND HELEN KAESER have of late been working night clubs around Detroit. Will soon go into their outdoor season. Have purchased a new auto and expect to have a new house trailer before leaving the Motor City for the road.

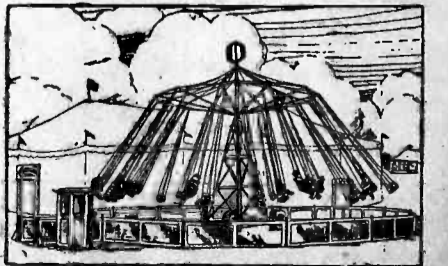
CARL J. SEDLMAYR, of the Royal American Shows, and his wife were in Chicago for a week or more while Mrs. Sedlmayr was taking treatment at a hospital. She is now much improved in health. The Sedlmayrs left Chicago for Tampa, Fla., late last week.

ELLSWORTH MCATEE and the missus will be with Dodson's World's Fair Shows. McAtee will have charge of the Merry-Go-Round and his wife will have the pop-corn wagon for Bert Brundage. By the way, McAtee and the town he wrote from are "namesakes"—Ellsworth, Kan.

AN ERROR crept into the descriptive wordings beneath the cut of Jack Pearl and "Mena," the elephant, in last issue. In reducing the number of words and handling show titles Jack was given as being with Rubin & Cherry Exposition last season. He was with Johnny J.

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GRAPHOLOGY
Please put me in touch with J. Holbert Byram. Address **H. BRUNHOFF**, 1818 Freeman Ave., Cincinnati, O.

with new top and banners, with Happy-land Shows to open near Detroit early in May. Will have own band. People signed include Mr. and Mrs. L. S. Johnson, LaVerne (magician), Carl (Shorty) Smith, S. E. Weller, Sam Doyle, E. E. Jefferson, Arnold Raybuck, Kaola Hawaiian Troupe, Helene (midget, mother and baby) and Mr. and Mrs. Paul Rogers.

THE FINE HOME of Mr. and Mrs. Myer at San Antonio, Tex., was recently the scene of entertainment of a group of "oldtimer" troupers, among them Mrs. Dr. Palmer, of Los Angeles; Mrs. Jake Newman, Mrs. Ben Austin, Cy Collins and Mrs. Marlon Kenworthy, who has been visiting the Myers and using one of the sun porches to display her rugs and embroideries. Myer these days is busy with his flowers, trees, shrubs, etc. Does he like it? Yessir, and he's a success at it.

Some Comment; Some Philosophy By HENRY HEYN

A trouper came off a show last year and said it was the "Bally Bros. Shows," and that the manager invoked the minority rule. After asking for a vote a one-concession man insisted on staying over for Saturday at a fair that closed on Friday. Saturday night this concession man took in a nickel, he then took down in 30 minutes and went home. Then it started to rain, and left those who had the big equipment and working crews in for a bad night. "Denied a voice under the bill of rights," sez the trouper. Neat ball games can do much to improve the appearance of a midway. I hope I will not have to look at another one of those four-in-one kind—ball game, hotel, kitchen and laundry.

NITA FONTAINE, daughter of Mr. and Mrs. Carl Fontaine and granddaughter of Mr. and Mrs. Leo Carrell, of Cetlin & Wilson Shows, celebrated her third birthday (March 20) with a party held in one of the buildings on the fairgrounds at Greensboro, N. C. A delightful repast was served by Mrs. Fontaine, Mrs. Carrell, Mrs. William Purchase and Edna Purchase. Among the guests were Russell, George, Dorothy and Katherine Harms, Donald and Basil Premier Jr., G. Miller, and Gertrude, Junior and Billy Naughton. All voted "having a good time." Incidentally, this was the second birthday party for little Nita on the fairgrounds in as many years.

WASHINGTON.—Showmen who have wintered here are leaving for shows as follows: Spot Pinson, to Bockus & Kilonis Circus; Mr. and Mrs. Danny Taylor, Coleman Bros. Shows; Mr. and Mrs. Pete Arnellia, West's Shows; Dick Anderson, William Glick Shows; Pete Thumcheck and Stubby Mouser, Cetlin & Wilson Shows; Honey Simmons and his Band. Glick Shows; Georgie Mauer, Art Lewis Shows; Al Porte, Cetlin & Wilson Shows, as night watchman; Frank LaBarr, back to West's World Wonder Shows. Playland here will remain open all summer under management of Johnny Donlea. John Barry, former general agent of several shows, is now employed by the government and will remain in Washington. Mr. and Mrs. Leonard Leader will have a string of concessions at the beach here. Whitey Woods goes to Earl Purtle's Motordrome on World of Mirth Shows. John Folly to Joe Cramer's Peerless Shows. Eddie Lehman and Mitchel Kidd will remain at Playland.

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Grind Stores of all kind, legitimate Concessions, and Shows that don't conflict. Open April 18 at Alliquippa, Pa. Booked solid. Clint Myers write me. HARRY H. WINTERS, General Manager. WINTERS EXPOSITION SHOWS, 720 6th Avenue, Beaver Falls, Pa.

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Pacific Coast Showmen's Assn.

816 New Orpheum Bldg., Los Angeles, Calif.

LOS ANGELES, March 28.—Monday night's meeting drew the smallest house in a long time, there being but an even 30 members present. Dr. Ralph E Smith presided, President Theo Forstall being with Al G. Barnes Circus until closing of that show in the fall. Dr. Smith got a big hand when he took the chair—large bouquet on his desk and several invitations to join a session after adjournment.

Mark Kirkendall, his last stand at the club for some time was in to say goodbye and be in on the finals on the Gambrian contest, he and Ed Nagle being tied. He got the watch as being the best single-handed handler of after-adjournment refreshments. Nagle said that altho realizing he was beaten he intended to play his hand out, so he, "Kirk" and Harry Lavine played the string out, the beer the donation of Milt Runkle.

There not being anything of great importance in a business way, Dr. Smith suggested an "Open Forum," and invited anyone who wished to talk on anything desired. Joe Diehl decided to tell a new story he had "just heard" at Venice, and he almost told it—that is, all but the "Punch." His delivery got a bigger laugh than he could have gotten with any kind of a joke. A letter from J. Ed Brown, now in Texas, was read.

House committee was questioned about the furniture that had been ordered purchased, and the usual differences of opinion were expressed by members. Pete Petterson, Harry L. Lavine, Johnny Kleine, Leo Haggerty, Irv Latimore, Ed Workman, Dan Stover, John Miller, Harry Fink, Dad Parker, Harry Chipman and Claude Barle were in on this, the finish between John Miller and Harry Fink. Harry arose on question of privilege and asked why John was always permitted to get into things of interest and then hit into a double-play. John, assuming his usual hard-bolled manner, roared an answer to Harry, who, when John had been calmed, said: "John, when you get up to make a talk I am reminded of a little poem that fits you exactly:

"You see that man with that big bass drum, And big stick and cymbals in his hand? He makes more noise than all the rest, But he doesn't lead the band."

The furniture was ordered. In a serious vein came discussion on funds for cemetery. Much talk on this and there is every indication that there will be a lot of money raised this year with the several plans that have been suggested. Naturally, there is much expected from the "show-within-a-show" idea, and it was voted that J. Doug Morgan have typed and sent in the exact plans, and that May 15 would find the plan working.

A rather unusual matter was told by a prominent member of this association. He stated that a mar prominent in Los Angeles (not a member of PCSA and not a showman), in delicate health, had made a will, the terms of which will add a large sum to the Cemetery Fund. This because he had knowledge of the many benevolent acts done by PCSA, and that many times showfolks at the end of the road were in straitened circumstances. Hence his desire to do his bit for this class, and thus some who had done their bits for the enjoyment of the masses would have a resting place. This is a fine sentiment, indicative of the fact that by organization much can be done to build up showfolk in the minds of the many people who do not understand what a real trouper is.

John Miller was appointed chairman of a committee to handle the attendance of members of PCSA and Ladies' Auxiliary as guests of Manager S. I. Cronin at Al G. Barnes Circus on April 6.

The weekly award went to John T. Backman, his second score.

After adjournment lunch and refreshments served by Milt Runkle and Chet Bryan.

The "Home Guards" organized for the summer months with Ed Nagle, Chief "Coast Defender," and Harry C. Rawlings, chairman of an entertainment committee.

ROY BLAKE, Directing Mgr. FRANK BURNS, Mgr. NINA SCOTT, Special Agent.

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That don't conflict—none too large.

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That don't conflict, will frame for any show that is meritorious. No Girl Shows.

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Legitimate concessions only. Positively no duke ins or spindles. Drunks will not be tolerated on this show.

Musicians and Performers for Minstrel Show; must be able to cut it; no sticks wanted. Showmen of executive ability who I know get in touch with me at once, may have something good to offer you. Useful show people in all departments read our writeup and get in touch with our department heads, as we have openings for capable showmen at all times.

ROY BLAKE, Directing Manager, Cleveland, Tenn., this week; then the "BIG ONE" Harriman, Tenn.; followed by Maryville, Greenville and Elizabethton; all Tennessee.

MRS. O. J. BEATTY, Treasurer. MRS. ROY BLAKE, Accountant. BOB WHITE, Secretary.

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OPENING ABOUT MIDDLE OF MAY

CAN PLACE—Tilt-a-Whirl and Allan Herschell Kiddy Ride. WANT—Cook House, Corn Game, Grind Stores, Custard, Lead Gallery, Fun-House. Legitimate Concessions that work for stock. Fish Pond, Penny Arcade, Novelties, Ball Games, Photo Gallery, Bowling Gallery. CAN PLACE—SHOWS with own outfits. Wax, Prison, Crime, Mechanical City, Minstrel Show, Hillbilly, Five-in-One. COMMITTEES wanting good clean entertainment, write us. Address all mail to J. R. EDWARDS, 233 N. Buckeye St., Wooster, O.

COLEMAN BROS. SHOW

OPENING AT MIDDLETOWN, CONN. POSTPONED UNTIL APRIL 30 BECAUSE OF THE FLOOD THRU CONNECTICUT.

WANTED

WANTED

Due to changes by Office, first-class Hawaiian Revue, Pit or Platform Shows, any New or Novelty Acts for Side Show. CAN USE a few Grind Stores, also Wheels, legitimate only. Jerry Jefferys and Ben write. THOS. J. COLEMAN, 508 Main Street, Cody Bldg., Middletown, Conn.

Golden State Shows

Santa Ana, Calif. Engagement ended March 22. Auspices Sciots. Location, East Fourth and Garfield. Weather, cool. Business, very good.

The initial spot for the show far exceeded expectations. Shows, rides and concessions did nice business. After the opening C. H. Elliott joined with photo gallery and iron claws, making a long journey from Fort Worth, Tex. Joe DeMouchelle made some wonderful tie-ups with the local papers and as a result got a world of publicity for the show. The Famous Meglin Kiddies gave a special performance on Children's Day, which drew an exceptionally fine crowd. The Baby Show on Sunday afternoon, with an entry list of over 200, was another good drawing card. There were many visitors, among them S. L. Cronin, Frank Downie, Ben Dobbert, Leo Haggerty, Mr. and Mrs. O. H. Hilderbrand, George Moffatt, Bill Harvey, Jim Jeffries and quite a contingent from the Pacific Coast Showmen's Association. Prince Zulung and Texo the Giant joined the Side Show on leaving for Santa Paula, the first road stand. Two new shows are expected to join in Santa Barbara and these, together with the Lindy Loop, which is en route from San Diego, will complete the lineup. All of which is from an executive of the show.

WANTED

Twin Girls. Best Front Man available (Hugh Mack answer). Seven Men, general workers. Five young, pretty Girls. Men and Wives preferred. Good male Colored Cook, Electrician, Canvasman. All must have presentable street clothes.

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BOSTON "FAT" TOWNE, Mgr., P. O. Box 1100, Shreveport, La.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., March 28.—E. A. Wakelin has replaced Fred Wolf as assistant to George MacCarthy, manager of shows and concessions. Besides his new duties Wakelin has charge of Enchanted Land. . . . Happy Johnson went to Los Angeles on account of his mother's illness. Mrs. Johnny Meyers came from Davenport, Ia., to visit her husband, who is chief talker on Midget Circus. . . . A. J. Humke, manager Days of '49, reports that the resort is doing good business. It is a rendezvous of showmen, where good fellows get together. . . . Ross Davis, amusement and riding device operator at Lincoln Park, Los Angeles, visited friends on the midway last week. . . . Boulder Dam, under the management of Keeno, Mechanical Man, reports business far in excess of that anticipated this early in the season. John Odom is on the lecture platform.

Doc Curtis left Boulder Dam and is now lecturing on Alpha the Robot exhibition. . . . George Waukazoo, Ottawa Indian, has been engaged for Gazavnni's Indian display in Palace of International Arts. . . . George (Blondie) Hammond and George B. Davis report satisfactory business with two baby lions, the "exposition mascots" which they use when taking pictures at their concession. . . . Louis Franco, bartender at Bamboo Inn last season, now greets his pals behind the bar at Days of '49. Ed Fielding is on the front of Temple Regenee, palmistry concession. . . . F. A. Daggett, guess-your-weight and cane concession, was in Los Angeles a few days last week. . . . Bly, the Rice Writer, at Hix "Strange as It Seems" show, made a new record with 7,006 letters on one side of a grain of rice. . . . Jack Crabtree was a week-end visitor on the midway while en route to United Shows of America.

W. J. (Billy) Collins was recently made assistant to Stanley Graham of the Graham Enterprises, operating Nudist Colony in Zoro Gardens here, also building Midget City, Show Boat and other concessions at the Texas Centennial, Dallas, and Midget Circus at Great Lakes Exposition, Cleveland. Collins is well known as an outdoor and indoor showman. He served a number of years with Thearle-Duffield Fireworks Company, World Amusement Service Association and George Hamid, He had his own shows, known as Schooley & Collins Productions. He will spend his time between San Diego and Dallas. . . . Howard Hixson, graphanolist and astrologer, is with "Strange as It Seems" show. . . . S. L. Cronin and Beanie Head, of Al G. Barnes Circus, were on the midway several times last week. Earl Keates has been appointed manager of Midget Circus for Fanchon & Marco. Prince Dennis and Lady Ethel recently joined the show. . . . Ralph Stevens is making openings on front of Fanchon & Marco Hollywood Revue. Mardoni, escape artist at the "Strange as It Seems," altho suffering from shock and physical strain after staging a delayed parachute jump while handcuffed, goes thru his act daily on time on crutches.

L. J. Heth Shows

North Birmingham, Ala. Week ended March 14. Auspices, Crippled Children's Clinic. Location, 28th avenue and 27th street, North. Weather, warm. Business, good.

Excellent support from the auspices, business men and good weather helped to make the opening stand of the season a success. The lineup of the midway: H. Norman Smith, with his Wall of Death, George Harris and his Blossoms of Dixie. Whitey Bickford has Athletic Arena. Bobby Kork's United Oddities. Andy Graham arrived from Detroit with Andy, the "human chimpanzee." The Swooper, with Ernest Wilson foreman and G. R. Helms as assistant (topping all rides). Roy Farmer has charge of the Merry-Go-Round, with Herbert Morrow as assistant. The Big Eli has C. L. Smith at its helm. The Chairplane is under supervision of Dee Newsome. Bill Pink joined with his Tilt-a-Whirl. A new Kiddie Ride arrived and was given over to George Inglin. Hugh Hill a steady visitor on the midway. Among visitors was Marjorie Kemp, of Royal American Shows, who visited Mrs. Heth and Mrs. J. McMath between trains on her way to St. Louis. Leon W. Friedman, of The Birmingham News, and his son were nightly visitors. The police commissioner appointed Johnny McMath, who used to be connected with the L. J. Heth Shows (now a motorcycle patrolman in Birmingham) in charge of the midway. L. J. Heth is directing work at winter quarters on his new office and new stage for the Girl Show, besides managing the show and attending to many other details. ALFRED KUNZ.

Zimdars Greater Shows

Magnolia, Ark. Week ended March 2 (opening stand—story in last issue). Weather, first four days chilly, last two days warm. Business, averaged fair.

New show fronts, new canvas and masterly painting made a very attractive midway. Thursday night the mayor of the city and business men sponsored the Junior High School Band giving a parade, which marched to the carnival grounds, where Manager Zimdars presented them the "key to the midway." The boys and girls had fine time, and the band played on rides while in motion, then to all the shows. Manager Zimdars was presented with an invitation to again make Magnolia his winter-quarters city. All the transportation trucks are in good shape. Visitors included Kid Burns and wife and others from the C. R. Leggette Shows, also some visitors from Greater American Shows, both of which were playing near by; Daddy Cole and Peg O'Day.

CHARLES SEIP.

Imperial Shows

CARTHERSVILLE Mo., March 28.—Everybody at winter quarters on the hustle, putting the finishing touches on all the rides and shows in preparation for the opening at Cairo, Ill., April 11. There have been quite a few visitors at quarters, among them the jovial Viri Hill, from Streator, Ill., and Ned Torti, of the Wisconsin De Luxe Company. All the new cable and switch boxes have arrived, and the electrician is busy night and day. There will be plenty of illumination on the midway, as that is going to be the watchword. The new canvas will be in the first of the coming week. In a later issue of The Billboard, a complete roster will be given of the shows, rides, concessions and executives of the show. All of which is according to an executive of the show.

Crafts 20 Big Shows

Brawley, Calif. Week ended March 22. Auspices, American Legion Drum Corps. Location, downtown lot. Weather, last two days unfavorable. Business, good.

The seven-day engagement proved gratifying for all shows and rides. Account of the larger percentage of the patrons being Mexican nationality concessions dispensing plaster novelties recorded the best business. At the Imperial Valley Fair, previous week, everybody enjoyed a nice business during the nine-day run. Around the lot: Karl Millier and his Scandals of 1936 packing them in on "Ramble" nights. Speedy Babbs painting his Motordrome white and plans to wash it down daily. Bruce Duffy closed with his cookhouse at Imperial and departed for the North. Gene Blakesly replaced Duffy with eats and drink privileges. John (Spot) Ragland, who with Lou Kortez operates all the wheels on the midway, is "at home" in the Imperial Valley towns, as "Spot" and Lou have pin games and other outfits in nearly all the towns. Harry (Jockey) Bernard operating five concessions this season. Phil Stopeck, of Devil's bowling alley note, hires Mexican clerks during

the Mexican border tour. Despite the fact Ed Lane has only a 16-foot concession he employs six or eight men on tear-down nights to load. Karl Klark clicking with Mrs. Krug's new Krispy Kracks confection stand. Sam Hinson, master mechanic, back after spending a week with Golden State Shows. O. N. Crafts flew his plane from Los Angeles and spent a couple of days with the show. The Mexican peso is quoted at 27 cents, but the office has instructed ticket sellers to exchange at 30 cents when tickets are purchased. Tommy Myers, secretary-treasurer, right "at home" with Mexican money. Tommy trouped over Mexico with the old Norris & Rowe Circus in the red wagon and speaks the language. Frank Lentini's Side Show has been doing nice business. Lentini also speaks Spanish and lectures on himself in that language as well as answering queries about other acts.

ROY SCOTT.

IMPERIAL SHOWS, INC.

OPENS AT CAIRO, ILL., APRIL 11 — 2—SATURDAYS—2

CAN PLACE

SHOWS TWO OR MORE SHOWS THAT DO NOT CONFLICT.

CONCESSIONS PENNY ARCADE, AMERICAN PALMIST, LEAD GALLERY, HOOP-LA, KNIFE RACK, ETC.

AGENTS FOR FISH POND, MERCHANDISE WHEELS, SCALES AND GRIND STORES.

All Address LEW MARCUSE, P. O. Box 223, Caruthersville, Missouri.

\$\$\$ GOLD FOR HIGH DIVERS \$\$\$ WORLD'S HIGH DIVING CHAMPIONSHIP

FOR MEN AND WOMEN
In a Regulation Portable Tank, Will Be Held at

PALISADES AMUSEMENT PARK, Fort Lee, N. J.

STARTING DEGRATION DAY, SATURDAY, MAY 30, 1936.

\$1,000.00 IN CASH PRIZES — \$1,000.00 AS FOLLOWS

First, \$500; Second, \$200; Third, \$75; Fourth, \$50; Fifth, \$25; Sixth, \$25. ALSO \$100 to First Woman to Finish, in addition to whatever other prize she may win; \$25 to the Second Best Woman Performer, in addition to whatever other prize she may win.

ALSO GUARANTEED MINIMUM BOOKING ROUTE OF SIX WEEKS TO WINNER BY GEORGE HAMID BOOKING OFFICE.

Contest, first suggested and exploited by NAT A. TOR in his "The Pool Whirl" Column in The Billboard, will be conducted under the rules obtaining in High Jumping and various other competitive events of like nature. Any and all types of diving permissible. No entry fees. Free shelter tents for contestants. Write for entry blanks at once, as entries close April 30.

BERT NEVINS, Contest Director.

Room 233, Park Central Hotel, 56th Street and 7th Avenue, New York City.

THE ORIGINAL CAMPBELL UNITED SHOWS

H. W. CAMPBELL, Gen. Mgr. | STANLEY ROBERTS, Advance. | LOUIE KING, Special Agent. | JACK HUFFINES, Sec'y & Treas.

WANTS People in all branches of the Carnival Business, Ride Help, Door Talkers, Man for Frozen Custard, Band and Free Acts. All Concessions open except Bingo, Custard and Photos. CAN PLACE Rides that don't conflict. This show positively carries no joints. Will give consideration to any money-getting Shows, with or without outfits. Will furnish new 40x80 Top and Panel Front for organized Minstrel Show with a Band.

Show opens Fairmont, N. C., April 11, with Newport News, Va., to follow.

ADDRESS

CAMPBELL UNITED SHOWS, Fairmont, N. C.

GREATER UNITED SHOWS

Can Place Shows and Concessions. Will furnish tents for Illusion or other attractions. Good opening for Glass House, Fun Show, Unborn Show, Crime or any attraction of merit. Can also place Frozen Custard, American Palmist, Diggers or Iron Claws. Have twenty weeks of fairs and celebrations. Long season.

Wire J. GEORGE LOOS, week March 30th, Waco, Tex.

LIBERTY NATIONAL SHOW

OPENING KENTUCKY COAL FIELDS. MINES ALL WORKING. BIG PAY ROLL. TEN BONA-FIDE CONTRACTS. UPTOWN LOCATIONS.

WANTED—Grind Shows that can stand prosperity. FREE GATE. CAN USE Grind Stores. No gift. COOK HOUSE Privilege in meal tickets. Will sell X on Popcorn and Snow. Mitt Camp open. Opening EDDYVILLE, KY., April 4. Louie Selsler, Joe Hollander, Jack Duane, C. Y. Smith come on. Ride Help wanted. Address all mail to READING & WHITEFIELD, Eddyville, Ky.

HOWARD BROS. SHOWS

OPENING MAY 1 IN ONE OF THE INDUSTRIAL CITIES.

SHOWS WANTED—Ten-in-One, Hawaiian, Monkey Speedway, or Circus, Geek, Girl Revue, Fat Show. Will furnish Top and Panel Fronts for any Show of merit. Book or Buy Loop-o-Plane. WANT Ride Help that can drive trucks. Concessions all open except Corn Game, Photos, Popcorn. WANT Cook House, Scales, Blankets, Ball Games, Shooting Gallery, Penny Arcade, Devil's Bowling Alley, Erie Diggers, Pitch-to-Win.

RAY S. HOWARD, Manager, Millfield, O., Winter Quarters.

COREY GREATER SHOWS

WANTED—For two Units, Merry-Go-Round, Loop-o-Plane, Tilt-a-Whirl, Kiddie Rides, Pony Track, Motordrome, Monkey Circus, Flea Circus, Fat Girl, Ten-in-One or any shows of merit. Frozen Custard, Photos, Long Range Gallery, Popcorn, Peanuts, Candy Apples, Ice Cream, Stock Wheels, Ball Games, Fishpond, Bowling Alley, Pitch-Till-U-Win, Hoop-La, Penny Pitch and Legitimate Grind Stores of all kinds. Reasonable rates. Address

E. S. COREY, Gen. Mgr., New Merchants Hotel, Cresson, Pa. Bell phone, Cresson 9088.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 28.—The railroad rate situation among Eastern carriers continues as a subject of major importance to the carnival industry.

During the past week Eastern railroads took their first step toward agreeing upon a unanimous platform to be used in opposing the rate reductions ordered by the Interstate Commerce Commission effective June 2. Altho the heads of six of the larger carriers conferred for several hours, we are informed that no definite plan has resulted. Regardless, we are informed that notwithstanding the lack of a definite plan for joint action, the railroads would nevertheless oppose the reduction ordered.

We have it on good authority that the carriers would offer a compromise reduction which would restore a portion of the present reduction. Presumably, the Eastern roads will likely propose a compromise rate of 2.8 cents per mile as a midway figure between the previous rate of 3.6 cents and ordered rate of 2 cents.

The roads which participated in the conference were New York Central, Pennsylvania, Baltimore & Ohio; New York, New Haven & Hartford; Erie and Delaware, Lackawanna & Western.

We are watching developments in this situation very carefully on behalf of the carnival industry and will keep the industry informed of developments which may be of consequence to it.

We have received interesting communications from George Ehrshberg, of Cetlin & Wilson Shows; Ray Marsh Brydon, manager of Rice Bros.' Circus, and from a unit of the Illinois National Guard. Several of our members have from time to time requested information relative to the State and federal unemployment laws. In each case this information has been furnished so far as possible. We previously pointed out in commenting on the matter that there was still a great deal of uncertainty as to whether or not the statutes will ultimately be held valid and if so, that it would require considerable judicial construction to clarify many of the provisions of the statute.

On March 16 Justice Pierce H. Russell, of the New York Supreme Court, rendered a decision which held that the New York State Unemployment Insurance Law was invalid and pointed out in his opinion that the compulsory contribution by an employer to be paid as an unemployment insurance benefit to the employee of another is without validity under our system of government and constitutes unwarranted and unreasonable and arbitrary transfer of the property of one to another in violation of the due process clause of the Constitution.

In handing down the decision the Court said that he was obliged to follow the decision of the United States Supreme Court in the Railroad Retirement Board case. Since the New York law is patterned closely after the federal law, serious doubt arises as to whether the federal law will be sustained in the face of the same constitutional objection which may be applied.

The Labor Department of the State has appealed the decision and it is likely that the Court of Appeals will pass upon it finally before long.

Royal American Shows

TAMPA, Fla., March 28.—Five of the large buildings on the fairgrounds here are occupied in the rush of work preparatory to opening of the spring season a month hence. Ed Nelson, construction superintendent, was forced to move woodworking equipment from buildings it occupied thru the winter into the huge live-stock emporium, where ample headroom is available. Several of the new fronts now under construction are very high. Notable among the massive and modernistic fronts are those being built for Raynell's Girl Show, Nate Eagle's Midget City and Leon Claxton's Rhythmic Aristocrats, a new idea in colored minstrel shows. The Kemp Motordrome will be the largest such attraction ever presented on the midway, according to Sedlmayr and Velare Brothers, owners of

Royal American Shows, all of whom are on the grounds supervising changes. It will stretch over an expanse of nearly 200 feet, with Gene La Faunce and his fighting lions playing a close second to Marjorie Kemp's automobile-riding lion performance. Walter Kemp, Bill Kemp, Russell Thompson, Speedy Price and Harold Hawkins and Mitchell Hawkins (twins) are among the drome riders this year. Marjorie Kemp is at present visiting relatives in East St. Louis, Ill., and Walter is on an air trip to Cuba and other islands aboard his Waco plane. Walter will be back next week. The Raynell girl show front is one of the most unusual portable equipments ever designed. It is made up of huge columns of corrugated chromium-plated metal. Convex columns join the concave ones with stringers of red neon on one side and blue neon on the other. Motor-driven switches will keep the front in a kaleidoscopic change of color. The Rhythmic Aristocrat front appears more like a permanent design than a portable one and stretches out for nearly 200 feet, with four entrances and a bally platform 100 feet long. Twelve steel flat cars arrived this week from the Warren Tank Car Company, and are being painted by Slim Sowerby's crew, under direction of Trainmaster Sammy Smith. Mrs. Laura Sedlmayr is sojourning in Chicago with friends. Mrs. Iva Velare is in a private sanitarium for an operation. Mrs. Ruby Velare has been enjoying a two weeks' vacation and Walter DeVoyne, secretary, expects to take a trip to Havana for a brief vacation prior to opening at Jacksonville.

JACK E. DADSWELL.

Mighty Sheesley Midway

SALISBURY, N. C., March 28.—Some "pickups" from the Mighty Sheesley Midway quarters: "Captain John" Sheesley has the boys at quarters working early and late getting the shows, rides and other paraphernalia in good shape for the opening, with the hustling Howard Ingram assisting him. Mrs. John M. Sheesley has all her concessions ready. Louis (Pickles) Weiss, of the Kay Weiss girl shows, came in from Miami looking fine and has Nick DeRoss getting his show in shape, and Kay is busy with costumes and rehearsals. C. V. Hicks, after getting his frozen custard outfit ready, left to visit his brother in Wisconsin. Mr. and Mrs. Henry T. Curtin are at quarters and getting their concessions ready, after spending the winter at Atlanta, Ga. Herman List and wife, of Mrs. J. M. Sheesley's concessions, are also here. Al Renton, side-show manager, has his outfit in the air and painting it. Tom Vigilante has the Magic Carpet ready to open. Many of the show fronts are up and being painted. Thomas C. Roach has his Minstrel Show arranged, with a good band. R. L. Thomas is busy on his concessions. The tractors, including the "cats," are ready for the road. Capt. Jack Roberts has the Motordrome erected and his lions are in training daily. Earl Ketring and wife are the principal riders. Roberts will have six riders and the lions. Charles E. Sheesley, assistant manager, will come to quarters when the flood waters subside at his home city, Harrisburg, Pa. The show will open here April 11, auspices American Legion and for New Hospital benefit.

WARD (DAD) DUNBAR.

Hilderbrand's United Shows

San Gabriel, Calif. Week ended March 21. Location, Mission road at Las Tunas. Auspices, American Legion. Weather, fair. Business, good.

Splendid co-operation by the American Legion, whose band and drum corps enlivened the event. The entire show attended the funeral services in Glendale for Glenn Miller, which were conducted by the Glendale Post No. 1937, Veterans of Foreign Wars. Mr. and Mrs. R. H. Taylor joined with Marine Monster Show. Mr. and Mrs. W. L. Ladd added Fat Boy Show. Lillian La France joined with her Motordrome from Oakland. June Pickard and Miles Nelson added concessions. Clarence (Fat) Alton, of Silver State Shows, a visitor. Larry Gale arrived from Cleveland, O., and opened his hoopla. Gale had a motor accident en route which demolished his car and placed his wife in hospital in Phoenix. Visits were exchanged with showfolks of Tom Mix Circus and Golden State Shows. Great Valencia purchased a new motor car. The Four Jacks were nightly visitors. William and Ruth Groff escaped serious injuries when their car was turned over by an-

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1936 FAIRS BOOKED SO FAR:

Allentown, Pa.	Brockton, Mass.
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MAX LINDERMAN, Gen. Mgr.
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BECKMANN & GERETY SHOWS

World's Largest Carnival Attractions
Opening the Season of 1936 at
THE FIESTA SAN JACINTO AND BATTLE OF FLOWERS
San Antonio, Tex., April 20

Can Use Competent Ride Help of all kinds after April 15th.

Address:
BECKMANN & GERETY SHOWS,
301 Duval St., San Antonio, Tex.

other car en route to Bell. Stanley Cole added a concession. Mr. and Mrs. King Provan, Mr. and Mrs. Jack Greenlough, Mr. and Mrs. O. H. Hilderbrand, Lucille King and Mr. and Mrs. E. W. Coe entertained with dinner parties. Mr. and Mrs. Swede Olsen's concessions have been doing nicely. Jerry Russel joined Johnnie Hicks. Mr. and Mrs. Ralph Balcom moved into their new housecar. Mr. and Mrs. Harry Sucker had a visit from their son from military school. Skinny and Bertha Matlock were visitors. Mr. and Mrs. Earl Kelly having new housecar built. The Leon Whitney short-range shooting gallery a work of art. The W. A. Gasaways also are using scenic banners for interior drapes, with startling effect. Johnnie Miller, chef, and Tommy Baldwin, waiter, in William Groff's cookhouse have created a host of friends. William De Mellier purchased a new sedan. Mr. and Mrs. Ben H. Martin entertained relatives all week. Mrs. Dixie Olsen won first prize at the ladies' bridge club. Hazel Fisher and Verna Seeborg's stands had good weeks at every location. Mrs. William Groff has turned farmer—remains on her newly acquired homestead in Bell, hoeing potatoes. Mrs. E. Pickard all smiles, her hubby en route from his lengthy booking tour in the Northwest. New housecar of the Fred Stewarts is a revelation. Mrs. Stewart, who unfortunately is blind, has created all of the interior decorations by hand with the exactitude of an expert. Mr. and Mrs. Tom Gaither joined the show. Four more locations in this vicinity, then the show heads north.

WALTON DE PELLATON.

West Coast Shows

SEATTLE, March 28.—A crew of 25 men are assembling and painting all the shows and rides, also the trucks, of which there will be 35 in the fleet this year. This show started three years ago with four shows and three rides, and it now has seven shows and nine rides, also 30 concessions. W. C. (Spike) Huggins, the owner, has purchased a new twin Loop-o-Plane, equipped with the latest design in cars and lighting effects—the swinging arms and cars contain rows of brilliant lights. The show has purchased another 50-kw. transformer, giving a total transformer load of 150 kw. Bill Shannon has the Heyday about ready for the road. Chet Saunders, in charge of the paint department, has completed the Merry-Go-Round in new colors and is now working on the cars of the Lindy Loop and Dodgem. Secretary Slim Tremain recently arrived from his home in Bellingham, Wash., and is getting his office wagon ready for the season. Jack, Frank and Sammy Shaffer arrived from Los Angeles, and at their own quarters, a block distant, are building six new concessions. Harry Goodman is building three new concessions. Both the Shaffers' and Goodman's frameups will have all new canvas. The new top for the cookhouse arrived and that emporium will be most attractive, with several new ideas. A. J. Budd is in quarters and getting the Ten-in-One ready. Mr. Russell has his Prison show ready and is building two more shows—he has charge of the wood-working and wagon-building department. The show is scheduled to open the latter part of April.

PIERRE OUELLETTE.

SIMS' GREATER AND UNITED SHOWS OF CANADA COMBINED

Have opening for American Palmistry, Country Store Spindle, Crockery, or other Legitimate Concessions. Show opens April 25th at Windsor, Ontario. Have for sale on account of adding other rides: A 12-Bucket Whip, A-1 shape, \$1,800.00; also Travers' Mixup, perfect condition, \$1,000.00. Apply to
FRED W. SIMS,
16 Bay St., So., Hamilton, Ontario, Can.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$4.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class. . . . \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
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CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free.
NATIONAL FLOSS MACHINE CO.
310 East 35th St., New York City

SANTA FE EXPO. SHOWS

WANT Pit Show, also Single Attractions. Will furnish Tops and new Fronts. WANT Man to handle Athletic Show. WILL BOOK Corn Game and all Concessions that work for stock. No racket. Address all mail care **SANTA FE EXPOSITION SHOWS**, Hobart, Okla. P. S.—Jean Janet write.

WARNING

To all my Friends, Carnival Managers, Fair Secretaries and Jobbers—Dolly Cooper is no longer connected with Hymie Cooper's Concessions. Will not be responsible for any debts she may incur.
(Signed) **HYMIE COOPER.**

WARNING

P. J. SPERONI SHOWS

Stock Concessions of all kinds. Manager for Side Show with People, Minstrel or any money-getting Attraction. Will furnish outfits. ALSO WANT Ride Help. Opening April 25. Address Rock Falls, Ill.

BURNETT & MATUS SHOWS

NOW BOOKING FOR 1936.
Address 1823 Stanley Street, Saginaw, Mich.

CARNIVAL WORKERS

CRAZY NEW NOVELTY A GOLD MINE OF PROFITS! See R-O-L-O Ad on Page 63.

St. Louis

ST. LOUIS, March 28.—This city will have its share of shows during the next two months. Gold Medal Shows and Dee Lang Shows opened their seasons today. Majestic Mighty Shows will open next Wednesday, Charles Oliver Amusement Company the latter part of April and several others. Beckmann & Gerety's World's Best Shows are scheduled to open here, at Grand and LaCleda, on May 4. Several other smaller units will also play on lots in this vicinity.

L. S. (Larry) Hogan, general agent Beckmann & Gerety Shows, is at present in the city.

Sonny Bernet, of the Globe Poster Corporation, was a visitor to *The Billboard* here Thursday while he was spending some time in the city.

Billy Finkle, formerly of this city but for the past several years in the East, is in the city awaiting the opening of the St. Louis Police Circus, which he will play.

H. (Doc) Allen, general agent Gold Medal Shows, left Wednesday on a tour of Northern States in the interest of his show.

Louis Isler, prominent carnival owner, returned Wednesday after spending several months at his home in Chapman, Kan.

Charles DeKreko, who sojourned here all winter with his relatives, left last week for the winter quarters of Rubin & Cherry Exposition.

Jean DeKreko passed thru the city en route from Chicago to Caruthersville, Mo., to Sol's Liberty Shows, with which he will again have his show.

The Missouri Show Women's Club held a social Thursday evening of last week in the clubrooms at the American Hotel. The evening was spent at bingo and cards, following which lunch was served. The entertainment committee of the club, comprised of Mrs. Eddie Vaughan, Mrs. Rose Fitzgerald, Mrs. Robert Hancock and Mrs. Tom W. Allen, announced that the club will hold its annual spring dance on Saturday evening, April 18, at the American Hotel.

J. K. Matthews, last season with Dodson's World's Fair Shows, arrived here Tuesday after spending several months in Hot Springs.

Cetlin & Wilson Shows

GREENSBORO, N. C., March 28.—With the opening date set for April 11 folks arriving fast. Work going on night and day. Extra men were again added to the crew. Superintendent Frank Massick is doing the best of his career. Fred Utter has the electrical equipment in shape. The transformer wagon is being built at a local shop. I. Firesides and crew all here. William Purchase and wife and daughter arrived. Also building new panel front for the Giggie Shoppe. Doc Weber and wife arrived, and Doc is building a new style marquee for the Pony Ride. The Playland front is finished by Frank Massick. Leo Carrell and crew are working fast on their Monkey Circus equipment. One of Leo's "performers" gave birth to a baby monkey on March 20—"mother and baby both doing well." That date was the third birthday of the Carrell's granddaughter, Nita Fontaine. Fred Thomas was a visitor, also D. L. Basinger, F. E. Kelly and R. H. Work. Mrs. Speedy Merrill has completed all velvet and silk riding costumes to be used at the Motor-drome this season, a different color for each day. The show has purchased a new truck to haul the office wagon. Everyone now counting days until opening. GEORGE HIRSHBERG.

Los Angeles

LOS ANGELES, March 28.—Reports from Clark's Greater Shows that their opening at Bakersfield, Calif., was one of the biggest in the history of the show, and started at Taft Monday to good business. Visitors say the outfit presents fine, colorful appearance.

Will Wright in town for a short stay. Stated that the week at Santa Ana for Golden State Shows was nicely profitable, and that the opening at Santa Paula was very good.

C. H. Hilderbrand's United Shows has the distinction of being the only show in heart of Hollywood, and opening Monday night was very good. For this date added searchlights and other illumination makes sure that all Hollywood knows that Hilderbrand has the show in that select spot.

Ruth Fowler sent the Drydens, high-wire act, and other people to Tokyo, Japan, under contract for a long stay for Wodamura. She sails today for New York, where she will open an office.

Al (Big Hat) Fisher, now general-agentic Clark's Greater Shows, in town for a short stay.

Joe Glacy and George T. McCarthy up from San Diego for a day. Their show, they stated, is doing nicely at the exposition.

Mrs. John Hocter, widow of C. L. Zelleno, is visiting in Southern California. Will return to Columbus, O.

Mr. and Mrs. Ed Yorke, doing the beaches, are en route from Yokohama to Boston. After an absence (in the Orient) of five years they plan to locate around Boston or New York. Say that showfolk from the United States over there were apparently all doing well.

Mr. and Mrs. Ed Workman up from Balboa, Calif., are temporarily retired from the road and doing nicely with their business at that seaside resort.

George Silver organizing novelty units for the summer.

Felix Burke, restored to health, writes that he plans a very busy year with the gold-wire stores.

Steffen Shows doing well in suburban spots.

J. R. Stephon has rides on city locations.

Henry Emgard showing much improvement at Antelope Valley Rest Home.

VOLUNTEER STATE

(Continued from page 42)
licity; Mrs. O. J. Beatty, treasurer; Mrs. Roy Blake, accountant; Bob White, secretary; O. J. Beatty, lot superintendent; T. A. (Red) Schulz, trainmaster; Slim Folden, mechanic; K. O. Ervin, electrician; C. C. Sharpe, boss canvasman; Jim Reese, night officer; Whitey Pratt, mall and *The Billboard*.

Shows: Minstrels—T. A. (Red) Schulz, manager and talker; Leroy Skinner, producer; Pete Killebrew, emcee; George Warner (leader), Leroy Skinner, George Warner, Melvin Jones, Gilbert Scott, Willie Soms, James Lynch, Bill Trent, Stencil, Donald Flynn, Sam Jones, Bill Smith, Shorty Blane, Mose McWing and Tom Allen, band and orchestra; Cornbread Henderson, Pistol Pete, Slim Jones, Albert Prior, Francis Robinson, Daisy Sims, Delee Jones, Gracie May Warner, Grace Thomas, Ola Scott, Bobbie Moore and Pearl Jones on stage. Side Show—Jack Orr, owner, illusion and tattoo; J. C. Turner and Walter Roberts, front and tickets; Tex Estridge, openings; Odell Orr, illusion; Irene Baker, magic; Thelma Chandler, escapes; Bert Whattling, mentalist, assisted by Mrs. Whattling and Evelyn Whattling; Madam De-foe, big snake; Smokey and John, midgets. Streets of Paris—Bob White, manager; tickets, John Mountie; musicians, Davis Salim, Sam Condor and

Abdul Omar; dancers, Ruby White, Nell Lane, Marie Mountie, Nell Branciere, Lilly Smith, Dorothy Kemp and Sally O'Brien. Fat Man—Happy Jack Eckert; Ellis Hefington, tickets; William Rorie, ticket taker. Fanita—John Thompson, manager; Ted Jordan, tickets; inside, Wanda Thompson and Nell Jordan. Athletic—Ted Betz, Bulldog Mallory, Cyclone Allen and Turk Abel, wrestlers; K. O. Burns, Tiger Jones, boxers; tickets, Mrs. Betz. Nudist Colony—D. D. Duke, manager; inside, Mrs. Duke and daughter. Geek Show—D. D. Duke, manager; JoJo Brown, inside; Sam Hines, tickets. Blue Eyes—Bob Ruth, manager; inside, Edna Ruth and Peggy Cunningham. Deep Sea Show—Capt. John Smith, manager; Bill Evans, inside lecturer; Perry O'Dell, tickets. Revelation—Doc Farler, manager; Mamie Smith, nurse; Frank Kellogg, tickets. Darkest Africa—Sailor Tracey, manager; King Kong Jones; Rex (Ikey) Cole, inside; Doris Blane, tickets.

Rides: Merry-Go-Round—Dale Dally, foreman; Tommy Thompson, second man; James Beal, tickets. Chairplane—Harry Hunting, foreman; Mrs. Hunting, tickets; George Grimm, clutch. Loop-o-Plane—Harold Browning, foreman; Ralph Duke, tickets. U-Drive-It—Jess Mindenhall, foreman; Dorothy Duke, tickets. Caterpillar—Slim Dunn, foreman; John Wilkes, tickets; Bill White, Jerry Ott and Donald Smith, helpers. Scooter—Jim Kennedy, foreman; Sam Kennedy, tickets; Tom Hall, mechanic; John Marks, helper.

Concessions: Cookhouse—Curtis Edwards, manager; Larkley Lane, chef; Eddie Larrimore, griddle; Betty Wade, cashier; Louis Wagner and John Thomas, waiters. Bingo—H. Dittmer, owner. Other concessioners include R. L. Mullette, Wallace Richards, Joe Spencer, Wheeler Brown, Jim Braden, Happy Hawkins, Art Doggett, Dad Green, Al Frohmouth, Art Field, Ernest Schudde, Joe Goodman, Clifford Parrish, James C. Eads, Humpy Taylor, Whitey Pratt, E. F. Stoner, H. Berry, Red Watson, Louis Augustino, Frenchy Minton, Jake Faust, Claude Oederkirk, Marty Rose, Frank Storm, S. L. Williams, James A. Davis, E. Stanton, Charlie Gordon.

Free Acts: Ralph and Dorothy Duke, aerialists; Capt. Sim (Bo) Harris, high dive.

BALLYHOO

(Continued from page 42)
immediately placed the tunnel on one of our Ferris Wheels. Top-money ride; will use it all season. A patron of our Dreamland Show had a hard time waking the manager up to get his money back. Manager said he never dreamed of such a thing. Patron claimed he couldn't sleep on account of the rest of the audience snoring so loud. Our poorer shows, with weak performances, to use larger and heavier paper. Will see that the patrons get at least a dime's worth of cardboard if nothing else. MAJOR PRIVILEGE.

WEST BROS.' SHOWS AT—

(Continued from page 42)
Greater Shows; Fred Kilgore, agent Cole Bros.' Circus, and Ned Torti, of Wisconsin De Luxe Corporation. Monday and Tuesday Mr. and Mrs. Charlie Goss, of East St. Louis, spent several hours visiting with Mr. and Mrs. Laughlin and other friends. Leo Bortz and wife (Bortz Shows) have been nightly visitors. The staff: J. W. Laughlin, owner-manager; Mrs. Virginia Laughlin, secretary-treasurer; A. J. Barry, special agent; Whitey Moore, electrician; Ben Allen, chief mechanic; George Campbell, lot superintendent; Bob Laughlin, concession superintendent and salesman *The Billboard*, agent.

The rides will be in charge of the following operators: George Gasink, Ferris Wheel; Elmer Dill, Tilt-a-Whirl; Clyde Fields, Loop-o-Plane; Sas Seals, Merry-Go-Round; Elmer West Jr., Chairplane; Jimmie McSurdy, Kiddie Autos; Earl Oran, Pony Track.

Shows: Ten-in-One, with William Reano and wife in charge; Hula Show, Eddie Herman; Nudist Show, Eddie Herman; Minstrel Show, Sonny Sharps; Athletic Show, Jack Sampson; Sahara Rose, Bud Valier; Monkey Land, Tex Hale; Children's Novelty Circus, Earl Bruce Barham Jr.

Along concessions row: Ellis White, cookhouse; George Campbell and wife, two concessions; Paul Varner, two; Whitey Moore, two; Henry Farmer, two; Taylor Miller, Warren Murphy, Lorine

Martin, Mae Taylor, Helen Moore, Deafy Clark, Mary McDonald, Joe Rossell, Jack Ames, Marlon Thompson, Toby Pollins, J. C. (Stoney) Stone, Dave Rossingknob, Ted England and Earl Barnhart, one each; Mrs. Virginia Laughlin, four. Mrs. Laughlin's corn game, built at closing time last season, is one of the prettiest on the road.

SHOWMEN AID

(Continued from page 42)
Legion post sent out an SOS call for trucks to gather and deliver food, clothing, furniture, etc., under the local chapter of the Red Cross, and the trucks of the Winters Shows were pressed into service.

"After the Red Cross chapter could not accept more supplies, due to the generosity of the local people, other means for distribution were made by the ladies, and later Wheeling was contacted. Once again Winters was on the job and on Sunday (March 22) two of his large trailer trucks left Beaver Falls for Wheeling and other points in the flood area. The following day more supplies were picked up by these trucks and on Tuesday two more large truck loads of clothing, food, etc., were dispatched to Wheeling and other points. Wheeling, which would be considered a long haul during the carnival season, did not mean much when a chance to do good was the main issue. Relief in Wheeling was under American Legion Post No. 1, which was working hand-in-hand with the Red Cross.

"Harry Winters, while he is not a war veteran, has always been a friend of the ex-service man. Last year Winters Exposition Shows played 10 different spots in Beaver County, each under the auspices of a Legion post."

PITTSBURGH, March 28.—Joe Cramer, owner of Peerless Exposition Shows, was indeed charitable during flood disaster here and for several days fed hundreds in his hotel when they were marooned by the high waters from their homes.

While his hotel is located in the midst of the flood area, workers labored 24 hours a day clearing the wreckage and getting the place in shape. In the meantime the upper floors served as a home for persons who were in the vicinity of the hotel when raging waters flooded the downtown triangle. With light, power, gas and water cut off for several days, Cramer was the only person in his neighborhood to be in a position to serve hot coffee and cooked meals. He has a carnival cooking stove on hand, which proved mighty welcome. The winter quarters of the Peerless Shows is located in Waynesburg, a town situated above the flood area.

The lot in Morgantown, W. Va., where Cramer is expecting to stage his opening of the season, the last week in April, was under some 20 feet of water for a couple of days. The spot is expected to be in tip-top shape in two weeks, however. Similarly, several carnival lots in this territory are now covered with yellow mud as a result of the flood, but WPA officials here state that they will all be in shape before the season opens.

A number of agents have been touring this territory since the havoc, inspecting the stricken towns which their shows are scheduled to play. It is the opinion of local impartial showmen that neighborhood spots will provide profitable engagements for carnivals this season. While many people are now homeless as a result of the disaster, thousands have landed on pay rolls, working in the stricken areas, where they will be busy for months. The rehabilitation program means work for countless unemployed.

MIDDLETOWN, Conn., March 28.—Coleman Bros.' Shows, whose winter quarters are located here, served this city and vicinity very well during the flood.

With their electric-light plant they furnished light to the Middlesex Hospital, the State Armory, South New England Telephone and Wesleyan University.

Altho the ground around the winter quarters is very wet, none of the show property was damaged. The flood has caused the Coleman organization to postpone its scheduled opening of the season a week, the start now scheduled to be made on April 30 with 9 shows, 6 rides and about 30 concessions and a free act and using a pay gate.

EVANGELINE SHOWS

WANTS

Organized Minstrel Show on percentage basis. Will furnish canvas. Any other show that does not conflict. Small Merry-Go-Round, Auto Kiddie Ride, Ten-in-One with own outfit. Concessions, Cook House, Grab Joint Watch-La, Hoop-La, Knife Rack, Jewelry Spindles, Ball Games, Palmist, Ice Cream, Frozen Custard, Snow Cones, Floss Candy, any Grind Concession or Wheels working for stock. Dardanelle, Ark., week March 30; Paris, Ark., week April 6. Address **MANAGER, Evangeline Shows.**

GLOTH SHOWS

OPEN APRIL 8, YOUNGSTOWN, O.
WANT Kiddie Ride and one more Major Ride. Shows with own outfits, at small percentage. Concessions all open. Will sell Cook House, Corn Game and Popcorn exclusive. Reasonable rates on concessions. Steel Mills working good. All mail address L. GLOTH, Savoy Hotel, Youngstown, O.

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Good, Clean GAMES OF SKILL and CONCESSIONS; for Lots in St. Louis. Opening May 4.
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For Prosperity Week Celebrations, capable putting on Public Weddings. Also experienced Telephone Solicitors. Full season's work to capable men. E. L. McLaughlin, Joe Rowan, Cliff Crump, Thos. Brock and others write. Show opens April 25. Reply **JAMES "BOB" REED, General Agent, Carolina Hotel, Greenville, S. C.**

United Shows of America

SHREVEPORT, La., March 28.—With winter-quarters activities in full swing there are now over 200 people quartered at the fairgrounds and around the town. The old lighting system has been thrown into discard, and C. M. Cutler, from the Dallas Centennial, has been called in to design the new lighting effects. The new lights will be based on the wave of modernistic trends and will prove a revelation to the show world. Two new wagons, each 26 feet long, are being constructed to carry the new equipment, and Tom Adams, chief electrician, has engaged two additional men for his force. The same executive and office force as last season has been engaged, with the addition of Denny Howard, formerly of the S. W. Brundage and Rubin & Cherry shows, as assistant manager. Irving Ray will again be in the office, with Ed Loftin as auditor; Homer Gilliland, his third consecutive year as contracting agent, and his wife will do advance publicity; Oscar Halverson will be superintendent of rides; Grant (Slim) Chandler, master transportation; Pop Campbell, superintendent of Pullmans; Jack Rhoades, construction superintendent; Joe McKennon, master carpenter; Fred Sumption, scenic artist, and Arthur Dantes, ticket auditor. Victor Laceture will have charge of the supply truck, with Nicky Barnes and Charles Smith tractor drivers. Two sound trucks will be used this year, one on the advance and the other back on the show. Dr. Freedman, a physician of the East, will have a pretentious "Life" exhibit. He is now on his way to Shreveport with Max Goodman. The Karns family of fat people are in winter quarters and constructing a new show. Clint Nogle, of Arcade note, returned from the Fort Worth Stock Show and is framing an elaborate front of luminite. Shanty Mahoney is planning several additional features for what was known as "Darkest Africa" but which will be called "Slam" this year. **ROY B. JONES.**

are about completed. L. E. Blondon arrived last week from New Orleans and has his crew fitting panels in the new 57-foot panel fronts for the Musical Comedy Show and Minstrel Show. Matt Crown, general foreman, has completed a new 16-foot trailer to be used exclusively for the office and is putting the finishing touches on a new 16-foot trailer for General Manager Hort Campbell. At present there are 14 men working in winter quarters and everything is being rushed for the opening here, scheduled for April 11. Jay Nichols left for parts unknown. Recent visitors to quarters included Mike Gravis, Ray Richardson, Dewey Stubbs, Mr. and Mrs. Lou Henry, Kokomo Anders, H. E. Bridges and wife; Hon. J. P. Brown, mayor of Fairmont, and Mr. and Mrs. T. R. Walker, of the Weldon and Littleton, N. C., fairs. Advance Agent Stanley Roberts reports quite a successful booking trip. **LOUIE G. KING.**

Hennies Bros.' Shows

Kilgore, Tex. Week ended March 21. *Auspices, American Legion. Weather, nights a bit chilly. Attendance, good. Business, better than last season.*

Finishing the opening engagement at Houston for the Fat Stock Show, the 200-mile trip to Kilgore was made without one bit of trouble and opened on Saturday night to big business. Sunday, Monday and Tuesday, weather a bit too chilly for outdoor show business, but the rest of the week totaled up a lot better than last year, which was nothing to "sneeze" at for an early opening date. In the show's story two weeks ago, covering the opening at Houston, Harry Corry's name was omitted, he again having the "auction store" with this show. Visitors at Kilgore were numerous, among a number from United Shows of America; Mr. and Mrs. Tony Martone, on their way to Hot Springs. Elmer Spangler, midjet rider at the Motordrome, drove in from Los Angeles, where he spent the winter at the Biltmore Hotel. Bill Scanlon was sick most of the week at Kilgore but is up and about again. Thelma Snow has been added as feature dancer with Art Martin's Hula Show. Mack Jones is acting as assistant to R. O. Borros, chief electrician. All of which is from an executive of the show.

Campbell United Shows

FAIRMONT, N. C., March 28.—With the last few weeks of warm weather work in winter quarters has progressed to such an extent that all rides have been painted and panel show fronts

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MUSEUMS

Philadelphia Houses

PHILADELPHIA, March 28.—Museums here have been enjoying good business this week.

South Street Museum has Johnson's Colored Revue in the big pit; on the platform, Don McIvor, magician; Baby-Face Joe, fat man; sword box illusion; Capt. Sig, tattooed man, and Mme. Verona, mentalist. In the annex the following dancing girls take part: Kitty Harrison, Rita Testa and Bobbie Tucker. Bill Kessler and Bill Haddon still looking after the front.

Eighth Street Museum bill this week has Carlson Sisters, fat girls; Shackles, with handcuffs, strait-jacket and leg-iron demonstrations; Prince Oshwa, South African pygmy; Poses Plastique; Leo, presenting illusions; Mme. Zelda, mentalist. Mary Morris is still featured in the annex, which also has the following dancing girls: Ellen Miller, June Shill, Zoma and Bobbie Miller. William Bartell and Jack Howard handling the front.

Pete Kortez Units at Denver and Albuquerque

DENVER, March 28.—Kortez' World's Fair Museum, after showing three months here on Welton street, next to the RKO Orpheum, is going to be split into two units for next week. One unit will open the middle of next week at Albuquerque, N. M. Its roster will include Paul Herold, German giant; Baby Lee, fat girl; the Waldrons, glass blowers; Tony the Alligator Boy; Eko and Iko, sheep-headed men; Nero the Pig Man; Charles Nelson, imitator of birds; Shadow Harry, thin man, and Hoppy the Frog Boy. The unit remaining here will have Artoria Gibbons, tattoo; Allen

Greenstreet, rice writer; Barney Nelson, armless artist; Mrs. Peterson, snakes; Bill Salsbury, trainer of Billy Casey, chimpanzee; Feliz, Indian clay modeler; Mrs. Krue, midjet; Peterson, sword swallower; Mahatma Khan, Hindu magician; Flip the Seal Boy; Mrs. Harris, illusion; Thelia, pinhead; Prof. Ruhl, flea circus; the writer (known as Sorenzo), mentalist. After April 5 the two units will combine at Albuquerque, where the combination will play one week, then go with Beckmann & Gerety's Shows at San Antonio, Tex., for the season to form one of the biggest side shows extant. **DR. BEN PARDO.**

Austin & Kuntz

ROCHESTER, N. Y., March 28.—The Austin & Kuntz Palace of Wonders is in its third week at 8-82 South Clinton avenue here. The museum operates seven days a week here and business has been very good. Several attractions joined here. This makes the bill for the coming week Gertie, pinhead; Amok, head hunter; Bluey Bluey (William Troyk), comic; Hindu Charlie, reptiles; Prince Ramachanda, rubber man; Capt. Jack Huber, armless wonder; Two Dells, novelty jugglers; Freda Fred Van; King Kong Jr., masterly trained chimpanzee, presented by Capt. James Deal. "Serpentina" continues drawing large crowds to the annex. The show will remain here for some weeks. All of which is from an executive of the show.

Dime, Newark, N. J.

NEWARK, N. J., March 28.—The weather has been rather unreliable here this week. The show this week is more of a side show nature than is the rule. The bill is as follows: Quinto, Five-Horned Sheep; Ray Shelton, presenting

ART LEWIS SHOWS, INC.

OPENING APRIL 24, BRIDGEPORT, CONN. Have 10 Weeks of Fairs, Starting August 3 at Boonville, N. Y., also 4 Bona-Fide Celebrations. We Operate Our Own 12 Rides. Long Season. CAN PLACE

SHOWS—Midgets, Grind or Platform having own outfits, or we will finance capable people only. Fun on Farm, or anything that doesn't conflict.

CONCESSIONS—Legitimate Grind Stores only, Scales, American Palmistry, Photo Gallery, High Striker, etc. Rates reasonable.

WANTED—Foreman for new 12-car Ridee-O, Banner Man that can do Billposting. One having car preferred. Max Glynn wants Cook House Help. Write to him at Morehouse Hotel, Bridgeport, Conn.

WANTED—Foreman for Merry-Go-Round. Attractions for Circus Side Show. Write JACK KELLEY, Manager, Hotel Broad, 529 S. Broad St., Philadelphia, Pa. One good Geek. Two Oriental Dancers for Revue. Office pays salary.

WILL BUY—2 Lions for Motordrome. HAVE FOR SALE—Kiddie Whip, also Kiddie Chair-plane, first-class shape. Also Girl and Side Show Banners, Show Tops. This equipment can be seen daily from 8 A.M. to 6 P.M., at 55 Green Street, Bridgeport, Conn., which is our Winter Quarters. EVERYBODY write or wire **ART LEWIS, Manager, 2047 Holland Ave., Bronx, N. Y.**

"Crime" exhibit and lecture; Prof. Fred Ely, old-time bag puncher; Baby John, fat boy; Sealo, the Seal Boy; Leo Stevens, strong man act; Zenda, mentalist; Oriental Revue in the annex. Jack Kelly, Madam Verona and Sonny Brown, of South Street Museum, and Jack Howell, of Eighth Street Museum, all of Philadelphia, were visitors last Sunday. **GEORGE E. MOORE.**

WILL TRADE

My "Freezing in Ice" Act with all machinery. I know of nothing like it. Would like Ride. Prefer Ferris Wheel, Kiddie Ride or medium sized Tops. **WM. RAPPOLD, 69 Windsor Road, Rochester, N. Y.**

Oriole, Baltimore

BALTIMORE, March 28.—Ralph Decker reports that business has been good the last few weeks at his Oriole Museum. His feature in the annex is Alice Bright, burlesque strip artist. Other girls in the annex, Kitty Harrison and Jojo Higgins. In the main show are Jerry Higgins, sword box, assisted by Peggy Marvin; Bill Perkins, rope spinner; Twisto, human corkscrew and mechanical man. Robert Clark is back. Decker has signed three shows with Miller Bros.' Shows, with Jerry Higgins, Ralph Decker and Whitey Sutton as managers.

Helman's, Baltimore

BALTIMORE, March 28.—Jimmie Helman's Museum, on Pennsylvania avenue, has been doing good business. Among the offerings, Alzora, the Turtle Girl; Congo, electric chair, Bruno's trained

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dogs; Jerry, the wrestling bear—wrestling with Ralph Helman; Clark, mechanical man; Mrs. Van, bearded woman. Babe Bolack, tickets; "Beans" Lyman and Van Helman, lectures. The room has a 30-foot front and is 100 feet in length. All of which is from an executive of the museum.

CANTON, O., March 28.—Morris Miller's traveling museum will open here Monday night in the City Auditorium as a side feature of the third annual Shrine Indoor Circus. Walter D. Nealand was here handling the press in advance.

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PROFESSIONAL DRUMMER—15 YEARS' EXPERIENCE, cut it with anything. Young, single, sober, reliable. Join immediately. Only reliable job considered. BEN FAVISH, 3792 Talman, Bellaire, O. ap4

PROFESSIONAL DRUMMER—YOUNG, SINGLE, sober, reliable, neat, dependable. Join anywhere. Good appearance; willing to join union. Read, fake, 19. Travel or locate. HOOPIE MOORE, Paxton, Ill.

STRING BASS, SOME FIDDLE, SING TENOR in trio, read, fake, union, sober. Have car. Small library. Anxious to arrange. CLIFF GUSTAFSON, R. D. 1, McKeesport, Pa.

TENOR SAX-CLARINET—MODERN TAKE-off; union. Experienced all lines; 21 years old; good arranger; small library of own special; want to locate. Write fully. WALKER BAYLOR JR., 433 Riley Ave., Indianapolis, Ind. ap11

VOCALIST, MODERN STYLE, AGE TWENTY, prefer location. BUDDY SHANNON, 136 Indiana Ave., Lexington, Ky.

A-1 TROMBONE—Legitimate, age 31, experienced all lines. Will consider light position and give services to concert band. WEIBEL, 25 E. 193d St., New York. ap11

AT LIBERTY—Alto Sax doubling Baritone Sax, Clarinet and Trumpet. Fast reader, transpose and fake anything. Union, feature man, do not drink. Can furnish references. Have exceptionally fine tone. Small band preferred that pays off. PAUL DONNELLY, Anamosa, Ia.

BbB SOUSAPHONE, experienced all lines, capable, age 26. Reliable offers only. S. B. SLICK, JR., 3040 Main St., Anderson, Ind.

FAST SHOW DRUMMER—Pit, stage, hotel, circus, anything. Reliable. Formerly Keith's, Loew's. Guarantee satisfaction. Neat, sober, dependable. CLIFF OSSLER, 816 Hennepin, Dixon, Ill. ap11

FIRST TRUMPET—All essentials, beautiful tone, prefer sweet band, swing also. Job must pay. Do vocals, appearance. Location preferred. MUSICIAN, 643 27th St., Des Moines, Ia.

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STRONG TRUMPET for circus and able to direct band like to hear from good circus leader or manager. Consider municipal band. Have good reputation for solo work and dance. Write OAKMINE PETRARCA, Trumpet, 111 Fox St., Hot Springs, Ark. ap11

TENOR LEAD, transpose alto parts at sight, double to Baritone Sax Clarinet, good tone. Young, single, sober, reliable. NORMAN MILLER, Allegheny St., Meadville, Pa.

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TROMBONIST, Band Instructor, Arranger, wants connection with good organization. Twenty years' experience. Sober, reliable, references. ROBERT VAN SICKLE, La Belle, Mo. ap11

TRUMPET MAN, closing six months' location, will consider nothing but substantial work. Experienced fully. Qualifications reliable. Write or wire JAMES G. THONE, Saratoga Hotel, Superior, Wis.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS—BOYS AND girls schooled by old heads. Book early. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903. ap4

EXPERIENCED PUBLICITY man for fairs, expositions. ARTHUR G. PATTERSON, 414 East 3d Street, Duluth, Minn. ap18

"ALLIGATOR" JACK COPPINGERS FLORIDA Attractions—Seminole Indian Villages, Alligator Wrestlers. 1975 N. W. South River Drive, Miami, Fla.

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DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe, Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. my9

FOUR HIGH-CLASS ANIMAL ACTS—DOGS, Pony, Mule. Fairs, parks, celebrations, circus. HAPPY DAYS SHOW, Blanchard, Mich.

I HAVE SHOOTING GALLERY, MILK BOTTLE Game, Cane Rack, other concessions, like to hear from amusement park manager that could book for season. Best references. Write me your terms. WM. GREGORY, 856 5th Ave., E., Cedar Rapids, Ia.

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A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ap25

AT LIBERTY to accept offers for fairs and parks—A Novelty Act; merit and quality. LAMONT'S COCKATOOS AND MACAWS, 7 W. Delaware St., Chicago, Ill. ap18

AT LIBERTY PIANO PLAYERS

PIANIST-ACCOMPANIST—For radio, hotel, theatre, etc. Hotel contract here in Palm Beach expires Saturday. Good sight reader. Experienced. Reliable location considered. Write particulars. LARRY SCHEBEN, General Delivery, till April 6.

PIANIST—Experienced unit, club, dance, tent rep. Car, go anywhere. Leader tent dramatic in South past season. PIANIST, 536 Lincoln Street, Hazleton, Pa. ap4

AT LIBERTY SINGERS

WOMAN SINGER—Voice, personality. Pops and semi-classical. Unit, orchestra, vaude, hotels. Sure hit. BOX 629, Billboard, 1564 Broadway, New York. Longacre 5-7996—Room 12.

AT LIBERTY VAUDEVILLE ARTISTS

WOLANDI AND ELAINE, Tight Wire, Double Tricks, Tumbling, Perch Bits, Climb 5-ft. Ladder on Wire, 8401 Holstein Ave., Philadelphia.

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ap4

AT LIBERTY—VERSATILE COMEDY MED. Team, Piano, Banjo, Harmony Singing, some Dancing, Novelty Numbers. Plenty changes. House-car. Will double. DAVE AND ADEL PHILLIPS, Lentner, Mo.

BLACKFACE COMEDIAN—KNOW ALL hokum acts, experienced all-round man, can produce A-1 show for two weeks; prefer med show. Young, single and sober. BRONCO WEST, Erwin, N. C. ap11

AT LIBERTY—Comedian, Blackface or Character, up in acts, six Singing, Talking Specialties. Theatre, tent or platform show. Ticket? Yes. Salary reasonable. LEO OSBORN, Claremont, Va. ap11

AT LIBERTY—Oldtime, medicine, one-man show. Pictures, vaudeville, percentage, with lectures or lady performer that plays string or piano some. COMEDIAN, Uhlman, Ill.

MINDREADING ACT—At liberty for med or tent vaudeville show. Have car and living tent, good wardrobe. Husband will double in acts; low salary. L. M. BRAY, General Delivery, Baltimore, Md.

PUNCH AND JUDY, talented and refined, de luxe setup. A complete entertainment in itself for juveniles and adults alike. CALVERT, care Billboard, 1564 Broadway, New York. ap11

ROUTES

(Continued from page 31)

Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Wilson, Warren (Roxy) NYC 30-Apr. 2, t.
Winans, Bill (Park Central) NYC, h.
Winthrop, Dale (Marbro) Chi, t.
Woods & Bray (Syracuse) Syracuse, N. Y., h.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wynn, Mae, Foursome (Fox) Washington, D. C., 30-Apr. 2, t.
Wynn, Natalie (Club Beauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Yost's Varsity Eight (Pennsylvania) NYC, h.
Young, Irwin (Valhalla) NYC, nc.
Youngblood, Gene (Nut Club) New Orleans, nc.

Zay, Freddy (French Casino) NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
Abbott, Vince: (Club HiMac) Chi, nc.
Abrams, Al: (Arenas Bar) Miami, Fla., c.
Adams, Johnny: (Greyhound Lines) Dayton, O., re.
Adams, Sugar: (Cotton Club) Cleveland, Miss., h.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Allen, Dick: (Moulin Rouge) Tampa, Fla., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Andaloro, Russ: (Jermyn) Scranton, Pa., h.
Antobal: (Stork) New York, nc.
Arias, Ramon: (Otis Tunnel) Chi, c.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Ashman, Eddie: (Sharon) New York, nc.
Aven, Al: (Greyhound) New York, h.

B
Badger, Harwood: (Miller's) Marion, Ind., re.
Barnett, Jimmy: (Grand Lake Park, Ia.), b.
Barron, Blue: (Paradise) Rochester, N. Y., re.
Barton, Duke: (Wagon Wheel) Nashville, nc.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.
Benson, Ray: (Chez Josephine Baker) NYC, nc.
Berger, Jack: (Astor) New York, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.

Bestor, Don: (Mt. Royal) Montreal, h.
Blagini, Hank: (Graystone) Detroit, b.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Botta, Charlie: (Club S-X) Chicago, nc.
Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weylin) New York, h.
Bring, Lou: (House of Morgan) New York, nc.
Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc.
Buccaneers: (George Vanderbilt) Asheville, N. C., h.
Bunchouk, Alex.: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Brown Pal.) Denver, h.
Busse, Henry: (Chez Patee) Chicago, nc.

C
Caeceres, Emilio: (Villa D) Detroit, nc.
California Collegians: (Pennsylvania) NYC, h.
Candulla, Joel: (Hollywood) Miami, Fla., cc.
Carlson, Merle: (Rainbow) Denver, b.
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.
Caruso, Ben: (Old Algiers) NYC, re.
Cavanaugh, George: (Webster Hall) Detroit, h.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clifton, Don: (Southern) El Centro, Calif., nc.
Coakley, Tom: (St. Francis) San Francisco, h.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.
Coleman, Emil: (St. Regis) New York, h.
Collins, Harry: (Ballroom) Grand Junction, Colo., b.
Compton, Helen, & Bryn Mawr Orch: (State) NYC, t.
Conrad, Judy: (Tower) Kansas City, t.
Continental Gypsies: (L'Aiglon) Chicago, c.
Contreras, Manuel: (Mayfair Casino) Cleveland, nc.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.
Covert, Mike: (Seneca) Rochester, h.
Crawford, Jack: (Gen. Motors Show) Tulsa, Okla., 28-Apr. 4.
Crosby, Bob: (New Yorker) NYC, h.
Cross, Maury: (Mayfair Casino) Cleveland, nc.
Cummins, Bernie: (Edgewater) Chi, h.

D
Dailey, Frank: (Meadowbrook) Oedar Grove, N. J., nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.
Delbridge, Del: (Webster Hall) Detroit, nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.
Denny, Jack: (French Casino) New York, ob.
Dibert, Sammy: (Penthouse) Detroit, nc.
Dickman, Harry: (Casa Madrid) Louisville, nc.

Dictators, The: (885 Club) Chicago, nc.
Dolan, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al: (Bermudiana) Bermuda, h.
Dornberger, Charles: (Paradise) NYC, cb.
Dorsey, Jimmy: (Palomar) Los Angeles, nc.
Dorsey, Tommy: (Lincoln) NYC, h.
Drummond, Jack: (Club Loftus) Albany, N. Y., nc.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Dugoll, Benny: (Cormaine) Niles Center, Ill., c.

E
Emerson, Mel: (Ten Eyck) Albany, N. Y., h.
Engles, Charles: (Marquette Club) Chi, nc.
Ernie, Val: (Maxim's) New York, h.
Eslick, Jay: (Paul's Inn) San Diego, Calif., re.
Farmer, Willie: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Farther's Grove) Union, N. J., re.
Ferdinando, Angelo: (Great Northern) NYC, h.
Fields, Shep: (Ambassador) Los Angeles, h.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
Fio-Rito, Ted: (Levaggi) Boston, h.
Fischer, Art: (Dutch's) Chi, c.
Four Aces: (Roxly Club) Chi, nc.
Fray, Jacques: (Montmartre) New York, nc.
Freeman, Jerry: (Palm Island Casino) Palm Island, Fla.
Frisko, Sammy: (Tuite & Dean's) Chi, c.
Freitas' Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
Fulcher, Charlie: (Club Casino) Greenville, Miss., nc.
Funk, Larry: (Oriole Terrace) Detroit, nc.
Funk, Wash: (4444 Club) Cincinnati, nc.
Furry, Wendell: (Showboat) Jacksonville, Fla., nc.

G
Garber, Jan: (Fox) Detroit, t.
Gardner, Dick: (Lord Baltimore) Baltimore, h.
Gasparre, Dick: (Savoy Plaza) New York, h.
Gandy, Bill: (Colonial Inn) Trenton, N. J.
Gaylord, Boyd: (Tantilla Gardens) Richmond, Va., nc.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gilberto, Don: (Torsador) New York, nc.
Gill, Emerson: (French Casino) Miami, Fla., nc.
Gittin, Irving: (Pierre) New York, h.
Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb.
Gordon, Gray: (Lookout House) Covington, Ky., nc.
Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Bob: (Beach & Tennis Club) Miami Beach, nc.
Gray, Charlie: (Blakeland Inn) Denver, nc.

Gray, Glen: (Rainbow Room) NYC, nc.
Greer, Bobby: (Noble) Blytheville, Ark., nc.
Grier, Jimmy: (Biltmore) Los Angeles, h.

H
Hagelston, Charles: (Post Lodge) Larchmont, N. Y., ro.
Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taft) New York, h.
Hamilton, George: (Casino Gardens) Los Angeles, re.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.
Hanson, Lloyd: (Whitman) Walla Walla, Wash., h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmount) Hull, Que., Can., cc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Netherland Plaza) Cincinnati, h.
Haynes, Frank: (Congress) New York, cb.
Headrick, Pearl: (Jamestown) Jamestown, N. Y., h.
Henderson, Fletcher: (Grand Terrace) Chicago, nc.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McCleans) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Ingleterra) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.
Himber, Richard: (Paramount) NYC, t.
Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben: (Silver Tavern) Chi, nc.
Hulwi, Bill: (820 Club) Minneapolis, nc.
Hummel Family: (Stouton Beach) Slippery Rock, Pa., b.
Huntley, Lloyd: (William Penn) Pittsburgh, h.
Hylton, Jack: (Drake) Chicago, h.

J
Janis, Freddie: (Parody Club) Chicago, nc.
Jeleznik, Eugene: (Hollywood) New York, cb.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Jerry: (Kenmore) Albany, h.
Johnson, Johnny: (Commodore) New York, h.
Jourdan, Bill: (Wooden Shoe Club) Chi, c.
Joy, Billy: (Maj.) La Crosse, Wis., t.

K
Kane, Allan: (Brevoort) Chicago, h.
Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.
Keller, Jack: (Westchester Biltmore) Rye, N. Y., cc.
Kerwin, Gene: (After the Show Club) Chicago, nc.
King, Bert: (Shelton) NYC, h.
King, Henry: (Plaza) NYC, h.
King, Ted: (Ohio) Youngstown, O., h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.

Korbin, Van: (Madison Casino) Chicago, c.
Kountz, Buzzy: (Webster Hall) Pittsburgh, h.
Krumin, Costya: (Russian Bear) New York, re.

L

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Syd: (Hi-Hat Club) Chi, nc.
Lane, Eddie: (Governor Clinton) New York, h.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
Leifer, Allan: (The Farm) White Plains, N. Y., ro.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
LeRoy, Howard: (Shawnee) Springfield, O., h.
Lee, Alan: (Edison) New York, h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Pershing) Chi, h.
Leipold, Arnie: (Paradise Showboat) Troy, N. Y., nc.
Levant, Phil: (Bismarck) Chicago, h.
Lewis, Ted: (Morrison) Chi, h.
Liddell, Fritz: (Robt. E. Lee) Winston-Salem, N. C., h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolies) Chi, nc.
Little, Little Jack: (Stanley) Pittsburgh, t.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Roosevelt) New York, h.
Lond, Mort: (S. S. Zee) Chi, nc.
Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h.
Lopez, Vincent: (Ambassador) New York, h.
Lossez, Billy: (Arcadia Int'l House) Phila, nc.
Lube, Jacques: (Princess) Bermuda, h.
Lyman, Abe: (College Inn) Chi, nc.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Wonder Bar) Owasso, Mich., nc.
McKenzie, Red: (Famous Door) NYC, nc.
McRae, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Maitland, Johnny: (Gibson) Cincinnati, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h.
Masters, Frankie: (Roosevelt) New Orleans, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadow, Frank: (Barrel of Fun) New York, nc.
Meir, Harvey: (Gayety Village) Chi, c.
Meo, Jimmy: (Royale-Frolies) Chicago, nc.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Mills, Jay: (Delmonico's) NYC, nc.
Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.
Monroe, Jerry: (Boulevard) Union City, N. J., h.
Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Moser, Jinks: (Sheraton) High Point, N. C., h.
Moyer, Ken: (Ringside) Ft. Worth, Tex., nc.
Murphy, Dick: (Columbus) Miami, h.

N

Nagel, Harold: (Rainbow Room) New York, nc.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Naylor, Oliver: (Anchorage) Phila, re.
Nelson, Ozzie: (Lexington) New York, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebur, Eddie: (Casino Moderne) Chicago, nc.
Norris, Joe: (Eastern Star) Detroit, nc.
Norvo, Red: (Dempsey's) NYC, re.

O

Ohman, Frank V.: (Pavillon Club) Miami Beach, nc.
Olsen, George: (Chicago) Chi, t.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.
Olsen, George: (College Inn) Chicago, nc.
Osborne, Will: (Blackhawk) Chicago, nc.

P

Pablo, Don: (Merry-Go-Round) Akron, O., nc.
Pancho: (Sixty Club) New York, nc.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Paradise Ark.: (Sweeny's) Baltimore, c.
Parker, Johnny: (Knickerbocker) Chicago, nc.
Parry, Red: (Terrace Gardens) Fremont, O., nc.
Paul, Eddie: (Columbia) Cleveland, b.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi, h.
Pendarvis, Paul: (Pal.) San Francisco, h.
Pender, Val: (Antoine Club) San Francisco, nc.
Perry, Ron: (St. Moritz) New York, h.
Peterson, "Dee": (Club Hollywood) Kalama-zoo, Mich., nc.
Pizzita, Julia: (Robert Morris) Trenton, N. J., h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Flindt, Emil: (Oh, Henry) Willow Springs, Ill., b.
Prima, Louis: (Famous Door) Hollywood, Calif., nc.
Purvis, Jack: (Thru Looking Glass) New York, nc.

R

Rabucci, Paul: (El Morocco) New York, nc.
Raeburn, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Roma) Haverhill, Mass., re.
Ramos, Ramon: (Forge Club) Miami, nc.

Randal, Jay: (Palm Island Casino) Miami, Fla.
Rankin, Bud: (Normandie) Cincinnati, re.
Rapp, Barney: (Book-Cadillac) Detroit, h.
Ravel, Arthur: (Oldenbach's) Rochester, N. Y., nc.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Redman, Don: (Connie's Inn) NYC, nc.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
Ricci, Al: (Showboat) South Bend, Ind., nc.
Richard, Barney: (Limehouse) Chicago, c.
Richardson, Florence: (Rene) New York, c.
Rines, Joe: (Mayfair) Boston, nc.
Rivet, Joe: (Francis) Monroe, La., h.
Robbins, Ted: (Club Monarch) Boston, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rodrigo, Nana: (El Morocco) New York, h.
Rogers, Buddy: (Century) Baltimore, t.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
Rosenthal, Harry: (LaRue's) New York, re.
Roth, Eddie: (Club Alabam) Chicago, nc.
Royal Arcadians: (Allyn House) Hartford, Conn., b.
Rubini, Jan: (Palm Island Casino) Palm Island, Fla.
Russell, Jack: (Melody Mill) Chicago, b.

S

Sabin, Paul: (Town Casino) Miami, Fla., nc.
Sachs, Coleman: (Club Rex) Birmingham, Ala., nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sandusky, Bob: (Clovis) Clovis, N. M., h.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Selzer, Irving: (Dixie) New York, h.
Simmonds, Artie: (Claridge) St. Louis, h.
Simmons, Lanny: (Nut Club) NYC, nc.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Snyder, Skeet: (Sheraton) High Point, N. C., h.
Solar, Phil: (Bath Club) Miami, cc.
Sorey, Vincent: (Rene) New York, nc.
South, Eddie: (885 Club) Chi, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Stanley, Al: (Chateau Lido) Daytona Beach, Fla.
Sterney, George: (Plaza) New York, h.
Stork, Bert: (Book-Cadillac) Detroit, h.
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
Stuland, Steve: (Silver Cloud) Chi, nc.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T

Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Normandie) Boston, b.
Topp, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cesa Loma) South Bend, Ind., nc.
Toscuna, Tommy: (All Stars) NYC, nc.
Trask, Clyde: (Gibson) Cincinnati, h.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Showboat) St. Louis, nc.

V

Valjo, Eddie: (Don Ce Sar) St. Petersburg, Fla., h.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Versatilians: (Carter) Cleveland, h.

W

Wagner, Buddy: (Ira's) Miami, Fla., nc.
Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Welk, Lawrence: (Rigadon) Sioux City, Ia., 1; (Bertha) Craig, Neb., 2; (Legion) Peter-son, Ia., 3; (Glovera) Grand Island, Neb., 4-5.
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.
White, Dave: (Oasis Grill) New York City, re.
Whiteman, Paul: (Hippodrome) New York, t.
Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
Williams, Griff: (Mark Hopkins) San Francisco, h.
Wilson, Sammy: (Edison) New York, h.
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
Wolfe, Paul: (Merry Go Round) Miami, b.
Woods, Howard: (Robert Treat) Newark, h.

Y

Young, Glenn: (Showboat) St. Louis, b.
Young, Sterling: (Mission Beach) Los Angeles, h.
Yuhasz, Johnny: (Durant) Flint, Mich., h.

Zarin, Michael: (Waldorf-Astoria) New York, h.
Zatour, Joseph: (Biltmore) New York, h.
Zemsa, Jene: (Town Casino) Phila, nc.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

At Home Abroad: (Royal Alexandra) Toronto, Can., 30-Apr. 4.
Boy Meets Girl: (Selwyn) Chi.
Children's Hour: (Biltmore) Los Angeles 31-Apr. 4.
Dodsworth: (Taft) Cincinnati 30-Apr. 4.
Great Waltz: (Auditorium) Chi 30-Apr. 4.
Hamperden, Walter: (Cass) Detroit 30-Apr. 4.
Her Week-End: (Erlanger) Phila 30-Apr. 4.
Nazimova: (Texas) San Antonio, Tex., 1; (Paramount) Austin 2; (Maj.) Houston 3-4.
Old Maid: (Convention Hall) Tulsa, Okla., 1; (Orph.) Kansas City, Mo., 2-4.
On Your Toes: (Shubert) Boston.
Personal Appearance: (Plymouth) Boston.
Personal Appearance: (English) Indianapolis, Ind., 30-Apr. 1; (Hartman) Columbus, O., 2-4.
Three Men on a Horse: (Garrick) Phila.

Three Men on a Horse: (Nixon) Pittsburgh 30-Apr. 4.
Three Men on a Horse: (Davidson) Milwaukee 30-Apr. 4.
Tobacco Road: (Forrest) Phila 30-Apr. 4.
Tobacco Road: (Orph.) Reading, Pa., 1; (State) Allentown 2; (Maj.) Harrisburg 3.
Winterset: (National) Washington, D. C., 30-Apr. 4.

INDEPENDENT BURLESK

Beauty Parade: (Howard) Boston 6-11.
Corio, Ann, Show: (Trocadero) Phila 30-Apr. 4.
Flying High: (Gayety) Washington, D. C., 30-Apr. 4; (Empire) Newark, N. J., 6-11.
Hello, Paree: (Variety) Pittsburgh 30-Apr. 4; (Gayety) Baltimore 6-11.
High Jinks: (Hudson) Union City 30-Apr. 4; (Werba) Brooklyn 6-11.
Jolly Girls: (Worcester) Worcester, Mass., 30-Apr. 4; (Hudson) Union City, N. J., 6-11.
Merry Whirl: (Werba) Brooklyn 30-Apr. 4; (Republic) NYC 6-11.
Melody Maids: (Gayety) Washington, D. C., 6-11.
Night Birds: (Gayety) Baltimore 30-Apr. 4.
Smart Set: (Empire) Newark, N. J., 30-Apr. 4.
They're Off: (Howard) Boston 30-Apr. 4; (Worcester) Worcester 6-11.
Vanity Fair: (Family) Mahanoy City, Pa., Apr. 1; (Maj.) Williamsport 2; (Orph.) Reading 3-4.
Wassau, Hinda, & Her Legs & Laughter: (Re-public) NYC 30-Apr. 4; (Trocadero) Phila 6-11.

MISCELLANEOUS

Birch, Magician: (Van Croit) Melbourne, Fla., 1-2.
Craig Vaude Show: Valois, N. Y., 30-Apr. 4.
DeCleo, Magician: Marysville, O., 30-Apr. 8.
Delmar, Hypnotist, Escape: (Florence) Los Angeles 1-4.
Dixie Stepper Minstrel Show: Hot Springs, Ark., 1-6.
Dressen & Purcell Circus: Herrin, Ill., 1; Zeigler 2; Royalton 3-4; Lincoln 6-7; Pekin 8-9; Canton 10-11.
Hoffman, Magician: McPherson, Kan., 1-4.
Blackwell, Okla., 6-11.
Lewis, H. Kay, & Hollywood Varieties: Dem-ing, N. M., 1-2.
Lucy, Thos. Elmore: Rock Island, Ill., 3; New Sharon, Ia., 5-12.
Mel-Roy, Magician: Oilton, Okla., 2; Oushing 3-4.
Ricton's Show: Maxeys, Ga., 30-Apr. 1; Sta-atham 2-4.
(See ROUTES on page 68)

ORGANIZATIONS

(Continued from page 20)
tary; Joseph Stern, treasurer, and Harry Nepo, sergeant at arms. Directors are

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Connecticut's new Independent MPTO will be incorporated, according to a de-cision recently arrived at. The board of directors hope to formally agree upon a constitution at a meeting to be held on April 7.

NEWS OF THE WEEK

(Continued from page 20)
houses are to be known as "The Home of United Artists Pictures."

The measure reducing the tax on theater admissions in Mississippi got by the Senate on March 25. It was opposed by only one exhibitor. Signing by Governor White will be the final step.

As yet no announcement has been forthcoming from Paramount concern-ing the replacement of Winfield Shee-han by another producer. The matter may be ironed out soon when John E. Otterson and Adolph Zukor, president and chairman of Paramount, respective-ly, are slated to have a powwow. The validity of a rumor to the effect that Sheehan may be taken back into the fold could not be ascertained.

Discussions relative to Republic's product for next year were scheduled to have taken place recently at a meet-ing between W. Ray Johnson and Nat Levine, who heads production. Accord-ing to the present schedule, there will be 26 features, 16 Western, in eight of which Gene Autry will be starred, and eight stunt dramas.

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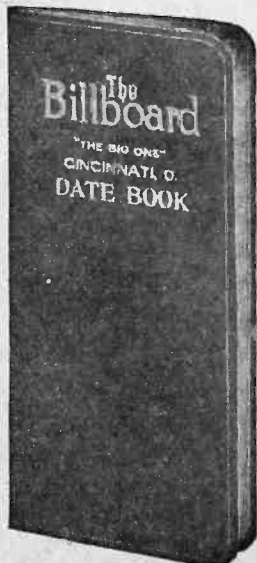
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Allen, Mrs. Roscoe

- Murray, Ginger
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Whyte, Roelyn
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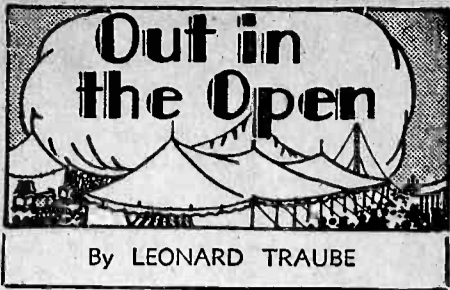
- Abbott, Claude L.
Adams, Frank
Adams, Frankie
Adams, Geo. J.

- French, Doc
Fry, Gilmore
Fulbright, Henry
Fuller, Lew

- Gaunt, Rex
Geisler, Henry
George, Williams
Gibbons, Guy

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Miller, Fred M.
Miller, H. A.
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Miller, Traveling
Miller, F. W.
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Minsky Supreme
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Mitchell, Eli
Mitchell, Frank C.
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Mix, Frank
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Montaigne, J. B.
Monte, Johnny
Montgomery, A. C.
Monts, Geo. B.
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Moore, B. L.
Moore, C. P.
Moore, Dinty
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Moore, Montie
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Moore, Walter C.
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Morphy, Lewis
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Morris, Orch.
Morris, Milton
Morrison, Chas.
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Morse, Geo.
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Mortensen, Fred
Motts, Fred
Mounts, Clark
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Mullins, Jack
Mummaw, Walter
Mund, Sunny
Mundi, Dr. Leon
Munsinger, E. L.
Murdock, Frank
Murdock, Robt. K.
Murphy, D. J.
Murphy, Frank F.
Murphy, J. L.
Murphy, Mike
Murray, Arthur
Murray, Chas.
Murray, James
Murray, Jess
Naboone, R. J.
Nash, Johnnie
Nation, Al
Neal, Roy
Nehaus, Geo.
Nelsson, Douglas
Nelsson, Adenoids
Nelsson, Bert
Nelsson (Rough House)
Nelson, Douglas
Nelson, W. A.
Nepo, Geo.
Neto, Natalie
Newby, Don
Newton, Earl
Nichols Products
Noell, Robt. M.
Nolan, Larry
Noll, Robt.
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Norton, Esq.
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O'Brien, Happy
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O'Connor, Harry
O'Dare, Larry
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O'Leary, Rae
O'Neal, Phil
O'Reilly, Jerry
O'Rourke, Howard
Oberman, Harry
Oderkirk, C. J.
Odum, Homer
Ogden, Ray W.
Ohman, Theo
Oliver (Picture Man)
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Ormsby, Bill
Orner, Perry
Oshwa, Prince
Ott, Jerry B.
Ott & Ott
Ovetta, Jos.
Owens, Dick
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Paddock, Buddy
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Patrick, Wayman
Patton, Cliff
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Perkins, Keith
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Phifer, Chas. F.
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Pitt, W. J.
Plegge, Willard
Plunketts Minstrels
Pohl, Jake
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Powell, Art
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Prattler, Henry H.
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Woods, Punk
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Shriver, Eugene
Sloan, Joe
Sprinkle, Clarence
Stadler & Rose
Stager, R. B.
Stanley Twins
Stevies, Danny
Szita & Anis
Thompson, Edw.
Tilford, Lew
Van Pool, Marshall
Vintour, Richard (Dick)
Wagner, Sam
Watts, Geo.
Whitney, Gordon
Young, Solly
Zimmy, Legless Swimmer
Richard, Jimmie (Tisky)
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Saugor, Harry
Shufro, Nate
Siell, Shorty
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Tarskey, Jimmy
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Whitney, Gordon W.
Yoshidas
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Tackman, Arthur
Tarskey, Jimmy
Thayer, Magical Apparatus Co.
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Waite, Kenneth
Whalen, George
Williamson, Geo. H.
Whitney, Gordon W.
Yoshidas
Zion, Mr.
Muir, Mrs. Mabel
Stanley, Lela
Satterfield, Mrs. Irene
Stewart, Mary
Templeton, Mrs. Lottie
White, Mrs. Viola
Yurkovic, Ann
Wynegar, Mrs. Pat
Gentlemen's List
Anderson, Whitey
Balderston, Geo.
Bayer, Dick
Boyer, Ralph M.
Burns, Bobbie
Burroughs, John R.
Campbell, George
Carter, Fred
Clark, C. K.
Clayton, Clarence
Cole, Clarence
Collins, W. R.
Conway, John
Crownover, Ray
D'Orio, Eldon
Dennis, Buddy
DeWitt, J. E.
Dortey, Robert
Eller, E. J.
Farrar, Bill
Foss, Jack
Gatrell, Red
George, Frank
Glover, George
Gorden, Daron
Gore, Cecil
Gorman, Danny
Greenwood, Capt. Harry
Groves, Tex
Haley, George
Henry, Pinhead
Hicks, Hampton
Hobison, C. C. (Shorty)
Hurst, Bob, Shows
Johnson, H. L.
Johnson, Leland M.
Kinnison, Jim
Kirkman, O.
Kuhn, Fred
Lacoma, Chris
Lambert, Joe
Langly, Mack
Leavitt, Larry
Lenegar, P.
LeRoy, Edw. Lewis, Ike
Lopez, Manuel
Lucas, U. S.
Lynn, W. E. Bud
McCarthy, Freddie
McDonald, Edw. (Frenchy)
McNally, Harry
Mahoney, J. J.
Martin, Peter
Meeks, Eddie
Moore, C. P.
Morris, Wallace
Nash, John
Nelson, M. J.
Northrup, Jess
Osborne, Walker
Parker, Chas. M.
Portwood, Jack
Powell, Maj. Ted
Propper, Stanley
Rehn, George
Reissman, Leon
Rife, Ed
Rogers, Roy
Scott, Harold G.
Sherman, John
Slater, C. E.
Spencer, C. C.
Spring, Eddy
Stocker, David A.
Stone, Henri
Texas Kidd
Thomas, Curly Fred
Thomas, W. E.
Thornton, James
Umphrey, Chet
Waddell, Red
Wagner, Ralph
Ward, Dick
Westmoreland, Melvin
Wheeler & Revel
Wilkins, Bob
Williams, Frank
Williams, Maple
Hooper, Mrs.
Juanita
Lane, Elta E.
Layne, Mary
Lynn, Doris
Mason, Mrs. Dora
Mullin, Mrs. John
Myers, Della (Cowboy)
Snellenberger, Carlyn
Snyder, Mrs. J. P.
Wilson, Mrs. F. N.
Wilson, Mrs. Walter W.
Lantz, John
Lasley, Ted
Mase, Link
Mason, Chester
McKnight, Donald
McPeak, Robt. E.
Mellon, A. J.
Moore, Jack (Popeye)
Moss, Paul
Murphy, Neil
Murray, Joe
Newman, Harry
Nichols, W. S.
Phillips, Jim
Pollard, John E.
Quilian, Robert
Rogers, Jack
Roma, Rajah
Roth, John
Saunders, P. B.
Sawille, Earl
Sculley, Tom
Sedquist, Harvey D.
Sewell, Curley M.
Smith, C. L.
Sparks, Frank
Stephenson, Cecil
Thibaut, B. E.
Tye, Earl
Vann, Don
Vincent, Richard
Warner, Bob
Whitney, Gordon
Williams, Mark
Wilson, J. D.
Wilson, Robert (Blackie)
Wilson, Windy
Melvin, Ed
McClung, C. C.
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All-Time Balloting

A FEW of the customers have been asking for an official tab of All-Time Favorites. For the benefit of those who are unfortunate enough not to read this corner, All-Time Favorites was inaugurated here last June. Any person in the show business is eligible to nominate his (or her) 10 candidates, living or dead, for the outdoor amusement hall of fame. This isn't one of those tournaments where the conductor dictates strict terms or fakes the votes. Your correspondent only goes so far as to reserve the right to edit ballots in preparing them for printing and to wastebasket such material as cannot be deciphered or which smacks of deliberate publicity with intent to swing an engagement or to hold on to a job. All the voters do is choose 10 people, giving their and their own present or former capacities in the business and indicating those who have passed on.

Now for the results accumulating over the last 10 months. The all-time leaders (an asterisk signifies deceased) in the order of their superiority at the polling booth:

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This hitch can be put on, taken off, or adjusted to 6 different positions with a wrench. Postpaid, \$1.35, Without Ball (Rocky Mt. States West, \$1.50). Write for Catalog on Trailer Hardware and Camping Trailers. **ZAGELMEYER AUTO CAMP CO.** 765 S. Henry Street, Bay City, Mich.

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DOWNIE BROS. CIRCUS
WANTED—Hawaiian Hula Dancing Girls. Must be young, not over 120 lbs. Send late photo. Good Ticket Sellers and Grinders. **W. E. DEBARRIE, Mgr. Side Show, 3629 Shady Court, Ft. Wayne, Ind.**

AT LIBERTY For Side Show, **ED & JOSIE SIMPSON**, doing Three Acts, Australian Knife Throwers, Mind Reading, Magic Act, Inside Lecture. **ED SIMPSON, 125 West 8th Street, Oswego, N. Y.**

HOUSE TRAILERS
Schult Gadabouts, 12 ft. long, only\$198 to \$235
Schult Travelcases, 14 ft. long, only.....\$275 to \$315
Schult's specializes in Special Purpose Coaches such as: Sandwich and Drink Stands, Office Coaches, or anything you need.
Large selection of Used Trailers priced from \$50.00 to \$500.00. Other Nationally Known Makes Ready. No Sales Tax.
SCHULT'S TRAILER MART, Elkhart, Indiana
Buy. Trade. Terms—No Sales Tax—Write for Free Literature

WEST'S WORLD'S WONDER SHOWS
SHOW OPENS IN NORFOLK, APRIL 13
Wanted—Side Show; will furnish complete outfit to any good show.
Wanted—Motordrome. Wanted—Wild West Help and also Ride Help on all Rides. Concessions open; no ex. Singers, Dancers and Chorus Girls for Revue wanted. Wanted—Plant Show People. No tickets.
FRANK WEST, Norfolk, Va.

1. Charles Sparks.
2. Jess Adkins.
3. John Ringling.
4. Jeremiah J. Mugivan.*
- 5 to 9 (tied). I. J. Polack, Charles T. Hunt, J. W. (Patty) Conklin, Fred Beckmann and John M. Sheesley.
- 10 to 13. Herman Blumenfeld, James A. Bailey,* Johnny J. Jones* and Will Rogers.*

Juggling around a few score names and placing them in their proper position, we now break down the balloteering according to fields. In the circus business the following lead:

1. Charles Sparks.
2. Jess Adkins.
3. John Ringling.
- 4 and 5. I. J. Polack and Charles T. Hunt.
- 6 to 10. Zack Terrell, Fred Bradna, Tom Mix, Arthur Hopper and S. W. Gumpertz.

The following are in the van in the carnival industry:

- 1 to 3. J. W. Conklin, Fred Beckmann and John M. Sheesley.
- 4 to 8. Doc Waddell, Max Linderman, Rubin Gruberg, Matthew J. (Squire) Riley and W. C. (Bill) Fleming.

In the world of fairs:

- 1 and 2. Elwood A. Hughes and Charles B. Alston.
- 3 to 6. Will Davis, Percy W. Abbott, Charles A. Somma and Duff Williamson.

Among parks:

1. Rex D. Billings.
2. Herbert F. O'Malley.
3. Jack Rosenthal.

Showing the way in the rodeo and Wild West roost are:

- 1 to 3. Col. W. T. Johnson, Frank Moore and Major Gordon W. (Pawnee Bill) Lillie.
- 4 to 6. Guy Weadick, Tad Lucas and Tim McCoy.

In the booking ranks the two leaders are George Hamid and Sam J. Levy, while Bob Morton heads the promoters.

In the deceased bracket the rankings are close, and in the order of their vote strength they are:

- Jerry Mugivan, J. J. Jones, Will Rogers, James A. Bailey, Al G. Barnes, P. T. Barnum, Edward C. Warner, Clarence A. Wortham, Adam Forepaugh, Sam B. Dill, Lew Graham, W. W. Cole, George F. Schott, Joseph C. Miller, Al Ringling, Larry Boyd, Ed Carruthers, Col. W. F. (Buffalo Bill) Cody, Bert W. Earles, Ernest Haag, Victor D. Levitt and George F. Meighan.

Others in the running for the all-time cup are Jean Belasco, George W. Christy, R. J. Clawson, Carl Hathaway, Will Hill, William Ketrow, Al Wheeler, Clyde Ingalls, Floyd King, Frank A. Cook, Duke Drukenbrod and H. B. Gentry.

It is surprising that people in the circus field have received more votes than those in any other amusement endeavor. A hasty checkup reveals, in fact, that the circus end has corralled the majority of votes. In view of the fact that the carnival business has many more people than its sawdust brother, with about four or five times as many shows operating, one wonders why the midway fraternity hasn't come to the defense of its laurels. Surprising, too, is the fact that few performers have been nominated.

Quite a few women have garnered votes, but none has received enough to be in the running, unfortunately. This should make the males throw out their chests, but your correspondent might offer a counterattack by starting a separate division for the weaker sex—

LAST CALL

for Advertising Copy
To Appear in the Big

SPRING SPECIAL ISSUE



FINAL FORMS
GO TO PRESS

April 4

Phone, Wire or Mail Copy Today

The
Billboard

25 OPERA PLACE

CINCINNATI, O.

American and National leagues for showdom's fame corridors.

All you prospective voters should exercise the privilege of franchise by shooting in your lists to this department in care of the New York office.

"NOTICED an item in your column about my sister and myself and my 'coming' marriage to Edward E. MacEddy," writes Florence Carlson, of the Carlson Sisters, boxing fat girls. "The only thing wrong with the item is the fact that, first, Mr. MacEddy is not our manager (as I'm the one still battling for our show); second, I am not going to be married on Palm Sunday to Mr. MacEddy or anyone else (altho in fairness to him I did contemplate it for a while, but I'm exercising a woman's privilege of changing her mind); third, we are not going to be on the Sheesley midway this season, but back with World of Mirth Shows due to an option Mr. Linderman holds on our contract of last year. Outside of that I didn't find anything wrong with the item. With kindest regards from ribbing Dot and peacemaking Flo.

"P.S.—Mr. MacEddy is not connected with us in any way."

It's a good thing that the charming Miss Carlson talks about Dot the ribber and Flo the peacemaker, because I forgot to mention in prefacing her remarks that she and her fair-faced sis are two of the leading exponents of the banter art. They'll make a sucker of any guy who isn't up on his repartee.

Of course, it is a matter of pride with me that I try not to falsify information. Back in early February a note to me from the Carlsons specifically stated that they had "officially signed up for the season with Sheesley." They even went to the extent of saying that "this notice will save many other managers and agents from wasting telegrams and postage stamps." The note also said that MacEddy "will positively handle the front of their attraction and do publicity for them."

The communication in question was dropped on my desk, having been written in *The Billboard* office during my absence, apparently. It is, of course, possible that the note was written by someone else. I wouldn't know about

that. I do know that the information was carried in this publication under "Coming Marriages" the following week.

In fairness to Miss Carlson, the marriage item did not come from her; but in view of MacEddy's stated connection with the Carlsons it was not deemed a miscue to announce the marriage. I am grateful to peacemaking Flo that she indicates the marital idea was practically in the bag but that she claims the woman's privilege. I am sure Miss Carlson would not mind my straightening out the records in the face of her putting me on the well-known pan.

Dodson's Shows Book at Washington, Pittsburgh

CINCINNATI, March 28.—Announcement was made this week that Dodson's World's Fair Shows had completed arrangements to exhibit at Exposition Park, North Side, Pittsburgh, two weeks, starting May 4, which will mark the first time in Dodson Shows' history to play that city, also that the show would exhibit in Washington at Fifth and Florida avenue, N. W., prior to its Pittsburgh engagement.

Word from the Dodson Shows' winter quarters at Norfolk, Va., is that the lately acquired railroad cars and wagons and new canvas and other paraphernalia will be ready for the scheduled opening at Norfolk on April 13.

Motor Truck Photos

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



CY D. BOND, sales manager of the Dodge Corporation, is all enthused over the Frozen Custard concession which Al Crane, of Ozone Park, Long Island, N. Y., is building on an International truck chassis, feeling that it is just such things as this that are needed to put new life into the outdoor show business.

While looking at this custard concession Cy was reminded of the story of the little red rooster that found an ostrich egg one morning and was so proud of it that he called all of his hens around and showed them the egg, saying: "Ladies, I am not showing you this egg because I am dissatisfied with your efforts, but just to show you what some others are doing."

"This Crane Frozen Custard wagon," says Cy, "is the most beautiful thing I ever saw for carnival purposes. It is complete in itself with its own five k. w. electric plant, has semi-indirect lighting and drop sides that make a 20-foot serving counter with all the machinery exposed to view of the public to watch the manufacture of the custard. In it are two sleeping bunks for the comfort of the driver and assistant. It is painted a beautiful red with stainless steel trimmings."

"The special body design is most appealing, and I am told by Mr. Crane that the job is worth about \$5,000. As I looked at this job I thought how appealing it was going to be to the public, for it fairly invites one to step right up and buy a custard."

"It is concessions like this one that are going to put new life into the outdoor show business and that are going to be profitable."

Cy wonders how many park men would spend \$5,000 for one concession building to sell a single product and then answers himself by saying "probably not many." He then goes on to say that "if our parks are going to stage a comeback and make some real money park owners must give some real thought to this modern trend of streamlining and building design."

ERNEST ANDERSON understands that the "Teets Brothers" are negotiating with the Erie Canal Scow Company for barges for the coming season, and are hiring nothing but stilt walkers and aerial numbers; also that they are to hire a fleet of rowboats for the customers. We're inclined to think the rumor is "all wet," Ernie.

UP TO the time this column was written no word was received from George Jennier, clown, in the way of an explanation (asked for in our last issue) of the situation regarding contracts which he signed with both the Lewis Bros. and Rice Bros.' circuses for season of 1936. Paul M. Lewis, general manager of the Lewis Bros.' Circus, however, has not only written us again but sent the contract he holds with Jennier, as well as correspondence from the latter written at Gibsonton, Fla.

"I read the story in your column this week," writes Paul, "and I want to thank you very greatly for your fairness in the matter. At this writing, March 25, I have not received a cancellation from George Jennier, and my address in Jackson, Mich., is the same as it has been for the past 20 years."

"I am inclosing herewith the contract and communications from Mr. Jennier and if you will note closely you will see that a contract with this show was made prior to the contract with the Rice show, and likewise will bear me out that George Jennier did sign a contract with the Rice Bros.' Circus while he was still holding a contract with the Lewis Bros.' show. I am glad to learn that Mr. Jennier's services are in such great demand, but I don't propose to be the goat."

The contract signed by George Jennier with Lewis Bros.' Circus was dated February 19 and calls for him to do "general clowning" beginning May 2. The letter that accompanied the contract was dated February 22 and read: "Contract just received this a. m. and many thanks for same. I am inclosing contract signed. I hope we have a good

season and a long one. Hoping to hear from you once in a while."

PAWNEE BILL (Major Gordon W. Lillie) is planning to get back "on the road" again, according to recent article in *The Tulsa (Okla.) Tribune*, clipping of which the Major himself sent us. The clipping goes on to say that the Major retired from the Wild West tent show business in 1912 and that he told a United Press correspondent: "Once a showman, always a showman. They never get too old, my friend Will Rogers always said."

"In the solitude of 'Blue Hawk,'" the clipping further states, "his hill-top home in the red mesas of the Pawnee country, Major Lillie is shaping up plans designed to book him again for personal appearance and put him on the radio. He exudes enthusiasm in discussing the days when they called him and Buffalo Bill 'the kings of the Wild West.'"

"That was in the '80s," he reminisced. "And we were inseparable off and on until Col. Cody's death in 1917. I guess I've been the last of the frontiersmen since them."

Pawnee Bill is 76 and he has a warm regard for the show people he knew nearly half a century ago. He and his wife will celebrate their golden wedding anniversary early this summer and they plan to invite many of these showfolk to the affair.

OLD-TIME SHOWMEN

(Continued from page 35)

the performance and personality of Walker in the most complimentary terms. A similar card published by Batcheller & Doris announced their expression of esteem for John O'Brien and regret that he was retiring from their management staff after 12 years' service.

A notice of special interest to the circus profession was published November 20, 1880, by the managers of the P. T. Barnum Show and the Great London Circus, announcing that they had selected and engaged for the 1881 season people for the managerial staff, the advance and performers to remain in America or to go to Europe. Those named for the advance were C. W. Fuller, W. W. Durand, J. E. Warner, Matt Leland, R. G. Ball, H. C. Hedges, Crete Pulver, Gus A. Bernard, D. S. Thomas and Mart Reddy. Performers were named as follows, women: Madam Elise Dockrill, Mlle. Adelaide Cordona, Mlles. Olga, Lotto and Mayerald Davene, Emma Lake, Louise Boshell, Pauline Batcheller, Helene Smith, Mlle. Eva, Clara Buller, the Claire Sisters, Alice McDonald. Gentlemen: R. H. Dockrill, M. F. Young, Senor Geronimo Bell, Guillaume Davene, Frank Melville, W. H. Batcheller, William Dutton, Frank Gardner, Whimsical Walker, Harry Carey, Albert Geyer, Frank Ashton, James Murray, Lewis Snow, Tom Butler, Charles O'Brien, James Stowe, George Kline, Charles Bliss, William Elder, J. K. Long, James Donovan, Prince Atwata Katsnoshin, Prof. Alfred Stile, Charles McLean, William Smith, James Fugna, George W. Johnson, George Arstingstall, William Newman, Ed Kohl, James S. Robinson and 24 musicians, Byron V. Rose and L. M. Hedges. This list of people engaged for the combination of what had been the Cooper & Bailey London Circus and the P. T. Barnum Show was evidence of the planned great future for the "Greatest Show on Earth" under ownership of Barnum, Bailey & Hutchinson, in which James A. Bailey, as he had been in the Cooper & Bailey show, prepared to demonstrate his ability to amaze the public with circus innovations.

A September, 1880, announcement, published by W. W. Cole, gave details of his itinerary for September 1, Marysville, Calif., and other towns in the State until October 9, when a nine days' engagement was allotted to San Francisco to end the season. Organization for a five months' tour of Australia during the San Francisco engagement and following week prepared the Cole Circus and Menagerie to load its equipment and people on the Pacific Mail Company steamer *City of Sydney*, ready to sail October 23. The opening date in Australia was named for about November 23 and sailing date for return to San Francisco April 25, 1881. Contracts with people engaged for the Australian tour were specific as to salaries, expense allowances, etc. People engaged were given transportation to and from Australia, including meals and berths. Salary began with opening date and ended with closing date in Australia; no deduction for loss of time by sickness or accident.

FINAL CURTAIN

(Continued from page 29)

owned and operated the first moving picture theater in Belmont, N. C., March 24 at his home in that city after a long illness. Widow and several children survive.

SACKETT—Russell F., recording secretary of Local 77, IATSE, Atlantic City, and formerly stage manager of Keith's Garden Pier Theater there, at his home in that city March 20. He also formerly worked back stage at the Apollo Theater, Atlantic City, and for the last few years worked as a projectionist. Funeral services March 22, with interment in Laurel Memorial Park, Atlantic City.

SCHABERGER—Nicholas, 78, stage and screen actor known professionally as Nick Woods, at his home in New Rochelle, N. Y., March 23. Woods, who retired about 30 years ago, made his first appearance on the stage in the successful play, *The Boy Detective*. His motion picture appearances included parts in *Alias Jimmy Valentine*, *David and His Brethren* and *The Million Dollar Mystery*. Survived by his sister, Mrs. John Becker.

SCHMIDT—Rudolph, 72, recognized as an outstanding baritone who performed often as soloist with the Chicago Symphony Orchestra some 30 years ago, suddenly March 24 at his home in Milwaukee. When the Milwaukee Musical Society celebrated its golden jubilee in 1900 Mr. Schmidt gave a concert at the Auditorium with Johanna Gadski, Ernestine Schumann-Heink and David Bispham, all stars of the Metropolitan Opera. Survived by his widow, a son and a daughter.

SHAW—Bartime A., 54, pioneer pressman in the making of graphophone records, March 19 after an illness of three months at the Cooper Hospital, Camden, N. J. He has been employed by the RCA Manufacturing Company and the Victor Talking Machine Company for 30 years. Survived by his widow, Mrs. Elizabeth Shaw; three daughters and a son.

SHERMAN—Kathryn Miner, 38, daughter of H. Clay Miner, president of the Century Circuit of motion picture and vaudeville houses and descendant of the founder of Miner's Bowery Theater, New York, March 21 at Battle Creek Sanitarium, Battle Creek, Mich. Survived by her husband, father, mother and brother. Services March 24 at the Universal Chapel, New York.

THOMPSON—Burl (Uncle Shorty), 29, former WISN pianist and entertainer, March 23 in a Milwaukee hospital. Survived by his parents, a sister and three brothers.

TORG—Louis, 45, musician, March 23 in Bellevue Hospital, New York, after being found unconscious in the street. A Philadelphian, in recent years he was employed by the federal government as an investigator for the Internal Revenue Department. Survived by his mother and a brother.

VAN HOOSE—Ellison, 67, teacher of singing and director of the First Presbyterian choir in Houston for more than 20 years, March 24 in that city. He was formerly a well-known operatic tenor and appeared for a number of years with the Metropolitan, Chicago and Philadelphia opera companies and in Europe with the Damrosch-Ellis Opera Company. He also toured the country as soloist with various symphony orchestras.

VAN ZAN—Professor, mentalist, March 20 following an explosion that wrecked some buildings at Texarkana, Tex.

MARRIAGES

APNER-GREEN—Morris Apner, concessioner in Dreamland Park, Newark, N. J., and Henrietta Green, daughter of Mr. and Mrs. Simon B. Green, Mr. Green being a concessioner in Olympic Park, Irvington, N. J., and Dreamland Park, Newark.

HARBER-MELTON—Jack J. Harber Jr., assistant manager of the Capitol Theater, Atlanta, and Caroline Melton, West Point, Ga., in Atlanta March 16.

JANNEY-PEPPER—Leon Janney, actor, currently appearing in the Broadway production *Mulatto*, and Jessica Pepper, showgirl, March 27 at Armonk, N. Y.

LONG-LEFORS—Harold Gean Long and Bessie Jane LeFors, sister of Ted R. LeFors, aerialist, by Judge Kelley, of Yuma, Ariz., March 14. Both are concessioners with State Fair Shows.

MacDONALD-PARKER—George MacDonald, New York newspaperman, and Jean Parker, screen actress, at Las Vegas,

Nev., March 22, by Justice of the Peace Marion B. Earl.

OAKIE-VARDEN—Jack Oakie, film comedian, and Venita Varden, at Yuma, Ariz., March 22.

PATERNO-PARKER—Joseph Paterno Jr., nonprofessional, and Beverly Parker, actress, at Westchester, N. Y., recently.

SHARBUTT-BELL—Dell Sharbutt, announcer for Columbia Broadcasting Company at Chicago, and Meri Bell, former vocalist with Billy Mills' Orchestra in Chicago, secretly in New York last week.

SHARP-YARGER—Billy Sharp, tab and vaude comedian, and Adelaide Yarger, radio singer, in San Antonio March 17.

SPELLMAN-KEVANE—Charles Spellman, nonprofessional, to Elizabeth Kevane, dancer, formerly associated with Meglin School of the Dance, in Santa Barbara, Calif., March 23.

STROMSMOE-LEFORS—Alvin Stromsmoe, of Los Angeles, and Landis LeFors, motion picture actress and sister of Ted R. LeFors, aerialist, by Judge Kelley, of Yuma, Ariz., March 15.

COMING MARRIAGES

DuRae (Mitzie) Richee, Los Angeles singer and dancer, and Joe Nelson, concessioner, of Rockford, Ill., in June.

Susan Rose Marie Lupone to Emil Pallenberg Jr. April 11 at Madison, Conn.

Tom Van Dyke, writer for Columbia Pictures, to Ann Lloyd, free lance writer, in Santa Barbara, Calif., soon.

Bill Pierce, secretary to Charles Rogers, head of Universal Pictures, to Wilma Stephansen, nonprofessional, in Hollywood April 12.

BIRTHS

A 6-pound son to Mr. and Mrs. Kenneth Davison, Atlanta. Father is on commercial staff of WATL, Atlanta.

To Mr. and Mrs. Len Coppola a 7½-pound girl, March 18, in Germantown Hospital, Philadelphia. Mother is daughter of the showman and promoter Edward K. Johnson.

To Mr. and Mrs. B. (Whitey) Pelley, March 18, at Carbon Glow, Ky., a boy, Burman Jr. Mother formerly was Affie Mello, of Curtis L. Bockus Shows.

A nine-pound son, John, in Philadelphia March 24 to Mr. and Mrs. F. A. Short, of Short's Musical Revue.

A 8¼-pound son, Henry Brough, March 17 in Philadelphia to Mr. and Mrs. Earle Bailey. Father is manager of the Uptown Theater, Philadelphia.

DIVORCES

Ralph Dayton Sanford, actor in *The Great Waltz*, in the Chicago courts, March 24, from Mrs. Lola Louise Sanford.

Helen Twelvetrees, film actress, filed suit against Frank B. Woody, sportsman, in Los Angeles March 25.

Dorothy Heckscher, formerly Dorothy Eleanor Bennett, English actress, from G. Maurice Heckscher, of New York, in Reno March 23.

Virgil Miller, of Napoleon, O., filed suit against Miriam Drake Miller, dancer, in that city recently.

Mrs. Inez Adkins obtained a divorce from Jess Adkins at Rochester, Ind., March 20.

Hymie Cooper, concessioner, filed suit at Daytona Beach, Fla., March 21, against Dolly Cooper.

Vera Reynolds Reel, stage and screen actress, filed suit March 20 in Los Angeles against Robert E. Reel, actor-writer.

Eileen Dickerson from Ralph R. Dickerson in Hot Springs, Ark., recently. Both have concessions with carnivals.

Mrs. Priscilla Mitchell Pryor, non-professional, from Roger Pryor, film star, March 21 at Freehold, N. J.

Mrs. Gertrude McGee Pierce, who sings under the name of Judy Randall in Jan Garber's Orchestra, in the Chicago courts March 26 from Benson Pierce.

Lee H. Bennett, soloist with Jan Garber's Orchestra, in the Chicago courts March 26 from Louise Keys.

Sylvia Sidney, film actress, filed suit (See DIVORCES on page 69)

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Dish Sets Pop Outdoor Items

This season, expected to be one of the best for all outdoor amusement enterprises, will find dish sets one of the many larger merchandise items featured. Leading merchandise distributors are recommending greater use of attractive dish sets. This is one item which is definitely in the staple category as far as the outdoor amusement field is concerned.

The large display of dish sets, whether of modern glass breakfast arrangement for six persons, or of china for larger gatherings, including the 12-piece dinner sets, or even the Japanese satsuma tea sets, have a very far-reaching attraction value.

Wire easel displays are being featured for the outdoor amusement men. These were introduced some time ago and because of the effective display which they create for the dishes are now being used extensively by many intelligent merchandisers.

For the outdoor showman another one of the most effective methods for dishware display is the large individual gift container. These have a great appeal for women. They are not only practical for putting away valued sets of dishes for preservation from breakage or other accident, but acts as fine gifts for those who wish to give them away to friends.

The outdoor showman is displaying better merchandise each year. The keen competitive angle created by the average small store in almost every city has brought about this welcome change.

Dishes are one important necessity in which the outdoor amusement world, as well as the general merchandiser, can compete with the largest establishments in the world.

Therefore the merchandisers recommending dish sets at this time are following the trend of the season as well as the tendency toward better and more effective display and the desire for the more appreciated items for the public.

1936 Seen as Good Salesboard Year

Salesboard business is definitely on the way up. Regardless of the many years which it has existed and adverse conditions thru which it has passed, 1936 will likely wind up as an unusually big salesboard year.

The premium-merchandise industry has helped make this possible to a great extent. Many of the leading firms are featuring merchandise which is a natural tieup with the blank 300 and 600-hole boards and which assures the operator of the salesboard a greater profit margin.

But beyond the profit margin the use of this new merchandise is bringing the public just what it wants, and salesboards are being sold out faster than ever before.

Some of the large pipe manufacturers have taken cognizance of the feature and are making up six-dozen pipe display cards with a free board inclosed, to-

(See 1936 SEEN AS on page 60)

FOLLOWING THE PREMIUM TRAIL

By ERIC WEDEMEYER

Watch for This
In the Spring
Special Number
Of The Billboard

Huge Market Seen for Home Furnishings

It is estimated that \$155,000,000 of the bonus money to be paid out this summer will be spent on home furnishing merchandise. No less an authority than The American Legion Monthly is responsible for the estimate, based on a survey made recently in each of the thousands of Legion posts to determine what members intend using their bonus money for. Merchandisers received this statement with optimism and are preparing to direct the flow of this vast sum, or a good portion of it, thru their channels.

Japanese Industrial Exhibit Shows Many Attractive Items

The Japan Federation of Export Industrial Arts, Tokyo, Japan, recently displayed its many beautiful wares at a special New York exhibit. Included were many attractive items for the premium-merchandise industry. The object of the New York exhibition was stated as being an attempt to bring a better understanding of the high development of industrial art in Japan. It has also an industrial on the part of Japanese industry to remove the stigma which has been attached to "Made in Japan" merchandise as being "cheap."

Ash trays, cigaret boxes and other (See JAPANESE INDUSTRIAL page 60)

Increasing Use of Child Appeal Novelties Broadens Mdse. Field

The increasing use of premiums having child appeal, particularly in connection with the advertising and promotion of many products finding regular consumption in the home, has served to considerably broaden the merchandise and premium market in recent months.

As a result enterprising manufacturers have developed this class of merchandise to a point of excellence in attractiveness, quality and variety where it is not inferior in any sense to its adult counterpart. And it includes novelties which can be handled successfully by almost every premium user because of their low price.

In their quest for premiums which will attract children some of the most successful merchandisers in the country have found molded plastic articles just about "tops," chiefly because of the gay, attractive colors in which they may be obtained. It is common knowledge that one of the first things to attract a youngster's eye is a bright, shiny color, and the appeal of colored surfaces continues for many years while the child is growing. So effective have users found this material that many of them have had special articles designed to fit in, happily with their particular product. The many cereal bowls, spoons,

tumblers and the like illustrate this trend.

Patronage by or for children, naturally, is but a fractional part of what is sought to be accomplished by the offer of premiums, prizes or merchandise awards to them. Many of these inducements find their greatest fruition in offers to children in return for their own efforts in many directions. Outstanding in this field are their influencing sales of staple and other merchandise and in getting needed data on simple blanks and forms.

New products have been quickly introduced in one locality after another by having the local dealers distribute to the children of customers cards giving the names and addresses of friends and neighbors. The children then deliver the cards, which ask the purchase of a designated product, not only because of its own inherent goodness, but because, by so doing, the child whose name also appears on each card will be entitled to a premium or prize.

Premium and novelty houses are steadily adding to the variety of prizes and goods with a juvenile appeal and are capitalizing richly on this phase of the premium field which is comparatively new and is even now only a fraction of the way developed. Some of the more popular current items with child appeal include skates, scooters, coaster wagons, school kits, pencil boxes, dictionaries, educational books, marbles, jacks, checkers, gliders, table tennis sets, balloons, rubber animals, games, toy theaters, movie projectors, miniature atlas, model furniture and dishes with comic designs.

Merchandising Activity Takes Rise in 66 Cities

Activity in major markets increased its lead over 1935 during the week ended March 7, the Advertising Age Index, based on retail advertising lineage in 66 important cities, shows.

During that week lineage in all the newspapers of those cities totaled 16,054,429, up 3.3 per cent from the 15,546,307 lines carried during the corresponding seven days of 1935.

The favorable showing for the past week is in line with the increase for the year to date above the corresponding 1935 period, which stands at 1.8 per cent.

The week by week record has shown increases over last year for eight of the 10-week periods, with two weeks in February showing losses, due principally to unusually harsh weather conditions. The weekly variation from the 1935 level for the cities measured is as follows:

Week Ended	Per Cent Difference
Jan. 4	Plus 2.5
Jan. 11	Plus 5.4
Jan. 18	Plus 6.3
Jan. 25	Plus 3.6
Feb. 1	Plus 3.2
Feb. 8	Plus 1.0
Feb. 15	Minus 0.8
Feb. 22	Minus 4.2
Feb. 29	Plus 1.9
Mar. 7	Plus 3.3

Replicas in Favor

The idea of reproducing in miniature metal a product, package, institution or idea expression is assuming greater importance each week in the premium merchandise market. The following are some examples of how replicas are being used currently to sell goods:

One great organization sells refrigerators by having its dealers' salesmen use a coin bank replica as a door opener.

A large trunk manufacturer aids prospects in foreign countries by showing a truck replica on a buyer's desk.

A small food manufacturer sells a toy (See REPLICAS IN FAVOR on page 61)

Good Field for Premium Men in Building Up Club Memberships

The difficulties encountered the past few years by fraternal organizations, commercial clubs and trade associations in maintaining a sustaining membership, or in adding new members, have resulted in the development of some effective member-getting plans.

Probably one of the most successful during the depression, and one that is being more and more widely copied, is the "Get-a-Member—Win-a-Prize" idea. Motor clubs and fraternal organizations particularly have profited from the plan, which is simplicity in itself and which revolves about the use of a notable quantity of premium merchandise.

In order to qualify for one or more of the awards a member merely has to obtain the membership of one, two or three or more of his friends. Usually application blanks to use in signing new members are mailed to members in good standing, along with a folder picturing the prize awards. The value of the merchandise premiums given, of course,

depends upon the amount of annual dues or membership fee charged, and care should be taken to see that the premium given for two members is approximately double in value the premium for obtaining one member, and for three members, thrice the value for one, and so on.

While it is important to offer a selection of premiums that have a particularly strong appeal to members of the particular club adopting the plan, there is a general class of merchandise that seems to be predominant in this field. There is a noteworthy preference for leather goods of durable quality, including zipper portfolios, sport bags, billfold, ladies' hat boxes, men's belts, brief cases and the like. Other popular items are electric clocks, desk sets, winding reels, electric lamps, casting rods.

So strong is the merchandise appeal that many clubs have even gone so far (See GOOD FIELD FOR on page 60)



PERSONNEL AND A SECTION of the New York showroom of the Liberty Clock & Novelty Company. Left to right: Mrs. Dashew, Frankie Dashew, Harry Dashew and Joe Greene, who is in charge of the Baltimore office.

NEW ITEMS

"Miss Texas" in Doll Form

Miss Texas is the name of a new flash doll created by the Blossom Doll Company. The doll is 31 inches high, beautifully dressed in complete Western regalia and has been favorably received wherever shown. The Blossom Doll Company manufactures a line of boudoir, toy and novelty two-in-one dolls and is well known in its field for the high quality of its line. Ben Y. Maisel is the president of the company; Rose Rotter, vice-president, and Elsie Muegge, secretary-treasurer, the latter being the originator of all Blossom Doll creations.

Can Reassemble "Warrior" Into More Than 300 Objects

"Mistah Ethiopia" is something decidedly new, which has caught New York and bids fair to sweep the country. It may best be described as a come-apart toy. It consists of numerous parts which can be assembled into over 300 objects. The basic toy constructed from these parts resembles an Ethiopian warrior with spear, shield and all the accouterments that go with the fighting man. The item is finely packed. A windowed carton resembling an Ethiopian grass hut houses the toy in a novel fashion. The item lends itself readily to demonstrations. The Garner Products, Inc., is the patentee of this novelty.

Bonney Shop-Knife

A strong, light shop-knife, consisting of a balanced handle and six razor-keen blades, comprises a new premium unit, known as Bonney Shop-Knife No. 109. The manufacturers recommend it as just the thing for lots of jobs where an old pocket knife might be used but isn't because it is dull. Useful on upholstery, top material, rubber, leather, for cutting gaskets, shims, cardboard and even for scraping stickers from windshields. It's also good for opening cartons, the makers, Bonney Forge and Tool Works, state.

Jiffy Coin Purse

The Jiffy coin purse, presenting a new way of keeping your change, is the latest convenience by the Jiffy Coin Purse Company. It is designed so that the coins cannot fall out and permits removing any desired amount on any occasion, the coins being kept in separate rows. It holds over \$4 in change and has a pocket for larger coins and bills. Furnished in calfskin, it can be had in a full range of colors.

"Squeezit" Bottle Opener

Squeezit is the name of a new type bottle opener designed by Chase Brass & Copper Company. It operates easily by a pressure of the hand and holds the cap once it is removed. It is attractively styled and at its low price is a good premium unit.

Politics Adult Game

Politics, a remarkably interesting adult game, has been introduced by Parker Bros., Inc., as a companion game to the widely popular Monopoly. They report that demand for this game is exceeding all expectations, stimulated no doubt by the interest in the many elections to be held this year.

New Pitch Book

Irving Leder, Nutrix Novelty Company, publisher of pitch books, announces a new number which he reports as scoring heavily. The title of the book is *The Bronx Cheer* and it contains a variety of humorous recitations. Mr. Leder is well-known among the boys working box and has built up an extensive trade.

New All-Wave Filter

Master Radio Laboratories, manufacturer of radio units, announces the introduction of its latest product, All-Wave Filter. Louis Levy, manager of the concern, is an expert demonstrator of radio units and feels that in this device he has produced just what the boys have been looking for on account of its efficiency and price. Levy is well known in Pitchdom.

Van Housen's Favors, Inc., has published a new catalog listing many reduced prices on favors, decorations and carnival supplies. A full and complete line of paper hats, noisemakers, nut cups, Japanese lanterns and parasols, costumes, masks, decorations, crepe fringe, artificial flowers, committee badges, favors and hundreds of other items are listed. This concern is also well known to the carnival field as a source of wheels, games, dart boards, dice, concession awards and the like.

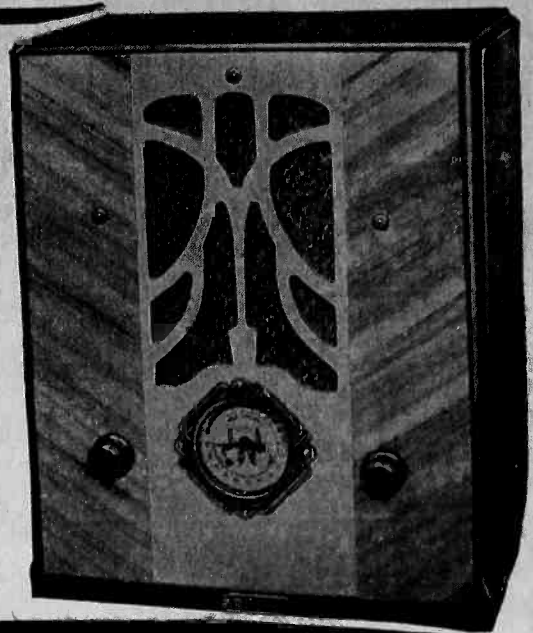
RADIOS BEST BUY

5 TUBE Long and Short Wave Reception, AC-DC. Volume Control. Full 6 1/2" Dynamic Speaker. Airplane Dial. Five RCA Licensed Tubes. Two-Tone Shaded Walnut Cabinet. Hand Rubbed Piano Finish. Cabinet and chassis manufactured by us—that's why this 5-TUBE SET is the **GREATEST BUY IN RADIO.** Rush 25% Deposit with Order, Balance C. O. D., F. O. B. New York.

Catalogue on Request.

SAMPLE	LOTS OF 6
\$9.25 EACH	\$8.75 EACH

PLAYLAND SUPPLY CO.
118 East 28th St. NEW YORK



CASH IN NOW
On This Sensational Low Price

Per Gross **10.50**
No. B4C12

Midget Vest Pocket Flash-light. 3 in. overall, 5/8 in. diameter, metal case, enameled in colors, nickel-plated ends. Complete with Bulb and Batteries. 2 dozen assorted colors in carton.

Ingersoll MITE WATCH

1.50 Each
Sample Watch **1.60** Each
Former Wholesale Price \$9.33 Each.

B1W78 — Chrom-lum-Plated Case with Open Link Metal Band or Leather Strap. Silver Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

N. SHURE CO.
Adams and Wells St. CHICAGO

NEW EASTER NOVELTY CREATIONS

EASTER RABBITS AND ASSORTED ANIMALS.
Brilliant Colorings—Clever Costumes—Novelty Shapes—All Sizes and Priced for All Purposes. Chocolate Jumbo Rabbits—Giant Easter Eggs, Etc.

A WIDE SELECTION OF MERCHANDISE as Trade Stimulators—Leaders—Coupons, Also for Card Contest and Attendance Prizes.

Illustrated 1936 Catalog Ready Soon.
Listing Hundreds of Popular Priced Items for the Premium, Concession, Novelty, Specialty Trade. Please State Your Business. Get on Our Mailing List Now.

WISCONSIN DELUXE CORP.
1902 No. Third St. MILWAUKEE, WIS.

A NEW MODERN BED-LITE
with the appeal that SELLS!

This new Hy-Art Bed-Lite is the latest in smart modern design. Made of genuine Chromium fittings with a glareless, frosted glass cylinder and completely wired, including bulb. Its smart appearance, its adaptability to every type of interior makes it an item that is irresistible to your customers. And there's a wide profit-margin for you at our low price of **12.00** Per Doz.

JOBBERS: Write for special discount prices.
HY-ART LAMP & SHADE CO., 35 West 31st Street, New York, N. Y.

B & N'S APRIL VALUES

RUBBER SQUEAK RABBIT. Gross \$3.50
CHROMIUM SAIL BOATS. Dozen 1.50
AUTOMATIC WIND LIGHTERS. Dozen 1.35
PUR-O-WITE SHOE POLISH. Dozen 40c
NEW BOB WHITE SHOE PASTE—In Tubes. Each in Individual Carton with Sponge. Dozen 72c

Please Include 25% deposit on all C. O. D. orders.
Order From This Ad or Write for Our Big Free Catalog.

B & N SALES — Same Day Service

DALLAS, TEX.—1914 Main St.
CLEVELAND, O.—1444 West 3d St.
CINCINNATI, O.—1005 Vine St.
CHICAGO, ILL.—115 South Wells St.
DETROIT, MICH.—527 Woodward Ave.
MILWAUKEE, WIS.—1006 No. 3d St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—967 Liberty Ave.

Order From Your Nearest Branch

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS
Always Fast Sellers!

Royal Crest BLADE

B1787—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.
B1789—Czecho 5-Blade Toothpick Knives. Gross, \$1.85.
B1759—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

Automatic Wind Lighter \$16.50 Gr.
Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

THE NATION'S SELLING SENSATION!
Full Size **LETTER DUPLICATOR**
\$3.00 COMPLETE

Ideal for Mail Order Operators

Lowest priced full letter size Stencil Duplicating Machine in world! Does same type work as \$150 Machines. Big demand from office, stores, factories, restaurants, churches, etc. Prints in a jiffy in one or more colors; letters, letterheads, advertising, menus, circulars, art work, etc. Complete with ink, stencil supply and full directions. Lasts lifetime. Simple, a child can operate. **BIG PROFITS TO YOU** selling everywhere. Enormous repeat sale of supplies. Territories open for live wires. Write or wire for details.

ROCKET DUPLICATOR CO.
Dept. B-872, 3317 Madison Rd., Cincinnati, O.

Streetmen's SPRING SPECIALS

FLYING BIRDS. Gr. \$1.00, \$2.00 and \$2.75
BALLOONS, asst., large round, asst. designs, bright colors, Gr. 2.90
BALLOON STICKS, best quality, Gr. .25
CELLULOID PLUME DOLL WITH BELLS, has spring attached, same as fur monkeys, suitable for canes and motor cars, Gr. 8.40

FUR JUMPING MONKEYS, metallic hats, Gr. \$4.50
WONDER SHELL FLOWERS, Gr. .75
WONDER SHELL PARACHUTE, Gr. .80
WONDER FLOWERS IN POT. (New fast seller), Gr. .80
RABBITS, TONGUE AND TAIL Squeeze, Gr. 4.00

Order from this ad. 25% with order, balance C. O. D. Use Air Mail. Complete Sample Line of Above Items, 40c in Stamps.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

NEW WATCH VALUES

Complete Line of Imported Watches, Trade Mark "DU BARRY" NEW and Absolutely guaranteed **NO REBUILTS.** Order Today. Send for Circular. It's FREE.

BUY DIRECT FROM IMPORTER

Rectangular Wrist Watch. 411. **\$3.00**

Baguette Wrist Watch. 014. **\$3.75**

H. A. JEFFREY, 170 BROADWAY, NEW YORK, N. Y.

Here's our Guarantee and Challenge

No Matter Where You Are You Can Buy Merchandise From Us in New York Delivered to You at a Lower Price Than You Now Pay. If This Is Not So We Guarantee To Make Good the Difference.

For your GENERAL MERCHANDISE, NOTIONS, SUNDRIES, TOILETRIES, RAZOR BLADES, NEEDLE BOOKS, etc., order from previous ads or at lowest prices advertised and we will ship accordingly.

20 Years of Price Leadership is your assurance of getting the Best Values on the market. Postal brings FREE Catalog. Now Located in NEW YORK only

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK



The Morris Struhl Company, New York, is pointing the way in a most worthy cause by offering to donate 2 per cent of all mail-order sales received between April 1 and 8 to the Red Cross for the relief of flood sufferers.

Edward S. (Slim) Johnson and Hyman Schreiber, of the Midwest Merchandise Company, Kansas City, left March 28 for an extended trip thru Texas, Arkansas, Kansas and Oklahoma, expecting to call on many carnivals en route.

Walter J. Leatherow, Eastern representative of the Oak Rubber Company, recently visited the factory at Ravenna, O. He is enthusiastic about the new line of balloons the company has created. Leatherow makes his headquarters in Newark, N. J., and is well known to the balloon trade, having been associated with the field for the past 20 years.

An electric rotary clock is being introduced by the Florn Company at a popular price. The factory in New Jersey is going at capacity and larger quarters have been taken to fill orders already received. In addition to the work involved in marketing their new clock, Joe Florn and Bill Hornig are making a new line of boudoir clocks which they will be ready to announce soon. Joe expects to take a trip through the Middle West in the near future and Bill will cover the East.

Saul Goldfarb, of the Goldfarb Novelty Company, recently returned to New York from a trip which carried him to the Pacific Coast. During his visit he conferred with numerous manufacturers of novelty specialties. The outcome of these meetings resulted in the development of a line of items especially designed for the Texas Centennial.

1936 SEEN AS—

(Continued from page 58) together with pasters and instructions to the operators.

Other manufacturers are following suit and in many outlets their packings contain free boards, with the many necessary materials for the use of the board and also display racks for the merchandise itself.

Such action on the part of manufacturers plus the efforts of the premium jobber firms has brought about a very optimistic salesboard operating condition.

Many of the operators have found it more profitable to watch the popular trend in merchandise as featured by the larger retail outlets and have purchased this merchandise, being supplied with photos and pasters by their merchandise firms, and have been using blank boards to gain greater play than ever before.

The action of these operators is beginning to spread all over the country and more and more are trying the system which tends to tremendously boom the entire sales field.

The use of blank boards featuring the very latest and best in merchandise also seems to have a tendency to somewhat dull the very sharp edge of competition in the salesboard field. This, in itself, is creating more and more enthusiasts for this type of salesboard feature, and therefore such use continues to grow in popularity.

The resultant effect of this new salesboard method has been to tremendously increase sales in the merchandise-premium field and has created tremendous interest from the standpoint of seeking new means for developing further along this line.

JAPANESE INDUSTRIAL—

(Continued from page 58) novelties of cloisonne and of enamel and woods and metals were among the many attractive items on display. Tea sets of unusually striking and colorful design were predominant. Glassware of every sort was on display. Some of the sets ranging in the \$35 category were the

most beautiful ever seen in this country and can be matched with anything which Bavarian china can show.

In the porcelain and glass exhibitions, for which Japan is famous, the Sasaki Glass Ten displayed a number of items which are certain to find their way into the premium merchandise industry. Ash trays, flower vases, ice sets, tumblers, butter boxes, cheese plates, fruit sets, tea sets, tumblers, etc., were also shown by this firm.

In the lacquered ware display the firm of Akita-ken Kawazure Shikki Shikenjo showed a very large variety of items. All of them in fine taste, all of unusually beautiful workmanship and all fit for the finest trade.

In the metallic wares the beautiful, modernistically designed clocks of the firm of Yoshida Tokeliten and of Tokyo Tokel were noteworthy.

In the wooden merchandise were unique hand-carved paper knives by H. Yamamoto, cigaret cases and boxes by K. Fujiki and many other unusually attractive items. The Japanese are hard to equal in the wood-carving field.

The general goods line was very large and varied, ranging from bon-bon boxes to necklaces and parasols. There was an unusually fine display of ivory works manufactured by the firm of Shokosho Kogei Shidosho.

There was one of the largest displays of porcelain ware ever seen by Shokoso Tojiki Shikenjo of Kyoto.

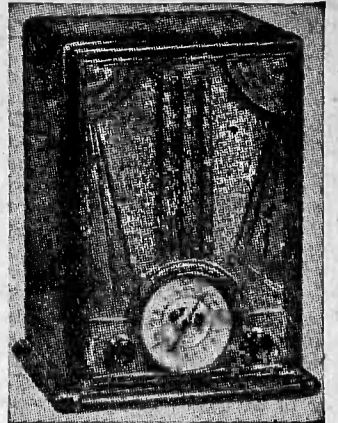
It is certain that if such Japanese merchandise gains a foothold in this country there will be a much better general opinion of the manufacturing methods of that country and the belief is that the American manufacturer will find competition on a keener but much more fair basis.

GOOD FIELD FOR—

(Continued from page 58) as to enter the higher priced merchandise field for premiums as an inducement for member-getting on a wholesale basis. For instance, for groups of new members brought in by a single member the prize is so valuable that it is really something worth working for. Popular merchandise for 10 new members, or more or less, depending upon the amount of profit in a membership, includes such items as auto radios, gladstone bags, sporting equipment, all-wave radios, movie cameras and the like. Properly handled, membership campaigns need not require a very long time to produce the desired results if the right type of merchandise is offered. Most clubs have house organs or monthly bulletins which may be utilized to good advantage in stimulating interest among members. Because of the quality and value of the awards it is usually necessary to require that the check for all new members' dues must accompany each application.

Merchandise that is useful and of durable quality is bound to pay dividends not only by maintaining the good will of present members but of assuring a sustaining membership at all times by providing the incoming new members the same opportunity to gain valuable awards.

STEINBERG-CARLTON RADIO



The most remarkable radio value ever offered! This Model 710, 5 Tube AC-DC Receiver (Ballast metal tube) highly engineered TRF circuit, manufactured under RCA license, full moving coil electro-dynamic speaker, new illuminated aeroplane vernier dial, Type 43 output tube, built-in aerial, ground unnecessary, oversize chassis construction, sturdy attractive cabinet, beautiful tone. Tubes: One 6c6, one 6d6, one 43, one 12Z3, 50b2. For 110-120 volt operation. Size: 7 1/4" x 9 1/4" x 6 1/4". Shipping weight 6 lbs., 11 ozs. There is no radio on the market \$8.74 to match this. Your cost... \$8.74 Net (List Price, \$17.50.)

Order today! 1/3 Deposit, Balance C. O. D. F. O. B. Brooklyn, N. Y. **IMPORTANT—**A few exclusive territories still open! Write or wire today for further information. **Steinberg's - Carlton Radio Co.** 413 Knickerbocker Ave., Brooklyn, N. Y.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog. **ROHDE-SPENCER CO.** Wholesale House, 223-25 W. Madison St., Chicago.

French Flapper Dolls



No. 96 \$24.00 Doz.

Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% With Orders. Jobbers & Distributors Wanted.

STANDARD DOLL CO. Inc. 36 E. 12 St., N.Y.C.

Dr. Townsend Pictures!

Here's a Natural. 11x14 Pictures in beautiful natural colors. From authentic life-sized portrait. Sell easily for 35c. Just right for framing or to hang in window. Every Townsendite wants one. Send 25c for Sample and Wholesale Price List. Nice Profits. Act Quick — Be First. Townsend Clubs All Around You. **GAIR MFG. CO.** Dept. B-2, 1916 Sunnyside, Chicago.

APRIL FOOL JOKES

Send for SPECIAL BULLETIN or ORDER from List Below. Exploding Matches, Cigarette Plugs, Fake Bedbugs, Cigarettes Under Glass, all 30c per dozen; \$3.25 gross. **APRIL FOOL C.A.D.Y. REAL CHOCOLATES** with HOT Pepper, Garlic or Sponge Rubber Centers. In Bags, per doz., 65c; Boxed, 90c doz.; Bulk, \$1.00 a C. Loaded Cigars with Spring, Snake Cigar Lighter, Combination Cigarettes under Glass and a Bangs Match Book in Glassine Env., all 55c doz. Pflaifters, Poo Poo Pillows, Rubber Squacky Fruit; George, Take Your Finger Out!, set of 8 Nested Boxes, NERTZ the Panty Handkerchief, Bending Spoon, Trick Fountain Pin (rib jumps), Squirt Eyeglasses, Snake Suitcase, Squirt Camera, etc., all at 75c dozen; \$8.50 gross. Solid Knife, Solid Scissors, Snake Book, Trick Soap, Doggonit That Pile of 7, Fake Spider, Rubber Hot Dogs, Snake Radio, all at 50c dozen. Snake **CASHEW NUT CAN WITH RATTLE**, Snake Cream Jar, **BEST Snake Jam Jar**, **TRICK Coat Hanger**, **BEST Dribble Glass**, all at \$1.30 per doz. Our Catalogue has over 2,000 Tricks, Jokes, etc. Send time for it or \$2.00 for 50 Different Samples. **MAGNOTRIX NOVELTY CORP.**, 136 Park Row, New York.

EASTER RABBIT

Dressed in Sport Outfit of Bow Tie, Jacket and long, white, striped Trousers, made of brilliantly colored plush. Twenty-five inches tall. **PRICE, POSTPAID, \$1.00 EACH.**

OCEAN NOVELTY CO. Box 42 Kensington Station, Brooklyn, N. Y.

AMERICA'S LEADING MANUFACTURER OF **FELT RUGS**

Lowest Prices. Sample, \$1.35. Postage Prepaid. **EASTERN MILLS, EVERETT, MASS.**

Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

- S51N—Electric Sandwich Toaster. Ea. 90c
- C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set. 90c
- B33—8-Quart Aluminum Waterless Cooker. Each 98c
- \$8901—"Reverso" Two-Slice Electric Toaster. Each 90c
- B26—Table Flatware Set. (26 Pieces.) Set. 95c
- B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each. . . 95c
- B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS TERRE HAUTE, INDIANA

Every \$1.00 Gets you \$5.00

Yes, sir, a real profit. Goodrich Home Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distr. write for low gro. prices. Best season ahead. Sample, 10c.

GOODRICH, 1500 W. Madison, Dept. BQ-4, Chicago.

2% OF ALL CASH MAIL ORDER SALES RECEIVED BETWEEN APRIL 1-8 WILL BE DONATED TO THE **AMERICAN RED CROSS**

FOR THE RELIEF OF THOSE POOR UNFORTUNATE FLOOD SUFFERERS. BY BUYING NOW YOU WILL AID A MOST WORTHY CAUSE.

MORRIS STRUHL 114 PARK ROW NEW YORK, N. Y.

A BEST SELLER and the RIGHT PRICE

Resulting from 37 years' experience in the business. These bags, suitable for Knitting, Sports or Shopping, are made of Heavy Crash, Terry Cloth, India Prints and many other materials. All assorted colors and patterns. To retail at 59c and up. The numbers illustrated retail at \$1.00. Special prices to jobbers and in gross quantities. **JOBBERS PROTECTED—** Write for prices on gross quantities.

VARIETY HANDBAGS, Inc. Manufacturers 114 MADISON AVE. NEW YORK, N. Y.

No. 186—20"x11" Wooden Handle. Just the bag for large needles and beach wear.

No. 3018—Nickel-Plated Frame, 11"x8" opening, Double handles, Special opening for needles.

YOU DECIDE

Whether we deserve your business. We are located centrally in the U. S., making transportation cheapest and speediest. We guarantee that we will not be undersold, value for value.

SPRING ITEMS

- MOTH TABS—Med. Size. .24
Dozen Giant Size. .45
MOTH CRYSTALS—8-Oz. Cans. .66
BOWL DEODORANTS—Cellophane. .30
WHITE SHOE POLISH—4-Oz. Dozen. .36
IODINE—Large Size. Burette. Caps. Glass. 3.60
ABSORBENT COTTON—2-Oz. Size. Gross. 5.40
ALUMINUM CLEANER—6-Oz. Cans. Gross. 2.75
PERFUME—2-Oz. Bottles. Cellophane. Gross. 2.45
A. & N. NEEDLE BOOKS—Gross. 1.15
7-Cake SOAP ASSORTMENT—Per Box. .09
CASTILE SOAP—8 Bars in Box. Box. .05
CASTILE SOAP—Ea. in Box. 2.40
WITCH HAZEL—16-Oz. Bottles. Gross. 9.00
RAZOR BLADES—Pkgs. of 5. Per 1,000. 2.40
13-OZ. TALCUM—Giant Can. Gross. 6.50
PETROLEUM JELLY, No. 2—Size. Gro. 2.45
HAIR POMADE—2-Oz. Cans. Gross. 5.00
CHOCOLATE LAXES—8 in Tin. 2.50
SHAMPOOS, 6-Oz. Fluted Bottles. Gro. 4.80
NAIL POLISH REMOVER—2-Oz. Doz. .48

Service assured same day order received. 25% Deposit with Order, Balance C. O. D.

MILLS SALES CO. 27 S. WELLS ST. CHICAGO, ILL.

BENGOR'S SPECIALS

- Double-Edge RAZOR BLADES—Cello. Wrapped. Per 1,000. \$2.90
Single-Edge RAZOR BLADES—Cello. Wrapped. Per 1000. \$5.00
VELVET AUTOSTROP RAZOR BLADES. Per 100. 65c
PALM & OLIVE OIL BRUSHLESS SHAVING CREAM—Giant Size. Each. 4 1/2c

25% Deposit, Balance C. O. D. SEND FOR FREE CATALOG.

BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases. 7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.85. FLASH CARNIVAL WATCHES, 50c Each.

CRESCENT CITY SMELTING CO. Old Gold and Silver Buyers and Refiners, 113 N. Broadway, St. Louis, Mo.

100 DOUBLE EDGE BLUE STEEL BLADES 35c

1000 FAST SELLERS FREE CATALOG RELIABLE MDS. CO. 657 W. Madison St., Chicago.

REPLICAS IN FAVOR

(Continued from page 58) replica of his plant in a combination premium and product offer.

A steamship line gives its winter cruise passengers a ship replica as a trip memento, creating a focal point for recommendations leading to additional business.

SECRETARY LAUDED

(Continued from page 39) position as ambassador to the court of St. James.

Seeing Is Believing

No great change in the habits of any people has ever been wrought without effort. Political principles, moral reforms, religion itself—all of these have only been spread and advanced by societies or enthusiastic groups working toward a common goal.

In the olden days we used to have barn raisings, when the neighbors would all come at one time to help build a structure. This large group working together could build the barn easily and quickly where one man alone might break his back in attempting to raise one rafter.

entire membership. Likewise, a humbug exposed by one fair need never trouble the others. All of the societies of the State are, in fact, one and have the multiplied strength of all.

The great purpose the county fairs serve is thru their annual exhibitions. They have the best means ever invented for collecting the evidence and satisfying the people as a whole with regard to an agricultural or an industrial subject. No sensible man would change his mode of cultivation or throw away his old implements for others unless he knew he were doing so for the better.

Real Budget Demanded

Maximum results cannot be achieved at a county fair unless that county fair has a carefully prepared budget and knows where it is going financially. Of course, we realize that the most scientific budget can be knocked into a cocked hat by adverse weather conditions. By a carefully prepared budget I do not mean simply a statement setting forth what it is expected will be spent, balanced in the other column with what is hoped will be received.

A fair operating without a planned budget reminds me of the airplane that went haywire about 5,000 feet up. Only one of the two occupants had a parachute. I might say—in parentheses—that he himself was a speed demon.

A planned budget is a parachute in the fair business. The action may not be as spectacular but the prospects of landing safely are much more certain. It is needless to say that no set rule can be established for achieving maximum success at a county fair that will fit every community and condition.

The premium offerings of a county fair should be spread out in such a way as to cover every possible productive activity of the county which can be best advanced by competitive exhibition. The amount of premiums to be offered should be governed by the amount of State aid to which the fair is entitled plus such additional revenue as sound business judgment will indicate can be allocated from the other revenues of the fair.

Danger of Overselling

In the presence of some booking agents I recently made a statement for which they unanimously jumped down my throat. I am going to make it again, however, and once more call their attention to the fact, as I stated then, that it is far better for them to sell a bill of acts for which they can reasonably expect to be paid than it is to oversell the management and at the conclusion of the fair receive not a check but a polite letter of regret that "the fair sustained a loss and will not pay out this year."

The statement I make is this: That in the planning of an entertainment program for the fair the seating capacity of the grand stand should be figured out. Upon the basis of previous patronage an average should be struck and the attractions should be bought on such a basis that they can be sold to the

public at a profit to the fair. In a well-regulated fair the grand-stand attractions should not only draw the people to the fair; they should show a black balance which can be used in the promotion of educational features of the institution. But that is not always the case. So as not to tread upon the toes of anyone in this audience I have gone into the 1935 financial statements of the county fairs of another State. It is interesting to note that the fair showing the largest profit, \$37,099.82, has grand-stand attractions and races which cost \$18,070.95. The grand-stand ticket sale was \$23,594.72. This particular fair boasts a substantial cash balance and has no indebtedness. The biggest loss shown by a county fair in that State was \$1,953.21. The grand-stand attractions and races cost \$4,205.40. The grand-stand receipts were \$1,153.

There is no sound reason why the entertainment features of a fair should be subsidized by revenue from other departments. Rather, the entertainment departments should subsidize the educational departments. There are those who say that in figuring the grand-stand receipts the outside gates should be considered; that people were attracted to the fair by the program being offered in front of the grand stand; that some proportion of the outside gate receipts should, in a manner of speaking, be credited to the grand-stand account. Well and good, but in the case of the last-mentioned fair, the total combined revenue of the outside gates and the grand stand was \$4,981.73, only \$776.38 over the cost of acts and races.

Look at it from another angle. There were 2,888 people who each paid 25 cents to see the afternoon racing program. From them the fair received \$722 for a racing program which alone cost the fair management \$1,079. To this must be added the pro-rata cost of the acts used in the afternoon and the administrative overhead.

We have another interesting instance where the grand-stand receipts for afternoon and evening amounted to \$1,716.04. The races cost \$2,522.29 and attractions \$2,902.01. The present indebtedness of this institution is over \$21,000.

Vigilance at the Gates

Another angle of the thing that should be considered is the change in the habits of the people who attend county fairs. In this particular State to which I am referring the aggregate grand-stand attendance at all of the county fairs during the afternoons was 220,491; at night, 218,139. The important point is that in 1935 the afternoon grand-stand attendance increased 70,483 over 1934, while the night attendance increased 82,938 over 1934. The tabulation indicates that this was the largest night attendance since 1916, the beginning of their tabulation, while the afternoon grand-stand attendance was exceeded by every year from 1915 to 1930. From this it is apparent that with our good roads, our more rapid means of transportation and the easy accessibility of the fair from all parts of the country an important factor in the achievement of maximum success lies in putting greater thought and emphasis upon the night attractions.

After board, secretary and superintendents have given their best thought and effort to the staging of a fair; after co-operation has been secured from farmers' clubs, 4-H Clubs, commercial clubs and all other similar organizations; after newspapers have become enthusiastic supporters and salesmen of your efforts (and may I not say right here that the newspapers should be paid a reasonable sum for the publicity which your fair receives; it is just as unfair to ask the editor to give without charge the space which is the only thing he has to sell as it is for you to expect the hardware man in your town to take down from his shelves and give to you as a donation a sufficient amount of paint to brighten your buildings), after all of these things have been done and all preparations have been made to open your fair, for the love of Mike, watch your gates.

Don't find yourself in the situation of the sheriff who discovered that a notorious bandit had escaped his custody. Needless to say, he was on the warpath and was raising Cain with his various deputies.

"Escaped just like that, huh —? Aren't you guys getting paid to guard all the exits?"

"Yes, sir" one of the meekest deputies replied, "But, by golly, we forgot to look after the entrances!"

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PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

"HAVE TO DICTATE . . . this pipe to the missus as I was unfortunate enough to get hit by an automobile March 21," scribes Doc George M. Reed, Youngstown, O. "It happened on my way home from market. While I am not seriously injured, I was bruised and pretty well shaken up. This makes the second time in five years I have been hit and such a bump does the body no good. While I am getting in shape again I would like to hear 'em from Frank Libby and Art Cox. My old friend Tom Kennedy closed a four weeks' stand here with gummy recently, and departed for Fairmont, W. Va. He is working chain stores. Tom is sure one of the neatest gummy workers I have seen for many a day. He has a beautiful package and a neat frameup. Charles Price, ace sharpener worker, is getting good pass-outs in a local chain store. He is one of the neatest and cleverest workers in the game and always ready to help a brother pitcher with honest, straight dope. The weather certainly has been bad here. Where is Bert Hall? Hope he was not in the flood at Bellaire, O. Would like to read pipes from all the boys and girls who were in the flood sections. Pipe in and let us know if you are okeh. Don't know how soon I will be at it again, but will try to make it soon."

"THE WINDY CITY . . . looks pretty good after a four months' absence," writes B. E. (Frenchy) Thibaut. "Seen on Maxwell street last Sunday (22) were Frank De Graw and family, working shampoo to good results; Jimmy Miller, Soapy Williams, and the Count cutting up jackpots; Chief Red Feather, herbs; Jimmy Ross, horn nuts; Al Metzler, cassia fistula; Al Rice, working oil from the De Graw trailer; Gypsy Brown, oil, and about 18 others I didn't know. Jake Fox, with Fruit-Lax, and Neaisha, scopes, going strong in Madison street store. Frank Seigley, grand old man of sharpener fame, just came in from St. Louis and is working factories and corners to good results. Al Rice and I have been working a parking lot in the Loop for the past few days with watches and blades, but don't know how long it will hold out, as the Loop is about closed. We will swing to rad and X-rays if things go all right. Would like to see pipes from 'Ma' Vogt, Art Cox and Frank Vail. Limber up the old wrist and shoot 'em in, boys."

"PITCHING HAS CERTAINLY . . . proved capable of developing an unfinished product," tells Stanley Anderson, Boston. "After seven years trouping all over the country, at the age of 26 I have made a connection with the Doughnut Corporation of America, having supervision of 66 5 and 10-cent store outlets in the New England area. Have been in Baltimore, Pittsburgh and Portland, Me., the past three weeks. Did not run across many of the boys. Judging by Pipes I should say that Texas has acquired a good share of the boys. I would like to read 'em from Blackhawk and Ed Colvert. Wonder if Ed remembers those two turns we were getting in Rochester last summer. Wonder if some of the boys will recall telling me to lay off (polish) working Cincinnati, Dayton, Indianapolis, etc. Those spots were good for me. Let's hear from all you boys around the Midwest, including Ted Harris."

"SAM LEWIS' STORE . . . is going over big in Worcester," pipes Horace Van Camp from Boston. "A new store opened on Washington street in Beantown last week under Doc Edison Perry. Joe Krause is touring Massachusetts on lecture. He recently donated for a pitcher's home at Halifax, N. S. Tommy Barrows is still in the hospital and Joe Thayer has a spot in the Clarendon Hotel lobby. Billy Rand is writing a life story of the pitcher. Jack Davis is selling rings and Al Weston has become manager of a Boston novelty house. By the way, I would like to

know who is the original Harold Woods. They are both from Newark, N. J. I say the original Harold Woods died two years ago. Any info?"

"HAVE BEEN A . . . reader of *The Billboard* for years," says L. Kidd from Baltimore. "Biz in this section is fair, with considerable interference from the weather man in recent weeks."

"STARTED MY . . . outdoor season today (24)," cards Johnny McLane, Rome, N. Y. "Worked a shop at noon, then a pitch uptown. Things are good in this section, with the factories working three shifts. Would advise anyone coming here to first see the chief, as the local merchants protest if your line conflicts with theirs."

"TISHA BHUTIA . . . has been working med in and around Boston."

"WARREN LEWIS' . . . platform show will open in Ypsilanti, Mich., April 1 with a band and an 11-people outfit."

"WEATHER IS STILL . . . plenty chilly but we are holding out in a West Madison street store," tells Doc Harvey Broad, from Chicago.

DOC E. J. GOODIER . . . president of Universal Laboratories, Dallas, was badly injured when he fell in his plant recently while carrying a large glass container of liniment. In falling the container broke and nearly severed his left arm. He also sustained cuts on the face and burns on his chest, face and arms from the hot liquid. He is recovering in St. Paul's Hospital.

MAX MARGOLEN . . . dropped in the Cincinnati office for a visit Saturday. Max has been making several spots in and around the Queen City, including Hamilton and Dayton, and reports making several good scores. He leaves for Lima this week, and is set later for a scales joint in the park at Buckeye Lake, O.

JANE LLOYD PIPES . . . from St. Louis: "Have teaball demonstrations going at San Antonio and Houston stores. Have several dates set for next month."

"HERE'S A PIPE . . . to let the folks know I am still among the living and working as good today as I was 22 years ago," shoots Morris Kahntroff from West Palm Beach, Fla. "Am being welcomed back here in the very towns I have worked for that many winters. Have been here two weeks and worked two sales. Did very well. Same goes for Fort Lauderdale, Hollywood and other spots. Have helped some pitcher-men get spots and money and so far haven't even been thanked. So from here on out it's the single-o for me. They have really had unusually bad weather here this winter, the most cold and rain I remember in the 22 years I have been coming down this way. I sure was shocked to read of the death of my old partner, George Bedoni. It was thru him that I became a jam man back in 1915. We were partners during '20, '21 and '22, and an outstanding combination in the profession, if I do say so. May George rest in peace. I will never forget him and he will surely be remembered by all. I am still pretty good myself and don't take my hat off to anyone in the profession. My children are doing well in school and sent a happy birthday greeting to Earline Coyner. Wonder if Joe Davis and Lillian remember the birthday party at the Hotel Alma here in 1927. We have talked about it recently. What has become of Johnny Hicks and does he remember Lowell, Mass., two years ago?"

What has happened, Johnny? No pipes recently. Gene Golin is another who should pipe in oftener, also Study and the Schwadron boys. A. L. Clark, tell us how everything is around Texas. Is Sparks around and will Dallas be good for us? Let's hear from you boys. Same for Sam Jones and Crandall. What has become of Harry Laven and Bill Sherrick? Also would like to see word from Salem Bedonie, Robert M. Noel and wife. Have worked the Glades and it was very good. Driving a new Ford now."

WALLACE JACKSON . . . working a Sun-Foot corn med demonstration in a Cincinnati chain store, was a desk visitor recently. Wallace is doing a series of stores thru the Midwest and went to Louisville last week. He was formerly associated with W. Ray Johnston, president of Monogram Pictures, and was also in musical comedy business for 10 years. Says *The Billboard* is a wonderful traveling companion for the boys on the road and that he wouldn't be without it. Reports business as fair.

DICK BURLEY . . . comedian with the O'Neal show, Altoona, Pa., pipes: "This is sure going to be a great year in the coal fields of Pennsylvania, Ohio and Indiana. Glad to read the recent pipe from Toby Johnson. Let's have some more, also from Doc Harmon and B. F. (Kid) Kight."

TOM WATERS . . . oldtimer with med shows, now has a dance and eaterie at Gowan City, Pa. He recently visited his old place at Herndon and says the flood sure wrecked it. He writes he hears regularly from Charles F. Edwards, an old colleague of 40 years back, who is now stationed at Effort, Pa.

"THIS IS MY FIRST . . . pipe, from way down in Arkansas," scribes Doc H. W. Gardner, Searcy, Ark. "We wintered here, operating a tourist camp. We will soon take to the road, featuring the wife, 'Malwaha,' in a mental act, also a couple of character

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PITCHMEN, MEDICINE MEN

Store open on percentage basis. For sales write immediately.

S. J. WEISS, Main & Arch, Uniontown, Pa.

teams and plenty of music. Have spent my spare time this winter building a housecar for the wife, also have a new truck, with platform and all props built in. Would like to read pipes from the boys in Oklahoma and Texas. We will travel mainly thru Oklahoma this summer, making Mississippi and Georgia next winter."

"OPENED HERE . . .
yesterday (24) in a chain store," cards Tom Kennedy, Morgantown, W. Va. "Closed the 21st in Youngstown, O. Was booked there for two weeks, but biz was so good they held me over for another two weeks. Doc George Reed and Missus paid me a visit while there. Two swell people and real troupers. Fairmont, W. Va., next stop."

ELLA McDONALD . . .
of McDonald and Edwards, owners and managers of the Mack-Murray Players, med show playing thru Indiana, Ohio, writes from Marion, O., warning that some other outfit is using their good names and reputation to get dates and winds up by leaving towns in no condition for another show to follow. Mrs. Mack is taking steps to have the practice stopped but in the meantime wants the facts understood in order to avoid confusion resulting from the similarity in names under which the other shows are said to be operating.

"AM WORKING A . . .
court day on the sheet here, as pitching his out," tells Jeff Farmer, Dinwiddie, Va. "Working med Saturdays in Richmond. Some of the sheet lads here include Harry Mobley, Joe DeMarco, Johnson and Spencer. No one getting rich, but all getting some. Am planning a new house trailer with a public-address system and will hit the road right then. More anon."

GEORGE J. (HEAVY) MITCHELL . . .
is working Gary, Ind., and cards: "Found Scott here working blades and he is a nice clean worker. Also saw Chief Red Feather (Louie Burton) working his old favorite spot. Hope to spend some time in Indiana this summer. The steel mills are working full blast. Got a letter from Johnny Vogt from Spokane, Wash."

"OPENED A MED SHOW . . .
in Olive Branch, Ill., March 9," tells Chief Grey Fox, Simpson, Ill. "Stayed there a week to fair business. This spot is a real tank but there seems to be plenty of money. Had a hard time getting it, as a previous show left plenty of heat. The roster includes Gaynell Swan, song and dance specialties; Hilda Goodman, straights and comedy; Jack (Smoky) Howard, song and dance specialties, blackface and producer. I do the lectures and also some straights. Let's read 'em from Jack Swan and Rolling Cloud."

INDEPENDENCE, KAN. . . .
date and cancellation brings one from Edgar F. (Pan Lifter) Clark: "Worked here Saturday on o. m. Good spot on corner. Worked Oklahoma and Texas thru the fall and winter to good business. Most towns are open and trade lots to o. m. Will work Kansas, Colorado and the Northwest this summer. Pipe in, you West Coast fellows. Will be in Denver about April 15."

"HERE'S A BIT FROM . . .
Hoot McFarland's Aurora, Ill.," tells Charles C. Snellenberger. "Just up from Texas and Oklahoma. Biz fair down there. Saw my folks in St. Louis. They

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Pitchmen I Have Met

By SID SIDENBERG

I have known Clifford Stevenson for a long time. He is one pitchman in the business that can jump on a carnival and work the front of a show and still jump back into Pitchdom and work medicine in window of a drug store and act and feel like he is in perfect accord in either line.

I often wondered what Stevenson really did. He told me along with many of the other boys that he worked medicine, but I never was able to catch him while he was doing it. For a long time he kept me wondering if he really was working med—if working at all. The first time I saw him work was on a carnival front and I will say that he was putting the patrons in in a 10-in-1 show in large numbers. Right then and there I couldn't figure this fellow out as a med man, for he is the first one that I ever ran into that worked in such contrast and at the same time in such perfect control.

Well, recently I saw him work medicine, and must say the boy is good—better than good. His flash is perfect and his talk over his public-address system when working a window is a masterpiece. He talks on the different organs of the human anatomy, pointing to anatomical chart hanging in the window displayed along with the different ingredients in the latest style glass drug containers. His makeup in a spotlessly clean, white uniform of the medical profession attracts huge crowds that come into the store and if not with the intention of buying have found themselves to be willing purchasers before they left.

Stevenson had plenty of medical experience during service with the medical corps in the World War. As a hospital attache with the American Expeditionary Forces on the front lines in France as an assistant to the M. D.s in charge of the units he obtained a training in medicine and the care of the body. Right after his discharge from service in the war he re-enlisted and was sent to China. He was soon recognized as a medical expert, which is cited in his discharge from the army for meritorious work on special duty in vaccinating thousands of Chinese in the fight on paratyphoid and diphtheria, which was prevalent in his district during his service in China.

Landing in Los Angeles after his discharge he became acquainted with Doc H. Howard, well-known West Coast med pitchman, who took Clifford under his wing and taught him the fine points of med-purveying—and I must say that Howard gave him the complete course, for Clifford is one of the best.

Stevenson is 36 years old, a Mason, and calls Long Beach home.

are planning a real joint for the fairs this summer. Let's have pipes from Harris Webster, D. Roberts, Bert Hull and the rest."

POLITICAL BUCK

(Continued from page 3)

ment of a statute permitting the switch. Meantime Bob Moses, city's park commissioner, blandly asserted that the fair will never come to pass and went ahead with plans for completing Grand Central parkway extension thru Flushing Meadows, Queens, the commissioner saying that he could wait no longer.

George U. Harvey, boro president of Queens, announced yesterday that he would raise the money, and following his statement the city board of estimate, on a motion by the mayor, adopted a resolution asking the governor to send a home-rule message to the Legislature to pass the Brownell bill enabling the city to lease the Meadows to the World's Fair Corporation. Governor Lehman said he would comply with the suggestion. President Harvey said he would raise the money anyway, regardless of

what the State does.

The Times editorialized: "It is regrettable to find that matters have now reached a standstill." The World-Telegram: "The fair leaders have done their spade work with eminent success. It now remains for city and State to do their part." The Herald Tribune: "Little progress has been made owing in part to political complications. Every week's delay in settling the governmental preliminaries holds back the entire fair project. Chicago's experience shows that unless work is begun well in advance the inevitable delays make it difficult to have the opening on schedule."

Board of directors of the fair held a two-hour meeting and decided to suspend all activities with the following resolution:

"Resolved, that the board of directors adjourn subject to the call of the chair, that call to come when adequate appropriation by the public authorities has been made for the preparation of the site of the 1939 fair and the general enabling legislation now pending at Albany enacted."

NEW PLAY

(Continued from page 19)

nitions maker, the Russian and the vaudevillian keep their heads and retain their points of view—and even the Russian is sufficiently affected to tell her money-man where to get off, getting left at the hotel for her pains. What little action there is concerns the vaudevillian's discovery (and this seems hilariously witty to ermined Theater Guild audiences) that the Russian is a lass who once slept with him in room 974 of the Hotel Governor Bryant in Omaha. He stays at the Alpine hotel with her, and they crouch in each other's arms as French planes attack the near-by Italian airbase.

As a romp for the Lunts—with Alfred having a field day as the vaudevillian and Lynn burning the Russian to a burlesqued crisp—this is all very well. The annoying thing is the claim, as anti-war preachment, as a wryly serious excursion into contemporary thoughts and attitudes, that the play tactly makes for itself. Mr. Sherwood, judged on present evidence, lacks the wit for serio-comic investigation or the depth for comprehensive study. All he brings to his task is a barrage of not very funny wise-cracks patterned weakly after the Boy Meets Girl mode, plus the insistently sophomoric irony which has marked many of his previous plays. This last is excellently exemplified in the lines, evidently supposed to be ironically startling, which give the play its title.

In addition, he never brings his characters to life, never bringing their beliefs or their emotions home to us simply because he never makes us either believe in or care for the characters which express them. Even the reversions in the last act are made totally unconvincing. He presents a stageful of farce puppets uttering self-consciously smart wise-cracks, alternated with discussions of the most serious problem that faces the world today. Mr. S. M. Behrman can indulge in such alternation; Mr. Sherwood, unfortunately, can't.

In his favor, however, it must be said that he does try to give all sides a chance to speak—which brings up other unfortunate comparisons with the work of Mr. Behrman.

Mr. Lunt, as the vaudevillian, horses around the stage in merry and immensely effective mood, creating a vicious and at the same time sympathetic caricature of the boys who hang out on the Palace "beach." And it is a sad commentary on Mr. Sherwood's play that the Lunt song-and-dance session in the middle of the second act is the undoubted hit of the evening. As for Miss Fontanne, she has just as grand a time posturing and posing as (and completely demolishing) the Russian. Outstanding in the supporting cast are the six chorus girls, who pretend with fine verisimilitude to be six chorus girls. Francis Compton, George Meader, Edward Raquello, Richard Whorf and Sydney Greenstreet are among others doing excellent work.

Undoubtedly the Shubert will be filled as long as Mr. Lunt and Miss Fontanne care to stay there. Undoubtedly it's worth the price of admission to see Mr. Lunt hoofing with his six peroxidized cuties. But it might have been an even better idea to have dropped the play entirely, substituting Miss Fontanne in a series of character monologs and Mr. Lunt in a lineup of song-and-dance sessions. With, of course, the chorus kids for the ensemble numbers.

EUGENE BURR.



CRAZY NEW NOVELTY
PAYS Fortune To Salesmen!

PITCHMEN-DEMONSTRATORS DISTRIBUTORS-MERCHANTS
Amazing "LASSO"
Makes Cowboy Tricks Easy for Everyone!

SPECIAL Low Prices to Quantity Users
CARNIVALS CONCESSIONAIRES THEATERS, RADIO SPONSORS, ETC., WIRE!

You won't believe your eyes! Yet with a simple twist of the wrist you will be performing like an expert all the tricks the cowboys do with rope lassos. (Not a rope, yet gives the SAME effect). Wedding Rings, Corkscrews, Skipping thru Loops—the whole bag of tricks, easy with "RO-LO," an amazingly clever, astonishing simple invention. It's the latest craze—taken up enthusiastically by boys, girls, men, women. Spreads like wild fire because the more you do it the more you like it. RO-LO sells on sight—a demonstration brings a crowd—and the profits start rolling in FAST.

WILD 10c SELLER
Yes—10c! One dime. With a big profit for you. Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure your profits by the minute! Send 10c for sample now—or, better yet, rush \$1.00 for starting supply of 20 RO-LOS. Sent prepaid. Bring you \$2.00 quick! Blow yourself to a real bang roll with this newest, hottest, wild-out seller in years. **ACT NOW!**
RO-LO SALES
Dept. 346 OAK PARK, ILL.

BLUE BONNET PERFUME

Texas Centennial Flower



An exact reproduction of the odor of the beautiful Texas Blue Bonnet. Modern one-half ounce bottle, bakelite cap, blue and silver label, packed in beautiful gift box. Illustrated coupons showing retail price of 49c.

PERFUME \$14.40 per Gross
COUPONS 75 per M
Postpaid Sample, 25c.

TERMS—One-half Deposit all Orders, Balance C. O. D. Prices F. O. B. Dallas.

UNIVERSAL LABORATORIES
DALLAS, TEXAS

SOAP

PLAIN, PRIVATE LABEL OR STOCK.
Write for Prices.

NUTRO MEDICINE CO.

18 South Peoria Street, CHICAGO, ILL.

MEN AND WOMEN

You may stand on your head to read this ad, but if you answer it, it will put you back on your feet financially. For 25 cents coin (not stamps) we will send you enough material, along with instructions, to take in \$250.00 before you need spend one more cent. Hire some one else to do the work on a commission basis. An entirely new and profitable proposition.

COMMUNITY ENTERPRISE

Laurium, Mich.

HANG A FUR TAIL

On your friend's coat or trouser seat. Catches easy, 10c. AGENTS, CREW MANAGERS, DISTRIBUTORS, write for full particulars.
CHAS. BRAND, 208 W. 26th St., Dpt. B, N. Y. C.

SENSATIONAL HAND LOTION

Washes—Whitens—Softens—Perfumes WITHOUT WATER. Makes Knock-out Demonstration—Rolls off dirt in lumps—a Marvellous Pitch. Sells 25c. Sample, 10c. DOPKINS, 645 5th Ave., N. Y.

GOOD YEAR RAINCOATS \$1.50

Each. Men and Women. All Sizes. Oxford, Tan, Gray, also Suedes, Tranch and Tweeds, \$2.00. Prices for Dozen Lots. Samples 25c Extra. Special Prices in Gross Lots. 1/3 Deposit, Bal. C. O. D. ALL-AMERICAN SPORTWEAR CO., INC., 64 Canal Street, New York.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

BRITISH COIN MACHINE SHOW

(Written by our London news correspondent especially for The Billboard readers.)

The second annual London Coin-Operated Machine Exhibition opened at the Royal Hotel, Woburn Place, promptly at 10:30 February 25 and closed according to schedule at 7 p.m. February 28. By exhibitors and visitors alike it was voted a great success. Not only was it the finest array of coin-operated machines ever seen in one hall in England, but the business done fully justified the holding of the event.

Admission was restricted to members of the trade, and so strict was the watch kept on the door that salesmen did not have to spend time and breath explaining details of their wares to outsiders not the least interested in buying. Every fresh arrival had to register and a season badge was issued. Registration revealed the fact that visitors came from all parts of England, Scotland, Wales, Ireland, Germany, India, Channel Islands, Belgium, France, Czechoslovakia, Holland, the United States, Spain, Poland, Russia and South Africa.

None of the anticipated visits from big shots of the American trade materialized, but L. V. Hodgson, of the Buckley Manufacturing Company, was present all the time and did a good best to make up for the absence of others. The organizers, the manufacturers and distributors' section of the British Automatic Machine Operators' Society did not have much time to get the show in. At midnight on Sunday, February 23, a dance was in progress in the hotel exhibition hall, but where there's a will there's a way, and, thanks to co-operation of contractors and exhibitors, Organizing Manager Edward Graves had everything shipshape on time.

The show was officially opened at a luncheon party by Frank Mellor, editor of *The World's Fair*. Solly Shefras, chairman of the exhibition committee, presided, and among the guests was "Hopscotch" Hodgson, representing the United States.

In his speech Mr. Mellor commented upon the wonderful progress made and the improvement shown on the first London show. He complimented the organizers and hoped the day would come when they would have to take over Olympia, London's big exhibition center. No one attending the show could be otherwise than impressed with the progress made in the construction of coin-operated machines. There is a great future for the business, still in its infancy, but he would impress upon all the need for real, efficient organization.

Tributes were paid to Chairman Solly Shefras and Organizing Manager Edward Graves, and cables were read from *The Billboard*, Buckley Manufacturing Company and Chicago Coin Company. Later in the week a cable of greetings arrived from the Exhibit Supply Company.

The Exhibitors

The exhibits were displayed on stands ranged along two sides of the long exhibition hall, which had been extended into the hotel dining hall. Despite the fact that exhibitors were able to book stands of whatever frontage desired, some found their calculations to be at fault and that they could have used more room.

The complete list of exhibitors ran as follows: Bryan's Automatic Works, Kegworth, Derby, cranes and wall machines of own manufacture; Strand Automatics, Ltd., London, A. B. T. products, including Big Game Hunter; Hollingsworth's Automatics, Ltd., London, American pin tables and wall machines of own manufacture; Shefras Automatics, Ltd., London, machines of own manufacture and

NADA Meeting Dates

Quarterly meeting of the National Automatic Distributors' Association will be held in Chicago Saturday and Sunday, April 4 and 5, at the NADA headquarters in the LaSalle-Wacker Building.

Business meeting will begin at 2 p.m. Saturday, followed by two meetings Sunday, at 10 a.m. and 2 p.m. The meetings will be closed to all but members.

An interesting program has been devised covering the discussion of important issues confronting distributors.

products of O. D. Jennings and Rock-Ola; Walden Automatic Company, London, single and double cranes of own manufacture; Weston Novelty Company, Ltd., London, machines of British manufacture and products of Chicago Coin Corporation and other American manufacturers; *The World's Fair*, British trade organ; Power Unit Company, London, pin-table battery eliminators; Bolland's Amusement Machine Supply Company, Ltd., London, machines of own manufacture; Goddard Novelty Company, Ltd., London, products of Stoner Manufacturing Corporation, Bally Manufacturing Company, Western Equipment Company, Daval Manufacturing Company, Watling Manufacturing Company and a new German coin-operated tube pistol; Scott, Adickes & Company, Ltd., London, products of Genco, Exhibit Supply, German air pistol and crane merchandise; Samson Novelty Company, Ltd., London, products of Mills Novelty Company, Roover nameplate machines and salesboards of own manufacture; Alexander J. McDonald & Sons, London, amusement machines of own manufacture; Original Machine Manufacturers, Ltd., Southend, personal analysis machines of own manufacture; Burrows Automatic Supply Company, Ltd., London, British cranes, wall machines and Coconuts, Belgian Ski-Shot bowling tables and products of J. P. Seeburg Corporation, (See *BRITISH COIN* on page 74)

Resume Business In Flood Area

PITTSBURGH, March 28.—While no warehouses or offices of local pin game jobbers were damaged by last week's flood disaster, an unestimable number of pin game and other coin-operated machine locations were severely damaged. Pin game and cigaret machines in the flood-stricken area, in particular, were hit, some of them beyond repair. Loss of business in the flooded downtown district is expected to end by next week when that area will be reopened again for the buying public.

In the meantime the jobbers are busy repairing the goods and installing new machines in the locations where the property damage has been repaired.

The severely damaged locations are those on Penn avenue as far as 26th street, the Northside District all along the river and as far back as three blocks and a similar area in the downtown triangle.

With roads cleared of all debris jobbers and operators are again doing business in neighboring towns which were cut off for several days. Local tradesmen are making a survey of the flooded districts in the neighboring towns and planning to resume normal service as soon as conditions permit. The more severely damaged towns in Western Pennsylvania are Johnstown, McKees Rocks, Etna, Sharpsburg and Indiana.

Phonographs Only

A news item published in the March 28 issue of *The Billboard* mentioned that the Oriole Coin Machine Corporation, of Pittsburgh, was engaged in the operating business. This news item should have been more specific to state that the firm operated phonographs only, but does not operate any other type of machine. We regret that the news item conveyed the wrong impression.

More Details of Annual Meet Of Michigan Operators' Group

Editor's Note—A news report of the annual meeting of the Automatic Merchandisers' Association of Michigan, which met in Detroit March 21, was published on page 80 of the March 28 issue of *The Billboard*. The Michigan AMA is one of the most active operators' organizations in the country, and the news reports of its meetings are always like a course of instruction in the methods and ideals of an operators' organization. Additional details of the annual meeting follow.

The convention was called to order by F. E. Turner, president, with L. L. Lane, secretary, at the officers' table as well. About 40 members were present, nearly double the number at the 1935 meeting. A friendly atmosphere was established when Mr. Turner had every person present identify himself by name and city for the benefit of others present.

Secretary Lane read the minutes of the 1935 meeting, which dealt considerably with problems of the NRA code, and gave the impression of ancient history to many members for that reason. Lane then read the financial report, showing receipts from dues and membership fees, \$542.32, and from miscellaneous sources, \$4.25, a total of \$546.57;

expenses of \$547.63 for the year, a considerable reduction from the preceding year when expenses were \$871, and a cash balance of \$320.55, including \$265.82 in a closed bank at Grand Rapids. The secretary added that a decision is expected in the courts within a few weeks which may settle this impounded balance.

In the secretary's formal report membership dropped from 93 in 1935 to 78, with 27 members dropped during the year, almost all because they were no longer in the industry—"a testimony to the high mortality in the business despite the depression." President Turner phrased it. In addition the association has 12 members not formally upon the books.

Most of the time at the convention was given over to the presidential address delivered by Turner and to the plans for reorganization of the association. Turner's speech not only reviewed the accomplishments of the year, incidentally disclosing the importance of the industry's action in defeating proposals for fractional coinage for sales tax and other purposes, but announced activities to be undertaken by the association for the immediate future. The (See *MORE DETAILS* on next page)

Eyes on NADA

It would keep one's neck going watching National Automatic Distributors' Association members rushing in and out of the Sherman Hotel, Chicago, these days. . . . Bill Marmer, Sicking of Cincinnati, paid Chicago a hurried visit in regard to a new counter game. . . . Markepp of Cleveland (Meyer Marcus) helped those Akron jobbers and operators get up that swell advertising campaign that should build up lots of good will for pin games in the tire town. . . .

Dave Bond, Trimount of Boston, is making a business trip around the country in the interests of Snacks, that unique ultra-modern nut vending machine. S. Carl Mantell, National of Baltimore, better known as Detective Mantell, is working on a mystery that would have S. S. Van Dine's Philo Vance up a tree.

Right now Rothstein, Banner of Phillie, is busy looking over seed catalogs, hoping to have a better garden than last year. . . . Commodore J. D. Lazar, B. D. Lazar Company, of Pittsburgh, dropped into Chicago to assure the manufacturers that everything is hunky-dory down in the Smoky City in spite of the fact they had to use canoes to get about the town during the recent flood. . . . Carl Trippe was certainly a genial host, presiding over the two-day grand opening of Ideal Novelty's new and larger quarters in the heart of downtown St. Louis. . . .

Looked as if all the operators in Missouri and Illinois came in to offer Carl congratulations. . . . One of the outstanding features of the occasion covered the antics of the Firecracker Twins, who kept things in a turmoil for two solid days and nights. . . . A certain trade publication editor cursed Henry Ford and Edsel when his car stalled on Lindell boulevard, blocking traffic and preventing him from arriving in time to see Carl's fan dancers perform. . . . And speaking of a bun-

(See *EYES ON NADA* on next page)

Merchandise Prizes Approved

GERMANTOWN, Pa., March 28.—Twelve persons, mostly merchants, were discharged in Magistrate's Court here recently when brought in on charges of operating pinball games. Three were held for a further hearing.

The magistrate discharged them in cases where it was testified they only gave merchandise as prizes for high scores on the pinball machines.

Schermack Incorporates

DETROIT, March 28. — Schermack Products Corporation has been organized to deal in coin machines in Michigan. Company was organized by Joseph J. Schermack and has been capitalized with a structure of 200,000 shares of no par value stock.

Margate City Licenses Games

ATLANTIC CITY, March 28.—Margate City, adjoining this resort, has followed example in licensing bagatelle games. The commissioners of this community adopted resolution this week providing for licensing of all coin machines at the rate of \$5 each. A penalty of \$200 has been placed for violation of the order. Licenses will not be issued to any person or business within 200 feet of any school and any person allowing minors to operate machines will be subject to fine.



- (1) The ONLY Power Unit that can be installed quickly by ANYONE without the necessity for complicated rewiring.
- (2) The ONLY Power Unit that is unconditionally guaranteed for ONE YEAR!
- (3) The ONLY Power Unit used as Standard Equipment by Leading Pin Game Manufacturers.
- (4) The ONLY Power Unit sold by jobbers and distributors throughout the U. S., Canada and England—and that is in World-Wide use.
- (5) The ONLY Power Unit that delivers enough power to operate lights, kickers and payout mechanisms simultaneously.
- (6) The ONLY Power Unit that replaces batteries efficiently and really takes the grief out of pin game operation!

YOU NEED:
ELECTROPAK—to eliminate battery expense and losses.
ELECTROLOK—to foil pay table cheaters and protect your profits.
EPCOFUSE—to eliminate all hazards.
 See Your Nearest Jobber—or Write Us TODAY.

ELECTRICAL PRODUCTS COMPANY
 6527 Russell St., - - Detroit, Mich.

Combination More Popular

CHICAGO, March 28.—This fellow Karl Klein, of Groetchen Tool Company, has been kept on the go day and night keeping up with the tremendous activity brought on with the introduction of the combination Mystery Tape and Step-Up Salesboard with Punchette.

Letters have come in from operators saying that the new Salesboard combination has increased their revenue from the Punchette machines tremendously. They claim that the play is increased inasmuch as the new idea offers the player the possibility of winning \$25 on a nickel play.

The Groetchen plant is working at top speed supplying distributors and jobbers with Punchettes, which may be had in the regular model or combination Step-Up Salesboard model.

Letterhead Wins A Prize Mention

CHICAGO, March 28.—Chicago Coin Corporation has been notified by the American Writing Paper Company, one of the largest manufacturers of bond paper in the United States, that the firm's letterhead, designed by Morris & Davidson, Inc., and printed by the Carl Gorr Printing Company, has been selected as one of the most attractive letterheads of the month.

The American Writing Paper Company selects a few of the new letterheads designed each month to be included in its monthly mailings. The honor of having one's letterhead included is highly complimentary.

MORE DETAILS

(Continued from preceding page)
 essential points of Turner's speech follow:

"A year ago three tax bills upon vending machines were pending in the State Legislature and three others were introduced during the session. This situation occupied the greater part of the time and attention of the officers until the Legislature adjourned.

"There was constant pressure to bring some of these bills out of committee and pass them. We asked the committee for a hearing, should there be any serious attempt to report the bills favorably, but it was not necessary to hold a hearing, as the majority of the com-

mittee were not in favor of any of the bills.

"The association has operated very economically. Not a dollar was spent in fighting these bills—all services were voluntary. It is not money, but co-operation we need in running an association. Whole-hearted effort in a definite direction will win where money fails.

"In July a news dispatch from Washington announced that the Secretary of the Treasury was entertaining the proposition of coining currency for fractions of a cent. We immediately visualized the possibility of collecting it in machines. I addressed a letter to the secretary of the national association, and we received the co-operation of *The Billboard* in publishing a resolution which we passed with large headlines. We addressed letters to Secretary Henry Morgenthau and to every Michigan senator and congressman.

"The flash *The Billboard* gave the resolution and the co-operation of other associations in the country brought a deluge on members of Congress, many of whom brought this correspondence to the secretary. As an association, we represented an industry and secured results in the abandonment of the idea.

"On August 4 we sent delegates to set up a national council. You will hear more and more about the council in the future. We are now a part of this national group.

"In October the Flint Amusement and Vending Machine Association was formally affiliated with the State association. This important group had been in existence independently for two or three years.

"In November we had a directors' meeting with the objective of setting up a State council which would organize and include local groups. Several officers and directors motored to Kalamazoo and a local group was organized there. The next day we went to Grand Rapids, where Secretary Lane had already tilled the field and we set up a live organization.

"We sent 52 operators to the national council convention in Chicago in a private car from Detroit, and 203 other Michigan operators attended, individually. One result was the nine-point program.

"Don't misinterpret this program. Manufacturers and operators both are human. These are ideals or objectives of accomplishment, and there are many difficulties in the way.

"The association must start advertising some day. Every other industry is advertising, so why shouldn't we? The local association in Akron has already started using local newspaper copy, expertly prepared by a professional advertising agency.

"No way has been provided to date by which every member can be informed of current developments. We hope to establish a bulletin, to go out monthly or quarterly, to keep every member well posted on what is going on.

"As soon as a movement is successful many seem to lose interest—that is a trait of human nature. There are still needs for the Michigan association to be well organized. Among these are:

- "1—The public must be properly educated.
 - "2—Good legislation must be encouraged.
 - "3—Bad legislation must be defeated."
- The national council was discussed at

some length, and the sentiment of operators, as expressed, was unanimously in favor of continued affiliation and active support of this new organization. Turner pointed out current instances of its active work in support and defense of the interests of Michigan operators.

The White Cross label, adopted about two years ago by the association to be used by members on their own machines to indicate affiliation, was discussed by Secretary Lane, and instructions were given to circularize all members to continue and widen the use of these labels.

The formal business session adjourned late Saturday afternoon and was followed by a banquet and dance, with elaborate floor show at Oriole Terrace, Detroit's premier night club. Ticket sales were in charge of Warren R. Zerby. Reservations for this banquet numbered 120.

High Spots

Warren R. Zerby, assistant secretary-treasurer, selling tickets for the annual banquet, blandly used showmanship, "selling a \$2 dinner for \$1.50," forgetting that the price actually was \$1.60, with taxes added—and no one thought to take him up on it.

L. V. Rohr, after introducing the resolution which reorganized the association and authorized the existing officers to hold their places till the next meeting, got up a few minutes later and inquired of the chair when the election of officers was to be called in the order of the day.

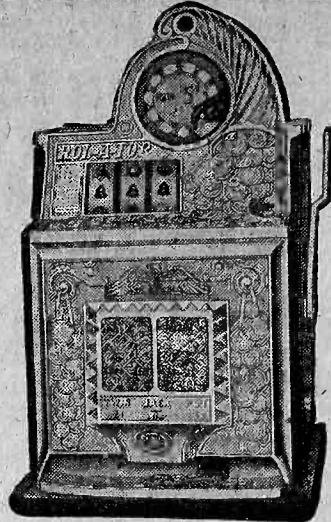
President Turner was actually refusing membership dues Saturday. He was avoiding having to issue double membership cards, before and after the reorganization, and effectively stopped the enthusiasm of several present to pay future dues.

One operator came into the meeting hall and got his titles mixed, asking where "skin-game" operators were.

And another jokester got dark looks when he asked for the "slot machine meeting."

EYES ON NADA

(Continued from preceding page)
 die of personality, page Mrs. Bowman, who is Carl's major-domo in charge of everything at Ideal. . . . Sound must travel upward because those on the 11th floor of the Jefferson heard Sam May and Hoelzel, United of Kansas City, shouting at 3 a.m. He said: "Send up three bowls of stew." . . . Haw, haw, haw. . . . They resided (?) on the seventh floor. . . . Guess everyone got home safely from St. Louis, including Wilds, of NADA; Reynolds, of Dallas; Kline, of Groetchen, and others. . . . The Firecracker Twins no doubt got off to a flying start from St. Louis to other points. . . . George Ponsler, Newark, won't be recognized when seen again, as he has put on so many pounds his suits don't fit. . . . Lou Wolcher says he is going to get back to Chicago in time for the NADA meeting, and speaking of Harry's leap-year marriage, Lou claims it wore him out more than it did Harry. . . . It's getting so no one ever knows where an NADA member will turn up next.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
 Bell, Front Vender and Gold Award
 Built for 1c-5c-10c-25c Play

Effective March 16 there is a 10% Federal Excise Tax on Venders as Well as Bells.

Made Only By
WATLING MFG. CO.
 4640-4660 W. FULTON ST.
 CHICAGO, ILL.
 Est. 1889—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE" Chicago

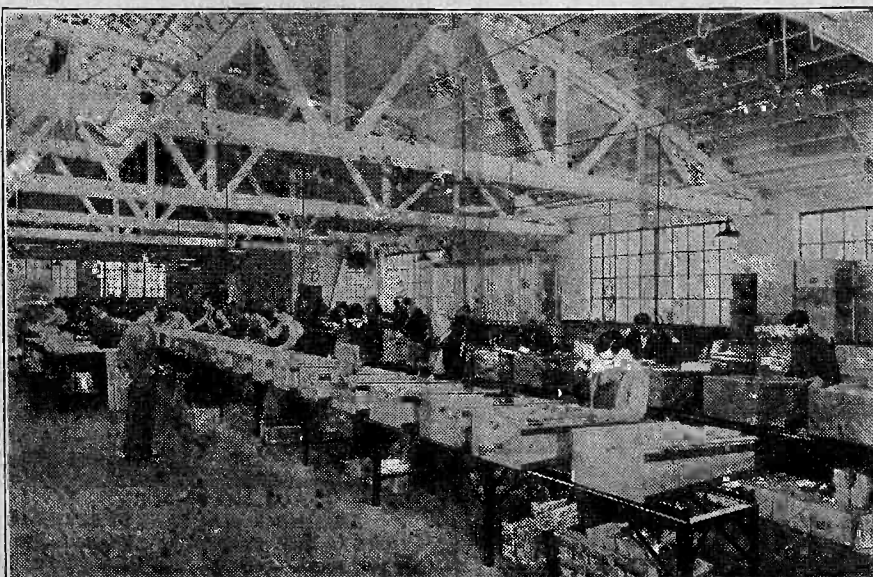
WHILE THEY LAST

RECONDITIONED MACHINES

ACTION, JR.	\$ 3.00
ANGLE LITE	8.00
BEACON	5.00
BEAM LIGHT	7.00
CHICAGO EXPRESS	10.00
JACK RABBIT	4.00
FORWARD PASS	3.00
GOLDEN GATE	4.00
LIGHTNING	4.00
MAJOR LEAGUE	4.00
REBOUND	5.00
SIGNAL	4.00
SINK OR SWIM	5.00
STARLITE	6.00
TANGO	10.00
THREE-IN-LINE	7.50
TIT-FOR-TAT	12.50
TRAFFIC	5.00
SPOTLITE	10.00
I. O. U. PIN GAME	4.00
MILLS TICKETTE	5.00

1/3 Deposit, Balance C. O. D.
 Write for our Special Descriptive Circular on the new Gottlieb "Daily Races."

BESSER NOVELTY CO.
 3020 OLIVE ST., ST. LOUIS, MO.



RUSHING WESTERN GAMES—A section of the assembly department of Western Equipment & Supply Company, where fast-selling games are put together with efficiency and speed. "Western" Jimmy Johnson manages the biz.

WE ARE APRIL FOOLS

For making these ridiculous prices, but we need our floor space for new merchandise. All are the usual good used S. & H. games.

Ace \$16.90	Gold Rush . . . \$12.50
Rapid Fire . . . 6.95	De Luxe 46 . . . 32.50
Sportsman, first class, make an offer.	Stampede . . . 16.50
Put 'n Take 11.50	Equity 6.95
Do or Don't 12.80	Centapacks . . 6.45
	Exhibit Counter Games . . 6.45

SPECIAL to Music Operators—10 good 1935 Model Seeburg Selectophones @ . . . \$167.50 Each

Terms: One-third with order, balance C. O. D., F. O. B. shipping point.

STELLE & HORTON
 1513-15 Louisiana St., HOUSTON, TEX.
LOUISIANA AMUSEMENT CO.
 822 Carondelet St., NEW ORLEANS, LA.

LOOK

IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

Weekly MUSIC Notes

Bluebird Disks Will Not Warp

NEW YORK, March 28. — Current month's sales of Bluebird phonograph records, trade name for the lower priced records of RCA-Victor quality, is reported to have reached to total of 550,000. Some new swing bands are being signed up and the new records will include Wingy Mannone, Red Norval, Boots and his Buddies and other hot artists that are sure to appeal to a wide phonograph audience.

One record, *Maple on the Hill*, is said to have passed the 125,000 mark during the last few weeks. The Bluebird records are of guaranteed quality and are developed with the coin-operated

phonograph field especially in mind. The records are said not to jam the multiple record machines when the machine gets hot, either from the tubes, weather or constant playing. The warp-resisting qualities and popular line of bands and orchestras available in the Bluebird records is making a hit with phonograph operators everywhere

E. C. Johnson on Trip

CHICAGO, March 28.—E. C. Johnson, vice-president of J. P. Seeburg Corporation, left March 21 on an extended business trip to last for a period of three weeks. Main stops on the trip will be Seattle, Portland, San Francisco, Los Angeles, Dallas and St. Louis. Mr. Johnson planned to travel entirely by plane in making all these points.

Robbins Handles Soccer in East

BROOKLYN, March 28.—G-M Laboratories, of Chicago, have appointed D. Robbins & Company here to act as distributors for their new game, Soccer, in the New York City area, it was announced by Dave Robbins this week.

More than 1,000 of the games have already been shipped to England and it is reported that the game is going over with a bang. Soccer has marvelous action as well as the important feature of "suspense." The low price of

only \$39.50 to operators should make this game a big seller. G-M Laboratories claim that Soccer is a truly 100 per cent mechanically perfect game.

Vacationing in South

DETROIT, March 28.—Frank M. Williams, tall and smiling, is on an extended vacation trip thru the South. He attended the 1936 convention in Chicago and made many acquaintances there. Mr. Williams was formerly with the Caille Brothers Company, manufacturers of coin machines here, having been with the firm about three years.

Genco Promises New Skill Game

CHICAGO, March 28.—Genco, Inc., will reveal its newest skill game next week.

The new one, Genco's Champs, is said to be an entirely different and exceptionally clever new type of a baseball game. While the features of the game may not be publicized now, it has been pointed out that it contains one idea in particular that should appeal tremendously to operators. This new feature is a recording device which permanently registers all payouts, thus eliminating misunderstandings and cheating by the locations. Champs is a 10-ball game.

Floods Hamper Machine Sales in Many States

NEW YORK, March 28.—Floods thru-out the East and the Middle Eastern States have, in some cases, seriously hampered coin-machine business. Many firms which have constant dealings which take them to the Pittsburgh and New England areas and into parts of Pennsylvania, Ohio and Virginia have not received any word from friends in those sections.

Machines shipped to cities in the flood area have not been reported as received. Letters sent by Hercules Sales Organization, Inc., of Newark, to the Coin-o-Matic Sales Organization in Pittsburgh have gone unanswered and word has not come thru all week, officials of the Hercules firm report. They are much upset over the lack of mail from the Smoky City.

There has been no mail from Hartford all week. Many firms here claim that they shipped machines to that city and that they have not been able to trace them, nor have they received word of their arrival. Salesmen have remained here, tho many report important appointments with coinmen in various cities due to the closing of most highways.

No word has come from up-State New York as to their orders for machines or the arrival of machines which were shipped as far back as 10 days to two weeks ago. Fitzgibbons Distributors, Inc., are holding many C. O. D. receipts and have not yet received any answer to the machines which were shipped.

Much business has been halted in this city due to the close proximity of the flooded areas.

Atlas Novelty Reports Orders

CHICAGO, March 28.—Orders have been pouring in to the Atlas Novelty Corporation for Sockit and Snooker, Western Equipment & Supply Company's two new payout games.

Morrie Ginsberg, of the Atlas firm,

Sheet-Music Leaders

(Week Ending March 28)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Beautiful Lady in Blue
2. Coody, Coody!
3. Lights Out
4. Eggs in One Basket
5. Lost
6. It's Been So Long
7. Alone
8. Let Yourself Go
9. Sing an Old-Fashioned Song
10. No Greater Love
11. Face the Music and Dance
12. Every Minute of the Hour
13. West Wind
14. What's the Name of That Song?
15. Wah-Hoo

Radio Song Census

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

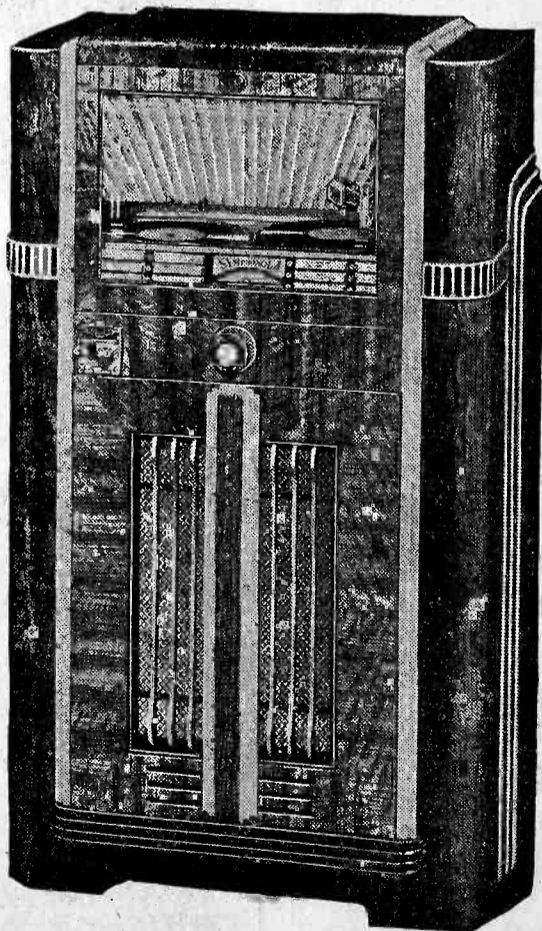
Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 20, to Thursday, March 26, both dates inclusive.

Let Yourself Go.....	35
Eggs in One Basket.....	29
Lost.....	27
Face the Music and Dance.....	26
Coody, Coody!.....	21
It's Been So Long.....	21
I'm Shooting High.....	19
You Started Me Dreaming.....	18
Yours Truly Is Truly Yours.....	18
West Wind.....	17
Alone.....	14
What's the Name of That Song?..	14
Alone at a Table for Two.....	12
Breaking in a Pair of Shoes.....	12
Please Believe Me.....	12
Christopher Columbus.....	10

claims that his firm will go over the top in sales with the two new Western games, which he believes "have what it takes."

The Atlas Novelty Corporation is now conducting its annual spring clearance of used games so as to make room for the arrival of new equipment from the various manufacturers whom it represents.

THE SEEBURG FRANCHISE IS MORE VALUABLE



SYMPHONOLA STANDARD "A"

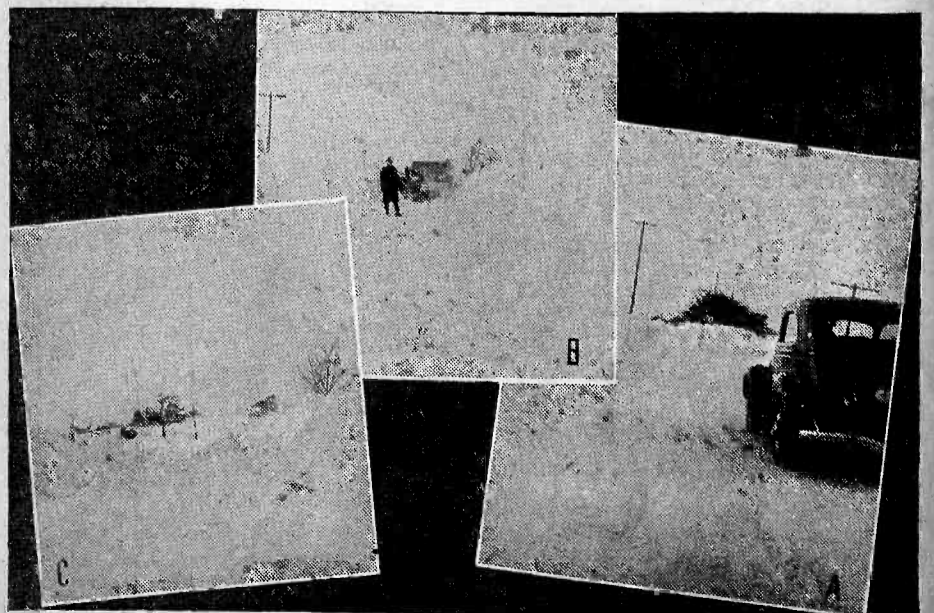
the Instrument without Service Headaches

J. P. SEEBURG CORPORATION

1502 DAYTON STREET

CHICAGO · ILL.

★ THE LEADER FOR OVER 30 YEARS! ★



SEEBURG REPRESENTATIVE CALLS ON THE TRADE—Reading from right to left, just to be different, we find Exhibit "A"—the new version of the open road, and in "B," the center picture, we find F. P. Merkle, the J. P. Seeburg Corporation representative, standing atop a 10-foot snowdrift near Elgin, Ill. "C" shows a dark object, which is Merkle's car. You office fellows don't know what a heluvalot of punishment a road man goes thru, said Merkle, and the past winter was a dandy.

Dressing Up Big Factory

Rock-Ola lets \$75,000 contract for improvements on plant

CHICAGO, March 28.—That the coin-machine industry is really "big business" is indicated by a big contract let by the Rock-Ola Manufacturing Corporation involving more than \$75,000.

This contract called for improvement and modernization of the huge Rock-Ola plant at Kedzie and Chicago avenues in Chicago. According to the statement made by the contracting company, the amount spent exceeded the figure originally appropriated by Rock-Ola directors.

The contracting firm's statement lists among the improvements made at the big Rock-Ola plant the replacement of all piping in the plant's engine rooms, construction of additional loading platforms, the building of cement floors in several buildings composing the Rock-Ola properties, the installation of new power lines, installation of new electric motors in several divisions of the plant, new water lines and motorizing of a great deal of the plant's machinery.

The contract also called for a huge decorating project on the outside of all the buildings included in the Rock-Ola plant. All the outside walls were sand-blasted; exposed surfaces painted. In fact, civic-minded members of the industrial area dominated by the Rock-Ola factory have expressed their appreciation of the way in which the Rock-Ola plant has brightened up that section of the city.

It is also interesting to notice a report from Rock-Ola showing 1,000 employees on the pay roll at present. The entire plant is unusually busy due, for one thing, to the tremendous nationwide demand for the three current Rock-Ola favorites, Hollywood, Transatlantic and Ditto.

That Certain Man?

CHICAGO, March 28.—Eva Ginsberg, secretary of the Atlas Novelty Corporation of Chicago and Pittsburgh, has been setting what young attorney's heart aflutter? For some weeks now it has been noted that the telephone lines of the Chicago office of the Atlas firm have been extremely busy. Eddie Ginsberg, of the firm, reports that not all of those calls have been from customers and that a certain young attorney has been responsible for a large percentage of them. How about it, Eva?

Pinch Hitter Is New Pamco Table

CHICAGO, March 28.—The very latest in Pamco's line of payout games, Pinch Hitter by name, is said to be in volume production, coming up to its release date, April 7. At that time shipments will begin to jobbers and operators throughout the country. Pinch Hitter incorporates vastly different principles of play, according to the manufacturer, and is furnished in one or five-ball play. Play field and light-up board depict a baseball game—score 1 to 0 in favor of the visiting team, bases loaded, two men gone, with the player stepping up to "pinch hit" his way to a payout.

The first thrill of the game occurs when the coin chute is engaged. Odds change automatically on all payout pockets, but thereafter it's skill that counts. For if the odds coming up don't suit the player can change them by directing his shot thru a skill lane at top of playboard. Odds even advance for the third time in the course of play should a ball roll thru another contact lane located near the bottom of the playfield.

The designers of Pinch Hitter have used entirely new means to produce sweeping ball animation. There are no raised surfaces, few pins and no kicker action whatsoever. Viewed by visiting jobbers and operators at Pacific's Chicago plant, Pinch Hitter is said to have met with out-of-the-ordinary expressions of favor.

OPERATORS LINE UP BEST LOCATIONS with the WURLITZER SIMPLEX

Right: Tim Crumitt, Kansas City, Missouri— "Full range reproduction, '36 Simplex most lifelike automatic music I ever heard."

Left: Finley Mason, Kansas City, Missouri— "If an operator can't make big profits with the '36 Simplex he ought to quit. It's a natural."



Success in "operating" automatic phonographs depends on getting and holding the best locations. You can't make money on second and third rate locations. Successful operators know this—operate with the Wurlitzer-Simplex, the automatic phonograph with the beauty and tone that gets the big paying spots. Write, wire or phone for Wurlitzer-Simplex Proposition.

The Rudolph Wurlitzer Mfg. Co.
North Tonawanda, New York

Sold only to OPERATORS

10 Best Records for Week Ended Mar. 30

	DECCA	BRUNSWICK	VOCALION	BLUEBIRD
1	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	7630—"Gloomy Sunday" and "Desire." Hal Kemp and orchestra.	3179—"It's Been So Long" and "Swing, Mr. Charlie." Bunny Berigan and his Boys.	B6303—"No Greater Love" and "Christopher Columbus." King Garcia and his Swing Band.
2	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.	7627—"Love Is Like a Cigarette" and "Kissin' My Baby Good-Night." Duke Ellington and orchestra.	3178—"I'd Rather Lead a Band" and "Let Yourself Go." Bunny Berigan and his Boys.	B6252—"Alone at a Table for Two" and "Goody, Goody!" Ted Wallace and his Swing Kings.
3	721—"I Don't Know Your Name" and "Don't Count Your Kisses." Red McKenzie and Rhythm Kings.	7625—"Isn't Love the Strangest Thing" and "No Greater Love." Duke Ellington and orchestra.	3171—"Nickel in the Slot" and "Swing, Brother, Swing." Wingy Mannone and orchestra.	B6253—"Life Begins When You're in Love" and "It's Been So Long." California Ramblers.
4	722—"Much Too Much" and "Garbo Green." Bob Howard and orchestra.	7621—"My Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and his Onyx Club Boys.	B6258—"I'm Gonna Clap My Hands" and "Wake Up and Sing." Dolly Dawn and her Dawn Patrol.
5	711—"We Saw the Sea" and "Wah-Hoo." Top Hatters Trio.	7618—"Hobo on Park Avenue" and "Eight Bars in Search of a Melody." Hudson-DeLange Orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and his Onyx Club Boys.	B6299—"That Lovely Night in Budapest" and "That Never To Be Forgotten Night." Bob Pope and his orchestra.
6	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	7614—"Wah - Hoo!" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his Boys.	B6302—"Love Is Like a Cigarette" and "It's Great To Be in Love Again." King Garcia and his Swing Band.
7	724—"Don't Put Your Daughter on the Stage" and "Goodbye, Trouble." Ambrose and his orchestra.	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Johnny Green and orchestra.	3147—"Suzannah" and "Lights Out." Art Karle and his Boys.	B6282—"Every Minute of the Hour" and "Sundown in Peaceful Valley." George Hall and his orchestra.
8	726—"Copenhagen" and "B'Wanga." Ambrose and his orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Johnny Green and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and his orchestra.	B6283—"West Wind" and "Early Bird." Bob Pope and his orchestra.
9	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnny Green and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.	B6285—"Wah - Hoo" and "Breakin' in a Pair of Shoes." Bob Pope and his orchestra.
10	703—"Lights Out" and "West Wind." Victor Young and orchestra.	7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.	B6286—"Green Fields and Bluebirds" and "Shoeshine Boy." Bob Pope and his orchestra.

MONOPOLEE
1 BALL AUTOMATIC PAYOUT — MULTIPLE COIN SLOT
Capitalize on the Game Everybody's Playing!
Write For Information
CHICAGO COIN CORPORATION
1725 W. Diversey Chicago

ATTENTION OPERATORS!
MUST SELL QUICK—40 Penny Packs, \$10.00 each; 10 Slots, \$7.50 to \$27.50 each; 30 Miscellaneous Counter Pieces, \$8.00 each. Cash with order. H. W. SHARP, 808 East 31st St., Kansas City, Mo.

JUVENILE MOSE VENDER
Cheapest and best all-purpose vender on the market.
Adjustable to sell Nuts at from 30c to 80c per pound.
Holds 5 lbs. Beautiful finish in 2 coats of red-orange wrinkle enamel.
SPECIALTY COIN MACHINE BUILDERS,
817 W. Division Street, Chicago, Ill.

PROVEN! A TRIUMPHANT SUCCESS!

SNOOKER

WESTERN'S NEW SUPER 1 BALL AUTOMATIC PAYOUT TABLE WITH CHANGING ODDS—BIG 1 INCH STEEL BALL

We should have called this game PROFITS because the big "take" will amaze you.

Simple for players to understand, SNOOKER looks like it's a "cinch to beat," and that's when your profits roll in. The game is all skill.

As player inserts his coin, a section of the backboard lites up, showing that \$1.50 pocket now rewards \$2.00, if made, or the 50c pocket now rewards \$1.00 if made, etc. This means that there are two pockets, in addition to the other payout pockets that reward \$2.00, \$1.00, etc.

SNOOKER is 100% Mechanically Perfect! Big, beautiful, de luxe 22"x48" cabinet—WESTERN POSITIVE PROVEN PAYOUT UNIT.



HERE IS VALUE! 99.50 CHECK SEPARATOR \$5 ADDITIONAL

PROMPT DELIVERY!

WESTERN EQUIPMENT and SUPPLY

925 WEST NORTH AVENUE • CHICAGO, ILLINOIS

MIDGETS MIDGETS MIDGETS—WANTED

FOR STANLEY GRAHAM'S WORLD'S FAMOUS MIDGET CIRCUS GREAT LAKES EXPOSITION, CLEVELAND

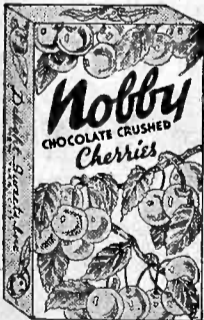
ALL TYPES CIRCUS ACTS IN KEEPING WITH THE SPIRIT OF A LILLIPUTIAN CIRCUS. DOG AND PONY ACTS, MONKEY AND SEAL ACTS, ELEPHANTS—MINIATURE MENAGERIE, CLowns—SPECIALTIES, HIGH-CLASS KIDDIE RIDES, MECHANICAL CITY, OUTSTANDING FEATURE ACTS.

PREFERENCE GIVEN TO ACTS THAT CAN BE WORKED BY MIDGETS. Send Photos and Description, State Lowest Salary, Fourteen Weeks Sure. ONLY HIGH-CLASS ACTS NEED APPLY. Address correspondence to

GRAHAM ENTERPRISES, Inc.,

ADMINISTRATION BLDG., FAIR PARK, DALLAS, TEXAS

NOTE—Can Use a FEW OUTSTANDING PERFORMING MIDGETS for Our Midget City, Dallas.



NOBBY ALL BALLY PRIZE PACKAGES

SOMETHING NEW THIS SEASON! A LARGE 25c BOX FOR A 10c SELLER This Package Contains Chocolate Crushed Cherries, A Sensation in Prize Packages.

(100 Ballys to 100 Pkgs.) 10 Pkgs. FREE with every carton PACKED 110 TO CARTON.

Carton, \$4.50—5 Cartons, \$22.50—10 Cartons, \$45.00 Send for Prize Package Catalog of All Numbers. 20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 EAST 11th St., NEW YORK CITY

JOYLAND SHOWS

DON'T BE MISLED BY CONFLICTING ADVERTISING SHOW OPENS IN KALAMAZOO, MICH., MAY 2

Want a couple more money-getting Shows that have their own outfits. Want a few more legitimate Concessions that do not conflict. Want Ride Help, Electrical, Canvas Men, 10-in-1 People; Useful Show People in all lines, write. Can use good Banner Man. Address

ROSCOE T. WADE, 917 Hunt St., Adrian, Mich.

ATTENTION

ALWAYS SOMETHING NEW!

Complete Line of PLASTER NOVELTIES. Prices from 3c up. Immediate shipment. Send for Price List. Now Ready.

MISSOURI ART STATUARY

2601 Indiana Avenue, KANSAS CITY, MO.

FORMERLY L. B. P. STATUARY CO.

Indiana Bill Fails

INDIANAPOLIS, March 28.—A bill introduced in the Indiana House of Representatives during the special session of the Legislature to legalize and license slot machines died in committee. The bill met the fate of a lot of other bills which had nothing to do with the social security legislative program for which the session was called. Nothing but legislation covered in the call was enacted.

From all present indications the bill will be reintroduced when the legislature meets for its regular session next January.

ROUTES

(Continued from page 53)

Rippel, Jack Splash: Bivins, Tex., 30-Apr. 4. Wheeler & Evans Show: E. Sullivan, Me., 30-Apr. 1; Steuben 3-5. Zinbad, Mentalist: (Butler) Butler, N. J., 3-4.

REPERTOIRE

Blythe Players: Upperco, Md., 30-Apr. 4. Princess Stock Co.: Waldron, Ark., 30-Apr. 4. Sadler's Own Co.: Coleman, Tex., 30-Apr. 4.

CIRCUS AND WILD WEST

Barnes, Al G.: Riverside, Calif., 31; Alhambra Apr. 1; Long Beach 2; (Hill & Washington sts.) Los Angeles 3-9; Hollywood 10-12. Main, Walter L.: Rock Hill, S. C., 9-11; Snelby, N. C., 11. Mix, Tom: Merced, Calif., 31; Gilroy Apr. 1; San Francisco 2-4. Polack Bros.: Leavenworth, Kan., 30-Apr. 4. Rice Bros.: Jackson, Tenn., 11. Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York, opens Apr. 8.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Acme United: Rome, Ga. Amerson Attrs.: E. Dublin, Ga. B. & M. Am. Co.: Maud, Okla.; Weleetka 6-11. Barfield's Cosmopolitan: Jacksonville, Fla., 30-Apr. 11. Big 4: Cumming, Ga. Blue Ribbon: Florence, S. C. Bruce: Newnan, Ga.; Talladega, Ala., 6-11. Bunts Greater: Winnsboro, S. C. Evers Bros.: Kennett, Mo., 4-11. Capital City: Pikeville, Tenn. Crafts 20 Big: San Diego, Calif., 1-12. Dixie Expo.: Aragon, Ga. Dudley, D. S.: Mankins, Tex. Evangeline: Dardanelle, Ark.; Paris 6-11. Frederick Am. Co.: Chickasha, Okla., 6-11. Gloth: Youngstown, O., 8-11. Gold Medal: (18th & Ann) St. Louis, Mo.; (46th & Gravois) St. Louis 6-18. Golden State: Ventura, Calif. Great Coney Island: Albany, La. Greater Expo.: E. St. Louis, Ill., 4-11. Great Olympic: Newbern, Tenn. Greater American: Paris, Ark.; Russellville 6-11. Greater Dickerson: Franklin, Va. Greater United: Waco, Tex. Green, Doc, United: Elmore, S. C. Hansen, Al C. (5th ave., North) Nashville, Tenn.; (40th st. & Charlotte pike) Nashville 6-11. Happy Days: McMinnville, Tenn.; Murfreesboro 6-11. Hennies Bros.: Texarkana, Tex. Heth, L. J.: Birmingham, Ala. Hilderbrand United: Alhambra, Calif.; San Pedro 6-12. Hugney Bros.: Shannon, Ga. Joe's Playland: Chandler, Okla.; Drumright 6-11. Keyes Joyland: South Hill, Va. Krause: Belle Glade, Fla. Lang, Dee: (4th & St. George sts.) St. Louis, Mo. Liberty National: Eddyville, Ky., 4-11. Majestic Expo.: Coal Creek, Tenn. Majestic Midway: St. Louis, Mo., 8-11. Metropolitan: Ocala, Fla. Mohawk Valley: Palatka, Fla.; St. Augustine 6-11. Page, J. J.: Columbia, S. C. Pan-American: Hot Springs, Ark. Regal United Am. Co.: Atlanta, Tex. Rogers Greater: (16th & Wheeler sts.) Nashville, Tenn. Sjebrand Bros.: Carrizozo, N. M., 2-4. Smith's Greater Atlantic: Sumter, S. C. State Fair: Nogales, Ariz. Tidwell, T. J.: Sweetwater, Tex.; Big Springs 6-11. Volunteer State: Cleveland, Tenn.; Harriman 6-11. Wallace Bros.: Milan, Tenn. Ward, John R.: Memphis, Tenn., 30-Apr. 11. West Bros' Am. Co.: Harrisburg, Ill. Western State: Kingsville, Tex. Yellowstone: Santa Rosa, N. M.; Tucumcari 6-11. Zimdars Greater: Conway, Ark.; Russellville 6-11. Zeiger, C. F., United: Tucson, Ariz.

Additional Routes

(Received too late for classification)

Bink Show: West Bend, Wis., 30-Apr. 4. Felton, King, Magician: Morrilton, Ark., 30-Apr. 4. Daniel, 2-10, Magician: Patterson, Ill., 30-Apr. 4. Gilbert & Sutton Revue: Summerville, S. C., 30-Apr. 4. Gray, Gary: Pratt, Kan., 2-3; Larned 4-6; Great Bend 7. Levolo, Pat & Willa: (Tiffin) Tiffin, O., 1-4; (Paramount) Middletown 5-6; (Paramount) Maysville, Ky., 7-8. McCune Grant Trio: Pratt, Kan., 2-3; Larned 4-6; Great Bend 7.

McNally Show: Damascus, Md., 30-Apr. 4. Melroy, Magician: Winfield, Kan., 6; Sedan 7; Neodesha 8; Eureka 9. Miller, Al H., Show: Harlem, Ga., 30-Apr. 4. Phillipson Comedy Co.: Elizabethtown, Ind., 30-Apr. 4. Porter Comedians: Santa Cruz, Calif., 30-Apr. 4. Rayalots Concert Co.: W. Manchester, Ind., 31-Apr. 7. Taylor, Wm. P., Show: Havana, Fla., 30-Apr. 4. Zeller & Wilburn: (Granada) Bluefield, W. Va., 3-4; (Strand) Grafton 5-6, t.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COIN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPECANOE CITY, OHIO

EASTER RABBITS

Clearance Sale. Balance Manufacturer's Stock. Silk Flush or Fur. Dressed, running, begging, standing or crouching. Write for Price List.

LUCKY TOY COMPANY, Inc.

147 W. 22d St., N. Y. C.

WANT CIRCUS TROUPE

Or Teams doing two or more acts. Long season winter and summer. Open at Shrine Circus, St. Joseph, Mo., April 11. Cannot use Wire Act, Dogs or Ponies. Address this week care Shrine Circus, Leavenworth, Kan.

IRV. J. POLACK, General Manager, Polack Bros.' Circus.

WANT FOR SEASON

Opening in Big Industrial City in Virginia, Week April 18.

Chairplane, Kiddie Loop-o-Plane and Flat Rides, up-to-date Shows, Side Show, Colored Minstrels, Girl Revue, Snakes and others capable of getting money. Fun House and Motordrome with own transportation. CAN PLACE CONCESSIONS—Cook House, Frozen Custard, Merchandise Concessions—Wants for stock only. No racket. WANT Big Sensational Free Act. Good General Agent and Promoter wire. Ten weeks Fair booked, starting first week in August. Wire or write

MOHAWK VALLEY SHOWS, Palatka, Fla., this week; St. Augustine, week Apr. 6.

WOLF GREATER SHOWS

Now booking Shows and legitimate Concessions, all open. WANT Loop-o-Plane. Sell Tilt-a-Whirl, good running condition, also Monkeydrome. Terms to responsible parties. Season opens May 16. Have two Baggage Cars for sale. Address BOX 2725, Bloom & Lake Sta., Minneapolis, Minn.

BARFIELD'S COSMOPOLITAN SHOWS

WANT Electrician, also Second Man for Merry-Go-Round. Opening for Cook House and a few more legitimate Grind Stock Concessions. Address P. O. BOX 4702, Jacksonville, Fla.

TALKER WANTED

Experienced Motordrome Talker who can produce and sell show. Address

BO SHERMAN

Care Beckmann & Gerety Shows, 301 Duval Street, San Antonio, Tex.

"THE LA CROSSE SHRINE CLUB"

Will entertain proposition from reliable Promotion Companies with references, for an indoor or Outdoor Circus first part of June. FRANK TATHEN, President La Crosse Shrine Club, La Crosse, Wis.

WANTED For SEAL BROTHERS CIRCUS—Pitchman. Jack Williams write. FRED BRAD also wants Agents. Write FRED BRAD, Emporia, Kan.

GOLD MEDAL SHOWS

Opening St. Louis April 10. Address 390 Arcade Bldg., St. Louis, Mo.

TILLEY SHOWS

Now Booking Shows and Concessions. BOX 635, Ladd, Ill.

LOOP-O-PLANE

FOR PROFITS. ROBIN REED, Box 237, Salem, Ore

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

HAPPYLAND SHOWS

Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

MOTORIZE

Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

FACTORY CLOSE-OUTS
PRICES CUT 50% and MORE
BRAND NEW MACHINES ALL IN ORIGINAL CRATES

PAY TABLES

3 Aces	\$ 47.50
17 Cariocas	33.50
2 Champions	27.50
12 Do or Don'ts	29.50
2 Daily Double Srs.	67.50
2 Golden Harvest	69.50
1 Liberty Bell	29.50
4 Mammoths	69.50
4 Prospectors	57.50
10 Put 'n' Take	29.50
2 Rex	29.50
5 Rockets	27.50
4 Repeaters	79.50
2 Sportsman	31.50
4 Step-'Em-Up	57.50

NON-AUTOMATIC TABLES

1 Action Sr.	\$ 39.50
9 Blue Ribbons	19.50
2 Blue Streak	17.50
1 Barrel Roll	31.50
1 Big Bertha Sr.	31.50
1 Cavalcade	22.50
6 Castles	22.50
6 Chicago Express	22.50
1 Cannon Fire Mills	31.50
14 Crusaders	37.50
1 C.O.D.	19.50
4 Friskys	21.50
4 Fleets	17.50
1 Pushover	10.00
1 Quick Silver	37.50
4 Score-A-Life	19.50
1 Signal Jr.	22.50
7 Skyscrapers	19.50
16 Streamlines	16.50
4 Traffic C	22.50
6 Turn Tables	19.50

COUNTER GAMES

12 Baby Lite-A-Line	10.00
12 Chicago Club House	10.00
11 Ramblers	7.50
1 Pipe Eye	5.00
7 Magic Clock	9.00
2 Hit-or-Miss	12.50
2 Silver Streak	19.50
6 Sparkplug	19.50
16 Tickers	7.50
6 Seven-Come-Elven	9.50
15 Steeplechase	7.50

CRANES

3 De Luxe Mutoscope	Regular Price \$275.00
	Special Closeout Price 175.00
	(brand new)

USED MACHINE BUYERS—You should not buy used machines with the low prices shown above available on the brand-new machines listed. But, if you insist, then **GET OUR PRICES BEFORE YOU PURCHASE. WE WILL NOT BE UNDERSOLD.** Advise kind and quantities wanted for lowest prices. We handle several hundred used machines weekly. Send us list of used machines you want to sell.

TERMS: 1/3 CASH DEPOSIT. BALANCE C. O. D.

FOR THE WORLD'S SPEEDIEST DELIVERIES OF ALL POPULAR MACHINES
 YOUR ORDER TO THE OFFICE NEAREST YOU *Today!*

OPERATORS SERVICE SYSTEM
 WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

SALES • RENTALS • LEGAL GUARANTEES • TRADE-INS

MAIN OFFICE 632 MADISON AVE. MEMPHIS TENN.

HOUSE TRAILERS

Schult Gadabouts, 12 ft. long, only\$198 to \$235
 Schult Traveleases, 14 ft. long, only.....\$275 to \$315

Schult's specializes in Special Purpose Coaches such as: Sandwich and Drink Stands, Office Coaches, or anything you need.

Large selection of Used Trailers priced from \$50.00 to \$500.00.
 Other Nationally Known Makes Ready. No Sales Tax.

SCHULT'S TRAILER MART, Elkhart, Indiana
 Buy. Trade. Terms—No Sales Tax—Write for Free Literature

Free Acts Wanted

Fifteen weeks' work. Sure pay. Lady High Dive preferred. Bee Kyle, wire us immediately. Would like to hear from Leo Simon and Aerial Bauers. Can use some good Shows and legitimate Concessions. Are interested in booking Kiddie Auto Ride and Dual Loop-O-Plane. Address

GOODING GREATER SHOWS, BOX 386, COLUMBUS, OHIO

WEST BROS. AMUSEMENT CO. WANTS

Concessions that work for Stock. High-class Hawaiian Show with Musicians, come on. Motordrome, Mechanical, Penny Arcade, any money-getting Show. Ferris Wheel Foreman, Ride Help, Single Men; those driving trucks preferred. Harrisburg, Ill., this week; then West Frankfort.

SHOWS WANTED

With or without outfits. ALSO WANT Stock Concessions. No grit. No percentage. WANT six-piece White Band. Must have new uniforms. State all in first letter. Show opens at Russellville, Ky., Saturday, April 11. Address

F. H. BEE SHOWS, Inc., Russellville, Ky.

SMALL & BULLOCK WANTS

Few strictly legitimate Concessions, Photo Gallery, Cigarette Gallery, Ball Game. Can use sober, reliable Working Man on Concessions. Must be able to drive truck. Cy Darlington, can place you. Ware Shoals, S. C., this week.

Eastern Chatter

Ben Haskell is so optimistic! He claims "things will be better than ever" and very soon, too.

Teddy Blatt goes Ben one better and claims: "They are already better." Queer, these lawyers.

Digger men continued meetings almost every day to devise ways and means in case of so and such happening. With everyone's eyes on the forthcoming decision it will be interesting to note whether some of these plans will be worth while.

Jack Fitzgibbons is certainly going to have the biggest celebration these parts have ever witnessed. Started off by giving away more than \$2,000 worth of games. And wait until you see the beautiful hostesses Jack has arranged for the 15th of April, and that's no April fool. (Aside: Jack wants you to be there in person.)

If the digger decision is favorable many a craneland is expected to arise where a sportland existed before.

That *New York Post* story about Pick-rum & Weaver as an example for the Long Island Railroad was a wow. You should read it.

George Ponser is "goin' to town" with the Snacks bulk merchandise vender and claims: "Just wait until I really get started." How you like dot?

Joe Orleck claims that there's an opportunity for the manufacturers to build pin games that can be changed to row boats by using the legs for oars and removing the glass tops. (P.S.—Joe's getting closer to Welfare Island every day.)

Willie Blatt and Tony Gasparro were seen trouping about the other eve. What a picture for a photographer.

Dave Stern, of Royal Distribs, Newark, has one swell-looking display of Bally games.

Sam Broudy, of Jersey Trading, is all pepped up about that Univex camera gift set for salesboards. Claims it's "the premium of the season."

Charley Sachs, of Elizabeth, Noo Jolsey, retains the title of "America's best dressed operator." And is he crying the blues!

Champion on Stock Exchange game against all challengers is Sam Gisser, of Hercules, Newark. Took Bill Gersh over for all his loose change on this game. They say that Sam has the game fixed.

Pete Hagedorn, of Jersey Specialty, Singac, reports that the river, which runs almost alongside his spot, just "kept rising and rising" but Pete charmed it right down again.

And the pistachio firms are busy again—selling nuts to you.

Dick and Ben Steinberg, of Stirling Novelty Company, Newark, have prepared a real surprise and are sure to go to town with it.

Modern Vending is getting bigger and bigger in the moosic operating biz. 'Tis said it has passed the 400 mark on machines already. Looks like Nat's statement of 1,000 machines out by the end of the year may come true.

Bellevé it or not—Teddy Struhl speaks Italian—but fluently. His conversation is something to hear.

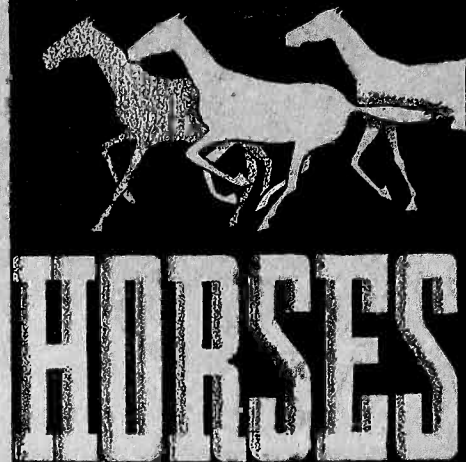
DIVORCES
 (Continued from page 57)
 against Bennett Cerf, New York publisher, in Los Angeles March 26.
 Viola Loule Mount, screen actress, from Harry Clay Mount, actor-writer, in Los Angeles March 19.

Late Deaths

(The following items were received at press time. More details in the next issue.)

AMES—Percy, 62, well-known Broadway actor, of pneumonia in a private sanitarium in New York March 28.

ROMPS HOME WITH BIG PROFITS!



BUCKLEY'S NEW VENDER WITH BIG PLAYER APPEAL FEATURES

The counter vender that assures you of sweepstakes profits. HORSES will pay for itself the first day you place it on almost any bar or counter.

Players go for the big odds this BUCKLEY machine offers. HORSES PAYS OUT FROM 2 to 40. It has a 4-way coin chute. This means the player can insert 1c, 5c, 10c or 25c, and be rewarded accordingly.

You also have your choice of a 1c or 5c coin chute. Please specify when ordering. HORSES vends a ball of gum with each coin inserted.

It is guaranteed mechanically perfect!

Order this champion of big profits now! It's the finest investment you can make!

ORDER NOW \$17.50

10% EXCISE TAX ADDED. DOUBLE DOOR AND REGISTER \$1.50 ADDITIONAL

PROMPT SHIPMENTS GUARANTEED



BUCKLEY MFG. CO.

2160 W. Washington Blvd., Chicago, Illinois

RAY'S TRACK



The Sensational 8-Horse, Automatic Payout Race Horse Game.

The greatest sensation in All Coin Machine History. Write for Complete Details and Prices!

Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

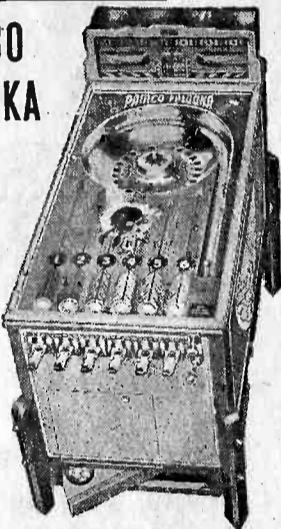
RELIANCE

First Real True-Dice Automatic Payout. We're SWAMPED with Orders for RELIANCE! WIRE US TODAY—let us reserve some for you! RUSH! RUSH!

PAMCO PALOOKA

1 or 5 Ball Play. Cash in With This Game of Games.

\$169.50



WRITE NOW—Get Full Details and Prices of all BALLY Hits! Teaser—Harvest Moon—Golden Harvest—Bally Baby. ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

Bally's Peerless. \$115.00	Electro Eye ... Write
Bally's Derby... 115.00	Pamco Palooka. 169.50
Bally's Rambler. 115.00	Tit-Tat-Toe. 17.50
Bally's Reliance. 119.50	Punchette. 19.75
Pamco Parlay, Sr... 115.00	Mills Tycoon 149.50
Pamco Speedway 115.00	Mills Futurity .. Write
Magie Eye. Write	Bally's Multiple. Write
Gottlieb's Sunshine. 89.50	Bally's Bonus, Pay-out ... 115.00
JOBBERS Write for Quantity Prices.	Ticket ... 125.00

PROMPT DELIVERY If 1/3 Deposit in Form of Postal, Express, or Telegraph Money Order Is Received With Order, Balance C. O. D. See Our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.

Manufacturer's Authorized Distributors, 60 Broad Street, RICHMOND, VA. Day Phone, 34511. Night Phone, 55328.

MERCHANDISE MACHINES

Await Court Verdict on Flint Vending License

FLINT, Mich., March 28.—Operators are awaiting decision of the Michigan Supreme Court upon the licensing ordinance passed last year by the city council. The ordinance specifies licenses of \$5 for pin games, licenses for vending machines of 50 cents for penny venders, \$1 for nickel machines and \$2 for all others—all annual.

The license requirement for vending machines is rather unusual in Michigan practice, as most other cities require licenses only for skill or amusement games if any. The pin-game operators were satisfied with the ordinance, but some of the vending machine operators decided to contest this part of the ordinance. A temporary injunction was secured against its enforcement several months ago and later overthrown in Circuit Court. The decision is now being appealed by a group of vending-machine operators.

The matter, which may not come before the Supreme Court for several months, is again coming to a head thru the expiration of the present licenses on April 30 and the necessity of renewal.

The fight against the tax is being made chiefly by nonmembers of the Flint Amusement Game and Vending Association. This unit, which has been a full member of the Automatic Mer-

chandisers' Association of Michigan for several months, is now growing and has recently taken in as a new member R. & W. Specialty Company, operated by Ross and Woodcock.

Cigaret Output Climbs

WASHINGTON, March 28.—Operators of cigaret and cigar vending machines will be encouraged by the Bureau of Internal Revenue report that the output of cigarets and cigars continues to reach new peaks. Altho production of cigarets in the United States in February registered a seasonal decline from January, the total was the highest for the month of February on record.

Total output, based on sales of tax stamps, was 10,766,369,680 small cigarets, compared with 12,724,857,580 in January and 9,306,198,840 in February, 1935, the previous high record. Output for the first two months also established a new peak, totaling 23,491,227,260, against 20,642,731,197 in the corresponding 1935 period.

Large cigar output last month was 356,624,025, the largest for February since 1931, compared with 336,579,363 in January and 320,864,191 in February, 1935.

Production of manufactured tobacco amounted to 25,655,463 pounds in February, against 26,215,626 in the previous month and 23,121,561 in the similar 1935 month.

Vending Machine Operators Must Observe Points in Salesmanship

(Reprinted from *The Northwesterner*, Northwestern Corporation, Morris, Ill.)

Do you ever stop to consider what kind of a salesman you are? Oh, you say, I am not a salesman so why should I consider that? True, you do not make your living by convincing people that they should buy some particular thing possibly that they do not want or need, but nevertheless every operator is just as much of a salesman as one who follows this profession.

Every time you look for a new location, every time you service a machine, you are selling yourself, your service, your machines, and the coin machine industry in general.

Personality is one of the biggest factors in salesmanship and a mighty asset to anyone in the operating business. A cheerful good-natured smile and happy, carefree disposition while things are breaking good or bad do more to overcome irritating obstacles and assure success than any other methods yet devised. When those connected with a location are glad to see you come in to service your machine you can be pretty certain that you have done a good job of selling yourself.

Know Your Business

The successful salesman also knows his business—knows it from A to Z, and always has accurate information on any phase of his work as well as the latest developments in his special field. So, too, the operator should be well acquainted with every detail of his business and he can usually do this by taking the various trade journals, also thru the different operators' organizations, and studying his own problems. If he operates only bulk merchandisers he

should know all of the different products which can be dispensed in vending machines so that when one of his locations requests a special type of machine he can readily secure the proper information without delay. The operator must know what kind of machines to use in different types of locations and what kind of products to use in them.

If the operator has only the vague idea that the operating business consists of filling the machines with cheap peanuts and then taking out the pennies once in a while, his rating of himself as a salesman will not be very high.

Especially in securing new locations the operator must be able to sell the proprietor on the value of his service. No matter what his business, there is nothing so profitable for the storekeeper as the small space he rents to the operator for the location of a vending machine. In the case of a bulk merchandiser only a square foot of space is required, yet he has no original investment, no cost for materials or upkeep, very little care and the handsome commission the operator pays him is pure velvet. After you secure the location your method of servicing machines, keeping them clean and filled with fresh, quality merchandise does more toward selling the proprietor on your service than any amount of talking would do.

Machines Sell

The operator whose route consists of modern, efficient venders is unobtrusively selling his machines and the coin-machine industry in general for the customer comes in contact with only the machines, not the operator of them. An attractive machine dispensing good merchandise is easily remembered and will be continually patronized whereas a dirty machine vending mediocre merchandise will be shunned. Thus the operator who is indifferent about the kind of machines he uses is a poor salesman for as far as the public is concerned his action reflects on the industry as a whole.

So you can see that even tho you never thought of yourself as a salesman you are unconsciously doing either a good or bad job of salesmanship at all times. If your route is very successful

Who Makes Gadget?

Rumors and, in fact, inquiries have come in about a contraption or gadget which may be attached to the coin chute of vending machines, and said gadget is supposed to effectively prevent the use of wires to rob the machines of their contents.

Any information about such a gadget, or who makes it, will be appreciated for our files.

REBUILT GAMES THIS WEEK'S SPECIALS

SATISFACTION OR MONEY REFUNDED!

50 TRAFFIC A.....	\$18.50
25 A. B. T. AUTODARTS.....	18.50
15 MILLS PEARL HARBOR....	23.50
25 ROCKETS	9.50
60 JENNINGS SPORTSMAN.	
Visible. Series 9,000 Up...	14.50
10 MILLS EQUITY	18.50
400 MILLS TICKETTE	3.95

RUSH YOUR ORDERS 1/3 Down, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY BLVD. - CHICAGO

INDEPENDENCE



with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magie Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, lasts years. Write immediately for bulletin giving you the inside story.

Pat. App'd For. precision manufacture.

FIELDING MANUFACTURING CO. Dept. 6, Jackson, Mich.

EXPERIENCED Merchandise Vending Machine Route Salesmen, financially able to get sample outfit, travel and appoint NEW operators of entirely NEW Combination 5c and 1c Bulk Vender. Elaborate national set-up. Fair price. Liberal commissions. Address J. W. S. LANGLEY, 307 W. Fort Street, Detroit, Mich.

WANTED

GOLF BALL MACHINE A. DUMONT, 2 Cedar Ave., Oaklyn, N. J.

LOOK

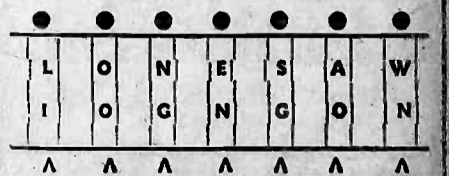
IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

you can assume that you are a good salesman. But if it isn't, study the characteristics of some of the most successful salesmen you know and by employing their principles in your own business you will find that it will improve 100 per cent.

Brinteaser No. 6

Seven sandwich men in dodging traffic became all mixed up! As we now see them they carry no message. What is being advertised?



Answer to No. 5. Jobber: If you give \$1 I will have twice as much as you. Operator: If you give me \$1 I will have as much as you. Question? How much money does each one have? Answer: Jobber has \$7; Operator \$5.

Out Soon!

MONOPOLIEE

1 BALL AUTOMATIC PAYOUT MULTIPLE COIN SLOT

★ Capitalize On The Game Everybody's Playing!

Write For Information

CHICAGO COIN CORP. 1725 W. DIVERSEY CHICAGO

NOTICE TO ALL OPERATORS!

Statement Made in Article on Page 82 of the March 28th Issue of The Billboard was reported without our authority and is incorrect.

WE WILL GIVE \$1,000.00 REWARD

to anyone who can prove that we are operating at present time any PIN GAMES in the Pittsburgh territory.

We do have a substantial PHONOGRAPH operating business which we feel is a highly specialized line, but we positively do not operate PIN GAMES in this territory.

The ORIOLE COIN MACHINE CORP. is one of the oldest successful Distributing and Jobbing concerns in the business, and as a result of our splendid business relations with operators our volume of business has doubled in the past three months over same period of last year.

The ORIOLE COIN MACHINE CORP. enjoys a very successful jobbing business in PITTSBURGH as well as in BALTIMORE, MD.; WASHINGTON, D. C., and BUFFALO, N. Y. We attribute our success to our continued effort to always please the operator in all our business transactions.

THE ORIOLE COIN MACHINE CORP.

BALTIMORE, MD.

Washington, D. C. Buffalo, N. Y. Pittsburgh, Pa.

WATCH IT GETS YOU \$400
CLEARING HOUSE!

Pamco Agents Sell Florida

CHICAGO, March 28.—On an extensive trip dotted with stops at every important point in Middle and South Atlantic States, C. B. McClellan and Ken Willis, who represent Pacific Amusement Manufacturing Company out in the field, report especially good business and operating conditions along their itinerary. Both of the men, old heads in the amusement business, say that territories have reopened in many places they have visited, and especially for one to five-ball pay tables. That bell machine men in the State of Florida have ordered heavily on Pamco Palooka indicates more-than-ordinary merit for the six-coin-chute machine, says McClellan.

Both C. B. and Ken are said to have spent considerable time with major distributing and jobbing concerns mainly in demonstrating location tests on the new Palooka game. These tests are said to have been more than favorable in tabulating location earnings. According to the team of Willis and McClellan, Palooka stood up in direct competition time and again with a whole battery of

bell machines and came out on top just as often.

Naturally bell-machine operators have shown acute interest in the doings of Pamco Palooka in that, compared with the amount invested in the machine, it has been shown to represent a valued investment compared to a group purchase of other types of equipment. Pamco Palooka, shown in the records at Pacific as having undergone development for months prior to the Chicago convention in January, is termed the finest piece of heavy money-making equipment the company has ever produced, yet engineered in such a manner that its price places it within easy reach of the average operator.

MILLIONS LOST—

(Continued from page 3)

Pitt hotels during March and April have been canceled. Most of them were to stage elaborate floor shows. More loss of talent is due to the enforced closing of the Stanley, which will take at least six weeks to reseat and recarpet; and the Casino Theater, which is awaiting the return of normal light and power.

Things are somewhat brighter in the radio field, where KDKA, WCAE and WWSW have been going full blast this week. While the stations have been giving plenty of time to Red Cross officials, public utility men and to other emergency messages, they have been piping most of their commercials, which are cashing in on the additional listeners forced to tune in their radio sets because of the lack of most of the other amusements. The other stations, WJAS, local CBS outlet, and KQV are expected to resume normal operation by tomorrow.

Few theaters here and in neighboring towns will not reopen. Those independents who are unable to gather enough cash necessary to put them into business again will receive financial aid from the government or from the nation-wide fund being conducted by the Motion Picture Theater Owners of Western Pennsylvania here.

Warner officials and executives of the Harris Amusement Company here stated that all flood-stricken theaters will be reopened as soon as they are rehabilitated. Joe Bernhard, general manager of Warner's theaters, has been here supervising the work and ordering the-

ater equipment and furnishings from New York. Several theaters, including the de-luxe Stanley and the Ritz, will be reseeded and otherwise entirely rebuilt inside.

Besides Pittsburgh, the amusement industry around here was severely hit in McKees Rocks, Sharpsburg, Tarentum, Etna and Johnstown, Pa.

The ranks in the industry suffered no loss of life. Robert Newkirk, Loew's Penn treasurer, who contracted double pneumonia while marooned in the theater, is on the road to recovery.

Individual shows and artists hit by the flood include Xavier Cugat and his orchestra, whose instruments were ruined by water in the Stanley Theater dressing rooms, and some costumes and the scenery of the *Flying High* burly troupe, which held forth at the Variety Theater.

Losses of de-luxe houses are conservatively estimated at over \$1,000,000. The Warner circuit suffered damages in some 50 theaters in the Pittsburgh, Erie and West Virginia districts, bringing a loss of over \$2,000,000.

Theater authorities have estimated that the industry's loss in the Pennsylvania, West Virginia and Ohio territories will go beyond \$10,000,000.

The radio field is on the receiving end of showers of praise and appreciation from city notables who have used its facilities during the local flood disaster.

Radio work helped check wild rumors of added disasters which never took place and served as the tri-State's newspaper for several days.

PITTSBURGH, March 28.—Except for a little water in the cellar, Harry Brown's Nixon Theater here, only local legit house, escaped undamaged from last week's flood. The theater was also fortunate in having its own power plant, permitting it to operate at will while other houses in the city were dark due to the failure of the light and power plants. Last week's attraction, *Idiot's Delight*, only played thru Thursday night, however, because of a sudden illness contracted by Lynn Fontanne, the co-star of the play. Theater men diagnosed her illness as a bad case of flood jitters, however. The Nixon was dark on Friday and Saturday despite early sellouts.

Three Men on a Horse opened as scheduled on Monday, doing a rushing business, as it was the only theater attraction in the downtown area.

BOSTON, March 28.—New England this week began digging out from the after effects of one of the worst floods in its history, and the amusement industry is attempting to estimate what its losses were. Hundreds of theaters in the territory were closed and many will not reopen for several weeks.

Theaters thruout New England were giving benefit shows last week, turning over their entire receipts to the Red Cross and other relief organizations.

Many prints have been lost and scores of cans of film had to be scrapped because their contents were water-soaked.

Radio played an important part during the floods, sending warnings of impending dangers, broadcasting communications where telephone service was impossible and keeping the air hot with up-to-the-minute bulletins.

SPRINGFIELD, Mass., March 28.—Coliseum Building of Eastern States Exposition, Springfield, was damaged heavily, with about 14 feet of water making its way thru.

BOSTON, March 28.—Zoo in Manchester, N. H., suffered huge losses when all but three or four animals perished, those remaining alive being destroyed. In all, about 200 live stock drowned in the Merrimac River. Unconfirmed report said that John T. Benson's wild animal farm in near-by Nashua sustained heavy damages and loss of live stock.

HOLYOKE, Mass., March 28.—Great Santini, illusionist, reported loss of practically all his equipment, including a truck.

NEW YORK, March 28.—Frank Wirth, Wirth's Circus, announced that his annual Shrine show in Hartford will be played as scheduled the week of April 20.

NEW YORK, March 28.—Four lions bought by Max Linderman, World of Mirth Shows, were shipped out from Manchester, N. H., only a couple of days before the tragic toll made by rising waters.

CHEER UP!

We are increasing our output of these great Bally hits and will soon be able to guarantee same-day shipments. Meanwhile protect yourself against delays by ordering now!

BALLY BONUS

1-SHOT PAYOUT OR TICKET GAME WITH AMAZING "OUT-HOLE" AWARDS

PEERLESS

1-SHOT PAYOUT OR TICKET GAME—THE "ODDS BOOSTER" SENSATION

BALLY DERBY

1-SHOT PAYOUT OR TICKET GAME WITH MIGHTY "CHANGING ODDS" FEATURE

RAMBLER

10-BALL PAYOUT OR TICKET GAME WITH THRILLING PROGRESSIVE AWARDS

RELIANCE

PAYOUT DICE COUNTER GAME, NICKEL OR QUARTER MODEL

SEE THEM AT YOUR JOBBER!

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th Street, New York, N. Y.

TIT TAT TOE
 THE GAME YOU KNOW \$1750
 ORDER YOURS FROM
GERBER & GLASS
 914 DIVERSEY BLVD.
 CHICAGO, ILL.

VENDOLAS
 5-10c. Advance movements. No reasonable offer refused.
 H. BELSKY, 87 Union Ave., Brooklyn, N. Y.

QUALITY at a PRICE!

RACES

1 Ball Automatic Payout - Changing Odds - Multiple Coin Slot - Adjustable Payout Mechanism

A startling new sensation by WESTERN—the greatest name in payout games. RACES' multiple coin slot permits the player to insert from one to twenty nickels or more on the same play. Upon insertion of a coin life rack shows horse and win, place and show odds. Each coin played causes an additional horse to appear on life rack. All eight horses may be played. When all eight horses are played and the player wants to change odds he can do so by inserting another coin. Player can keep on inserting coins trying to hit that 40 to 1 odds. RACES is the greatest of all horse race games. Get yours!

\$125.00

Stancor ~~Universal~~ Equipped - Batteries Optional

\$135.00

Ticket Model—Check Separator \$5 Additional

BIG, BEAUTIFUL 24" x 50" CABINET

**RUSH YOUR ORDERS WITHOUT DELAY
GUARANTEED IMMEDIATE DELIVERY!**

WESTERN EQUIPMENT and SUPPLY CO.
925 WEST NORTH AVE. CHICAGO, ILL.

WILLIAM GLICK EXPO. SHOWS, Inc.

OPENING HAGERSTOWN, MD., APRIL 18

Can place Shows, Congress of Fat People, Midget Show, Fun House, Glass House and any Attraction of Merit. On account of disappointment can place Double Loop-O-Plane Ride. Can place legitimate Grind Stores, Ball Games, Palmistry, Scales, Photo Gallery, Hoop-La, etc. Can place Diggers. Wanted, Concession Agents for Wheels. Bob Paul, Goggles Weiner, write J. J. MORAN, 56 Potomac St., Hagerstown, Md. Cook House—Can place Cook and Waiters; all white help. Wanted, Foreman for Skooter and Caterpillar Rides, also Ride Help. Have for Sale, Lindy Loop in first-class condition.

Write or wire WM. GLICK, Gen. Mgr., Fair Grounds, Hagerstown, Md.

STRATES SHOWS CORP. WANT

Concessions—Bowling Alley, Pitch-Till-You-Win, Ball Games, Stock Stores of any kind. No G wheels.

Shows—Can place three Shows; will furnish outfit and wagon for same. Will finance any show that is capable. Monkey Circus, Animal Show, Illusion Show, Water Show, Athletic, Glass House, Freak Animal, Pit Shows.

Ride Help on all Rides.

We open April 16 in Portsmouth and will stay out for 28 weeks. Have already booked seven New York State Fairs and six Southern Fairs.

This will be a fifteen-car show and will carry 14 rides and 15 shows. Write BOX 26, Portsmouth, Va.

Play Horses On New Game

Buckley announces counter device that capitalizes on popularity of races

CHICAGO, March 28.—Horsés, horses; everybody is crazy about horses. That's why, according to Bill Woolen, sales manager of the Buckley Manufacturing Company, this firm is introducing a new ball-gum vender by that name.

Horses is a clever counter machine that capitalizes on the present popularity of horse races. It is a clever four-reel device. The first reel indicates the winning odds, which range from 2 to 40; the other three reels spell out the player's horse.

This clever new Buckley machine comes in the operator's choice of three different coin chutes. The standard model has a four-way coin chute that takes pennies, nickels, dimes and quarters. Horses also comes with a penny coin chute or a nickel coin chute. The player is rewarded according to the coin played. A ball of gum is vended with each coin inserted.

The mechanism is of complete Buckley manufacture and is guaranteed mechanically perfect. Operators are assured of a foolproof, bugless device that will not give them any trouble whatsoever.

A most attractive new cabinet has been designed for Horses. It instantly attracts the player's attention, and the colorful reels invite play.

Horses comes equipped with a double door and a register that automatically records all coins entering the machine at a slight additional cost.

Horses is in "top production" at the modern plant of the Buckley Manufacturing Company and immediate shipments are available.

BARNES OPENS

(Continued from page 3)

capacity business, was done at night. Ideal weather prevailed. Manager S. L. Cronin is credited with the idea of selling the executives of the California Pacific International Exposition the show for two days.

The Barnes program this year is one of real excellence. The highlights of the

performance are two new specs, *Pageant of the Spirit of 1936*, to start the show, and *First Americans*, as the closing feature; Bert Nelson and his mixed cat-animal group; Cristianis, marvelous riding act; 20-elephant act, Mabel Stark and her tiger group, Terrell Jacobs' lion group and Eddie Woekener's peppy band.

On Friday night an extra performance with the atmosphere of a "world premiere" was given to a sold-out house. There were batteries of searchlights, decorations and the usual ceremonies of noted moving picture premieres. Among those present were notables of the exposition and movieland, with many of these given special introductions.

BIZ AVERAGE

(Continued from page 3)

Paramount opened to terrific business with Harold Lloyd in *Milky Way*; the Music Hall looks headed for mediocre grosses with *Sutter's Gold*; the appearance of Jackie Coogan and Betty Grable on the stage at the Roxy will probably balance the weak draw of *Dancing Feet*; Capitol continues a second week with *Peticoat Fever*; Center is ready for another period of woe with *Everybody's Old Man*.

Night spots, even the swanky ones, are averaging poorly. House of Morgan has closed and the New Montmartre may fold soon.

Burlesque houses are holding up very well, drawing fine grosses for matinees. Madison Square Garden perked the stem up somewhat with its overflow crowds from the bouts on Monday and the ice carnival the remainder of the week.

J. PAUL BOLT SHOWS

WADESBORO, N. C., APRIL 4 TO 11.

WANT, to join on wire, Chairplane (Geo. Brown answer quick), Kiddie Auto Ride. Have for sale, small, neat Cook House, also Photo joint that will book on show or use your own, Bingo. Herbert Carter and Frank Sweeney wire. Murray Jackson wants Merry-Go-Round Foreman. All address JOSEPH LEE.

ADVANCE AGENT WANTED—I have the strongest merchants' tieup proposition in the show business. Never fails, gets money everywhere. Can place sober, active advance man with own car. Guarantee and percentage. Good man will make \$60 to \$100 per week. Can place immediately. No money advanced until you go to work. State age and full details. Write or wire. A. B. CONNER, 714 S. Purden Street, Kokomo, Ind.

HAVE 5 BOX WAGONS of the Reese-Melville Show, good condition. For sale cheap for cash. Load Track for loading on grounds. Can be seen any time. CHARLOTTE STOCK YARDS, on Highway No. 271, Charlotte, N. C.

Expo. & 6 Day Bicycle Races

PUBLIC AUDITORIUM, CANTON, OHIO, APRIL 13-18, INC.

AUSPICES CYCLE CLUB.

WANTED—Blanket Wheel and Stock Wheels not conflicting, Photo Gallery, Bingo, Penny Pitch, Ball Games, Jingle Board, Frozen Custard, Popcorn, Potato Chip, Root Beer, Candy Pitch, etc. WILL BOOK Girl Show, Ten-in-One or Shows of merit. Capacity crowds assured. Entire event on the air. Address E. M. WEYLS, Expo. Director, 301 Mellett Bldg. Canton, O.

MILLER BROS. SHOWS WANT

For opening at Greenville, S. C., April 24, Rides. Can place Wheel and Tiltawhirl or any Flat Ride. Shows, all kinds. Place good Minstrel, Girl or any show of character. Place Pit Show and furnish complete new outfit for same. Concessions—Place all Concessions. Good opening for Cook House. Wheels, all legitimate Concessions. One more Promoter. Greenville Celebrates Sesquicentennial, Week April 24. All address

MILLER BROS. SHOWS, Care Carolina Hotel, Greenville, S. C.

LARKIN SHOWS

THREE WEEKS IN ONE SPOT, PLAYING TO 10,000 DAILY.

WANT Ferris Wheel, one Flat Ride, 20%. Opening for Ten-in-One. Good deal on this. CAN PLACE two Pit Shows and Monkey Circus. Give X on Cook House and Bingo. Mitt Camp. No Gyms. Few other Concessions open. All that were with us last year get in touch with office at once. Will give nice deal to party with portable Lighting Plant. Opening May 18. Best Circuit and Committees in Michigan. We have one three-week stand, playing to 10,000 daily. WILL BOOK Chairplane, Minstrel Show with own outfit, 20%. Pay own wires. Address 346 Garfield Ave., Battle Creek, Mich.

MIMIC WORLD SHOWS

OPENING APRIL 11 AT LAKE CHARLES, LA.

WANT Ride Help for Whip, Mix-Up, Merry-Go-Round, Ferris Wheel. Also will furnish Top and Banner Line for Ten-in-One or Believe It or Not Side Show. Have new 60' Front and Arena for Athletic Show. WANT complete Show for same (sober). WANT Agent for Hi-Striker. WANT Musicians and Performers for Minstrel Show. CAN PLACE Lead Gallery and a few high-class Stock Concessions, also Mechanical Show or Illusion Show. S. B. DOYLE, 302 St. Andrews St., Lake Charles, La.

DIXIE EXPOSITION SHOWS WANT

Two-Abreast Merry-Go-Round, Flat Ride, Grind Shows, Musicians for Minstrel, Talker with People for Ten-in-One, legitimate Concession. Aragon, Ga., this week; Rome next.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
NO GAMBLING ALLOWED.....
 By any of our customers on "Orphan" Pin Games. We positively sell only the location tested PIN GAMES and we do not make "suckers" of our own customers by selling anything that comes along just to get an order. We can't do it because we sell at regular factory prices on the extended payment plan.
WRITE TODAY. ASK US FOR CREDIT.
Lee S. Jones
 P. S.—You'll "open in one" and "close in the alley" if you buy unknown games.

Los Angeles Notes

is a veteran in the music field and will have charge of the Spokane office. Arrangements for an increased distribution of phonographs was made upon a recent visit of Homer E. Capehart from the Wurlitzer factory. The firm recently added two more trucks to its fleet.

Will P. Canaan reports sales on merchandizing machines at a high peak. Lee Felsenthal, of Ad-Lee Company, Chicago, noted here. Mr. Felsenthal is spending the winter months in Southern California. Canaan also reported big sales on the Punchette device.

Western Vending Machine Operators' Association held monthly meeting at the Broadway-Clifton. Dinner and the usual business meeting. Organization said to be growing rapidly and is an important aid in vending machine field.

Noted at Sol Gottlieb's in a "ribbing party" were Patten and Hine, operators from Modesto, Calif.; Ray Earnshaw and Lee Corey, of Fresno, and Frank Kozinsky. Paul Henry, sales manager for the firm, has recently returned from a trip to near-by cities.

Paul Laymon has added two more service men to take care of increased business. Seen here were Henry Doelger, San Francisco, considering getting back into operating field again; Mr. and Mrs. Phil Brown and Frank Root, Lancaster, Calif.; the Wolf brothers, of San Diego, and H. Arnoldus, of Salt Lake City.

FRANK J. LEE BACK

(Continued from page 3)
 the outdoor show field this year after a few years' absence as advance press representative and director of promotions for the R. & C. organization.

Lee was formerly a publicist for the Con T. Kennedy Shows, C. W. Parker Shows, Jarvis-Seeman Shows, 101 Ranch Wild West, Buffalo Bill Wild West, Ringling Bros.' Circus, whale exhibits and other outdoor enterprises, also Fox Film, RKO and various other theatricals. The last three years he handled school promotions independently.

Big Show Refused License For Brooklyn Residential Lot

NEW YORK, March 30.—Ringling-Barnum Circus has its contracting staff working overtime on a new Brooklyn lot as a result of License Commissioner Paul Moss' edict turning down a license for the show to play at a site bounded by Albany avenue, Avenue D, 43d street and Clarendon road, Brooklyn, which is always a six-day stand, and inaugurates the season under canvas following the show's week in Boston.

Ban caused a sensation in the local press and among circus followers, the former lamenting the fact that Brooklyn won't have its big show for the first time in 52 years, and also remarking that Brooklyn was one of the first communities in this country to play host to a circus organization.

For the last few years Ringling-Barnum has appeared on the big lot at Flatbush and Nostrand avenues, where the city is building a school. Another familiar lot, used by both the Ringling show and Hagenbeck-Wallace, is in another section at DeKalb avenue, but the former grounds are the best in the boro. The lot on which a license was refused is in a residential area, with residents protesting granting of the license at a hearing in the commissioner's office.

John M. Kelley, show's general counsel, protested the ruling vigorously, saying he would appeal to the courts. Another sturdy plea for the circus was

MONEY!

The biggest pay table profits in the business today are being made by HOLLYWOOD and its Star Award Panel. See it at your nearest Rock-Ola Distributor at once. Get in the big money with HOLLYWOOD immediately!

ROCK-OLA MFG. CORPORATION
 800 N. Kedzie Ave., Chicago

\$89.50

HOLLYWOOD

Harry Stearns, California Exhibit Company, states that sales on the Big Shot game are keeping them at the limit of production to supply demand on one and five-ball games. Three other games are said to be going along in the experimental department—said to incorporate new free-game features never before used.

The experimental department of Coinomatic Company is said to be developing new models of its first Tornado game. May be released within two weeks, as tests are under way now.

Everybody seemed to be busy at National Amusement Company and many visitors were seen there recently. Report big results in sale of Rock-Ola phonographs, Harry Stewart saying that firm had recently placed another order for two carloads.

Mack Mohr, broken out with enthusiasm, said business is great and that they had ordered six carloads of Wurlitzer phonographs. This, completes, 10 carloads since January 1. Firm is now covering seven States for Wurlitzer products. The plans are to stock parts at several points to increase servicing facilities. Frank Q. Doyle has recently joined the Mohr Bros.' organization. He

J. J. PAGE SHOWS

Account of disappointment can place sensational Aerial Free Act to join Johnson City, Tenn., next week. CAN PLACE legitimate Concessions at reasonable rates. Good opening for Kiddie Rides and one more Flat Ride, preferably Caterpillar. Everybody wire, don't write. J. J. PAGE, Manager, Columbia, S. C., this week; Johnson City, Tenn., next week.

WANT

To join on wire, Colored Musicians, Saxophone, Trombone and Drummer, Chorus Girl and Stage Manager. Salary and board. Capable Talker to take charge Minstrel Show. WANT Merry-Go-Round and Chairplane Foreman, two Coupon Agents. Have virgin territory. Drunks save your time and mine. Pay your telegrams. JOE GALLER, Buckeye State Shows, Grove Hill, Ala.

ROYAL AMUSEMENT COMPANY

Opening latter part of April in Amory, Miss., will book Shows and Concessions for its 1936 season. Will also book Kiddie Ride and Loop-o-Plane, and Ride Help. Can use Wood Worker to repair Merry-Go-Round. Will buy Organ in good condition. Fred Russell, William Kruger and others with me last season, please write. J. E. CLAYTON, Manager, care Burchfield Hotel, Tuscaloosa, Ala., until April 12.

W. A. GIBBS SHOWS—WANT

Snake Show, Mickey Mouse, Fat Girl, or Freak Show with or without Tent. Need Colored Piano Player and Sax. Will X on the following Concessions: Snow Cones, Candy Apples, Fishpond, Novelty, Blower Joint, Devil's Bowling Alley and Ball Games, or any other joints not conflicting with what we have. CAN USE Ball Game Agents. Will X Diggers for \$15 a week. All others, \$10. Ice Cream still open. Opening April 11. All mail W. A. GIBBS, Erie, Kan.

WANTED FOR

KUHN SIDE SHOW

Half-and-Half, Magician, Washboard Band, Girl with Snakes, Ticket Sellers, other useful people. All write (no wires). Address SIDE SHOW, 1310 Post Ave., Rockford, Ill.

OPERATORS HEADQUARTERS
 FOR INFORMATION ON GAMES AND SYSTEMS
 WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
 1010 GEORGE ST., CHICAGO
 ESTABLISHED 1918

Punchette WITH THE New

MYSTERY TAPE AND STEP-UP PUNCHBOARD
 Now a Faster, Greater Play on the Sensational Punchettes! Increases Profits Over and Over!

Besides the innumerable small awards, the new Tape has "mystery" punches which allows the player a free punch in the mystery row of the punchboard. "Mystery" Row pays from 50c to \$5. A "Jack Pot" punch in the mystery row allows the player one punch in the Jack Pot row which pays from \$5 to \$25. The greatest of all "come on" plays ever presented.

Immediate Delivery

Standard Model **\$19.75**
 Step-up Model **\$21 on both Models!**

GROETCHEN POOL COMPANY
 126 N. UNION ST. * CHICAGO, ILL.

ORDER TODAY!

THE TALK OF THE INDUSTRY
PUNCHETTE \$19.75
 ORDER YOURS TODAY

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
 1410-12 CENTRAL PARKWAY CINCINNATI, O.

made by Helen P. McCormack, counsel for the Brooklyn Council of Catholic Big Sisters, which depends for maintenance of its shelter for homeless and jobless women almost exclusively on receipts of Kids' Day at the Brooklyn showing. Miss

McCormack feared that the shelter would have to close its doors if the show were not permitted to play in the boro.

Ban received a general razzing in both Brooklyn and Manhattan newspapers.

OPERATORS! JOBBERS!

"PAMCO"

Does It

AGAIN

with

PINCH HITTER!

In HEAVY PRODUCTION NOW

RELEASES **APRIL 7TH**
ON

Write! Wire Your Sample PINCH HITTER Orders Today!

PACIFIC AMUSEMENT MFG. CO.,
4223 W. Lake St., 1320 S. Hope St.,
Chicago, Ill. Los Angeles, Calif

Manufacturers- Distributors- Jobbers-

this ONE! --- Don't overlook

Spring Special

NUMBER

Circulation

more than double that of a regular issue

FINAL DISPLAY ADVERTISING FORMS CLOSE

APRIL 4

Phone, Wire or Mail Copy Today

* **The
Billboard** *

25 OPERA PLACE

CINCINNATI, O.

BRITISH COIN

(Continued from page 64)

Pace Manufacturing Company, Buckley Manufacturing Company and D. Gottlieb & Company; Amusement Equipment Company, Ltd., Wembley, Skee Roll bowling table manufactured under license from National Skee Ball Company, Inc., and various machines of own manufacture, as well as Doctor's Health Scale of Royal Scale Company; Autoway Company, Glasgow, novelty personal analysis machine, The Sheik, and scales of own manufacture; S. Capaldi & Company, Ltd., London, products of International Mutoscope Reel; Brecknell, Munro & Rogers (1928), Ltd., Bristol, Aeroplay 12-player bombing machine and other devices of own manufacture; Coin-Operated Machine Supply, London, various American pin tables; Warren & Fitzsimmons, Ltd., Teddington, Angle Billiard amusement tables of own manufacture; F. Doubleday, London, Little Duke and conversions; British-American Novelty Company, Ltd., London, products of Buckley Manufacturing Company and British-made Robot fortune teller, scales, wall machines and shooting devices; A. M. Booth, Wembley, miniature machine gun; V. Rose & Company, London, crane merchandise; Stannite Automatics, London, Hit or Miss and other American pin tables; Jacobs & Woolf, London, crane merchandise; J. Kleiner & Sons, Ltd., London, crane merchandise; Etablissements G. Boudot, Paris, crane of own manufacture; C. Ahrens, London, Skee Ball bowling table of own manufacture; Insall, Andrews & Company, Twickenham, payout machine of own manufacture. In addition to these exhibitors there was a shipping information bureau run by Cazaly, Mills & Company, Ltd., of London.

Cranes Predominate

Of all the machines on display cranes predominated. In addition to the American machines of Exhibit, International Mutoscope, Buckley and Star, there was one French crane known as the New Bridge and several by British manufacturers. Two of these offered metal cabinets of striking design, namely, Bryan and Walden. The former introduced for the first time his All Square crane, which had the most striking appearance of any in the show. On this machine the digging area is square, with the grab arm working all around, but the rest of the construction is worked out in graceful curves. The crane is made for either hand or electric operation or both, the changes being quite simple. Bryan also showed a wooden-case model of the machine.

Walden's steel-bodied cranes were also for electric or hand operation, and one model was for two players. The color schemes were decidedly brilliant. Burrows also showed a range of British cranes in limed oak cases, the prices of which were remarkably low. As a matter of fact all the British cranes were very competitive in price.

Of the pin tables on show greatest in-

terest was taken in Soccer, specially made by Chicago Coin for Weston Novelty; Genco's Tricks, shown by Scott, Adickes; Rock-Ola's Transatlantic, exhibited by Shefras; Buckley's Hopscotch and Sure Shot, on the stands of British-American and Burrows, and Stoner's Mad Cap and Top Hat, shown by Goddard.

A Smart Idea

There were numerous shooting machines, three of which emanated from Germany. Exhibit's new pistol bull's-eye machine, with its beam operation and changing odds, was at all times the center of a crowd on Scott, Adickes stand. Strand Automatics did well with the A. B. T. Big Game Hunter. A feature on this stand was an imposing cabinet surmounted by a flame light. In each corner of the cabinet was inset a Big Game Hunter, while behind windows in the four sides was displayed specimens of merchandise to be given as awards for successful play on the machines. Strand Automatics have produced this cabinet for use in arcades and pleasure parks. Stratosphere occupied center position in the bold display of Mutoscope products put over by S. Capaldi & Company, Ltd. Harmony Bell attracted much attention on the Goddard stand, likewise the Mills Novelty Company's dice machine on Samson Novelty stand and Seeburg's Grand Champion on Burrows. Samson Novelty Company reported record business with the Hoover name-plate machine.

Breaking the Wishbone

There were many types of personal analysis machines, one of the most interesting being The Sheik, manufactured by Autoway Company, of Glasgow. This is housed in a Clyde-built cabinet, the front and sides of which in the upper part are of glass. Behind the glass is a beautifully modeled head of a sheik, and below are a chromed metal wishbone and horoscope dial. After insertion of coin the patron breaks the wishbone by pulling down the movable leg until its projection rests on the wish chosen. The horoscope dial then denotes the lucky star and indicates the fortune foretold and at the same time a card is delivered. Action terminates with the sheik's head bowing in acknowledgment. There were three different robot-figure fortune tellers, two of them "speaking" in addition to delivering cards.

Coin-Operated Coconuts

One of the most popular and oldest pastimes of the fairgrounds in Britain is the coconut shy, and perhaps the biggest novelty of all in the show was Coconuts, shown by Burrows. Of about the same size as the average pin table, this machine has a number of miniature coconuts resting on cups of the style used on fairgrounds for the real thing. Balls are shot by means of a central swiveled gun and travel up a slope towards the nuts. These when hit properly topple over but do not fall right down to board, being connected with a



DIGNITY IN CRANELANDS—An inviting atmosphere is one of the secrets of attraction in many of the Cranelands, new amusement parlors in New York, which display the crane type of machine as the chief amusement feature.

PRICE TALKS! WHY PAY MORE? DAILY RACES

THE LOWEST PRICED MULTIPLE COIN SLOT
ONE BALL PAYOUT WITH CHANGING ODDS

*The First Game With Mechanical Arrangements for
Regulating Payouts—Adjustable for Tight
or Liberal Rewards*

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

SUNSHINE DERBY GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the **\$89⁵⁰** LOWEST PRICED payout in its class. Get yours today! 50"x24".



50" x 24"
\$125

Electro-Pak equipped (batteries optional).

Ticket Game, \$135.00.

Check Separator, \$5.00 extra.

Mint Vender, \$10.00 extra.

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. CHICAGO, ILL.

flexible linking which draws them back into place when next coin is inserted. Miniature flags, nets and ball boxes are included in the equipment.

A 32-page catalog was given free to all visitors to the exhibition. This, in addition to plans and a list of exhibitors, included information of a generally useful nature and greetings in French and German to visitors from the Continent.

Much Conviviality

As was to be expected, the hotel lounge was the scene of many little convivial gatherings participated in by both old hands and those newer to the business. Among those members of the British trade who have at some time or another visited the United States were BAMOS President W. H. Willmott, Exhibition Chairman Solly Shefras, Alf Makin, Walter Streets, Morrey Shefras, Phil Shefras, Major Felix Samson, Tony Gasparro, Percy Goddard, Buck Taylor, Richard Scott, Al W. Adickes, John Holloway, Arthur Burrows, Arthur Burrows Jr., Maggie Burrows, Lydia Burrows, Louise Burrows, George Booth and Jack Capaldi.

The exhibition administration was carried out by a committee consisting of Messrs. S. Shefras, chairman; W. G. Green, A. A. Burrows Jr., Phil Shefras, with Edward Graves as the organizing manager. Uniformed commissioners controlled the doors, and the direct employees of the exhibition wore suitable attire in gray, blue and silver.

Total Registrations

The official return of the registrations shows the total to be 1,164. This is up to expectations and is regarded as satisfactory.

In connection with the exhibition, Shefras Automatics, Ltd., ran a com-

petition wherein entrants had to ballot for what they considered the six most popular tables put on the market by the firm. Whoever sent in paper most akin to general vote was to be the winner. This turned out to be an operator from Reading, who was presented with a Transatlantic table. The voting resulted as follows: 1—Jigsaw, 2—Army and Navy, 3—Wings, 4—World Series, 5—Twenty-One, 6—Cross Country. Practically every contestant placed Jigsaw in first place.

Annual Ladies' Festival

On the Sunday immediately following the close of the show the seventh annual Ladies' Festival of the British Automatic Machine Operators' Society took place at the Trocadero Restaurant, Piccadilly Circus, London. This comprised banquet, ball and cabaret show. BAMOS Chairman George Booth presided, and speeches were made by him, President W. H. Willmott; R. O'Sullivan, king's counselor; Aiken Watson, legal luminary; Alderman Tom Groves, justice of the peace and member of Parliament; Tom Murphy, secretary of the Showmen's Guild of Great Britain and Ireland; Committeeman Arthur Drury, Lydia Burrows, Exhibition Chairman Solly Shefras and Treasurer Frank Gibbons. Vice-President Lennards presented George Booth with the society's chairman's jewel, and Mrs. Booth was the recipient of a silver cake stand. Every lady present received a pair of gloves, and numerous prizes were awarded to the ladies as the result of a draw. Well-known broadcasting band (Lloyd Shakespeare's) played for dancing, and the night was a great success.

BAMOS Officers

At the annual general meeting of the British Automatic Machine Operators' Society the following were elected to serve for 1936-'37: President, W. H. Willmott; vice-presidents, F. Gibbons and W. Lennards; treasurer, F. Gibbons; committee, George Booth (chairman), Phil Shefras (vice-chairman), B. W. Brenner, Arthur Burrows Jr., Arthur Drury, W. Green, F. Hardinges, M. Kraft, S. Shefras, H. Seener, Wilkie and Leslie Burgess; trustees, S. Shefras, W. Green and W. Wilkie. Edward Graves was re-appointed secretary.

THIS WEEK'S SUPER-SPECIAL TROJAN

Completely Renewed, \$34.⁵⁰
1 or 5 Ball,
Limited Quantity, Only

De Luxe "46", Only \$32.50
Daily Limit, Only 74.50
Daily Double, Sr., Only 49.50
Daily Double, Jr., Only 39.50

DAVAL PENNY PACK
PRACTICALLY NEW,
LIMITED QUANTITY.
\$12.50

Write for complete list of Electro-Ball Super-Reconditioned Games.
Terms: 1/3 Cash MUST Accompany Order. Balance C. O. D.

ELECTRO-BALL CO., Inc.
1200 Camp DALLAS

★ EVANS' WINNERS ★

★ **LITE-A-BASKET** A snappy basketball game with new Fieldlight Score-board, 10 balls. 42"x21" **\$43.50**

★ **CLIPPER** Follow the big Clipper Ship on its flight. A ten-ball pin table. 42"x21" (Illustrated) **\$41.50**

★ **POKER-ENO** Try your skill at getting a real poker hand on the light-up rack. 5 balls. 42"x21" **\$39.50**

★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. Triple earning capacity. 45"x20" **\$262.50**

H. C. EVANS & CO.
1522-28 W. Adams St. CHICAGO

BABE'S BARGAIN BUYS

ACTION	\$4.00	BALANCE	\$10.00
ELECTRO	4.00	KINGS	10.00
GOLDEN GATE	4.00	KINGS of the TURF	10.00
CRISS CROSS Alike	7.50	PAR GOLF	10.00
MAJOR LEAGUE	7.50	HOP SCOTCH	15.00
SIGNAL SR.	7.50	SCREAMO	15.00

1/3 Deposit, Balance C. O. D.

PHONOGRAPH EXCHANGE SELL OR BUY

Reconditioned Machines

Introductory **WURLITZER'S**
Offer
SIMPLEX — P12 — 3 months old, like new. Ea. **\$199.50**
WRITE OR WIRE YOUR NEEDS

KRAUTMAN

455 West 42nd St
NEW YORK CITY

Tel. **MEdallion 3-0468**

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

The Last "Word" in Your Letter to Advertisers, "Billboard".

Make 20 times more PROFIT!



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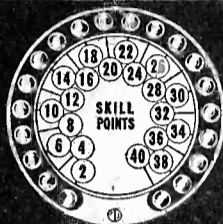
BIG RICHARD

The Greatest Game in 30 CENTURIES

No human being—has ever been known to accomplish what "BIG RICHARD" now makes possible. To shoot a real, fast, thrilling game of craps all by oneself.

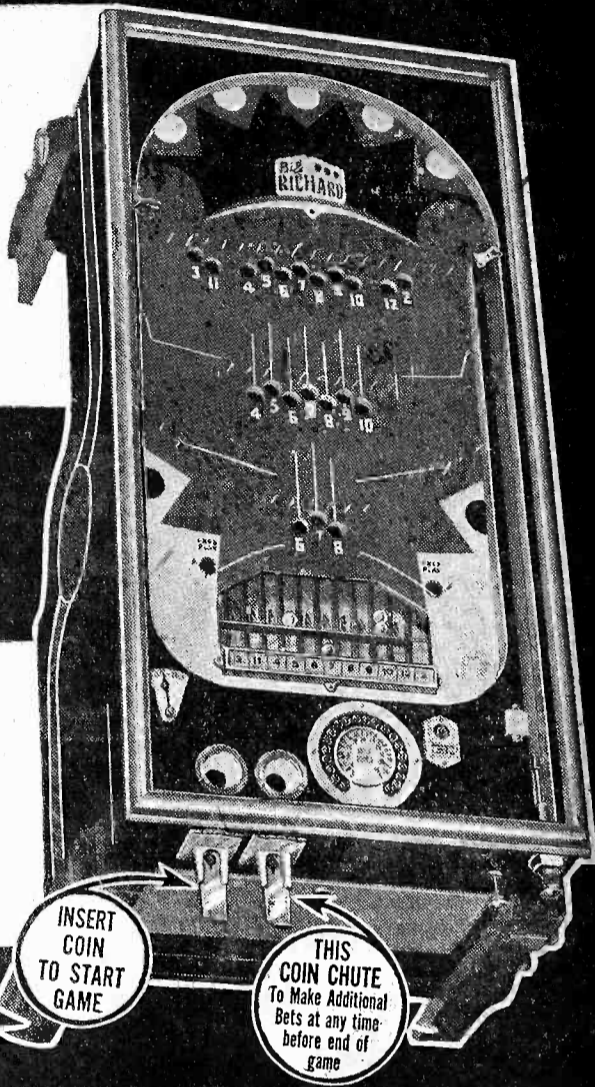
You can easily imagine—yourself—what a 20 coin per minute game will do for you... You can further imagine—the possible income capacity per hour—at the rate of 60 games per minute. On location it has amazed even the most sophisticated of operators. Everyone expected great things of "BIG RICHARD," but no one expected it to stop play on every other type of equipment in the location—yet, it did just that—stopped everything else cold! After playing BIG RICHARD there's no thrill playing anything else—That's WHY-- the BIG RUSH for "BIG RICHARD" is on today!

Has only two coin chutes—that will earn more than double than any 5, 6 or 7 coin chute pin table! One chute starts the play. The other chute takes as many as 19 additional coins. Every coin—inserted in the betting chute is visibly recorded on the bets—"bets" register you see illustrated herewith.



Has the greatest appeal—of any pin table ever invented! Every pay out hole wide open on a large expansive playing field—without noticeable obvious obstacles that appear—stacked up against the player. That's why players—like "BIG RICHARD."

ACT NOW—ORDER "BIG RICHARD" today,—from your jobber—for quickest possible delivery. It's a game you will operate for years.



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game

EXHIBIT SUPPLY CO. 4222-30 W. LAKE STREET-CHICAGO

1,200 Attend Ideal Party

Two-day celebration, dedicating firm's new quarters, termed "howling success"

ST. LOUIS, March 26.—Approximately 1,200 attended the gala festivities Saturday and Sunday, March 21 and 22, coincidental with the grand opening of the Ideal Novelty Company at its new and extensive headquarters at 1518 Market street here. Party started at 9 a.m. Saturday and continued without letup until 2 a.m. Monday. Carl Trippe, owner and general manager of the firm, proved an ideal host and was gratified with the big attendance.

Manufacturers, their representatives, jobbers, distributors and operators came

from all parts of the country to be on hand for the party, and, without exception, everyone had a great time. Party took on the form of a miniature coin machine convention. Refreshments to a king's taste, eats, splendid and continuous entertainment, attendance prizes and numerous novelty features made the two-day party a splendid affair.

Among the notables of the coin machine industry who "led the parade" were: Ray Maloney, Jim Buckley and Sammy Mays, of the Bally Manufacturing Company; Dave Bond, owner of the Trimount Coin Machine Company, Boston; Karl Klein, of Groetchen Tool Company; Earl E. Reynolds, of Dallas; Joe Frank, of Nashville; Carl Hoelzel, of Kansas City, Mo.; R. L. Wilde, secretary of the NADA; J. J. Dooley, Missouri State Sales Tax Commissioner, and many others.

While it was impossible to get the names of all the entertainers on hand for the two days, those heading the performers were Wesley Long, of radio fame, billed as the "entertaining jockey and his guitar," who was brought down from Chicago by the Bally Manufacturing Company; Joe and Bud, musicians and harmony singers; Irene Holloman, singer and dancer; Helen Ray, fan dancer; Rene, shawl dancer; Belle and Arliss, harmony singers; Princess Helena, featured colored dancer; Joe Brown, Herman (Bones) Pott and others.

The front display room of the Ideal Novelty Company was banked with flowers. Among those sending floral offerings were the Bally Gang, Morris Novelty Company, Central Novelty Company, Superior Products Company, Daval Manufacturing Company, Jimmy Johnston, Western Equipment & Supply Company and The Billboard. Congratulatory telegrams were received from all sections of the country, among the finer ones being from Genco, Inc.; Jack Fitzgibbons, of New York; Fred C. McClellan, Pacific Amusement Manufacturing Company; Buckley Manufacturing Company, Bally Manufacturing Company, Jack Nelson and Jack Sloan, of The Billboard, Chicago; Max Katz, of Cleveland; George D. Sax, Superior Products, Inc., and Homer

Capehart, Wurlitzer Manufacturing Company.

Mrs. Exie Bowman, secretary to Trippe, served as the hostess during the entire festivities, snatching only about two hours of sleep early Sunday morning. Earl Bowman, in charge of the Ideal's mechanical department, ably assisted her, as did the rest of the Ideal force.

The drawing of the attendance prizes was held Sunday afternoon. Winners, donors and prizes were, in order, as follows: First prize, Bally Bonus, donated by Bally Manufacturing Company, won by Jack Rosenfeld, of Union Novelty Company, St. Louis; Big Shot, donated by California Exhibit Company, winner Operators' Amusement Company, Jefferson City, Mo.; Big Five Jr., by J. H. Keeney Company, winner Carl Luyties, of Carlut Novelty Company, St. Louis; Sure Shot, by Buckley Manufacturing Company, winner Al W. Miller, of Miller Sales Company, St. Louis; Snacks, by Dave Bond, of Trimount Coin Machine Company, winner J. A. Barnes, of Jacksonville, Ill.; Punchette, by Groetchen Tool Company, winner Central Novelty Company; Clearing House, by Gerber & Glass, winner George Saros, of St. Louis; Tit-Tat-Toe, by Daval Manufacturing Company, winner John H. Beckmann, Central Novelty Company, St. Louis; 12 Superior Salesboards, by Superior Products Company, winner Bill Hollenbeck, Cape Girardeau, Mo.; Northwestern Peanut Machine, by Northwestern Corporation, winner Bill Weinischke, St. Louis; One Case Batteries, by National Carbon Company, winner W. J. Henderson, East St. Louis, Ill.; One Case Ball Gum, by American Chic Company, winner M. P. Neal, Quincy, Ill.

While it was almost impossible to get the names of all of those present, the operators mostly in the limelight included Basil Neel, Barney and Ewald Fredericks, William J. Henderson, Ernest Hollabaugh, William B. Hite Jr., Roy Haas, Bill Hallenback, R. H. Harrison, J. T. Harrison, Carl Luyties, Fred Pollnow, John H. Beckmann, Mr. and Mrs. William B. Betz, John Griffith, John K. Greif, Ethel Gotthelf, Frank Snowflake, J. J. O'Toole, F. P. McNasty, Edgar Flugel, Nina Goodman, E. L. Flynn, James J. Flugel Sr., Raymond Fly, Robert C.

Fisher, Louis D. Morris, Al W. Miller, Jack Rosenfeld, Herbert Besser, Al Haneklau, L. S. Hogan, Vito Lucidio, Arthur Dally, Oscar Bloom, Phil Lucidio, Joe Frank, Edmund Eller, Harry W. Davies, Arthur Heimke, John J. Schweppe, Louis J. Adamie, Walter Gummersheimer, Pete Brandt, Mr. and Mrs. Dick Westbrook, Dan Baum, Noel Westphall, Robert Wandas, John Winkelman, Nathan Wolff, John P. Carroll, Harry Katz, Claude E. A. Clark, Max Katz, P. J. Berchere, Sidney Brown, J. J. Le-Beau, Elmer H. Berg, James A. Barnes, A. F. Kavanaugh, Edward Barnes, Stanley Sieron Jr., Frank Juranck, Orle Anderson, M. B. Bronstein, R. L. Wills, Ernest Kondas, Mr. and Mrs. Walter F. Koch, F. H. Kreuss, William Kelley, Abe Jeffers, Dan Landsbaum, Mr. and Mrs. Paul A. Jones, L. H. Jansen, Mr. and Mrs. J. H. Ragsdale, J. H. Lebrocht, Lester S. Montgomery, A. J. Michel, T. Mann, George and Parkhurst May, R. H. Matthews, A. McCall, W. E. Neal, J. Mehl, George Ogilvy, Herman Pott, Walter Bowman, Robert Peylo, Joe Peylo, Harry R. Poff, E. D. Rebori, George Sarros, Robert Sherman, Bennie Schaukes, John C. Steward, E. R. Sunny, C. Schiller, Cannon Souder, Schewe Elmore, Lee Turner, M. L. Tozer, Herschel Taylor, Ollie Trauernicht, W. A. Weaver, William B. Woodward, Inez S. Woodward, R. Magursky, William Weinischke, A. J. Weinischke, Fred Westerman, Harry Westerman, Earl Walker, A. D. Underwood, Mrs. H. Witbeck, Mr. and Mrs. Berney Cummins, Delbert and Norwood Veatch, Mr. and Mrs. M. L. Kinsloe, and many others. Harvey Carr, of The Coin Machine Journal, and Frank B. Joerling, of The Billboard, represented the press.

The party was heralded by everyone as a "howling success" and was also very successful for the Ideal Novelty Company from a standpoint of sales made during the two-day festivities. Carl F. Trippe, due to the splendid success of the event, plans to make it an annual affair from now on.

FRANK B. JOERLING.

WRITE US WHAT YOU HAVE

In Old Equipment and use it to apply on the purchase of New Pin Games. We are Distributors for all Leading Manufacturers. BADGER BAY COMPANY, Green Bay, Wis.

READY SOON

MONOPOLIE

A Startling New 1-Ball Automatic Payout with Multiple Coin Chute! Capitalize on the Game Everybody is Playing!

CHICAGO COIN CORP.

1725 W. Diversy Chicago

GRAB THESE BARGAINS!

BALLY PAYOUT HITS AT "GIVE-AWAY" PRICES

Got to make room for the 500 new Bally Games I ordered last week—so here's your chance to pick up some of Bally's greatest winners at less than novelty game prices! You can realize HUNDREDS OF DOLLARS PROFITS on each of these machines, as they're still popular, still getting the play—and my only reason for selling is that I've got my profit out of them many times over, and I'm now "hot" for Bally's latest games!

- 100 CHAMPIONS** EACH \$10.50
10-Ball Payout With "Buy-Back Out-Balls" Feature
- 100 ROCKETS** EACH \$9.50
Greatest 10-Ball Payout of All Times
- 200 ACE (Centennial Models)** ... EACH \$29.50
Here's the greatest buy of the lot, as it's brand-new in other territories. The famous ACE 1-shot playfield, but called CENTENNIAL—with a beautiful SPECIAL SCENIC "WILD WEST" PLAYFIELD. Never operated outside my territory.
- 65 JUMBO PAYOUT MODELS** ... EACH \$40.00
"Nuf Sed!"

← ALL MACHINES ARE IN FIRST CLASS CONDITION

Cleaned, Batteries Re-Conditioned, Mechanism Completely Tuned Up!

Each and every one of these machines will give you new-machine service and new-machine profits.

ORDER QUICK BY WIRE!

They Can't Last Long at These Prices!

ORDERS FILLED IN ROTATION—SO ORDER TODAY

TERMS: One-Third Deposit With Order, Balance C. O. D., f. o. b. San Antonio.

Subject to Prior Sale.

DE LUXE AMUSEMENT COMPANY

(NICK MALES)

707 MILAM BUILDING

SAN ANTONIO, TEXAS

Celebration Events Begin

NEW YORK, March 28.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., Eastern factory representative for Bally Manufacturing Company, started celebration of his silver anniversary in the coin-machine business with \$2,000 being given away in machines by the firm.

In large advertisements the firm features five slogans, including the popular Bally theme song, wherein certain key words are omitted and which are to be replaced. For those who correctly supply the missing words there is offered a galaxy of the latest pay-table hits of Bally Manufacturing Company, starting with first prize of a Bally Pari-Mutuel

game and following down to fifth prize in the order named. Multiple, Bonus, Peerless and Derby.

There are also 50 consolation awards of \$10 each in trade on the purchase of any new Bally pay table. These consolation awards can be cashed in at regular jobber outlets by operators.

The contest will come to a climax at midnight, April 15, at the huge celebration being planned by the firm at its new Bally Building, when Ray T. Moloney, president of Bally Manufacturing Company, and James M. Buckley, sales manager of Bally, will watch prominent coinmen pick the winners.

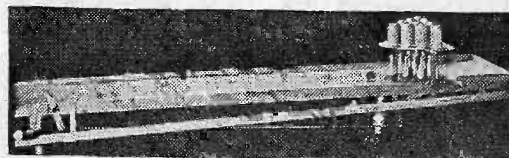
It is expected that a crowd of more than 1,000 persons, including many celebrities, will be present April 15 at the dedication of the new Bally Building, coming from every State in the East as well as from many States in the Midwest.



A GROUP OF MERRYMAKERS AT IDEAL PARTY—Photo shows part of the crowd which attended the mammoth two-day party and celebration staged by Carl Trippe, owner-manager of the Ideal Novelty Company, St. Louis, March 21 and 22 on the occasion of the opening of the firm's new and extensive headquarters.

BOWLING GREEN SENSATIONAL BOWLING GAME For SALESBOARDS and as PREMIUM

Greatest Novelty Game Sensation of the year. NOT COIN OPERATED. Use 2 with blank 300-hole Salesboard for clean-up profits. Use as premium to stimulate play. Use as gift to storekeeper. Comes completely equipped to play regulation bowling game. Score Cards, Extra Parts and Directions FREE! RUSH YOUR ORDER TODAY! Here's the item you need to stimulate play EVERYWHERE!



Sample \$3.50 | Lots of 6 \$3.25 Ea. | Full Cash With Orders

HERCULES SALES ORG. 1175 BROAD ST. NEWARK N.J.

WRITE FOR PRICES DIRECT TO FACTORY DISTRIBUTORS

BIG SHOT

Sensational 1-Ball Payout or 5-Ball Straight Play Pin Game. IT'S A HIT!

Genco's SILVER CUP. 2-Ball Payout Ticket Combination Game.

Genco's ROLY-POLY. Going Bigger Than Ever!

Keeney's TORPEDO. A Sensational New Game. Order this one today on our recommendation. Stoner's MAD CAP. It's the Biggest Money-Maker Ever Built! RUSH YOUR ORDER.

GEORGE PONSER CO. 11-15 East Runyon St., NEWARK, N. J. Tel.: Bigelow 3-2335.

WAIT Until Next Week SEE Our New SALESBOARDS In Billboard's Spring Issue

GLOBE PRINTING COMPANY

1023-27 Race Street, Philadelphia, Pa. 22 West 23d Street, New York, N. Y. 1352 N. E. 1st Avenue, Miami, Fla. 3502 1/2 McKinley St. Tacoma, Wash. 418 South Wells Street, Chicago, Ill. 477 Third Street, San Francisco, Calif. 272-274 Marietta Street, N. W., Atlanta, Ga. 227 S. Prasa Street, San Antonio, Tex.

WATCH 1¢ GETS YOU \$4.00 CLEARING HOUSE!

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Effective APRIL 5th -

PAMCO PALOOKA
Goes UP in PRICE!

However...

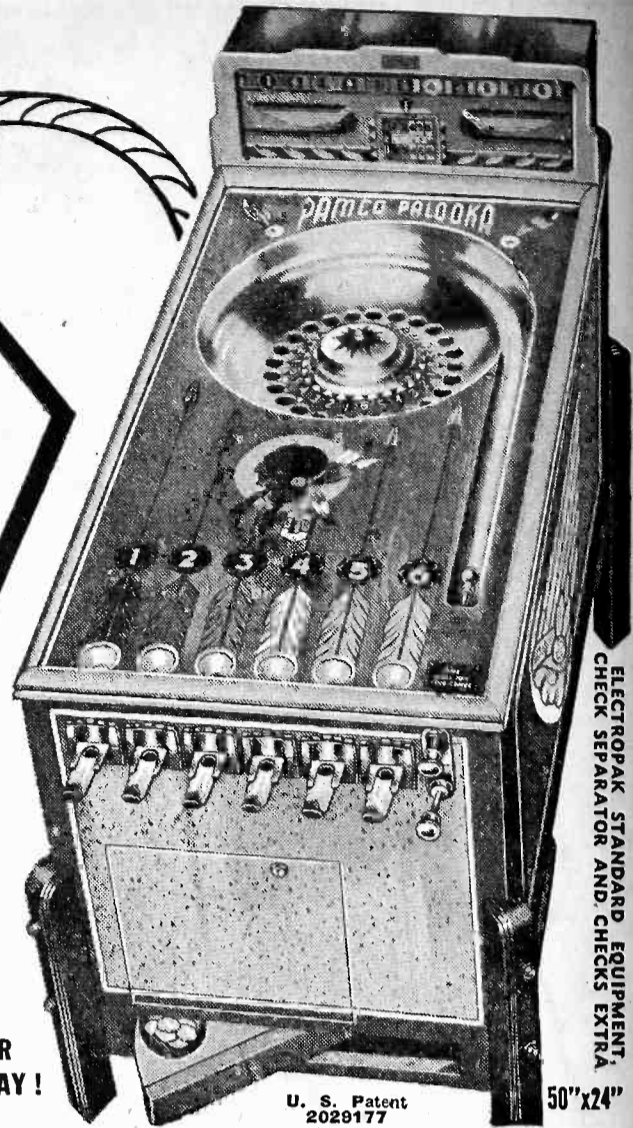
All "PAMCO PALOOKA" orders on hand up to March 25 will be filled at \$169.50. Orders coming in between March 25 and April 5—accompanied by a \$20 deposit per machine—will also be shipped at "Pamco Palooka's" original price. Meanwhile "PAMCO PALOOKA" production INCREASES EACH DAY—getting closer and CLOSER to meeting the MOST TERRIFIC DEMAND ever recorded. Place YOUR order QUICK with

"PAMCO PALOOKA'S" NEW PRICE
EFFECTIVE APRIL 5 AT
\$189.50
F. O. B. CHICAGO

6 COIN CHUTES
BOWL TYPE SCORING
AUTOMATIC CHANGING ODDS!!!

Get Full Details Without Obligation!

WRITE!
WIRE YOUR ORDER TODAY!



U. S. Patent 2029177

50"x24"

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

"One Shot Pin Ball Bargains"

Used Automatic and Amusement Games at Give-Away-Prices. Each and Every One Guaranteed to Give Satisfaction. Don't Hesitate!
RUSH YOUR ORDER TODAY!!

(If games wanted are not listed here, write for our complete list)

27—"A" Model Traffics	\$14.50	4—Exhibit Rodeo Ticket Games...	\$32.50
21—"B" Model Traffics	13.50	24—A. B. T. Autodart Ticket Games.	15.50
19—Rockets, new style	11.50	11—A. B. T. Autoflash Ticket Games.	17.50
9—Bally Champions	11.00	7—Exhibit Whirlpool Ticket Games.	27.50
7—Red Arrows	10.00	9—Mills Cannon Fire	6.00
16—Jennings Visible Sportsman	18.50	8—Drop Kicks	3.95
7—Plus and Minus, one ball	12.00	6—Majik-Keys Kickers	3.95
4—Liberty Bells, 10 balls	11.00	14—"C" Model Traffics	7.00
18—Bally Jumbos	49.50	42—Tickettes, \$5.50 each, or 5 for	25.00
9—Bally Prospectors	37.50	27—Penny Pack Cigarette Machines	8.75
7—Golden Harvest	57.50	5—Chester-Pollard "Play Golf"	Machines
11—Mills Pearl Harbors	32.50		17.50

TERMS: Fifty Per Cent Certified Deposit with Order. We Ship C. O. D. for Balance. Shipment Same Day Order Received.
THE VENDING MACHINE CO. »» FAYETTEVILLE, N. C.

ATTENTION SALESBOARD OPERATORS

SEND FOR OUR NEW CIRCULAR

Full of New Sales Boards
Premiums and Merchandise

LEE MOORE & CO.

180-182 West Adams Street Chicago, Illinois

Action		T. N. T.	\$ 7.95	Cheer Leader	\$ 7.95
Cross-Cross		Wing Lites	9.95	All-American	6.95
Drop Kick		Angle Lite	4.95	Star Lite	4.95
Electro		Beam Lite	4.95	Spot Lite	4.95
Golden Gate		Cross-Cross-A-Lite	6.95	Rock-Ola's "21"	5.95
Super "8"		Tilt-for-Tat	5.95	Signal, Sr.	6.95
Big Bertha		Kings of the Turf	5.95	Balance	5.95
Chicago Express		Kings	9.95	Dealer	4.95
Majik Keys Kicker		Screamo	8.00	50/50	8.95
Zip		Lucky Stars	12.90	Big Game	9.95
		Tri-A-Lite	6.95	Genco Elec. Baseball	5.95
		Hunter	22.50	A. B. T. Autobank	9.95

Full Cash Orders \$10 or Less. Over 1/3 Cash, Balance C. O. D.

UPREME VENDING COMPANY INC.
557 Rogers Ave., 1416 Webster Ave., 922-8th Avenue.
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

Lazar Prepared To Service Machines Damaged in Flood

PITTSBURGH, March 28.—B. D. Lazar Company, leading distributor of this city, reports that the flood wrought havoc with coin machines thruout Alleghany County and that many operators' games will be in need of repairs. Operators are in need of many new games, too, as the result of the flood.

The offices of the B. D. Lazar Company were saved from serious damage and are almost ready now to accept all repairs for operators' games in the territory. B. D. Lazar wants it known that their offices were not affected by the flood and that they are in a position to help operators in this area. They are preparing for a tremendous boom in sales, due to the many hundreds of machines that were ruined by the flood waters. Many machines just sailed away and will probably be discovered by river boatmen clinging to the top branches of tall trees.

Mr. Lazar reports that conservative estimates of the flood damage for Alleghany County alone place the mark somewhere in the neighborhood of \$350,000,000. He also figures that somewhere in this huge sum are the losses which operators have taken on games ruined and some that have disappeared.

Mr. Lazar reports: "Altho the flood has affected a good number of our customers and is certain to reflect on business conditions in general for some months to come, in the long run it is bound to do the industry some good. Thousands of machines have been destroyed in the flooded area, and all of these will have to be replaced as soon as business houses are put in shape again so that they can conduct a normal business.

"The outlook is that the flood will bring a real boom to Pittsburgh and vicinity, because it will put thousands to work at all kinds of labor. Naturally, return to boom times will mean much better conditions for operators and is certain to result in better money-making conditions.

"We are already making arrangements with our many factories to increase ship-

Due to a new ruling of U. S. Revenue Department the undersigned will add 10% Federal excise tax to present prices on all REEL TYPE GUM VENDERS. Effective March 16, 1936.

BUCKLEY MFG. CO.

2156 Washington Blvd., CHICAGO, ILL.

DAVAL MFG. CO.

200 So. Peoria St., CHICAGO, ILL.

GROETCHEN TOOL & MFG. CO.

130 N. Union St., CHICAGO, ILL.

BASEBALL SALES TALLY CARDS

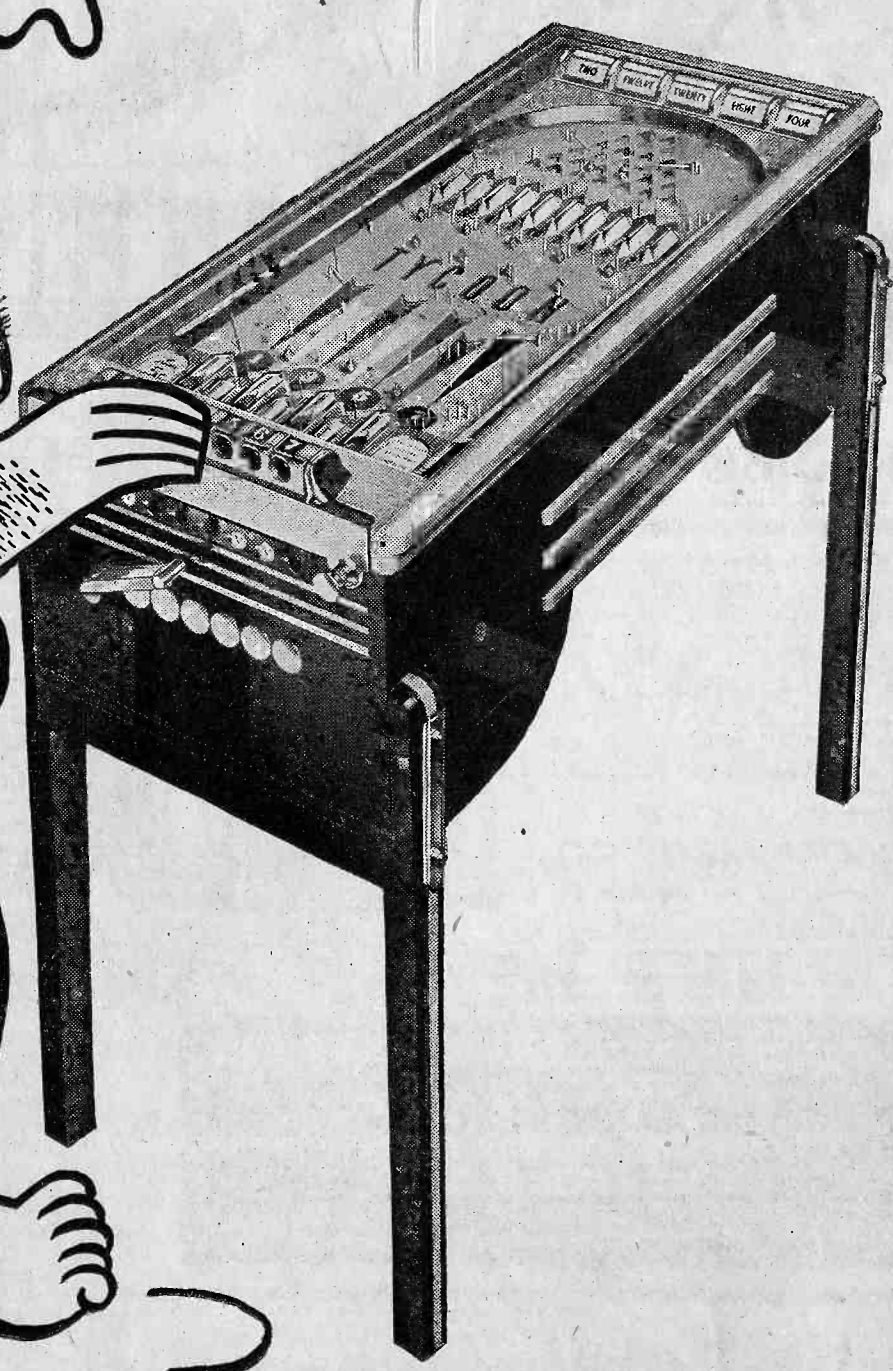
and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

ments of their new products which can be used here. We feel that we will be able to sell a great number of games to operators who will take advantage of the boom conditions which will be coming back to Pittsburgh."

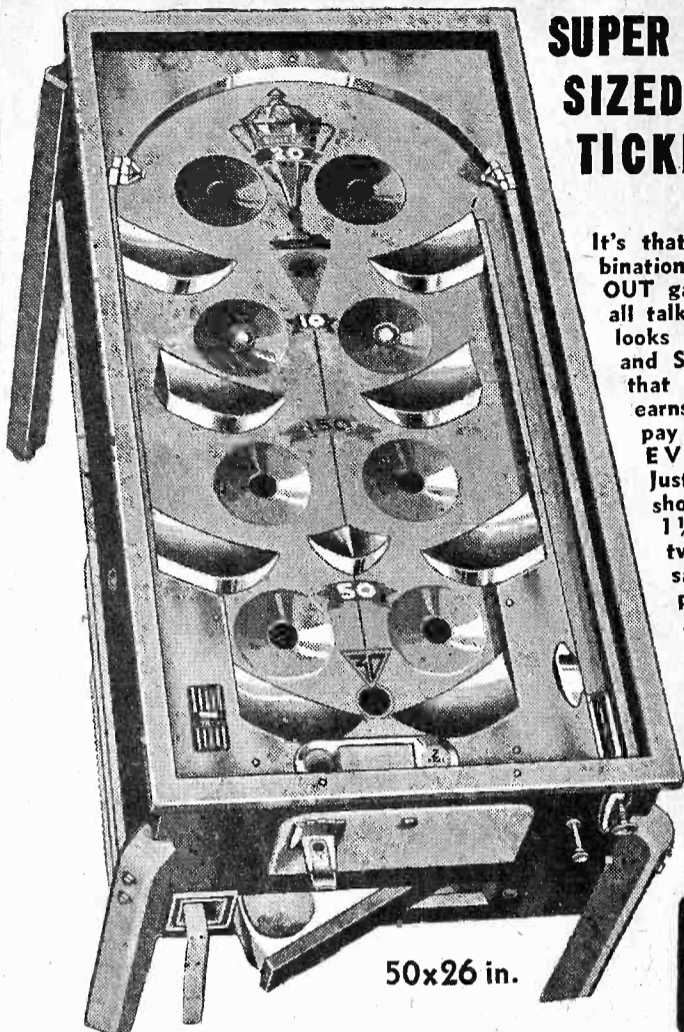


Come on mistah and put on yo'
clothes afor' you all catches
yo' death of cold!



**GENCO'S
PAYOUT
SENSATION!**

SILVER CUP



**SUPER COLOSSAL
SIZED PAY-OUT
TICKET GAME!**

It's that great big, combination TICKET - PAY-OUT game that has 'em all talking! SILVER CUP looks SO easy to beat and SO simple to play that it outdraws, out-earns anything in a pay table that you've EVER had before. Just ten big holes... shoot 2 jumbo sized 1 1/2-in. balls. Any two holes of the same color is a payout.

MADE WITH
GENCO'S OWN
TICKET - PAY-
OUT UNIT.

\$ 99.⁵⁰

Tax Paid
F. O. B. Chicago

50x26 in.

OUT NEXT WEEK!

GENCO'S CHAMPS

THE GREATEST 10 BALL
BASEBALL NOVELTY GAME EVER
MADE - REMARKABLE NEW
FEATURES - ALL PAYOUTS
PERMANENTLY
RECORDED!

**ORDER YOURS TO-DAY - OR
SEE YOUR JOBBER!**

GENCO, Inc 2625 N. ASHLAND
CHICAGO, ILL.

IT'S DERBY DAY!

**A PRIME FAVORITE IN ANY
LOCATION! RIDE THIS HARLICH
WINNER TO NEW PROFIT RECORDS.**

\$25.00 TO SHOOT FOR

No. 644—DERBY DAY. 600 Holes. Takes in \$30.00; Average Payout, \$10.26; Average Gross Profit, \$19.74.

Price \$2.66 Plus 10% Tax

Price includes Easels and Fraud-Proof Tickets for the \$25.00, \$5.00, "Parlay" and "Daily Double" Tickets.

A Harlich Jumbo Board, the best in salesboards. Extra thick, with extra large, easy-to-read tickets for extra fast play. Send for complete catalog of profit makers.

Write, stating your line of business, to

HARLICH MFG. CO.
1401-17 W. Jackson Blvd., - - CHICAGO, ILL.



Palooka Price Change Coming

CHICAGO, March 28.—Pacific Amusement Manufacturing Company advises that a new price change on Pamco Palooka will soon be effective. Instead of \$169.50, the price will then be \$189.50, effective April 5, 1936, the announcement says.

All orders received up to April 1 will be filled at the original price, according to Fred McClellan, president of the Pacific company. Also, those orders coming in between April 1 and 5, accompanied by a \$20 deposit per game, will receive the benefit of the lower price. Inasmuch as they have accepted many orders for Palooka at the lower price, McClellan feels obliged to fill them at their early commitment, even tho they had underestimated the cost of producing the machine. Rather than sacrifice quality materials in any single detail, and in accordance with their practice of putting only the best of skilled hands on the building of Pamco machines, Pacific executives averred that a boost in Palooka price became the only alternative to better promote the operator's interests.

As McClellan puts it: "An outstanding machine is worth every penny of the price an operator pays for it, providing that machine will earn consistently in direct proportion to the outlay of cash by the operator. Before going into production on any of our machines we attempt to gauge the cost of materials, supplies and labor necessary to produce a profitable piece of operating equipment. Being human, we sometimes fall short in our estimates, or some new improvement becomes necessary which we haven't counted upon. Meanwhile, we've advertised a price, received orders, and naturally must fulfill our contracts even tho it hurts us from the profit standpoint to do so. In the case of Pamco Palooka, we engineered the machine on down from a highly complicated machine which would ordinarily sell at around

the \$500 mark to a point where we felt we could give the operators of America a real bargain in the highest type of payout game. On test locations it has performed so well that I'm sure an operator's investment in Pamco Palooka will come back to him before he realizes he's actually on the profit side.

"The six coin chutes provide potential earnings equivalent to incomes derived from six regular payout tables or a half dozen bell machines. An operator may divide the price on Palooka by six and know that his investment per payout game is only \$31.50 each in this six-in-one game arrangement.

"So instead of sacrificing anything needed to make Pamco Palooka a quality machine we've put our best into it and consider it the most masterful product we've ever built, one that will live on indefinitely."

McClellan stated further that their production is increasing heavily on the new Palooka game, and that orders will be filled as fast as is humanly possible.

\$25.00 WHILE THEY LAST \$25.00

RECONDITIONED MONARCH JACKPOT ONE-BALL PAYOUT TABLES. Check or Cash Play (Motor Driven Payout Unit) \$25.00 Each
Also a Limited Number of MILLS TICKETTES, at 5.50 Each
Terms: 1/3 Deposit with Order, Balance C. O. D.

Write for Monarch Circular and Our Complete List of New and Used Machines.

AUTOMATIC COIN MACHINE COMPANY
369 CHESTNUT ST. SPRINGFIELD, MASS.

New England's Largest Distributor of Coin-Operated Constructions.

QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

H. G. PAYNE CO.

312-14 Broadway, Nashville, Tenn



CONCESSIONERS, ATTENTION!

Send for our illustrated folder on a brand-new game that will be a revelation to all concessioners. Absolutely a radical departure from any game that has ever been on the market. Designed and built by Mr. J. R. (Bob) Doyle under our direct supervision.

LEMKE COIN MACHINE COMPANY
31 West Vernor Highway,
Detroit, Mich.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Is Your Subscription to The Billboard About To Expire?

FITZGIBBONS' SILVER ANNIVERSARY CELEBRATION



John A. Fitzgibbons

President of Fitzgibbons Distributors, Inc; who celebrates his 25th year in the coin machine industry at the formal opening of his new Bally Building — APRIL 16th, 1936. Everyone is cordially invited to attend. See the new Bally Building. Enjoy refreshments, dancing and entertainment and meet leading celebrities. ALL DAY LONG. ENTER THE \$2000.00 CONTEST TODAY!!!

FREE! OVER \$2000.00 WORTH OF BALLY GAMES

HERE'S ALL YOU DO ...
JUST WRITE A SLOGAN FOR OUR FIRM
Here's an example of a slogan already submitted ..
"YOU'RE NEVER ON THE FRITZ WHEN YOU BUY FROM FITZ"

Write a SLOGAN for our firm NOW! Make it brief and to the point! RUSH IT TO US IMMEDIATELY!! Your slogan can win!! All entries become the property of Fitzgibbons Distributors, Inc. Decision of the judges is final. REMEMBER THE BIG DAY, APRIL 16!

THE PRIZES

- 1ST PRIZE - BALLY PARI-MUTUEL**
(Operator's Price . . . \$177.50)
 - 2ND PRIZE - BALLY MULTIPLE**
(Operator's Price . . . \$167.50)
 - 3RD PRIZE - BALLY BONUS**
(Operator's Price . . . \$115.00)
 - 4TH PRIZE - BALLY PEERLESS**
(Operator's Price . . . \$115.00)
 - 5TH PRIZE - BALLY DERBY**
(Operator's Price . . . \$115.00)
- AND 50 CONSOLATION AWARDS OF \$10.00 EACH**

in trade on any Bally payout game. These consolation awards will be accepted through us or your jobber.



Ray and Jim
 will be present at the new Bally Building on April 16th. C'mon over—be sure to meet them.



JOBBER-OPERATORS Contest closes on April 16th, 1936, at Midnight. Prominent members of the coin-machine industry will be present at the Bally Building at that time to choose the winners. All Jobbers and Operators are eligible to enter this contest. Over \$2,000.00 worth of Bally Games given away absolutely FREE—no hitches, no strings—you don't have to buy a thing. You are not obligated in any fashion to enter the contest. This contest has been arranged to celebrate our Silver Anniversary and the new Bally Building. RUSH YOUR ENTRIES IN TODAY! DON'T WAIT FOR THE LAST MINUTE! Be sure your name and address appear clearly written on your entry. **REMEMBER THE BIG DAY, APRIL 16th.**

FITZGIBBONS DISTRIBUTORS, INC. 453 WEST 47TH STREET (BALLY BUILDING) NEW YORK CITY



BARGAINS IN RECONDITIONED MACHINES

NOVELTY GAMES		COUNTER GAMES	
Cheer Leader . . . \$15.00	High Hand . . . \$15.00	Horseshoes . . . \$5.00	Select 'Em . . . 5.00
Squadron . . . 22.50	Ball Fan . . . 13.00	Mills Tickette. 6.50	
Scream . . . 16.50	Kings of the Turf . . . 15.00		
Frisky . . . 13.00	Five and Ten. 14.00		
Kings . . . 12.00	Big Game . . . 13.00		
Tango . . . 19.50	Oh, Express . . . 9.00		
Hi-Lite . . . 23.00	Spelling Bee . . . 8.00		
Banker . . . 19.00	Tri-A-Lite . . . 10.00		
Beam Lite . . . 7.50	Cross Cross Lite 9.00		
Score-A-Lite . . . 8.00			
Flying Trapeze Senior . . . 8.00			

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
National Coin Machine Exchange 1407 Diversey Blvd. CHICAGO, ILL.
 First With the Latest New Games—Get Your Name on Our Mailing List.

3 ★ ★ ★ SPECIAL FOR IMMEDIATE DELIVERY DIRECT FROM Mills' EASTERN DISTRIBUTORS

- 1. TYCOON \$149.50**
- 2. TEN GRAND \$98.50**

No. 3 TICKETTES
 Slightly used, Latest Mechanism. \$5.00 EA. LOTS OF 5
 Rush your Orders! \$6.00 Singles

1/3 Certified Deposit, Balance C. O. D.
UNITED AUTOMATIC SALES COMPANY
 693 BROADWAY (Tel.: GRamercy 7-7072) NEW YORK, N. Y.

TIT-TAT-TOE, With 1000 balls of Gum, \$17.50

SOUTHERN AUTOMATIC SALES CO. SOUTHERN AUTOMATIC MUSIC CO.
 SEEBURG DISTRIBUTORS, LOUISVILLE, KY. Phone, Wabash 5464
 Est. 1923 540-542 S. 2nd Street

BEAUTIFULLY PILLOWS COLORED
 On High Luster Satin, Dozen \$6.00 | On Quality Sateen, Dozen \$4.00 (Size 20x20, Including FRINGE.)
FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25% Money Order Deposit Required. Balance C. O. D.
 For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO. 1648 Arapahoe St. (Manufacturers), DENVER, COL.

GOING OVER BIG! STONER'S BIG HIT!

MAD CAP
 OPERATOR'S PRICE, \$47.50
 AND **SOCCER** OPERATOR'S PRICE \$39.50
 G. M. PRICE

Write for our Complete Catalog of New and Used Pin Games, Peanut and Gum Vendors, Cigarette Vendors, Weighing Scales, etc.

Eastern Distrib. **D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N. Y.

The GEM *It's a Jewel for Profit Making*

A REAL BUY AT \$12.95
 F. O. B. Chicago

The GEM of all Penny Play Cigarette Machines and a Jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—
 Make Steady Year 'Round Profits

GARDEN CITY NOVELTY MFG. CO. 4331 RAVENSWOOD AVE. CHICAGO, ILL.

BALLY BABY

is really twins!



PENNY

CIGARETTE GAME
AND

5-10-25 CENT
TRADE STIMULATOR

CHANGE EASILY—MADE IN 5 TO 10 MINUTES

TWO MACHINES for the PRICE OF ONE! That's what you get when you buy BALLY BABY—a machine you can switch back and forth from PENNY CIGARETTE SALE to 5-10-25-CENT TRADE STIMULATOR—and get big, steady profits both ways! It's the World's smallest Counter Game—built that way to fit into the most crowded counter space—but it sure has a man-size appetite for loose change!

PLAYERS like its fast play and liberal awards. MERCHANTS welcome it because it takes up so little space and moves merchandise faster than a fire sale. And OPERATORS are strong for its easy-to-carry size—compact, trouble-proof mechanism—and sensational earning power!

CLEVER NEW

“SPELL - AWARD” SYSTEM

For 1 cent play, BALLY BABY is equipped with Cigarette Reels in the actual colors of six popular packs, and awards are in cigarettes. For 5-10-25-cent plays, reels carry letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating free games received by player. Both sets come with each machine and both plans have a strong appeal and insure permanent profits to you, month after month.

LOCATION TESTS PROVE BIG EARNING POWER

You can make a real profit killing with BALLY BABY. Location tests during past two months prove it to be a consistently strong money-maker. Put 10 to 25 in your car—place them all in one day—and then watch those pennies, nickels, dimes and quarters roll in day after day and month after month! Somebody's going to flood your territory with BALLY BABYS—why not you?

ORDER TODAY & AVOID DELAY



ONLY
\$1750
F.O.B. CHICAGO

COMPLETE with extra Reels, Award Cards and Coin-Chute Caps, providing 2 MACHINES FOR THE PRICE OF 1.

ILLUSTRATED
ACTUAL SIZE
6 ins. by 5 ins.—7 ins. HIGH

GUARANTEED MECHANICALLY PERFECT

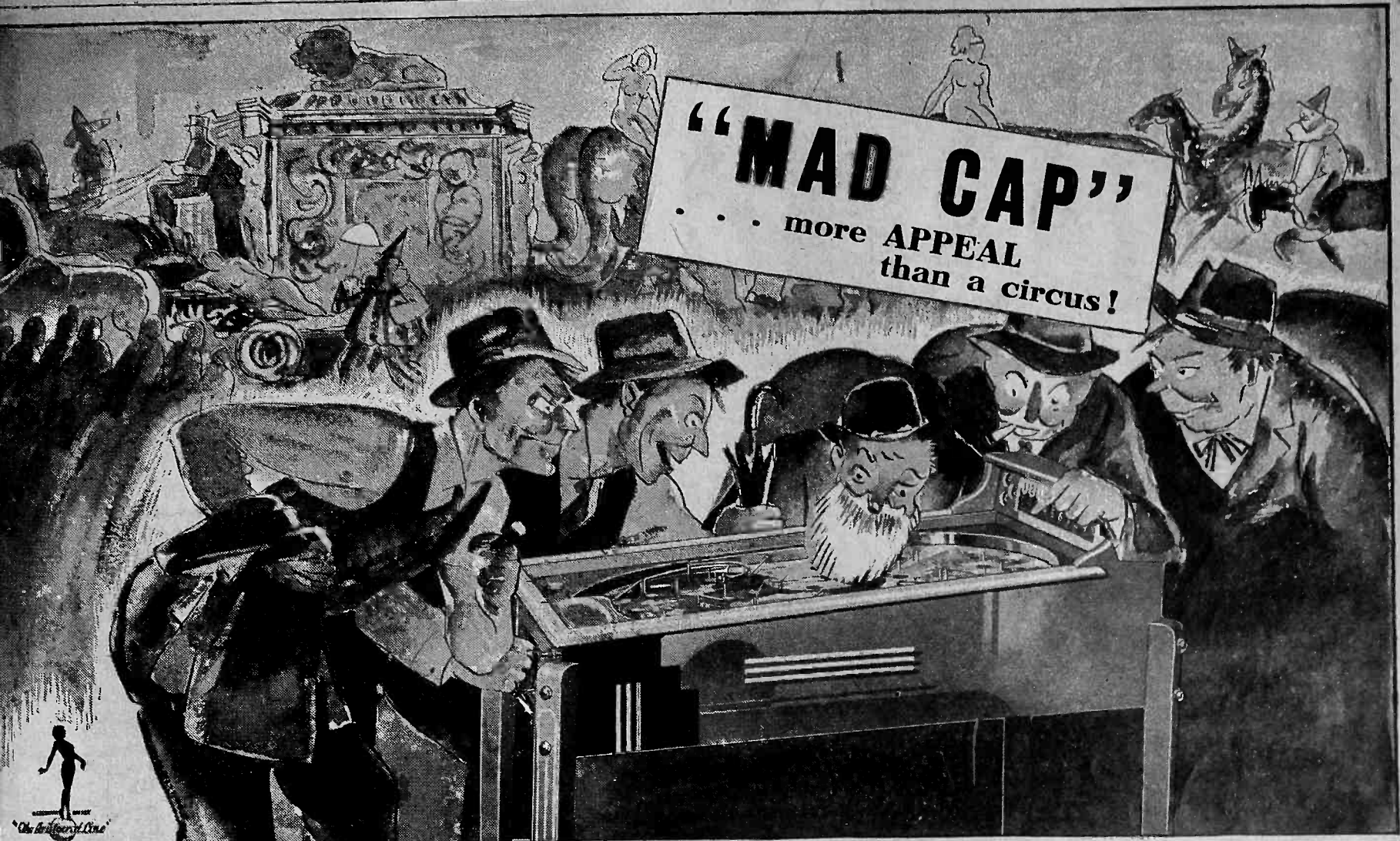


BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., EASTERN DISTRIBUTOR.

453 W. 47th ST., NEW YORK, N. Y.



STONER CORPORATION

Aurora, Illinois

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

600 Hole Form 3810
 Takes in \$30.00
 Pays out \$16.50
PRICE WITH EASEL . \$1.14
 PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
 LARGEST BOARD AND CARD HOUSE IN THE WORLD
 6320 Harvard Ave., Chicago, U. S. A.

5¢ THE BIG FIGHT 5¢

15 ROUNDS \$10.00 GUARANTEED TO THE WINNER

OTHER WINNERS: RIGHTS TO JAN 14 22, 10¢ PER ROUND \$10, 10¢ PER ROUND \$10, 10¢ PER ROUND \$10

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WHEEL TO BE SPUN TO DETERMINE WHICH TICKET MATCHES RIGHT UNDER GAME SEAL

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HIGH AND LOW CAN BE PLAYED

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Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.

Plain Model,
\$12.00

With Register and Double Door,
\$1.50 Extra

BALL GUM
 15c a box (100 pieces)
CASE LOTS,
 100 Boxes, \$12.00.
 1/3 Deposit With Order.

Plain Model, Single Door Double Door and Register

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00
Costs You \$2.90

One-Third Cash with Order. Balance C. O. D.

CLEARING HOUSE

WITH GUM VENDER.

Three Games in One

(1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1. (2) CIGARETTE AWARD, with maximum odds of 150 to 1. (3) BEER AWARD, with maximum odds of 100 to 1. Average Total Payout 50%.

HOW THEY WILL GO FOR IT!
 Get busy while it's hot! Be first in your territory to clean up with CLEARING HOUSE!

Order Today!

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
 1/3 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.
 1922 Freeman Ave., Cincinnati, Ohio
 AMERICA'S OLDEST DISTRIBUTORS—EST. 1895

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

Advertise in The Billboard—You'll Be Satisfied With Results.

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BALLY BABY
1¢

AWARDS
FOR 3 OF A KIND

LUCKY STRIKE	1 Pack
CAMEL	1 Pack
CHESTERFIELD	1 Pack
OLD GOLD	2 Packs
PHILIP MORRIS	4 Packs
SPUD	10 Packs

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F.O.B. CHICAGO

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OTHER WINNERS: LEPPY TO JAN 15 22, LITZ STRIKE 50¢, LITZ AGES 25¢, PAPA 10¢

"KNOCKOUT" TACKLE FOR YOU: HOLD YOUR TICKET IN LEFT HAND, IN WHICH ENEMY TAKES PLACE. LOWER SEAL TO LATER MOVING. SEAL IS LATTER WHEN BEGAN. HOLD YOUR TICKET IN RIGHT HAND, TICKETS LIMITED. TICKETS LIMITED. TICKETS LIMITED.

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With Register and Double Door, **\$1.50 Extra**

BALL GUM 15c a box (100 pieces)
CASE LOTS, 100 Boxes, \$12.00.
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Plain Model, Single Door Double Door and Register

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Three Games in One

(1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1. (2) CIGARETTE AWARD, with maximum odds of 150 to 1. (3) BEER AWARD, with maximum odds of 100 to 1. Average Total Payout 50%.

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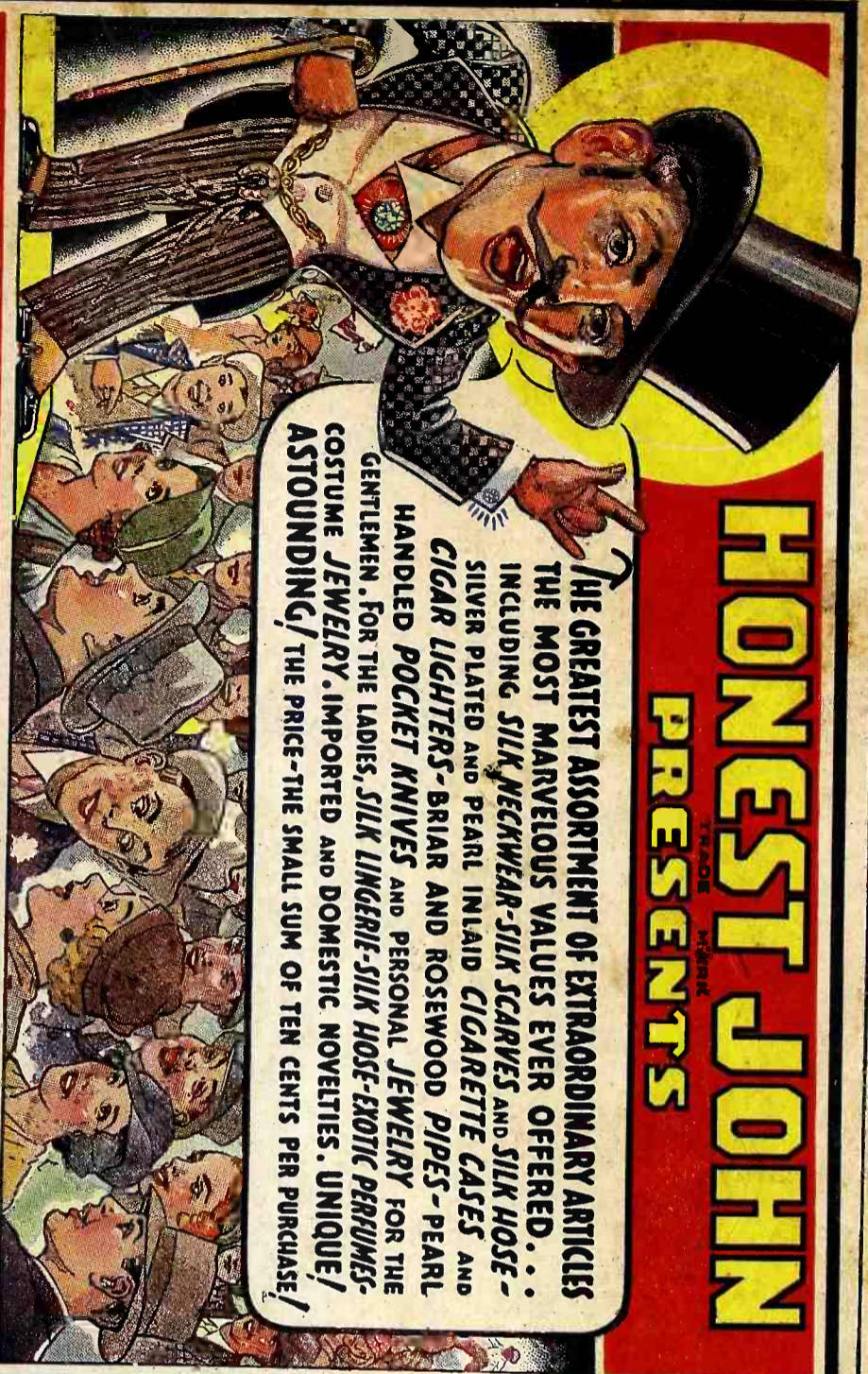
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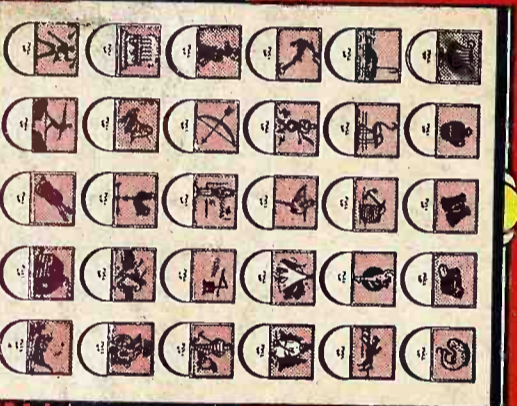
Advertise in The Billboard—You'll Be Satisfied With Results.

TREMENDOUS VALUE Every PURCHASE!

HONEST JOHN PRESENTS



THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE - SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!



AN AMAZING ARTICLE FOR A TRIFLING SUM

ASTOUNDING MERCHANDISE Each and every PURCHASE

10¢ per PURCHASE

SOME OF THE ARTICLES IN EACH CASE "HONEST JOHN"

- Silk Hosiery
- Silk Lingerie
- Brassieres
- Panties
- Ladies' Silk Garters
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Sox
- Silk Scarfs
- Silk Suspenders
- Pearl and Bone Handled Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Fountain Pen Sets
- Propel and Repeal Pencils
- Gold Plated Cuff Buttons
- Gold and Silver Tie Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Boxes
- Manicure Rolls
- Toilet Articles
- Babies' Silk Shoes
- Gold Plated Signet Rings
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Bracelets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Vanida Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Toys—Games
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
- Silver Plated Ban Bon Dishes
- Silver Plated Crumb Trays
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Miniature Roulette Wheels
- Silver Plated Picture Frames

\$50.00 TO \$100.00 PER DAY FOR YOU!
YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

YOU CAN EASILY PLACE 30 TO 50 ORIGINAL CASES PER DAY. AS "HONEST JOHN" REPEATS OVER AND OVER CONTINUOUSLY, YOUR PROFITS PYRAMID... THERE IS NO LIMIT!

RECORD SALE 12 MINUTES PER CASE

Average complete sale in retail store less than 12 hours per case!

100% SALES GUARANTEE

WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... 100%

We will make full refund at any time on any full or broken cases and pay return charges on same.

"HONEST JOHN" HAS 60-10¢ PURCHASES

RETAILER RECEIVES \$6.00 PER CASE

HE PAYS YOU \$4.50 PER CASE

YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES

25% DEPOSIT REQUIRED ON ALL ORDERS... BALANCE C. O. D.