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MAY 15 1937

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# The Billboard

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The World's Foremost Amusement Weekly

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## EXPECT N. Y. VAUDE BOOM

### SAG, Studios In Agreement

**Guild shop okehed—important points settled—working conditions better**

HOLLYWOOD, May 10.—Acceptance by producers of the Screen Actors' Guild demand for a Guild shop and other stipulations came as a last-minute emergency move last night. The decision was announced at a meeting of Guild members massed to act on a proposed strike which would have gone into effect this morning.

The producers' action was taken at the home of Joseph M. Schenck and was okehed by the heads of six major studios. Executives of Hal Roach, United Artists and Warner Bros.' studios, who couldn't be reached in time for the session, will probably signify their acceptance today.

All important questions discussed by representatives of the Guild and the producers during the week were satisfactorily settled and working conditions for the lower bracket players were amicably adjusted. Besides acceptance of Guild, a new wage scale for extras and bit players will go into effect. Included are a \$50 per week minimum for stock contract players; \$25 per day minimum (See SAG, Studios on page 18)

### No Chance for N. Y. Burly; Out-of-Town Fares Better

**Courts and legislature in New York gang up on darkened burly houses—jury trial refused, Brooklyn grand jury indict, and State gives broader licensing power**

NEW YORK, May 8.—Any immediate hope of relief for the darkened burlesque theaters here disappeared this week when the courts and the State Legislature reversed itself and even refused a jury trial for an alternative writ of mandamus to compel licensing of the houses. The Brooklyn grand jury handed down three indictments against Brooklyn theaters for indecent performances. The State enacted legislation empowering the local commissioner of licenses to close "an exhibition, drama, play, show or entertainment" which he ruled "immoral." The only hope of the theaters is that Mayor La Guardia will have a change of heart. Otherwise they will have to go thru with plans to put substitute entertainments into the theaters. However, burlesque is still in the clear out of town, with many of the principal cities giving it a clean bill of health.

After Supreme Court Justice Rosenman practically made it clear Monday that he would grant the local houses a jury trial in an effort to compel licensing, he about-faced and ruled yesterday against granting a jury trial. He declared that a reading of the proceedings of the hearings before License Commissioner Moss disclosed that there was no necessity for a trial. The writs were sought by the Irving Place, People's and Eltinge theaters. Appeals by these theaters to the Appellate Division would probably drag the case out until October.

The indictments for indecent performances handed down by the Brooklyn grand jury were against the Star, Minsky's and Oxford theaters in that (See N. Y. BURLY on page 10)

### Zep Survivor

NEW YORK, May 8.—"Once an acrobat, always an acrobat" was the way Ben Dova accounted for his miraculous escape from death in the zeppelin catastrophe Thursday evening. He gave the thrilling account of his escape at his home in Douglaston, L. I., and also revealed that Joe Jackson, reported as a passenger on the zep, was not aboard, having canceled his trip because of contracts abroad. Ben Dova took the zep when he missed his steamer connections at Havre.

Ben Dova, who does a drunk act on a lamp-post in vaude, revealed that at the first explosion he got outside and clung to a girder when the ship was about 300 feet in the air. He timed his jump when the zep was about 60 feet from the ground, letting go and taking his fall as only an acrobat knows how. When he hit the ground he injured his ankle but limped away to get clear of the falling ship. His wife and three children were at the air field waiting for him.

### Darkened Burly Houses Interested In AFA's Plan of Variety Revues

**Whitehead contacted by operators on plan to substitute vaude for burly—I. H. Herk seeks to round up his colleagues—favorable reaction expected from authorities**

NEW YORK, May 8.—A chance of vaude being restored to its pinnacle of old here, as regards amount of playing time, is seen in the plans of the majority of operators of the darkened burlesque houses to switch the theaters to vaudeville policies. Led by I. H. Herk, operator of the Galety Theater and co-owner of the lease on the Fulton Theater, and with Ike Weber as his aid, the burlesque operators are seeking the support of the American Federation of Actors. The operators are conferring with Ralph Whitehead, executive secretary of the AFA, on the vaude plans, considering a policy plan of Whitehead and which would involve a "closed shop" deal with the AFA as well as having Whitehead intercede for the operators with Mayor LaGuardia and License Commissioner Moss.

Whitehead is on intimate terms with the Mayor and Commissioner, and, according to reports, he has seen both of them on this matter. Moss yesterday (See DARKENED BURLY on page 15)

### Refusal of Additional Free Demurrage Disappoints ACA

ROCHESTER, N. Y., May 8.—Request of the American Carnivals' Association, Inc., for additional free demurrage on carnival movements has been denied by

the Trunk Line Association. Max Cohen, general counsel of ACA, received news of this yesterday from N. W. Hawkes, chairman Freight Traffic Managers' Committee of the TLA.

Application of the ACA, made April 7 last, was for 96 hours' free time in lieu of the present 48 hours. "This matter," wrote Hawkes, "has been very carefully considered by the Trunk Line FTM Committee and conclusion finally reached that it cannot be consistently recommended in view of the far-reaching effects on other arrangements.

"You appreciate at this time that the carriers are faced with the problem of retrieving losses in their revenue which have occurred since January 1 due to the discontinuation of the emergency charge, and under the circumstances it was felt that it would be unwise to make the changes requested in the present arrangements obtained in connection with carnivals, notwithstanding the general interest we have in the welfare of your association."

In answer Cohen wrote: "Frankly, we (See ADDITIONAL FREE on page 18)

### Cowboys Threaten Strike Over Purses

TUCSON, ARIZ., May 8.—Dissension between the Cowboys' Turtle Association and the Tucson Rodeo Association bobbed up again yesterday when Everett Bowman, Turtle Association president, restated threats of professional cowboys to strike if rodeo managements continue to provide unsuitable purses.

Bowman declared that if American rodeo promoters in the future post day money of less than \$100 in each major event when they can afford more, "they may find the top hands who attract the paying customers sitting on fences whittling instead of kicking out bronks." He added that his organization is not a union, but members have pledged to strike if rodeo managements fail to set satisfactory purses.

Jack Kinney, president of the Tucson Rodeo Association, commenting upon the Turtle Association's stand, declared that if the cowboys' group attempts to dictate to him he will use individual performers. "The Rodeo Association of America is not backing them 100 per cent either," Kinney stated. "Remember the wire the RAA sent telling them that rodeo shows would be better off without these world's best cowboys on the world's worst horses. If RAA is backing them 100 per cent we will withdraw from it." Dissension first broke out between the associations during and shortly after the Tucson rodeo late in February.

### N. M. High Court Okehs Bank Nights

SANTA FE, N. M., May 8.—Bank Nights have been declared legal in New Mexico by a decision rendered here by the State Supreme Court. Decision was given by a vote of four to one, upholding the rights of the Yucca Theater, Roswell, to award cash prizes.

The theater managers had previously been fined in a lower court for holding Bank Nights and awarding cash prizes.

Insurance companies are insuring customers who are unable to attend the drawings on Bank Nights, but who are registered at the theater; so if their names are called and they are not there the insurance people pay the holder of the ticket. State insurance commissioner has announced he will probe these insurance policies.

### Benefit Meeting Set Back

NEW YORK, May 8.—Monster mass meeting originally announced by Theater Authority for this month has now been scheduled for the fall, probably in October. Idea of the confab was to air the accomplishments of TA since its inception.

### In This Issue

	Pages
Air Briefs	8
Broadway Beat	24
Burlesque-Tabloid	26-27
Carnivals	52-64
Chicago Chat	24
Circus and Corral	36-44
Classified Advertisements	66-68
Coin Machines	78-108
Editorial	30
Endurance Shows	27
Fairs-Expositions	49-50
Final Curtain	31
Forum	30
General News	3-5
General Outdoor	75-77
Hartmann's Broadcast	76
Legitimate	22-23
Letter List	32 and 69
Magic	29
Minstrelsy	29

	Pages
Motion Pictures	25
Music	11-13
Night Clubs-Vaudeville	14-21
Notes From the Crossroads	76
Orchestra Notes	20
Out in the Open	77
Parks-Pools	45-48
Pipes	73-75
Possibilities	29
Radio	6-10
Repertoire-Stock	28
Reviews of Acts-Bands	21
Rinks-Skaters	51
Routes	33-35 and 92
Show Family Album	67
Social Security Act	42
Sponsored Events	65
Thru Sugar's Domino	24
Wholesale Merchandise	70-75



# PUPPETS ARE GROWING UP

## String-Pullers Hitting Out for Appeals to Adult Audience Group

Salicci's three times at the State cited as an example of growing interest in the field—from "Punch and Judy" to "Hamlet" and "R. U. R."—convention is set

NEW YORK, May 8.—Cincinnati's Art Museum will house American and European puppeteers for a three-day period, beginning June 23. This will be the string-pullers' second annual powwow, and it appears likely that they will form a permanent organization. Those in the business claim that their audience is growing in both size and type, asserting that adults are forming in growing lines at the puppet box. Consequently, marionettists are attempting to shape their programs to appeal to grownups and to get away from the Punch and Judy type of entertainment. Importation of various string troupes, such as the Salicci and Piccolli, has been an important factor in developing adult appeal. In addition to these groups films such as *New Guilliver* and *I Am Suzanne* helped focus attention on the entertainment possibilities of the stringed figures. Pictures of this type probably helped develop interest in "live" puppet shows. Among the productions scheduled by different companies for next season are *Hamlet*, *Tempest*, *R. U. R.*, *Death Takes the Wheel*, *Joan of Arc* and an American opera composed for puppet players. One outfit recently added a Chinese hooper to its troupe in order to increase the scope of its entertainment.

Because the "industry" is for the most part unorganized, there is a complete lack of accurate figures of grosses and attendance records. But a reliable estimate reports that there are about 120 marionette troupes which produce some 500 plays each year and total 20,000 performances. Such troupes play to houses of anywhere from 50 to 2,500. In addition, about 300 schools teach the technic of puppetry, while 12 colleges have accredited courses.

Another group reports that in a six-year period it played to approximately 200,000 people in 32 States. Expenses of moving and feeding three people were put at \$50 weekly, including car costs. Weekly grosses for the October to May season hit from \$250 to \$500. Summer business, however, was apt to be very much of the hit-or-miss variety. Hotels and camps were played, while in the regular season women's clubs, private schools and similar organizations formed the body of the audience. During this season puppeteers usually play for a flat fee. The group buying them may sell tickets or give the show away. Occasional percentage dates are played, but the marionette boys like to steer clear of such arrangements. Too much red ink spoils the appearance of what books they keep.

Salicci's playing of *Loew's State* three times in a short period is an indication of the rise of puppets. This troupe has been booked for the Fort Worth Fiesta thru September. Other puppet companies play occasional club and hotel dates. Russell Paterson's puppets have been exhibited at the French Casino and were also used as an act at a Hotel New Yorker floor show.

National advertisers have also used puppets at different times to put their sales talks over in a graphic and amusing fashion. In addition to auto and cosmetic firms, political parties have used them at pre-election rallies to help garner votes.

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## Skaters for Cleveland Expo

NEW YORK, May 8.—Evelyn Chandler and Bruce Mapes, skaters now in the Hotel New York ice show, were booked by Sam Shayon, of Fanchon & Marco, to headline this summer in Ice Carnival at Great Lakes Expo in Cleveland. Eight F. & M. girls on skates will also be in the show.

Chandler and Mapes will go to Hollywood June 1 to do a short for Condor Pictures and will probably do two more in September. Open in Cleveland June 15.

## House Employees Organizing; Janitors-to-Managers Setup

PITTSBURGH, May 8.—Film Exchange Employees' Union, Local B 11, will seek an average of 30 per cent increase in wages for lower salaried workers, a six-day 40-hour week and time and a half for overtime in demands to be presented exchange managers here next week. IATSE District Supervisor Lawrence Katz, MPTOA chief and organizer of the new union, revealed today.

Formed by a board of stewards whose membership included one representative from each of 10 exchanges, the code also seeks to continue two weeks' vacation with pay and double-time pay for Sunday for workers who have turned in 40 hours previously that week. As declared to general meeting of Local B 11 today, a meeting of the union's newly elected officers and all exchange managers will be sought. That falling, each manager will be approached individually after being mailed copies of the demands.

The Pittsburgh plan, similar to the IATSE organizing of exchange employees throughout the country except concerning wages and the vacation clause, asks three pay scales, varying according to the number of the exchange employees and amount of business handled. Top wage class, seeking a minimum of \$45 for shippers who now rate \$30 to \$45 weekly, \$35 for postal clerks now averaging \$30, and a 30 per cent up for chief inspectors, includes MGM, Warner, Paramount and 20th Century-Fox. Second division comprises RKO, Columbia, Universal and United Artists, third group includes Grand National, Monarch, Republic and Royal.

Officers of Local B 11 elected this week are: President, Angelo Marino, Universal; vice-president, Frank Ray, RKO; recording secretary, Mary Feigh, RKO; financial secretary, A. Kuhn, Warner Bros.; sergeant at arms, M. Barnett, Universal; trustees, W. Hackett, Warner Bros.; O. J. Boyle, Paramount, and Mary Bernitz, RKO.

PHILADELPHIA, May 8.—With the In-

### Laws and Lawsuits

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

## WPA Dance Unit Double Bill Clicks

NEW YORK, May 8.—The WPA Dance theater came thru with two effective pieces at the Nora Bayes Theater Thursday night, *How Long, Brethren?* and *Candide*, both performed with a sensitivity, art and verve indicating that the unit has at last found itself. Tamiris and Charles Weidman, who were in the cast, did the choreography and direction for *Brethren* and *Candide*, respectively. Musically, the show was excellent, *Brethren* having the aid of a Negro choir and a score by Genevieve Pitot, the latter also collaborating with Wallingford Riegger for the *Candide* music.

*Brethren*, with Tamiris, attained moments of high exaltation and movement, the audience nearly stopping the show with applause. The work of the choir here contributed much to the exciting effect of the whole.

Weidman, in *Candide*, struck a fine comic level, his miming being comparable in spirit to his best work. It was one of those rare cases of the player and the role being apparently made for each other. P. A.

## N. Y. Cafes Covering Up

Anti-burlesque drive a worry—strips and nudes toned down, just in case

NEW YORK, May 8.—Profiting by the disastrous calamity that befell their next-of-kin burly houses night spots here that had up to now cashed in so handsomely with reps of flauntingly displayed nudity were busy making concessions to the writing on the wall this week.

Among the places that have been toning down the Minsky influence are the Hollywood, Paradise, Ubangi, Leon and Eddie's, Harlem Uproar House, Mirador, Jimmy Kelly's, Old Roumanian and Village Casino.

Decorous choruses and bandeaued bumpers are now taxing the customers' imaginations. How long night clubs will keep the flesh acts under wraps no one knows. Their self-censorship has not been imposed by the police department, which grants cabaret licenses, but rather by their own suspicion that the anti-burlesque sentiment might reach down into the cabaret field.

## Would Admit Studio Press Agents to Newspaper Guild

HOLLYWOOD, May 8.—Latest unionization move in pictures is the proposed organization of studio press agents into a division of the American Newspaper Guild. Current by-laws of the Guild deny membership to publicity workers, but a change in the by-laws will be sought at the June convention in St. Louis by Roger Johnson, president of the Los Angeles chapter.

Johnson will also seek to include in the organization's special section a membership rating for correspondents, who thus far have had no clear status in the Guild.

## Hahn Heads Ohio Music

CINCINNATI, May 8.—Theodore Hahn Jr., local supervisor of the federal music and theater projects, has been appointed acting State director of all federal music projects in Ohio, beginning May 11 and running until July, during the leave of absence of Vaughan Cahill, State director of music. In addition to the supervision of both the theater and music projects in Cincinnati, Hahn will supervise the federal music activities in Cleveland, Columbus, Toledo, Akron, Zanesville, Canton and Dayton. Hahn formerly directed the pit orchestras at the Capitol and Orpheum theaters here.

### JACK SHERR

(This Week's Cover Subject)

AS A student at Johns Hopkins University, Jack Sherr started playing with the college orchestra, later becoming its leader. Graduated with an A. B., he went immediately into the show business, producing vaude and band acts for the William Morris office. In 1928 he went with Meyer Davis, playing first sax in Davis' Orchestra. The next year, having mastered the feat of playing two saxophones simultaneously, he joined Al Goodman for "Follow Thru."

His first legit appearance was followed by numerous others, these including "Flying High" in 1931 and Lou Holtz's "You Said It." Additionally he has played with Joe Moss, Rubinfeld, Johnny Green, B. A. Rolfe, Will Osborne and Buddy Rogers and their orchestras. In 1934 Chrysler signed him to work on CBS with his own organization.

Sherr plays a host of instruments in addition to the sax. Those he has mastered include the piano, clarinet, flute, piccolo, accordion and vibraphone. On his combination work he not only plays the two saxes but clarinet and sax and two "black sticks."

Sherr is currently engaged at the St. Moritz Hotel, New York.

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# Shakeup in NBC Artists' Service

### Sullivan resigns, Hillpott added — staff members shift to new spots

NEW YORK, May 10.—A realignment of assignments and duties has been effected as of this week in the NBC Artists' Service. Staff members have been shifted to new spots, with one resignation, that of Tim Sullivan, and one addition, that of Billy Hillpott, announced a week or so ago.

Ernest Cutting has been named talent scout and will also contact managed and operated NBC stations, as well as NBC associated stations, on talent angles. Chester Stratton, in addition to assisting Cutting, has been placed in charge of sustaining bookings, taking care of line charges and the like. Fred Niblo has been placed in charge of the NBC Artists' Service activities in connection with television and motion pictures. He will be assisted by John Potter, with special concentration on motion picture sales.

Jack Von Tilzer and Robert Smith are now handling all auditions, with Von Tilzer handling the popular type of artists and Smith classical. Both will also work with new talent thru management representatives. Von Tilzer additionally takes over sales of talent for recordings. S. L. Ross, previously managed and operated station talent contact, now shifts to the advertising agency sales end. Hillpott becomes Artists' Service contact with the NBC program department. Larry Fitzgerald has been placed with the concert division for sales of concert talent.

Unverified report is that Tim Sullivan will join Lyons & Lyons in connection with radio, talent sales in Hollywood.

## —SEND IN ROUTES

The Route Department (appearing in this issue on Pages 33-35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficed in advance to insure publication.

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## Iowa Body Passes Radio Libel Bill

DES MOINES, May 10.—Iowa's General Assembly has passed the radio libel bill which relieves State's radio stations of responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with radio stations. Bill awaits the signature of Governor Nelson G. Kraschel.

Iowa Association of Broadcasters sponsored the bill, which also provides that broadcasters "shall prove the exercise of due care to prevent the publication or utterance of such statements in such broadcast period."

J. O. Maland, of WHO, heads the association and Earl N. Peak is secretary.

## Thomas in Gellatly Post

NEW YORK, May 10.—Vacancy created by resignation of William E. Gellatly, sales manager of WOR, will be filled temporarily by Eugene Thomas, who also held down the post after Walter Neff resigned. Gellatly sails June 12 for Bermuda. Understood that resignation was a result of differences with station officials. Thomas' appointment is a temporary one, as the job may be eliminated.

# Equity's Indies Reveal Policy Of 'Unity, Democracy, Progress'

NEW YORK, May 10.—In a circular letter addressed to fellow members the independent faction of Actors' Equity this week reveals in detail its policy of "unity, democracy and progress." While

prepared to indorse some of the candidates on the regular ticket, the circular states the independents feel the regular ticket as a whole was selected by procedure contrary to the wishes of more than 500 Equity members who expressly stated that "the nominating committee shall be selected by the meeting as a whole and not by any block or group."

The cause of unity and democracy, according to the circular, the independents hope to foster by closer relationship between the membership and council on all proposed major legislation and a fuller and freer expression of the will of the membership. Means by which the independents hope to accomplish the latter are "the secret ballot, bi-monthly reports of council work, reformation of the executive committees which, in accordance with the constitution, should be elected from the council."

Under the heading of progress the independents propose pay for rehearsal period and no return of rehearsal money, institution of a single minimum, shortening of probationary rehearsal work, Equity shop for radio artists, closer co-operation with all theatrical unions, representation from WPA on council, a continuation of the Federal Theater and its expansion to include all needy Equity members, curtailment of association expenditures leading to reduction of dues and heightened efficiency in achieving what the independents believe should be the primary aim of Equity—better working conditions for actors.

## Stagehands' Local No. 1 Re-Elects Its Officers

NEW YORK, May 10.—Stagehands' Union, Local 1, of the IATSE, re-elected its officers in annual elections last night. James Brennan beat Sam Golfarb by 764 votes to 462 for president. Joseph Meeker beat Ed Kellner for vice-president by 403 to 272.

James McDowell won for secretary over J. Gallagher by 980 to 278. John Garvey had no opposition for treasurer. Vincent Jacobi with 957 and Frank Powderly with 849 are again business agents, with Louis Yaeger's 514 the next closest vote.

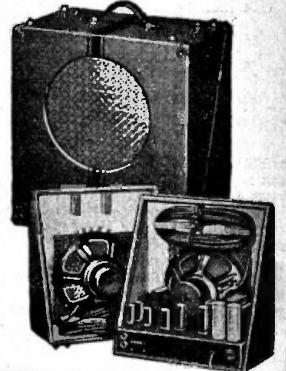


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# N. Y. GETS RADIO "SCREENO"

## Telephone Version of Theater Game To Start on WNEW Shortly

System used on WJAY, Cleveland, based on listeners' home phone numbers, gets local jewelry sponsor—game using song titles as basis also slated

NEW YORK, May 8.—Long-awaited debut of some form of picture theaters' bank night looks to be set for radio in New York City, with Station WNEW slated to get a commercial program using a version of the Screeno game. Basis of the new series is use of telephone numbers of radio listeners. Sponsor mentioned is Finlay Strauss, credit jewelry firm. Program in this form has clicked for a similar sponsor on WJAY, Cleveland, where it originated. Coincidentally, another version of bank night, based on song titles of popular tunes, is expected to start shortly on a network commercial.

Telephone version is similar to those bank nights in which theater audiences are given cards and fill in numbers under letters to get a straight line in any direction. However, the telephone system eliminates necessity of any purchase. A five or six-letter word, such as "Credit" or "Credits," is chosen. Then numbers and letters are read over the air and the first person to have the phone number completed is a winner. Process is repeated until the program time has elapsed. This system eliminates the necessity for calling at stores as well. Song game, handled by Jimmy Saphier, is arranged so that players get cards, bearing song titles, from the sponsor or a retailer. Listening to the program is then necessary, with songs played on the program without billing. Listeners who guess the correct titles and cross them off correctly on the card are winners.

Closest before this that a radio lotto came to New York was a game in which former mayor James J. Walker was interested was pending on as a WOR commercial. Game was similar to Lucky, one of the film theater variations of lotto.

## Pill Papers' Free Show on 45 Spots

NEW YORK, May 8.—Your Health, sustaining program distributed by Hearst's American Druggist and Drug World, is now on 45 stations, but organization has not decided whether to continue or drop them during the summer. Programs, 15-minute shots, are a weekly script of medical and scientific advances of the week and are arranged by drug trade papers for distribution to groups of druggists and similar trade bodies.

Drug organizations arrange with local stations for sustaining time and a name man in the drug business usually delivers the talk. Angle of "seeing your doctor" is plugged, intended to mean future business for the pill shops. Program started on Hearst's WINS in January, then went thru New England and is now nation-wide.

## NAB's Station Warning

SHREVEPORT, La., May 8.—During the middle of May, KTBS, Shreveport Times station, will begin a series of commercials via Mutual to give that station three separate chain affiliations. In addition to MBS, KTBS is the local NBC link and a member of the Dixie Network which carries the Dr. Pepper Uppers on Sundays.

## New Pontiac Ad Exec

DETROIT, May 8.—W. A. P. John, president of MacManus, John & Adams, Inc., has announced the addition of Edward E. Rothman to the staff as vice-president and account executive in charge of the Pontiac account. Rothman was formerly vice-president and a director of Campbell-Ewald Company.

## Fireside Signs Off June 2

CHICAGO, May 8.—Bowman's Fireside Theater, which originates at WGN here, goes off the air June 2 for the summer. Tentative return date set for September 29.

## For Men Only

KNOXVILLE, May 8.—KNOX has let down the bars and the ladies are slipping in. Up to now station has had a "No Admittance" attitude toward femme workers, but addition of Dorothy Ennis as secretary to O. L. Smith, commercial manager, breaks tradition.

Boys figured they were getting even for the gals' barber shop invasion.

## IBS Stations Give Rival Daily Break

DES MOINES, May 8.—Iowa Broadcasting Company offered a surprise this week by including in its own three columns of newspaper space in *The Des Moines Register* and *Tribune* the entire program schedule of WHO, Des Moines, in addition to the schedules of its own three stations, KSO, KRNT and WMT. IBS, owned by the dailies, will also include in the future some of the features of KMA, WOI and WSUI, which stations have feeds from the IBS stations. In addition to program schedules, Mary Little, editor, will also use considerable art and commentary on current and forthcoming shows on the other stations.

Since WHO has not been included in the seven years the station has been operated here by Central Broadcasting Company, the change has been nothing less than a shock to many, and a pleasant one, as evidenced by the large number of letters that have poured in to KSO and KRNT from listeners approving the inclusion of WHO's schedule with those of the stations which are owned by *The Des Moines Register* and *Tribune*.

## Coast Musicians' New Deal

LOS ANGELES, May 8.—New restrictions governing musicians' transcontinental broadcasts go into effect May 30, board of directors of Local 47, AFM, decided. Restrictions allow musicians earning not more than \$35 weekly as staff members to play two Coast-to-Coast shows of not more than 90 minutes accumulated time during any week. Those earning more than \$35 are limited to one program, while musicians not affiliated with any studio musical staffs are allowed two hours transcontinental work.

## CBS, Union Take Talk-Fest Vacash

NEW YORK, May 10.—Columbia Broadcasting System and the American Guild of Announcers and Producers, after nearly 50 hours of negotiations, decided to rest over the week-end and to take up the discussion of actually signing an agreement today. Matters of working hours and salaries were discussed and are the chief bones of contention.

While an agreement is a possibility, it is expected that there will be much discussion of clauses and closed-shop proposition.

WHN's negotiations with the American Radio Telegraphists' Association are pending the arrival of Louis K. Sidney, who is expected back from the Coast within a few weeks.

## Paris Expo's Radio Plugs

PARIS, May 1.—Paris International Exposition of 1937 is going in considerably for radio advertising. Expo has prepared a series of 150 different recordings in 10 different languages and plans to spot them on stations in various foreign countries.

WHITE PLAINS, N. Y., May 8.—New 190-foot vertical antenna to be constructed at WFAS is expected to increase station's audibility by about 200 per cent. Total height of structure will be nearly 300 feet, the tallest spire in Westchester County.

## Elsa Troja Denies Pro-Nazi Charges League's Claims False

NEW YORK, May 8.—Denying charges made by the Non-Sectarian Anti-Nazi League that she "broadcasts and furthers Nazi propaganda," Elsa Maria Troja, whose program shifted recently from WAAT, Jersey City, to WBNX here, has threatened the league with legal action if a retraction isn't made by the league. Charges made against the New York station and WBNX were reported in the May 8 issue of *The Billboard*. In its charges, the league alleged that Miss Troja played Nazi records and "does her very best, in somewhat hidden form, to advertise Nazism." The league also claimed that Miss Troja broadcast *Children's Festivals* at which youngsters attending wore Nazi uniforms.

Dated May 7, letter sent by Mitchell Schweitzer, Miss Troja's attorney, read:

"Non-Sectarian Anti-Nazi League  
"20 West 47th Street  
"New York City  
"Gentlemen:

"I represent Elsa Maria Troja, a radio announcer and director of foreign radio programs.

"During the past year your organization has repeatedly accused Miss Troja of . . . disseminating pro-Nazi propaganda. These accusations were made not only in person to Miss Troja but also to the sponsors of her radio programs. As a result of these unfounded accusations, Miss Troja has lost the benefits of contracts, has encountered great difficulty in obtaining new work, has found

her field of operation impaired and has been otherwise irreparably injured in her profession.

"The latest expression of your organization's unwarranted conduct towards my client is exemplified in an article appearing in the magazine, *The Billboard*, of the week of May 8th, under the official spokesmanship of Dr. Nelson, your executive secretary. This article, in itself, clearly illustrates the aimlessness of your accusations when Dr. Nelson states therein that Miss Troja does her very best in somewhat hidden form to advertise Nazism. This same article also contains the further statement that at a broadcast of a juvenile festival conducted by Miss Troja, it is charged that the children wore Nazi uniforms.

"We have in our possession conclusive proof clearly rendering preposterous and false the accusations which your organization has seen fit to level at my client.

"Under these circumstances, we are compelled to demand a retraction by you of these accusations. I am certain that you will understand that should my client not receive the satisfaction of a retraction in view of the proof at our command, or should your organization carry any further its misdirected activities against Miss Troja, I shall have no other alternative than to take such measures as I may deem necessary to protect my client's rights.

"A prompt reply will be appreciated.  
"Very truly yours,

(Signed) "MITCHELL SCHWEITZER."

## March Sets New Radio Biz High

Previous record month of October, 1936, topped—take this year \$32,000,000

WASHINGTON, May 8.—Total radio advertising for March showed an up of 14.2 per cent over February figures and an increase of 24.6 per cent over March, 1936, levels. Amount was \$11,628,154. March was a record-breaker in gross time sale figures, being slightly higher than October's smashing record. National non-network showed the greatest gain, the all portions gained over February. Total figure for the first three months of '37 was \$32,180,035, a 26.1 per cent boost over 1936's first quarter.

National magazine and newspaper advertising increased more than radio over February, but broadcasting showed greater increases over 1936 periods. Radio gained 24.6 per cent over March, 1936, against increases of 15.6 per cent by national magazines, 7.1 per cent by national farm publications and a 4.1 per cent rise by newspapers.

While all types of stations showed gains, regional stations showed greatest increases, rising 23.5 per cent over February, according to the National Association of Broadcasters. New England-Middle Atlantic area headed the increases according to geographical districts over both February of this year and March, 1936. Non-network advertising soared 18.5 per cent over February and 35.6 per cent over last March.

Transcriptions led in form of rendition over February, up 32.2 per cent, while compared to March, 1936, announcements evidenced the largest boost. E. T.'s and announcements, in the national non-network and local fields, respectively, showed the highest increases over February. All types of renditions except records increased over last March in the local fields.

Among gains over February in the sponsor field were household equipment, soap and kitchen supplies, drugs, auto, local tobacco and confectionery advertising.

Retail advertising increased 21 per cent over February and 20.8 per cent over March, 1936.

## ACCOUNT PLANS

COCA-COLA has placed 130 15-minute e. t. productions, *Singing Sam*, five times weekly on WNAC, Boston. D'Arcy Advertising Company, St. Louis, placed.

BOND STORES, INC., Bridgeport, Conn., using 260 five-minute programs on WICC, Bridgeport. Zinn & Meyer, New York, placed.

WASHINGTON Jewelry Company, Boston, has placed 16 15-minute periods on WAAB, Boston. Thru Continental Advertising Agency, Boston.

KNOX, Knoxville, Tenn., has received several new accounts, national and local. Procter & Gamble (for Oxydol and Ivory), Dr. Pepper Bottling Company, JFG Coffee Company, Chero-Cola Bottling Company, Swan's Bakery, Dr. Paul Atchley, Dr. S. B. Hamilton, Fowler Brothers, Southern School of Beauty Culture, J. S. Hall's Sons, Atlantic Ice and Coal Company, Kern's Bakery and Fielden Furniture Company on the list.

NBC Transcription Service has received an order for 15-minute custom-built recordings for Pennzoll, Cleveland office of Fuller, Smith & Ross placed.

PETER PAUL, makers of Mounds candy bars, spotting five-minute ET's over WFIL and WIP, Philadelphia, thru Platt-Forbes, Inc.

NORTH AMERICAN Accident Insurance Company, of Newark, takes time on Philadelphia stations for the first time, buying a quarter hour news period weekly over KYW, account placed thru (See ACCOUNT PLANS on page 8)



# Zep Coverage Line Problem

**Broadcasts' direct from airport a headache because of phone line scarcity**

NEW YORK, May 8.—Coverage of the Hindenburg disaster as a from-the-scene broadcast was one of the toughest news assignments handled by local radio men. While the scene of the accident was readily accessible it was almost impossible to get telephone lines. Practically all lines available were being used by government officials. Eye-witness accounts were easily available because of the large number of reporters and emergency workers on the scene, but the problem of getting the material to stations other than thru the news services kept radio men busy.

News flashes were heard on WENR at 7:30, WMCA at 7:35, NBC at 7:37, WOR at 7:44 and CBS at 7:45 p.m. WENR received a United Press flash and secured a beat, but did a burn-up when some editions of *The World-Telegram*, United Press affiliate, credited NBC with a first.

Matter of cutting in on commercial shows was again revived in this emergency. Many sponsors are more or less against the practice but stations are at liberty to use their discretion. No hard-and-fast rules can be laid down on situations of this type. It's all up to station execs on duty at the moment hot news breaks. NBC tendency seems to be to go easy before breaking in on big shows, while CBS, altho it lost out on this one, is inclined to break thru to get the news out. NBC did not break thru the Vallee show, which came from England, but with an American station-break at the half-hour mark. Bowes' production and other shows were cut in for news flashes.

WMCA is credited with getting the first broadcast from a spot near Lakehurst by getting a line thru a hotel in near-by Lakewood, with CBS and other

### Medico

CHICAGO, May 8.—Radio actor Olan Soule is now "Doc" to his friends. He portrays a doctor on *The Tale of Today*, *Manhattan Mother* and *Bachelor's Children* programs.

stations following shortly after. Station men, as usual, were kept on the hop for the day or two following the disaster. Most of the New York stations rushed crews of special events men to the airport, as did WCAU in Philadelphia and one or two other broadcasters.

Practically every phone line was in use either between Lakehurst and Washington or Lakehurst and Germany. Additionally, guards made access to the field impossible.

### WOR Takes From KHJ

LOS ANGELES, May 8.—Ninety minutes of continuous entertainment are being piped from KHJ via Mutual network for WOR's Saturday night schedule. Run starts at 9 p.m. with 30 minutes of Hawaiian Serenades.

*Old-Time Mellerdrammers* take over for the next half hour, with a 15-minute Federal Theater Negro choir following at 10 o'clock. Last quarter-hour stretch is consumed by George Fischer's *Hollywood Whispers*.

# Los Angeles Stations Taking Beating on Newspaper Deals

**Papers renege on promises of extra publicity space in exchange for free time—dailies just waking to radio as circulation booster—25 hours weekly**

LOS ANGELES, May 8.—Local newspapers are waking up to the possibilities of radio as a circulation builder and are going in hot and heavy for tieups with indie stations. Five Los Angeles sheets are currently using more than 25 broadcast hours weekly, with *The Examiner* (Hearst) leading the pack on a weekly consumption of 535 minutes over KMTR. Other heavy time users are the two Manchester Boddy sheets, *Illustrated Daily News* and *The Evening News*, on KRKD, 515 minutes weekly. *Times*, servicing thru KFAC, burns up 370 minutes and an additional 60 minutes over KMPC with readings of classified ad jobs, while *The Herald-Express* uses the Hearst-owned KEHE 130 minutes weekly. Only newspaper refusing radio station tieups is *The Hollywood Citizen-News*.

### KYW Follows NBC Suit

PHILADELPHIA, May 8.—In keeping with the employees relation policy set by NBC, KYW, local outlet, will also institute a five-day week working plan, according to Leslie Joy, station manager. Immediate steps were taken in adding new men to the staff to put the plan into effect as soon as schedules are completed. First addition was Lynn Willis, moving crosstown from WIP to join the announcing staff.

All time contracted by the papers is on the cuff, with the sheets only required to pay salaried news broadcasters, who in each instance double as radio editor. Talent on other than news broadcasts also given as staff assignments, and in the case of personality interviews guests are glad to okeh appearance requests for publicity returns. Only concession being made by the papers in contracting for air time is in the handing out of radio section publicity. Stations offering facilities to a paper rate 30 per cent of the weekly publicity and art space, with the station's programs printed in a bold italic type to make them stand out in the daily logs. Papers, however, haven't been carrying out the publicity end of their bargains, but majority of the stations are glad to string along anyway for prestige and news broadcast listeners. Recently KHJ broke away from *The Times* and KEHE from *The Examiner* on that score.

There has been some talk of the two Boddy papers taking over a Don Lee network show on a straight commercial sponsorship. Program is Hal Styles' *Help Thy Neighbor*, a job-finding feature. Neither paper has a help wanted (See LOS ANGELES STATIONS page 8)

## Put on Long Pants, Boys

In practically every case in recent years, radio stations have taken it upon themselves to boast about their work in covering national disasters. Thus, after the recent Ohio floods, station after station went to town on behalf of itself and its work in connection therewith. No denying the job radio did in this catastrophe; only radio could have done it and only radio will duplicate it.

Last week, in bringing news of the Hindenburg disaster, history repeated itself from the station angle. The boys started claiming scoops and beats; best broadcasts and exclusives. They ought to blush, but they don't. Such talk is natural, or the broadcasters wouldn't be human. But it shouldn't go beyond station walls. Trying to get publicity for services that are rightfully due the public is pretty bad. Do newspapers do it?

Radio is a public service, first, last and always, under the American system. Maybe it's a sign of the youth of the industry—but an industry of over \$100,000,000 a year ought to be grown up.



Direction: WILLIAM MORRIS AGENCY  
For RKO: EDWARD S. KELLER

## \*B. O. GROSSES

### The Showman's Guide

- WEEK FEB. 4th  
METROPOLITAN, BOSTON. \$35,000
- WEEK FEB. 19th  
ORIENTAL, CHICAGO (Lent) \$21,000
- WEEK FEB. 26th  
FOX, DETROIT . . . . . \$32,000
- WEEK MAR. 26th  
SHEA'S HIPPODROME,  
TORONTO . . . . . \$14,000  
(Holy Week, 6 Days)
- WEEK MAR. 11th  
LOEW'S STATE, NEW YORK. \$32,000
- WEEK APR. 6th  
MAYFAIR CLUB, BOSTON
- SECOND WEEK  
BEVERLY HILLS CASINO  
NEWPORT, KENTUCKY  
Opening May 26 at the  
STORK CLUB, Providence, for 2 Weeks

# BELLE BAKER

★ BOX OFFICE



# Air Briefs

## New York



## THE COLUMBIA BROADCASTING SYSTEM

*Radio for the nation*

### Willys' Gas Station Takeoff On Ford Starts Plenty of Talk

NEW YORK, May 8.—Considerable talk was occasioned in both the radio and advertising trades this week because of the closing commercial used last Sunday on the initial Willys auto show on Mutual. Regarded as a highly effective punch line, the plug was strongly competitive, because of a direct relation to a line popularized on the Ford shows.

Ford has long used the tag line, "Watch the Fords go by." Closing the show Sunday, Kay Kyser, in connection with the Willys concentration on the economy the car is claimed to offer, used "Drive a Willys and watch the gas stations go by."

According to one report, decision had been to drop this line, after hearing it at Kyser's audition. Then, it is said, after the audition, Kyser used the line on the show, with plenty of talk following in its wake. Later in the week, talk was that the tag was to be eliminated, but Fred Mayer, of the United States Advertising Agency, handling the Willys account, said yesterday that no such cancellation was in mind. Reference was made to a recent Ford publication claiming a lower price than any other for a popular passenger model, with the Willys said to be about \$160 less than the Ford price.

Willys was recently reorganized, after financial headaches, and is now getting into the small car field on a large scale, with production running, according to

Mayer, about 100,000 cars behind orders. Ward Canaday, head of U. S. Advertising, is understood to be a major stockholder in the new Willys setup.

### LOS ANGELES STATIONS

(Continued from page 7)

section and it is figured that annexation of the program as a free employment bureau won't hurt the papers' advertising one bit. Same papers also anticipate air expenditures in connection with serial dramatizations and plugs this fall in connection with a new Sunday magazine. As far as is known this will be the first instance of a local newspaper actually shelling out money for air exploitation.

### ACCOUNT PLANS

(Continued from page 6)

Franklin-Bruck Advertising Corporation, of New York.

UNITED MEN'S SHOPS, INC., Bridgeport, Conn., is using announcements on WICC, Bridgeport. Placed direct.

SPATOLA IMPORTING COMPANY, for Mount Royal Shoe Co., instituting a spot announcement campaign over WFIL and WIP, Philadelphia, thru Adrian Bauer agency.

NATIONAL VOICE, temperance tabloid magazine, has had a series of transcriptions made at Electro-Vox studios for distribution to 80 stations thruout the country. Disks are titled *Repeal News Flashes*.

HOFFMAN BEER is using spot announcements on WNEW, New York. Schedule calls for five announcements daily for 26 weeks. B., E., D. & O. placed.

B. C. REMEDIES using three 15-minute periods daily on WNEW's *Make-Believe Ballroom*. Program placed by Charles W. Hoyt Company.

CARLETON YOUNG will pinch hit when Joe Bell, of *Uncle Jim's Question Bee*, vacations May 22. . . . George Scher, of Lennen & Mitchell, to Florida Saturday and thence on a fishing cruise or possibly to Havana. . . . Evelyn Hassemer, WNEW's "hello" girl, to Paris for five and a half weeks. . . . And when on traveling. Blow agency moving to Radio City's "Number Five Building" (the new unnamed one). Taking a whole floor, with studio plus a direct line from WNEW, which also connects with CBS. . . . Bing Crosby to vacation after Bob Burns gets back from his two-week holiday.

Political and pressure groups are increasing the use of discs. Find it cheaper policy than shipping the live stock around, and get fairly good results, particularly if they record name speakers. Indie stations feel some of the names may merit newspaper box listing and use 'em. But sending same platters to many stations in same territory is the chief weakness. . . . Ask CBS' Irving Reis about that letter penned by a fellow radio director; that is, if it hasn't caught fire by this time. . . . Time buyers and agency execs preparing for the mad

scramble to buy time for the fall. . . . Daylight saving and longer days giving some sponsors a break. Many stations operating on a "to local sunset" system continue on till 7 or so but at the daytime rate.

Tito Gulzar celebrates his seventh radio anniversary May 14 with a special half-hour program, which will include several of his favorite concert numbers. . . . Fireworks expected in United Press's answer to Transradio's suit charging trade libel. . . . Jeannette Nolan and Johnny McIntyre, radio acting couple, left radio behind to trek to Yellowstone Park. Left suddenly and friends say they will do a novel on radio, but with strings. . . . Music Corporation of America lends stations records and occasionally supplies name leaders as guest, all for a credit line. . . . Dough Connah's gal born two hours after he and his wife had seen *A Star Is Born*. . . . Three Frim Sisters set for a 13-week WLW jaunt, starting May 17. . . . Norman S. McGee now with WQXR. . . . Dorothy Kemble, ex with Macfadden, now assistant editor with NBC continuity acceptance division.

## Chicago

LOCAL guest hour programs are running dry of material. Theaters are being scouted and visiting notables corralled for prospective airwave guests. Eleanor Whitney, who made the city for a three-day theater engagement, was spotted on the NBC Jamboree Thursday. . . . Red Nichols' Band is auditioning for an important commercial. Is now shopping for a girl vocalist. . . . Press agent Charlie Riley turned radio scribbler and is now doing a transcription series recorded by Bill Telaak and Sally Payne for World Broadcasting System here. Also penned a four-minute sketch which the team aired over Bowman's *Fireside Theater* on WGN last week. . . . Eddie and Fannie Cavanaugh moved to WAAF Monday with their *Hymsters* program. Will appear each week day thru Friday at 1 p.m.

Smiling Ed McConnell celebrated his 15th anniversary on the air on Sunday. . . . Assistant continuity editor's post at NBC here vacated by Ken Robinson recently was taken by William J. Murphy. . . . His *Young Hickory* serial incidentally went commercial Monday for Procter & Gamble. . . . Prominent citizens here are sponsoring a testimonial dinner for Phil Friedlander, the "Voice of the Air" on WCFL, at the Sherman Hotel Wednesday. . . . Bill Lewis, CBS vice-president in charge of programs, was in New York. . . . Milt Herth, WIND's organizer, left for New York and

guest work on a commercial show there. . . . WBBM, CBS's outlet, next in line to place its announcers and production men on the five-day-week plan. . . . George Neise, formerly with WISN, Milwaukee, joined the WJJD announcing staff. . . . In the *Other Fellow's Shoes* is Jack Odell's new show over WAAF Sundays 11 a.m.

A new full-hour variety show sponsored by Drug Trade Products made its appearance over WJJD Monday morning, 6 to 7. Patterned after old-time vaudeville bill. . . . Tickets for the *Magic Key* program here Next Sunday are at a premium. . . . Jackie Heller is broadcasting locally this week while filling an engagement at the Oriental Theater. . . . Jack Baker and Annette King, NBC vocalists, are flying to Memphis, Tenn., on Tuesday to appear at the annual Cotton Ball.

NBC's Sylvia Clark outlined stories for several one-reelers for Warners. . . . Louis Armstrong will remain in town to do the May 14 and 21 Fleischmann's Yeast broadcasts. . . . Evans Fur Company has extended its Don Pedro and Piano show on WGN from three to five days a week. . . . William Corneon and Osta Whiteley joined the *Modern Cinderella* cast. . . . Alexander McQueen had his *Nothing But the Truth* show renewed for another 13 weeks over WGN, starting Monday.

## From All Around

JERRY FOY is back at WKRC, Cincinnati. He's a singer. . . . WCKY, Cincinnati, has a new assistant studio manager, L. B. Wilson naming Elmer Baughman for the job. Same station has added Ken Williams to the news room staff. . . . Frank Austin has taken over the emcee spot on *The Fashion Matinee* on KDYL, Salt Lake City. . . . Ed Turner and Woodruff Bryne, of KNOX, WNOX, Knoxville, had the measles last week of all things. . . . Iowa Broadcasting System will send Gardner Cowles Jr., Luther Hill, Craig Lawrence and Ranny Daly to the NAB convention. . . . Ernie Rogers, with the missus, taking a vacash from WSB at Atlantic Beach, Fla. Edwin Camp, John Tilliam splitting up his work, with Camp getting the tough break of the 7 a.m. broadcast. . . . Hal Makelma, manager of KKBV, Kansas City, has a new secretary in Jane Koyl, who used to be with him at WIRE, Indianapolis. Jim Bannon has also joined the station in charge of news and special events. . . . Norma Butler, of WSB's *Cross Roads Folies*, is now Mrs. Johnny Gorman. Latter is an instrumentalist with the same group. . . . Joe

Towner now doing publicity for WNOX, Knoxville, with Carroll King joining sales.

Harold Crimi, French dialect comedian, back on WBZ and WBZA, Boston and Springfield, Mondays, Wednesdays and Fridays. Tag is *Bateese Heemself*. Malcolm McCormack, WBZ and WBZA announcer, and Carl Moore, emcee, have been teamed for a daily comedy stint over these stations for Packard Paint & Varnish Company. . . . Freda Swirski, pianolog, has been signed to a commercial over WELI, New Haven, Conn., by Acme Moving and Storage Company. . . . Jeanne Poll is now doing the announcing for the *Early Bird* programs over WELI, New Haven, Conn. . . . William Farley is now announcing at WELI, New Haven, Conn., in place of Jay Coffey, who is now on the sick list. . . . Peter MacArthur, producer of the *WHO Iowa Barn Dance Frolic*, is in Iowa Methodist Hospital, Des Moines, suffering from a foot infection. . . . Doris Dixon will replace Trudy Little, who leaves for Toronto, on the daily *Morning Varieties* at CKLW, Detroit.

### Beemer Spots Biz

DETROIT, May 8.—Following business has been placed on Midwestern stations thru Brace Beemer, Inc., reps.: Mercantile Cigar Company on WIL, St. Louis; San Felice Cigar on WMBD, Peoria, Ill.; WOWO, Fort Wayne, Ind.; WIRE, Indianapolis; WGAR, Cleveland; WADC, Akron, and WJR, Detroit. San Felice sponsors news and sport reviews. E. G. Gunn is sponsoring Mona Marlowe, "graphic psychologist," over WJBK, Detroit.



# PAN ARTISTS' BUREAU CHISEL

## Knell Becomes a One-Man Station

BOSTON, May 8.—Titular job record of a metropolitan radio station is claimed by Jack Knell, who is now program director, production manager and chief announcer of WHDH, Boston. Edwin Otis left as program director to join the speller staff of WNAC and the Yankee Network.

Now looks as tho WHDH is finally set with a program director. In the past year station has had six.

Lloyd Dennis started the ball rolling when he accepted a WBZ announcer's position. Ken Wilson, studio organist, jumped in as program director but jumped right out, since musical duties conflicted. H. Blanche Frederickson, director of *Betty Budget's Shopping Hour*, then became Boston's first full-time femme program builder-upper. Torn between *Betty Budget* and her new job, Miss Frederickson after three weeks went back to Betty. Fred Garrigus, mtkeman, was spotted into the berth, followed by Zelma Larsson, former musical director of WHDH. Then Otis trumped the gypsy position in July, 1936, and held it for nine months.

Knell has appointed Garrigus his assistant.

## Scripps-Howard Seeks New Station; Shift Staff

NEW YORK, May 8.—Latest move of Scripps-Howard's Continental Radio Company is a construction permit filed with the Federal Communications Commission for a Denver outlet. Application calls for a station to operate on 630 kilocycles, 500 watts night, one kilowatt day, full time.

Continental has been shuffling some of its staff about, with James C. Hanrahan permanently located in Cincinnati. Jack E. Howard, president, will headquarter in New York. Washington staff has been reduced for the time being.

Continental is still eying prospects for managership of WCPO, Cincinnati.

## Texas Stations To Elect

LONGVIEW, Tex., May 8.—Texas Broadcasters' Association will meet in Houston June 5 to discuss program, technical and sales problems. Both Texas and out-of-State speakers are expected to attend the one-day get-together.

Elections will be held, but only stations in good standing will vote. Houston is the only town having a 100 per cent paid station representation.

### Announcer Mayor

CHARLOTTE, N. C., May 8.—Mayor Ben E. Douglas, a member of the WSOC announcing staff, was re-elected here last week. Douglas is well known to radio audiences, not only as a city executive but as an announcer of no mean ability.

Douglas regularly announces *Organ Melodies*, which originates in the chapel of one of Charlotte's leading mortuaries. His hobby goes even further, carrying him into the sports announcing field, his specialty being baseball.

### Hotz's WMCA Sales Spot

NEW YORK, May 10.—Robert Hotz, formerly radio director in Chicago for Brackett-Sample-Hummert, Inc., joined WMCA as assistant sales manager under Bert Lebar, general vice-president and sales manager of the station. Hotz, in addition to selling, will assist Lebar on the sales and staff liaison ends. He's rated one of the top men in the field.

## Withycomb Condemns the Free Sustainers; Commish Kickbacks

"Deplorable situation," says station manager—practice "nationwide"—claims acts work sustainers on the cuff but when sponsored kickback "as high as 30%"

PHILADELPHIA, May 8.—Local radio performers, who are kept busy with sustaining shows and for the most only dream about commercials, have found a champion in Donald Withycomb, WFIL general manager, when they start complaining about artists' commissions and kickbacks once their sponsor does come thru. Speaking before a luncheon club of radio ad execs at the Ben Franklin Hotel, Withycomb fired his guns against stations that subsidize their talent. "Unquestionably," he said, "one of the most deplorable situations existing in the broadcast

orbitant salary kickbacks as high as 30 per cent."

When asked about the application of his charge locally, Withycomb replied: "Here in Philadelphia, as in most other large cities, with the possible exception of New York, Chicago and Los Angeles, sustaining artists are paid little or no fees at all. Most of them plug along in the hopes of landing a commercial, and when they eventually do, it seems to me nothing less than a crime to take a portion of their money."

### Example

"That the life and breadwinning of the average radio artist is no bed of roses" was further brought out by the execs in the round robin that followed Withycomb's address. While nobody dared mention call letters, a glaring charge was made against a local station where the director of the studio orchestra must make kickbacks to a studio official on all outside engagements. Leader had been donating 10 per cent on his outside earnings to the private purse of his employer; and this season, when the radio job was dangled before him as a weapon, was forced to raise the ante to 20 per cent. It is claimed.

KYW is the only station in town that operates a publicly announced artists' bureau, any others existing allegedly being in the "unlicensed, undercover" category, as characterized by Withycomb. KYW was pointed out that its bureau operates as a service to get outside work for sustaining artists so that they can continue on that basis until sponsored and therefore is justified in taking commissions.

Despite that KYW feeds live talent variety shows weekly to NBC Red, the talent must look outside of Philadelphia for radio coin. Carol Weyman, they pointed out, labored long as a sustaining artist on KYW, advertisers figuring that it might be better to fall back on phonograph records or transcriptions to plug products. But when NBC took her to New York, hailed as a find, local advertisers started complaining that the singer was never offered to them.

That the case of Miss Weyman was not an isolated one, it was also pointed out that no local sponsor would buy Jan Savitt's Top Hatters, in spite of a national reputation built at this point. It remained for an outside agency, B. E. D. & O., to first realize their commercial possibilities for a radio program for Hudnut.

## 1937 Census Checks Made for New CBS Market Data Studies

NEW YORK, May 8.—What is considered the most complete sales promotion and market data compilation has just been completed by the Columbia Broadcasting system for all its owned and operated stations except WABC, New York. Compilations rate among the most expensive sales promotion efforts yet undertaken by a network, involving, among other things, the taking of censuses in six cities. Work was handled for CBS by Buckley-Dement & Company, with CBS retaining copyright.

In offering the surveys to advertisers, which CBS is doing thru its sales subsidiary, Radio Sales, repping the CBS o. and o. station, CBS points out that the population figures are for 1937, with other advertising media and stations using U. S. government census figures of four or five years old. Studies made by CBS were for both daytime and nighttime primary areas. Studies on each station take several large sheets, WEBM taking, for instance, four for day and three for night.

Sales information of this type has not heretofore, according to sales promotion men, been presented by any radio station. Information enables advertisers to plan sales or merchandising campaigns closely.

There are about 37 statistical breakdowns on each station charts. Groups, which were prepared according to the counties in the areas, follow: male buyers, 15 years and over; female buyers, 15 years and older; children, 5 to 14; auto and truck dealers, auto accessories (garages, etc.), independent filling stations, chain filling stations, men's clothing and furnishings, dry goods; dry goods, wholesale; shoes, independent; shoes, chain; department stores, chain department stores, general stores; drugs, independent; chain drug stores; wholesale drug jobbers, bakers, confectionery and soft drink stores; grocers, indie and chain; meat markets, restaurants, building material, lumber yards; electrical appliances (household), furniture, house furnishings; hardware, retail and wholesale; musical and radio instruments, plumbing and heating, cigars, wholesale cigars, indie and chain five-and-ten stores, jewelry, office equipment and stationery.

CBS owned and operated stations are KNX, Hollywood; WEBM, Chicago; WJWS, Washington; WBT, Charlotte; KMOX, St. Louis; WKRC, Cincinnati, and WABC.

## Coast Talent Bureaus in Scramble for Acts; Transamerican's Entry in Field Adds to Woe

HOLLYWOOD, May 8.—Radio artists' bureau situation is rapidly coming to a head here, with the possibility that the battle on talent representation will be a bitter one. Signature drive is not to be confined to radio, but will dip back cross-country for names which can be peddled to either pictures or radio as established acts, writers, players or directors. Prime movers will be Transamerican's recently announced artists' service, and the three chain bureaus, CBS, NBC and Thomas Lee, but such other agencies as MCA Artists, Ltd., branch of Music Corporation, Rockwell-O'Keefe and Consolidated Radio Artists are bound to get into the situation.

So far, however, none of the chain bureaus are firmly established or operating as smoothly as desired, with the exception, perhaps, of NBC. Thomas Lee bureau, functioning for the Don Lee-Mutual chain, is slated to move this week from downtown KHJ Building location to offices in the Equitable Building, Hollywood, with a reorganization to follow. First staff change here is the appointment of Wilt Gunzendorfer, head of the San Francisco office, as assistant to Bob Braun, manager of the Hollywood headquarters. Transamerican Broadcast-

ing and Television Artists' Bureau is little farther on than the incorporation stage, but its connection with Warner Bros. can put it in an important position virtually overnight. Columbia artists service has been reorganizing under cover for several months, with Larry White, currently at the helm, refusing to divulge any information until his entire setup is ready to be sprung. New York CBS opposition is satisfied with the Coast setup.

Seen in the development of the chains' exclusive talent pacts, tho hardly probable under existing conditions, is the use of such air talent as bargaining weapons of reciprocal trade with motion pictures. However, the talent must first be developed to stellar proportions and since most of the exclusive bureau contracts are with promising unknowns or just so-so names, such a see-saw talent trade is deemed merely a vision.

At any rate, concentration of radio and pictures here will bring the bureaus large commissions from film and commercial placements ordinarily not forthcoming. Meanwhile audition rooms are beckoning to new talent. Agency heads are working all hours, scouring the night spots, small indie stations and vaude

circuits in efforts to get new talent.

### NBC Okeh

Only artists' bureau seemingly in smooth operation currently is the NBC office. Deema Harshbarger, head of the local staff, returned this week with her associate, Jack Votion, from New York and Chicago. Of performers under contract to NBC in both key cities she signed only a handful for Hollywood representation. She also secured film rights to the afternoon air serial, *Today's Children*. NBC currently has Gertrude Berg scripting a Bobby Breen film, Fibber McGee and Molly are at Paramount, and a few singers are under other term film contracts.

Transamerican's artists' service, which hasn't yet set up offices, is reported to have sealed a deal with two major film talent agencies whereby Martin Gosch, radio director for Warners, will handle all radio deals for both agencies on a split commission deal. TBT's Warner tie-up gives it first choice on radio representation of any studio contract player. Whatever new talent is picked for development by TBT will first be given extensive coaching thru the Warner-owned KFWE.



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

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

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH RESULTS



# Program Reviews

EDST Unless Otherwise Indicated

## Tim and Irene

Reviewed Sunday, 6:30-7 p.m. Style—Comedy and music. Sponsor—National Oil Products Co. Agency—Charles Dallas Reach, Inc. Station—WOR (MBS network).

Tim Ryan and Irene Nobilette still haven't hit the comedy heights that have been expected of them now for some time. When they first came east from the Coast the team showed definitely it had the stuff. Since then, though, on sustaining and commercial programs, the expected socks have failed to materialize. Even Miss Nobilette's delivery is bound to bring Gracie Allen comparisons, that still is no barrier to the pair being funny. The only barrier to that is the same old cry—material. Proving again that comedians, for radio, must have funny stuff to say or they ain't funny. Then, too, there's another factor on this show that's important. It's that Sunday night is the big comedy night of the radio week, with all but one or two of the air's top comics on some time during the day or evening. Musical end is well held up by Bunny Berrigan, his hot trumpet and his band. It's Berrigan's first real radio break and he doesn't let matters get by.

Commercials satisfactorily managed.  
J. F.

## "Surprise Party"

Reviewed Sunday, 10-10:30 p.m. Style—Orchestra and vocalists. Sponsor—Willis-Overland Motor Company. Agency—U. S. Advertising, Inc. Station—WOR (MBS network).

Willis not only presents a fast-stepping half hour to its radio fans but gives the visiting farmers a chance to see the music-makers in action. Kay Kyser's Ork and vocalists are touring the land in Willis-Overland cars and are reported doing nice business at one-night stands. A selection of numbers, swing and orthodox, are offered by Kyser's men. All renditions are catchy and give the ork an opportunity to display its competent versatility. Merwyn Bogue (Ish Kabibble), Virginia Sims, Sully Mason and Harry Barritt comprise the songbirds. Miss Sims' *I've Got My Love To Keep Me Warm* was a treat.

Commercials score a new high in clever delivery. Gag recitation about the McGillis (yes, rhymes with Willys) and the "Watch the gas stations go by" line were a welcome change from the usual run of sales chatter.  
B. H.

## "Radio's Pot of Gold"

Reviewed Monday 4:30-4:35 p.m. Style—Contest comment, sustaining. Station—KSO (Des Moines).

So interesting was the Pot of Gold box used by Mary Little in *The Register and Tribune* radio column, Ron Cochran is using it on the air every week. Altho taking only five minutes and a little research, the program offers listeners who go out after the contest prizes complete information on programs offering prizes, as to prizes offered, time and station.

Stint reviewed gave details on Sinclair's Babe Ruth contest, Pontiac, Floyd Gibbons' *True Adventures* and *Little Orphan Annie*.  
R. W. M.

## "Vanishing New Yorkers"

Reviewed Wednesday, 8:45-9 p.m. Style—Sketch and interview with musical background. Sustaining on WMCA. (Intercity network).

Opener on this series was given over for the most part to Frankie Basch's interview with a blacksmith, one of the "vanishing New Yorkers." In the event future programs maintain the novelty and interest of this one, the series seems assured of a sponsor. Miss Basch's questioning, apparently impromptu, revealed numerous highlights of city life from New York's earliest days. Discussion went into seemingly inconsequential but vastly interesting aspects of blacksmithing, such as how horses are shod, whether or not the operation is painful to the animal, how many nails are used, where placed, etc.

Patrick Scannell, the smith interviewed,

went thru his part of the program splendidly, speaking with clarity, intelligence and a comic sense whenever the occasion required.

Musical background of the show comprises an organ and male chorus, the latter chiming in with appropriate tunes. Show, before it is well under way, is shot thru with a nostalgic atmosphere, but the script never lapses into unpleasant sentimentality.

Spot is written and produced by Larry Nixon, who does a compact, capable job.  
P. A.

## The Escorts and Betty

Reviewed Wednesday 5:45-6 p.m. Style—Singing. Sustaining over WENR (Chicago).

A harmony trio, consisting of a male team and Betty Winkler. Nice voices and clever arrangements make their quarter-hour sessions entertaining. Work on the order of Babs Ryan and her brothers, sandwiching in "cute" wordage between songs and embellishing most of their ditties with talk and brief solos.

At this hearing their offerings included *Where Are You?, Sing, Baby, Sing, and What's the Name of That Song?* Ready for a spot in a commercial.  
Hon.

## Wayne Van Dyne

Reviewed Wednesday, 2:30-2:45 p.m. CST. Style—Singing. Sponsor—Nelson Bros. Furniture and Warehouse Corporation. Agency—Selviar Broadcasting System, Inc. Station—WGN (Chicago).

A new thrice-weekly quarter hour, featuring Wayne Van Dyne, romantic tenor, with Bob Trendler at the piano. Soloist has a good voice, used with proper reserve and delivery. Offered *Night and Day, Pennies From Heaven, Melody for Two and Happiness Ahead*.

Three commercials were spotted between songs. Slogan aired was "two minutes to open an account and two years to pay."  
Hon.

## "Bravest of the Brave"

Reviewed Sunday, 11:15-11:45 a.m. Style—Dramatic sketch. Sustaining on WEAF (NBC network).

Several noted judges, representing not radio but for the most part educational organizations, selected *Bravest of the Brave* as the \$1,000 winning children's serial program. Probably received more than a grand's worth of white space, but

the money might have been better spent in paying experienced radio writers to write a radio show.

Script is based on author Henry W. Lanier's book, *The Book of Bravery*, and was selected from 740 scripts. First program told of the adventures of the party first to reach Mt. Whitney. There's dramatic stuff in incidents of this type, but the opener didn't reveal it. Repetition, incessant hammering in of obvious facts and a mugging acting crew will probably bore most youngsters. Boiled down to a quarter-hour session with a competent cast, program might win itself a larger audience.

Unhappy combination of an over-written script and a cast worthy of an old-fashioned tent opy production is an unfortunate occurrence. Radio drama, including productions for the younger generation, lags woefully behind other forms of radio entertainment. It is to be regretted that NBC and the judges couldn't do better than this.  
B. H.

## Sammy Fuller

Reviewed Friday, 7-7:15 p.m. Style—Songs and piano. Sustaining over KDKA (Pittsburgh).

Combining a soothing voice faintly like Little Jack Little with two agile piano hands, Sammy Fuller presents pop tunes as "the genial gentlemen," and aptly named. He sounds as tho he is smiling as he sings and effects happy reception.

Tonight he sang two and ivorled three more, with self-announcing and comment interspersed. Tho not sensational by any means, he could slow up his singing a bit, choose titles a bit more unusual with more intriguing lyrics, and with his facile fingers might become a younger and cleaner Dwight Fiske.  
M. F.

## Movietime

Reviewed Sunday, 5:45-6 p.m. Style—Dramatizations based on films. Sustaining on WDAS (Philadelphia).

This is one of those multi-ties between radio and moompitches. Keith's Theater, center-city second-run house, gets a weekly quarter-hour plug for the current attraction; station gets a call-letter plug via screen slide and lobby poster, and the David Wallen Players, who do the emoting, get practical experience before a mike. Just where the listener comes in is a bit difficult to fathom.

Not that the actors have difficulty in reading their lines. Root of evil is in script. Instead of putting their all in a single scene, a reader on opening and close making the tie-over, group tries to cover the entire film (*Marked Women* when caught) with numerous snatches, making for terrific drops until the next one.  
Oro.

# Current Program Comment

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

RUDY VALLEE will probably enjoy his trip to England and the Coronation ceremonies far more than his American audience relished his British program. The luster and gayety of English artists seems to rust and tarnish on the trip across the big pond. At least the first of Vallee's two English productions indicated this.

Vallee was himself and the short-wave reception was generally fair but the combined and hard-working efforts of BILL FYFFE, CHARLES LAUGHTON, BINNIE HALE, STANLEY HOLLOWAY and RICHARD TAUBER produced a rickety and slow production. Outdated would seem to be an apt description of the form of English music hall entertainment offered.

Fyffe impersonated a 100-year-old gent in a style, not unlike Sir Harry Lauder's, but much too long-winded for an American radio audience. Laughton spoke on "Old Vic" and the theater, went in for a bit of American slang and then recited a few lines of Shakespeare. Method of introducing the passages of the English bard was awkward and lacked deftness. Binnie Hale, with a few pointless lines, did a novelty number on the Englishman and his passion for tea. Seemed strained and out of place. Hol-

laway warbled a supposedly humorous song about fish. It seemed rather dated to Yankee ears and its humorous appeal was decidedly limited. Richard Tauber did *Girls Were Made To Love and Kiss and You Are My Heart Alone* in a pleasant if somewhat over-sentimental delivery.

Program such as this is a good observation lesson to American fans. It demonstrates graphically that while American radio entertainment may touch new lows, it still has many entertainers who maintain levels of intelligent production.

Commercial spiels were handled by a pleasant-voiced English announcer who must have felt a bit self-conscious in speaking such frank commercial lines.

John Nesbitt, who recently made his debut on Eastern kilocycles on NBC, continues with a one-man show that is thoroughly well done, intelligent and adult. His *Passing Parade* gives him an opportunity to use his engaging vocal personality. It's a distinctive style without any obvious striving for effect. Program heard gave a picture of the Coronation and in particular a convincing description of a 17th Century theft of the Crown. Possesses popular appeal without resort to ordinary hokey devices.

## N. Y. BURLY

(Continued from page 3)

boro, resulting from the raid late last month directed by District Attorney Geoghan. Appearing before County Judge John T. Fitzgerald in Brooklyn yesterday, the arrested performers of the Star and Minsky's were released on bail of \$500 each. Leonard Raymond and Jerry Adler, of the Star management, were placed under \$2,500 bail, while Johnny Kane, of Minsky's, had bail set at \$1,500. Oxford case is scheduled to come up next week.

Bill passed by the Senate and Assembly in Albany gives broader powers to the license commissioner. Latter could revoke a license upon proof that there had been a violation of the penal law with respect to indecent shows. Revocation would be reviewable by court certiorari without a stay, but the commissioner would have the right to refuse to license the theater again within a year. Actors' Equity, Dramatists' Guild, League of New York Theaters and the Civil Liberties League have protested the bill.

I. H. Herk, co-partner of the Gaiety Theater, appeared in the West Side Magistrate's Court this morning on a charge of operating a theater without a license. Case was adjourned until May 20. The Gaiety and Eitinge secured injunctions last Saturday and kept running even after the city had secured superseding writs compelling their closing. Max Rudnick, of the Eitinge, got a summons also. He will be tried Monday.

WASHINGTON, D. C., May 6.—Soft pedaling of local reperussion from New York burly drive was achieved yesterday by Burlesque Critics' Association of America. Blast against lone burly house, Gayety, came from Wilbur LaRoe, handling civic angles for Washington Federation of Churches. Arthur R. John, BCAA prez, transmitted resolution of board of governors asking a holdoff, pointing out pledge of co-operation by Issy Hirst, Independent Circuit head, and fact that Gayety shows were lauded by Manager Jimmy Lake.

In reply which LaRoe made public, he stated: "We join heartily in your statement that it is possible to develop in burlesque a type of entertainment suitable for both sexes and all ages. . . . We shall comply with your request and refrain from making any representations for the time being. . . . We are glad the industry appreciates the need for voluntary improvement."

CHICAGO, May 8.—An "expose" of conditions in local burlesque houses by *The Chicago Times*, tabloid, soon after New York burly houses were closed down brought an order from Police Commissioner James P. Allman to curb strip teases. City Hall apparently was satisfied with burly conditions here, for a day previous to *The Times'* attack on burlesque a checkup with authorities revealed that no action was planned. *Times* story was picked up by the other dailies.

The unfavorable publicity, which also reached radio news broadcasts, cut sharply into the burly grosses. Rialto, leading house, reshaped its show Monday, using only one of its four strippers (June St. Clair) in a mild dance routine. Booker Milt Schuster called for specialty acts, and three dance turns were added to the Rialto bill. More specialties will go in Friday, when the house switches to a stock policy.

The other five burly spots followed suit and immediately ordered some clothes for their strippers and nudes. The comics also have cleaned up their acts considerably.

PHILADELPHIA, May 8.—In spite of the fact that this burly has been tagged a haven for puritanical bluenoses, the law enforcement agencies and church reform movements find nothing disturbing in strip teasing. That this week finds the town without an open burlesque house is only due to the fact that burly operators feared press dispatches from other cities might arouse prejudice against local performers.

While strip teasing has been the mainstay of local burly this season, chalking up its best year in many a moon, all three houses plan to reopen in the fall. Nor will there be any stymie from the licensing front. Altho on three different instances Mayor Wilson waxed censorially in the legit field, burly has given him no cause for complaint.

The office of the city solicitor discloses that local burly operators will be handed their permits this fall without any restrictions.



# 802 PROBES CANNED MUSIC

## Music Pubs Misbehavin'

**Condition blamed on delay in FTC-MPPA code—gentlemen's pact seems lost**

NEW YORK, May 8.—Delay in adoption of a code of fair trade practices for the music industry has resulted in a fresh outbreak of trade abuses. Publishers who are normally ethical are being forced to pay for plugs in order to protect themselves.

This state of affairs has reached the ears of individuals high in the music industry, but apparently nothing can be done about it pending final negotiations for the code between the Federal Trade Commission and Music Publishers' Protective Association. Thus far no date for the general trade conference has been set.

Peculiar angle of the situation is that the old voluntary pact, or "gentlemen's agreement," between the majority of publishers is still in effect, but this agreement to refrain from trade abuses never had teeth in it. In the excitement centering around recent negotiations for the FTC code it was all but forgotten.

## Pittsburgh Clubs Booking "Names"

PITTSBURGH, May 10.—All dance and night-spot promoters need now to pull in biz, it seems, is advertise "name band." Faced by Bill Green, who cleaned up last winter with Sammy Kaye, majority of operators are planning dates for Class B and Class A outfits who've obtained reps over radio.

Opening Wednesday this week on tail of Larry Funk is Clyde McCoy at New Penn, where Lou Passerello expects dollars to flow again after mild winter with locally rep bands and imported acts. Following McCoy will come Don Bestor. Opening the William Penn Hotel's Urban Roof May 28 will be Happy Felton, coming from Philadelphia's Arcadia, succeeding Dick Stable, who has already been booked to open spot's Chatterbox next October. Green's turnstiles are clicking with Charley Gaylord on band stand, as is Webster Hall with Charles Stenross, while rest of local spots, excepting Nixon Cafe with Herman Middleman's NBC broadcasters, enjoying only moderate prosperity.

Also expecting to play only MCA outfits is Greta Harbaugh's Pines, remodeled La Casa under Frank Blandi's management, and redecorated Willows, last year a flop under Blandi, this year in hands of Bernie Conroy.

Counting success of Harry Hendel's name band policy for his Savoy, where ace Negro outfits have shown; Fred Luther's Coliseum in near-by Greensburg, where 2,500 dancers is usual for big orchestras brought in for one-night stands, and the Grotto Ballroom on Northside Pittsburgh, where one-nighters have likewise cleaned up, local dancers definitely indicate they'd rather spend three times as much at box office for an outfit they've previously heard over radio hookups and on vaude stages than for a local outfit.

## Opening Scranton Ballroom

SCRANTON, Pa., May 8.—Ray Langan will operate the Rocky Glen Park Hall here, new \$20,000 structure. Plans to feature name bands Thursdays and Sundays.

## Says Rosenberg

NEW YORK, May 8.—Jack Rosenberg, president of Musicians' Local 802, remarking on the unemployment problem brought about by electrification, says: "What's progress when it destroys my life?" Rosenberg added that electrification was killing a fine art and destroying incentive.

## The Next Time You Dance

NEW YORK, May 8.—Who's Who in the Zoo, compiled by the WPA Federal Writers' Project, poses this one: What animal dances to its own music? Claims that chimpanzees enjoy stomp dancing and do it naturally, not thru training. Further, the chimps gather in the jungle for jam sessions where they beat hollow logs and dance to definite patters. Some theorists, according to the Zoo book, point to this as the origin of African dances, later incorporated in our own jazz hoofing.

Most mugs on a dance floor look like chimps anyway.

## Lucas Wins; Croons To Femme Jurors

PITTSBURGH, May 8.—Nick Lucas learned and taught a lesson in song-plugging here this week. Victorious defendant in a suit brought by two unknown Canonsburg, Pa., writers whose ditty he had plugged over air, Lucas publicly advised would-be composers thru the daily papers, "I tried to find a publisher for their song; I thought it had possibilities—but the publishers didn't. Let this be a lesson to other hopefuls. The chances are pretty slim in crashing the gates."

Then vowing it will be many a moon before he will enter any more negotiations with amateur balladists, after Judge Nelson McVicar in Federal Court had dismissed the suit, Nick stepped into the back hall of the courthouse and sung *Tip Toe Through the Tulips* to women jurors who had seemed disappointed because hearing had been all words and no music.

Song in dispute, *When Your Road Leads My Way*, had Frank Stasio, music teacher, writing the tune, and Ralph Anthon, supply clerk in a coal company, on the lyrics.

## Musicians Appoint Committee; Muzak Defends Its Operation

**Wired music service claims it pays 802 men more than \$150,000 annually—denies displacing musicians in wired spots—has some 300 wired spots in New York**

NEW YORK, May 8.—Local 802, American Federation of Musicians, has appointed a committee to study ways and means of tackling alleged inroads on employment created by electrification. Muzak's wired music service will be one of the chief issues involved. A report is expected by the committee next Thursday. Muzak's canned music, according to reliable estimates, is functioning in some 300 restaurants and cafes in the city. Local 802, however, is seriously concerned with its operation in some 178 places. Ben Selvin, program director of Muzak, deprecates the opinion of the union that Muzak offers competition for live musicians, claiming that analysis of the company's installations will show the service is sold to cocktail bars, residential hotels and places where the proprietors have neither the money nor the room for live orchestras. Further, Selvin states, possible subscriptions in New York total about 500, including hotels and restaurants, and this figure is insufficient to permit Muzak to operate profitably. Organization is accordingly trying to spread out in private homes, but has been unable to make much headway owing to the high transmission rates charged by the telephone company.

## Musicians Revoke 21 More Licenses

NEW YORK, May 8.—Latest license revocations by the American Federation of Musicians number 21 and include the following: Stan Jackson, Kalamazoo, Mich.; Ted Luger, Carlinville, Ill.; Edward F. Callahan, Philadelphia; Art Zellers, Lebanon, Pa.; David S. Samuels, New York; Danny Dugan, Worcester, Mass.; Richard Carpenter, Cincinnati; Samuel H. Carpenter, Fairmont, W. Va.; Artists' Syndicate of America, New York; Georgia Orchestra Service, Savannah, Ga.; Morley Alexander, New York; Strauss Theatrical Productions, Los Angeles; Jules LaMarre, Washington; also Gil Twitmore, Lancaster, Pa.; Dixie Orchestra Service, Charlotte, N. C.; J. August Weber, Denver; Robert D. Foster, Gladstone, Mich.; Universal Orchestra Service, Evansville, Ind.; Frederick Bros., Music Corporation, Kansas City, Mo.; Graham Artists' Bureau, Inc., Chicago; Irving Phillips, Austin, Tex.

## Reviews of Records

By M. H. ORODENKER

### Decca

ABE LYMAN with his euphonious and rhythmic combo crashes thru on four sides with ace ditties that make for ace dancing: *Beginner's Luck* and *Shall We Dance?* (1225), *On a Little Dream Ranch* and the waltz *Seventh Heaven* (1226). JAN GARBER chooses a couplet of Victor Herbert classics, *Ah! Sweet Mystery of Life* and *When You're Away* (1232), but falls to give 'em the treatment they deserve. LES BROWN proves, if anything, that there are not only cornfields down in the Carolinas, gitting off on their identifying signature, *Dance of the Blue Devils* and *Swamp Fire* (1231). Git-offers hail from the Duke campus.

CLYDE (SUGAR BLUES) MCCOY toots his trumpet for another wah-wah classique, *I Can't Give You Anything But Love*, and Art Kassel's oldie, *Doodie Doo, Doo* (1230). COUNT BASIE gives aplenty of his heated ivory thumpings on *Boo Hoo* and *The Glory of Love* (1230), trappings of Joe Jones lifting the band on high to send Lester Young's tenoring and Carl Smith's torrid trumpet. For a lesson in lifting without tearing down the ceiling AMBROSE gives another special by Sid Phillips, *Hick Stomp*, with solo riding at traffic-stopping tempo, and *We're Tops on Saturday Night* (1233), making the English importation tops all round.

### Brunswick

From the Pacific shores comes the warbling of ALICE PAYE to *Wake Up and Live* and *There's a Lull in My Life* (7876) and PHIL REGAN to *Seventh Heaven* and *Sweet Heartache* (7869), which rates tops on any shore. JAN GARBER'S doubling of *The Blue Room* and *Moonlight and Roses* (7880) is below the standard set on his previous waxings. LEON BELASCO distinguishes himself again with *There's a Lull in My Life* and *Wake Up and Live* (7872), the vocal dispositions of the Andrew Sisters on the

latter side an added asset.

With fiddle under chin EMERY DEUTSCH gives stock interpretation to *Sweet Heartache* and *Heart and Soul* (7871). TEDDY WILSON surrounds himself with Duke Ellington's groovers to give the cats *Moanin' Low*, *Billie Holiday* for the low moanin', and *Fine and Dandy* (7877), a dandy double that sets off Teddy's keyboard knuckling, saxing of Johnny Hodges and Harry Carney and Cootie Williams' satch-mo.

### Vocalion

For a sample of that classic commercial corn, THE RHYTHM WRECKERS doing their worst on *12th Street Rag* and *Never No Mo' Blues* (3523) will not only send the cracker-barrel cowboys but even put Boyd Senter to shame. More in the swing street spirit of things, HENRY (RED) ALLEN gives his trumpeting and vocalistics for *I Was Born To Swing* and *After Last Night With You* (3524), spotlight shared with Billy Kyle's keyboard strokes, Buster Bailey's black stick and Fred Ricks' tenor blowpipe.

BILLIE HOLIDAY woos the jitterbugs with indigo dirgicals to *Let's Call the Whole Thing Off* and *They Can't Take That Away From Me* (3520), the clary busting thru belonging to Buster Bailey, participation of Teddy Wilson at other swingers limited to label listings. LITTLE JACK LITTLE double of *Turn Off the Moon* and *On the Isle of Kitchy-Mi-Boko* (3521) is a rhythmic blending. RAY PEARL vies with Garber for lombardo lifting on *Wanted* and *I'm Hatin' This Waitin' Around* (3522).

### Master

Having proven more than a mild sensation with their *Twilight in Turkey* waxing, THE RAYMOND SCOTT QUINTET are back with another torrid twosome, *The Toy Trumpet* and *Powerhouse* (111). Both tunes are impressionistic in the Grofe manner but the trimming is the last word in heated horns. Sides are (See REVIEWS OR RECORDS page 13)

Possibility that the musicians' union may ban recordings will not solve the problem, according to Selvin, who claims recordings may then be made in Europe. Jack Rosenberg, 802 president, sees no threat in such an eventuality, believing that orchestras abroad do not compare favorably in style with American bands.

According to Muzak, the company records with 802 musicians exclusively, paying them, at a conservative estimate, more than \$150,000 per year. Three per cent of this income finds its way into the local's unemployment fund. Fact that a certain amount of revenue is therefore derived by 802 members thru Muzak is not much of an ameliorating factor, in that only a small group of musicians are used to make the recordings. Problem is similar to that on the Coast, where Musicians' Local 47 adopted a rule effective next month limiting the number of transcontinental broadcasts a musician may play within a specified time, the idea being to spread the available work more evenly.

Muzak is very vehement in its claims that its ethics are inviolate as to wiring spots where the device puts musicians out of work. Recent instance cited is that of the Shoreham Restaurant here, where Benny Ueberl, proprietor, contracted for Muzak and later hired a small orchestra. Dissatisfied, he tried to get Muzak again, but was turned down on the ground that he had already used live musicians.

Whether or not Muzak will extend its operations on a more national scale may depend on whatever action the American Federation of Musicians takes at its annual convention in Louisville next month. Locally, Muzak is faced with two competitors, Teleprograms, an Electrical Research Products, Inc., subsidiary which is understood to have about 25 or 30 subscriptions, and Voca News, which uses ordinary phonograph records and is, according to Muzak, making quite a dent in the field.

According to Selvin, new developments in sound recording are arising so quickly that no matter what the musicians decide to do now to combat electrification, new tactics will have to be employed within a year.

## ASCAP Committee Still Out

NEW YORK, May 8.—Committee appointed some months ago by American Society of Composers, Authors and Publishers to devise a more mathematical means of determining the availability rating of publishers has not yet reported. Henry Spitzer, chairman of the committee, has been sick some time.

## Open West Allis Ballroom

WEST ALLIS, Wis., May 8.—Red Norvo and band, with Mildred Bailey, and the orchestras of Frankie Masters and Bill Carlsen open the Modernistic Ballroom at State Fair Park May 16.



# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAJ (NBC) and WABC (CBS) from Friday, April 30, thru Thursday, May 6, and also, for comparative purposes, from Friday, April 23, thru Thursday, April 29. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			Apr. 30-May 6	Apr. 23-29
			Net. Ind.	Net. Ind.
1.	Carelessly	Berlin	34	21
2.	Never in a Million Years (F)	Robbins	27	20
3.	September in the Rain (F)	Remick	25	35
4.	Where Are You? (F)	Felst	22	21
4.	Too Marvelous for Words (F)	Harms	22	19
6.	On a Little Dream Ranch	Shapiro, Bernstein	22	10
5.	Sweet Is the Word for You (F)	Famous	21	11
5.	There's a Lull in My Life (F)	Robbins	21	11
6.	Boo Hoo	Shapiro, Bernstein	20	18
6.	That Foolish Feeling (F)	Felst	20	14
7.	Let's Call the Whole Thing Off (F)	Chappell	18	17
7.	Little Old Lady (M)	Chappell	17	13
9.	Love Bug Will Bite You	Santly-Joy	16	21
9.	How Could You?	Remick	16	17
9.	Blue Hawaii (F)	Famous	16	6
9.	To a Sweet and Pretty Thing	Shapiro, Bernstein	16	2
9.	It Looks Like Rain	Morris	16	2
10.	Swing High, Swing Low (F)	Famous	15	11
11.	You Showed Me the Way	Robbins	14	12
11.	My Little Buckaroo	Witmark	14	10
11.	They All Laughed (F)	Chappell	14	7
12.	They Can't Take That Away From Me (F)	Chappell	13	12
12.	It's Swell of You (F)	Robbins	13	11
12.	Jamboree (F)	Felst	13	11
12.	I'm Bubbling Over (F)	Robbins	13	6
13.	Where or When? (F)	Chappell	12	8
13.	I Dream of San Marino	Crawford	12	5
13.	When Two Love Each Other	Davis	12	5
14.	Was It Rain (F)	Santly-Joy	11	13
14.	You're Precious to Me	Marks	11	11
14.	You're Here, You're There, You're Everywhere	Mario	11	10
14.	Wake Up and Live (F)	Robbins	11	9
14.	Wanted	Sherman Clay	11	9
14.	Johanny One Note (M)	Chappell	11	6
15.	Where Is the Sun? (M)	Mills	9	5
15.	What Will I Tell My Heart?	Crawford	10	16
15.	Maybe	Donaldson	10	16
15.	Moonlight and Shadows (F)	Popular	10	14
16.	When Love Is Young (F)	Miller	9	13
16.	I'm Hatin' This Waitin' Around	Harms	9	10
16.	Sweet Lullaby (F)	Select	9	8
16.	Turn Off the Moon (F)	Popular	9	5
16.	Stardust	Mills	9	5
16.	The You and Me That Used to Be	Berlin	8	13
17.	Serenade in the Night	Mills	8	11
17.	Spring Cleaning	Berlin	8	5
17.	Rockin' Chair Swing	Red Star	8	1
17.	Seventh Heaven (F)	Hollywood	8	1
17.	Love in the Air	Southern	7	12
18.	Trust in Me	Ager, Yellen	7	7
18.	Slumming on Park Avenue (F)	Berlin	7	5
18.	Love Song of Long Ago (F)	Felst	7	5
18.	Sweet Heartache (F)	Santly-Joy	7	3
18.	Havin' a Wonderful Time	Faull-Pioneer	7	3
19.	Jammin'	Popular	6	8
19.	Love Is Good for Anything That Ails You	Santly-Joy	6	8
19.	Night Ride	Mills	6	7
19.	Dedicated to You	Crawford	6	7
19.	Melancholy Baby	Morris	6	6
19.	When My Dreamboat Comes Home	Witmark	6	5
19.	I Hum a Waltz	Miller	6	5

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended May 10.

## Music Copyright Bills Up Soon

WASHINGTON, D. C., May 8.—Dates for hearing three copyright measures, the Duffy, Guffy and Sheppard bills, are expected to be set within two weeks by the patents committee of the Senate. The measures came up for consideration this week.

Consensus of opinion on the question of the United States entering the Berne

convention is that nothing will be done for the time being. Feeling is that entry before enactment of legislation enabling the U. S. to enter would be a disastrous blow at European culture, in that it would have a tendency to give foreign copyright owners advantages over American copyright owners to such an extent as to mean the death of American creative effort.

## Swing Program Clicks

PITTSBURGH, May 8.—Swing's caught on so here that Joe Vilella, of KQV, has clicked with a transcription commercial, 15 minutes thrice weekly, that includes not only swing but also a history of an outstanding swing band each program. To clinch interest, Vilella plays one mystery tune in addition to four named recordings, offers three bottles of sponsor Bruce's Beverages to each of first five who mail in correct name of number. Interest so keen, one program has brought in as many as 600 letters, plenty for short-range station.

## Band Once-Overs

THE FRANCIS CRAIG Band, heard on the WEAJ network on Monday nights (12:30-1) from the Grill Room of the Hermitage Hotel, Nashville, Tenn., comes over with dance music that's both sweet and unusually rhythmic at the same time. Saxes and muted brass alternate in a see-saw battle of melody and harmony, with occasional honey and flow-ers from doubled violins and clarinets. They even ride in a sweet way, if it can be expressed that way without being a paradox. Each instrument and section is given a chance to speak, but sax and brass sections carry the brunt of the fronting. Playing is sure and clean, and special note is deserved by the tenor sax and muted brass pieces. Despite intricate arrangements, mellifluity is sustained thru-out. Vocalists Bailey and Landin are okeh, too, with the former getting the nod for quality and control. While we're about it, let's throw in a posy for their signature, Red Rose, brainchild of leader Craig. G. C.

HERMAN MIDDLEMAN, an outfit paced by soothing saxes, this orchestra airs from Nixon Cafe, Pittsburgh, over KDKA. Style is between swing and suave liltings, with leanings to lively measures. Pop tunes are enlivened by occasional vocalizing of Sally Hughes and accordion. Playing also for cafe's floor show, Middleman's Band, with leader at piano, sounds promising for big-time semi-intimate spots. M. F.

## Sheet-Music Leaders

(Week Ending May 8)

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

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

1. Little Old Lady (Chappell) (1)
2. Will You Remember? (Schirmer) (3)
3. Boo Hoo (Shapiro) (2)
4. Love Bug-Will Bite You (Santly) (5)
5. September in the Rain (Remick) (6)
6. Blue Hawaii (Famous) (9)
7. Sweet Lullaby (Select) (8)
8. Carelessly (Berlin) (12)
9. Moonlight and Shadows (Popular) (4)
10. Too Marvelous for Words (Harms) (7)
11. Never in a Million Years (Robbins) (11)
12. Where Are You? (Felst) (13)
13. What Will I Tell My Heart? (Crawford) (10)
14. There's a Lull in My Life (Robbins)
15. It's Swell of You (Robbins)

PHONOGRAPH RECORD best sellers will be found on page 83.

## Music Notes

### From Chicago

CHICAGO, May 8.—Silm Letford, former piano man and arranger for Buddy Roger's Ork, did some arrangements for Paul Whiteman during his Drake Hotel date here.

Mickey Hester, branch contact man for Shapiro-Bernstein, left for his California home and a two weeks' vacation.

Toodle-OO, by Carmen Lombardo, is being groomed to become successor to his Boo Hoo, according to Shapiro-Bernstein's local representative, George Pincus.

Charlie Harrison, formerly with Tome Browne, local publisher, now local manager for Red Star Songs.

### Creditors Run Ballroom

MILWAUKEE, May 8.—A corporation controlled by creditors will be formed to operate the Schwartz Ballroom at Hartford, Wis., according to an agreement signed in the office of Fred C. Westfahl, federal bankruptcy referee.

Partners in the business were Joseph W. and Andrew A. Schwartz and Mrs. Mary Rimmel.

## Ukes, Harmonicas Evade Music Ban

CHICAGO, May 8.—Local transcription companies have found a way around James C. Petrillo's rulings on recordings by using ukuleles or harmonicas for their dramatic shows.

Last week Edwin G. Foreman Jr., Chicago manager for RCA Victor, substituted a uke for a banjo for a dramatic recording. Edward A. Benkert, American Federation of Musicians recording secretary, admitted that these two noise-makers are not considered "music" and therefore, when used as singles on recordings, did not come under his jurisdiction.

During the last few weeks it was found that these musical outcasts are being employed locally in a number of dramatic discs.

### Opens New Merrill Club

MERRILL, Wis., May 8.—Eunice Johnson and her four-piece swing band have opened the remodeled Danielson Night Club at Merrill, Wis.

# MOVING!

Who Is?

# ROY MUSIC COMPANY

To More Spacious Quarters at 1619 Broadway, New York, Occupying Suite 701-702 on the Seventh Floor.

Latest Additions to the Roy Standard of Excellence.

"We Can't Go on This Way"

Torch Ballad

"On a Little Ship Sailing the Sea"

Novelty Waltz



# BAND VOCALISTS' SCARCITY

## Music Items

**SID LORRAINE**, formerly of Chapell, Inc., has been appointed general professional manager of E. B. Marks. Eddie Lambert still continues as professional manager, besides looking after radio and transcriptions.

**CLARENCE WILLIAMS**, in addition to his duties as composer and publisher, will devote considerable of his time to recording. His first was a reproduction of his own number, *More Than That*, in conjunction with Eva Taylor, for Bluebird.

**BOB MILLER**, of Shuster-Miller, has just returned from a lengthy trip in the interest of the firm's various publications.

**MARVIN LEE**, who represents Roy Music in Chicago, has arrived in New York, to hold a conference with Charles La Priere and Nat Margo regarding plans for increasing the staff. Firm has taken additional quarters in the Brill Building. Lee will remain in New York for several weeks.

According to one authority, the waltz is coming into greater favor than ever. At any rate, publishers are making it their business to sponsor one or more of these creations. It is understood that the majority of leading band leaders are more or less responsible for the current wave of waltz popularity.

**E. B. MARKS** has secured the publishing rights of text and score of *Sea-Legs*, a new musical comedy featuring Dorothy Stone, Charles Collins and Roscoe Ates. Book and lyrics are by Arthur Swanson with music by Michael H. Cleary.

**PETER MAURICE** and Jimmy Phillips, representing Peter Maurice, Ltd., of London, will return to America again in a few months, as they were unable to complete the various tieups they had in mind during their recent visit.

As to the reported change of the name of Tin Pan Alley, a committee will be appointed to help eliminate the title for good and all. Various heads of the business agree that some other caption should be coined. Notwithstanding what might be done about it, the fact remains that the idea of substituting another name is really being considered, with plenty of supporters among the leading publishers.

**DONALD HIXON**, of Hixon's Music Masters, has released for publication the following tunes written by himself: *Mighty Fine for You, Sweetheart; Your Boy Friend and My Girl Friend Are in Love; Aw, Toots and Yes, I'm Guilty.*

**EDDIE MILLER**, baritone and singing teacher, is offering his inaugural musicale at the Mansfield Theater, New York, May 16. Fifty of his pupils will appear. Jay C. Flippen will emcee.

**PHILADELPHIA'S Ben Musicant**, Tommy Gindhart and Jan Savitt have combined for a knock-knock variety, *Let's All Play Geography*. Recorded by Jan Savitt on *Variety* and will be published by Exclusive.

Yes . . . The name of that beautiful waltz is

**"When It's Springtime Back Home Again"**

**DON NIXIE, Publisher**

## WANTED

A progressive Ballroom Manager with past record of achievement to manage beautiful Amusement Park Ballroom in large Eastern city. Must know drawing value and how to buy music. Write immediately, giving full particulars of past performances and salary expected.

BOX D-78, Billboard, Cincinnati, O.

### Berigan's Cats Set

**NEW YORK, May 8.**—Bunny Berigan, who moves into the Pennsylvania Hotel, struts out as a class spot maestro for the first time. With Bunny on horn and vocals featured, new outfit includes Cliff Nattale and Stephen Lipkins on trumpet; Ford Leary and Frank D'Anno on trombone; Frank Langone, Henry Freeman, George Auld and Clyde Rounds on saxophone; Tom Morgan, guitar; Arnold Fishkind, string bass; Joe Lippman, piano; George Wettling, drums, and Carol MacKay, songstress.

### AMU After CIO Charter for Chi

**CHICAGO, May 8.**—American Musicians' Union here has filed application for a local CIO charter. Current indications are that CIO will grant it immediately and that AMU will follow it up with a membership drive in opposition to James C. Petrillo's CFM.

The AMU was established in 1912 and was affiliated with the now extinct Knights of Labor. Petrillo, who was president of this musicians' union from 1915 to 1917, joined the AFM and was instrumental in building the Chicago local, which became affiliated with the AFL.

If AMU is granted a CIO charter it will be the first opposition to Petrillo's local stronghold.

### REVIEWS OF RECORDS—

(Continued from page 11)

show pieces for Dave Wade's iron lip trumpeting, among other things, taking a 24-bar intro on the *Powerhouse* plate without stopping for breath, changing three different notes.

**ADRIAN ROLLIN** loses the melodic value of *Slap That Bass and Let's Call the Whole Thing Off* (114) with an over-shot of jam into the large combo he fronts. **HUDSON-DE LANGE** waxes far better on that score with *Wake Up and Live and Never in a Million Years* (112). Will Hudson doing the dressing up. **RUDOLPH FRIML JR.** smooths the rhythms of *Where Are You? and That Foolish Feeling* (115) for standard syn-copating.

### Variety

**BILLY KYLE**, Lucky Millinder's piano find, gets his own label for *Big Boy Blue and Margie* (531), his first starring disk. Not only does Kyle knuckle the baby grand in grand style but Millinder's new finds git off on the demon stuff—the alto of Fats Smith and Charles Shaver's trumpet toots on top. The Palmer freres seat up the *Big Boy Blue* bit in true Harlem genera. Between flicker dates at the movie lots, **BARNEY BIGARD** rounded up the Duke Ellington leads for an original, *Clouds in My Heart*, and Cootie Williams' shuffle, *Frolic Sam* (525). In like manner, **COOTIE WILLIAMS** waxed the gang for his *Downtown Uproar* and the Duke's *Blue Reverie* (527). That gin mill environment where swing is sustained on all four sides. Bigard's black stickings dominate his lids with beaucoup bon mots from Cootie's trumpet. Johnny Hodges takes off for his superb soprano saxing on Cootie's couplet. *Blue Reverie* was composed on the spot by Duke, squatting at the Steinway for the session.

**CHU BERRY**, Fletcher Henderson's tenor wiz, and his **STOMPY STEVEDORES**, a jam roundup, swing out on *Too Marvelous for Words* and *Now You're Talking My Language* (532) for a sander. **RED NICHOLS** makes that lift for spirited shoe glides with *Wake Up and Live and Never in a Million Years* (524). **GEORGE HALL** has a dandy danceable double in *There's a Lull in My Life and It's Swell of You* (526). Charlie Romano's pash fiddling an instrumental highlight. The Four Modernaires come in for capable vocal assists on both sides.

**GENE GOLDKETE** was referred to in last week's issue as planning to manage the Blue Lantern at Island Lake, Mich., for the summer. The name should have read Frank Goldkette. *The Billboard* regrets any confusion that might have been caused by this carelessness.—Ed.

## Good Girl Singers Hard To Get, Band Leaders Complain

*And this despite steady work, contacts, experience—Rosalind Marquis, Frances Langford, Alice Faye, Dorothy Lamour, Harriet Hilliard among ex-vocalists*

**NEW YORK, May 8.**—Take it from the band leaders themselves, it's getting tougher and tougher to get suitable girl vocalists, in spite of the fact that 90 per cent of the worth-while vocalists today began as a decorative piece of furniture seated among the mutes and iron hats and the fact that tying up with a band is about the best way an average singer can reach the opportunities of radio and theater. Vocalists also have the added inducement of more or less steady work. In addition few band vocalists really know how to read music or are musicians of any kind, and even those who are working with bands today were taken on when they had little or no knowledge of voice but have since found the incentive and the money to take up voice culture.

It may be, of course, that band leaders today demand too much for their money. Not only must the gals be singers, they must also be lookers and mixers, and be willing to leave home and the big towns and knock around all over the country on one-night stands. They must also be a particular type of singer, fitting and adaptable to a style band. And all this on an average salary of 40 to 50 bucks a week, of which at least three-quarters must be spent on two items alone—gowns and arrangements. It is not surprising, therefore, that the average stay of a vocalist with any one band rarely exceeds six months. There have been exceptions, but such cases usually mean the vocalist has climbed to an equal rating with the band. Dolly Dawn and Ella Fitzgerald are in this class.

The impressive list of singals who have used bands as a springboard and gone on to higher recognition does not seem to induce many aspiring singers to hitch up with bands. They do not seem to want to serve this "apprenticeship." A partial list of those who have graduated into big money and bright futures includes Rosalind Marquis, who spent two years with Clyde McCoy and now is a featured player with Warner; Linda Lee, who was with Clyde Lucas and Russ Morgan and now is featured with Paul Whiteman; Helen Ward, who did time with Benny Goodman at a reputed salary of \$250; Harriet Hilliard, formerly with Ozzie Nelson and now in pictures; Alice Faye, who graduated from the Rudy Vallee Band; Dorothy Lamour, who jumped from Herbie Kaye's Band to Paramount's *Glamour Girl*; Frances Langford, another Rudy Vallee alumna; Leah Ray, who left the Phil Harris stand for the movies; Durelle Alexander, who found renown after her stay with Whiteman; Ramona,

who built herself up into solo attraction thru the reflected glory of Whiteman, and Mildred Bailey, who also found a top niche in radio after serving with Whiteman.

The 10 years or more since orchestras have used vocalists, dating back to Billy Burton and his band at the Claremont Tent, Cleveland, when he featured Ruth Durell, has seen many changes. Whereas in the early days vocalists concentrated mostly on delivery of the lyric, with the uppermost thought of planting the story of the song and make the melody secondary, the present crop seem to make the lyric secondary and instead concentrate on the music.

It is generally agreed that the originator of the modern trend of popular songs is Connie Boswell and her sisters, and after whom nearly all vocalists today pattern themselves. It was they who introduced and popularized the style that entails a rearranged second chorus. Almost without exception, popular singers today change the second chorus by pro arrangers to suit their style and a great many have so-called "coaches" who teach them to do "tricks" with their second choruses.

### Ballroom Operators Feted

**BRIDGEPORT, May 8.**—George McCormack and Joseph Barry, operating the Ritz Ballroom, celebrated the 27th anniversary of their partnership with a huge party to over 3,000 persons, the ballroom being jammed to the doors last week. Their ballroom, 50 miles from New York, plays top bands.

### Detroit Agency Adds Austin

**DETROIT, May 8.**—Amusement Booking Service has put Shan Austin, former orchestra producer, in charge of its band department. Besides his own band, Austin is handling Frank Sidney and Homer Welch.

PLAY THE ACCORDION In SIX LESSONS

**ROBOTTI ACCORDION ACADEMY**

1576 BROADWAY (near 47th Street) Dept. A-87 NEW YORK CITY (Lackawanna 4-2451)

**BOBOTTI ACCORDION ACADEMY**  
 1576 Broadway Dept. A-87 New York City

Enclosed please find my check or money order for \$1.50 for your remarkable Home Study Manual of six lessons and also catalog of prices of New and Rebuilt Accordions.

Name .....

Street .....

City .....

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MAIL THIS COUPON TODAY



# CHICAGO SEEKING NAMES

## Supply Exhausted as Bookers Turn to N. Y. Without Success

**MCA, Morris Agency supplying most of the name acts—radio, Hollywood and Corona dates lure many names away from night club field**

CHICAGO, May 8.—Leading night spot operators here are finding the supply of names exhausted. Their bookers are keeping the wires to New York busy but are getting little results. Notable in the market for topnotchers are the Chez Paree, Palmer House, Yacht Club and Stevens Hotel. Latter spot switched to a name policy last week, bringing in Lillian Roth for a week. Her success prompted the management to continue with headliners. When *Red, Hot and Blue* closed here suddenly Jimmy Durante was corralled for a two-week stay. He will be followed May 25 by Ted Lewis and band for five and a half weeks, allowing Henry Busse and his ork to leave on their first tour out in over three years.

Ben Igenhoff, who opens his elaborate Coconut Grove May 28, will move in the talent popularized at his Ball-Ball. Show will include Mark Fisher's Ork and Jerry and Turk. Other acts will be spotted in by MCA.

Pictures and European engagements have contributed to the scarcity of names, bookers here reason. Pix are offering more money and a better chance for fame while overseas, particularly during the current Coronation season, both salaries and engagements are more attractive.

NEW YORK, May 8.—Local bookers admit a shortage of attractions for key night spots. There are plenty of good acts around, but there are not many available names strong enough to draw business. So many personalities that played frequent night club dates are now either in Hollywood or London that several local spots have been resorting to taking acts from local musical shows. Reginald Gardner, Mitzl Green, Nicholas Brothers and Mitzl Mayfair are some who have doubled from current shows into night clubs.

The Coronation, the lingering Florida season, radio and pictures are some of the lures that have drained the night club field of its big stars. In addition to a raft of important spots here, local bookers are called to supply names to the Mayfair, Boston; the Stork Club, Providence, and the Arcadia, Philadelphia. Opening of the summer suburban spots will make the shortage even more acute.

## Philly Marguery Opens Big Show

PHILADELPHIA, May 8.—Jack Lynch moves his Cafe Marguery from the Hotel Adelphi ground floor to the roof garden, opening May 19. Talent lineup will give spot the largest floor show in town, opening set with Jerry Goff as emcee—Luba Malina, Frank Gaby, Caperton and Columbus, Danzi Goodell, Roberts and White and Helen Knight. Holdovers include the line of Ruth Laird's eight Texas Rockettes, Agnes Tolle and Evan Burrows Fontaine. Bands of Harold Knight and Vincent Rizzo also move to the roof.

## Shows Resumed at Mexican Nitery

EL PASO, Tex., May 8.—Floor shows at Lobby Cafe, Juarez, Mex., were resumed last week after a two-week lay-off when Mexican officials refused to allow performers to live in El Paso. The order was rescinded, Manager Fred Borland said.

On the reopening bill were Gertie Jacobs, Elaine and Blaine, Myra Lang, Ho Myles and Son Ca-Chum-Bam-Be, a rumba combo with eight men and a girl, Roberto Ulrich batons the ork.

Club Tivoli, other night spot whose shows were banned, has not yet put in entertainers.

## Sun's 42 Weeks; Detroit Active

DETROIT, May 8.—Val Campbell, of the Gus Sun Booking Office, reports addition of six full-week cafe stands, divided between Campbell and Jack Dickstein. These include Paradise Cave, Palmetto, Purity, Teddy Bear, Bowery and French Casino, all in Detroit or suburbs. This group makes a total of 42 straight weeks booked by the office, all in full-week stands, in addition to the one and two-night stands and theatrical dates.

Greenfield Gardens, in Dearborn, was added to the books by the Ray Conlin-Michigan Vaudeville Office. Aunt Jemima and her *Showboat Revue* opened the spot.

Two new units produced by Peter J. Iodice opened this week. Bee Moore and her *New Harlem Scandals* opened at the Euclid Club, Bay City, Mich., and *Parisian Market* opened at the Nine Mile House, Cincinnati.

In addition Carolynne Snowden's *Cotton Club Revue*, now opening its third year in Michigan, broke the house record on Friday at the Palace Gardens, Lansing, Mich.

## Dancers Nix Teaching

CHICAGO, May 8.—The Duanos, dance team, nixed an engagement in a leading New York spot when informed that between shows they will have to teach customers tango and rumba.

## New Club in Flushing

NEW YORK, May 8.—Marcel Parsons Club, Inc., has leased five stores on the corner of Northern and Parsons boulevards, Flushing, with plans to remodel them into a modern night club to be ready soon.

## Detroit Bans Nudes, Imps; New Acts Rushed in To Fill

DETROIT, May 8.—Floor shows were attacked this week by various civic authorities, resulting in a radical change in floor-show policies and, incidentally, an opening for new faces among good novelty acts. Most spectacular move was a raid by Lieutenant Lester Potter, police censor, accompanied by two patrolmen, upon the Corktown Tavern Friday. Potter arrested Chang Lee, Hawaiian strip-teaser, who, he said, went right down to nudity and who was taken to court wearing nothing but a policeman's overcoat. Miss Lee was released on \$300 bail.

Fred W. Frahm, superintendent of police, ordered eight night club operators to appear before him in an effort to "clean up" the shows.

A separate attack was made by the Liquor Control Commission, which instructed various night club operators to drop female impersonator shows.

Two-day notices were received Saturday by the Club Chateau, Villa D, Bowery and Gamble Inn, all using impersonators. About 40 performers were

## Oh, Mr. Gallant!

NEW YORK, May 8.—This week's publicity award goes to Barney Gallant, man-about-town and club owner, who has gotten up a publication yeapt *Barney's Blarney*, four pages of hoke setting a new high in nutty nitery advertising. Included is an announcement of the discovery of the real Mrs. Gallant and a testimonial from Lucy Bozom reading, "Barney's is my favorite dump." Sock piece of art work, however, devoted to the nude backside of Mr. Gallant himself, shows the noted restaurateur in a "hitherto unpublished pose."

## "Sticks" Pay Acts More Than Cities

CHICAGO, May 8.—Clubs in the "sticks" are paying better money for acts than similarly sized spots in the larger cities, local bookers reveal. This condition has been created by the refusal of numerous acts to work small towns, insisting upon staying in the midst of big city competition.

As a result, bookers are asking for more money from small town operators. Ops in sticks are satisfied to pay nice salaries, so long as the talent is near sock stage or at least above average.

## \$150,000 French Casino Prod. Cost

NEW YORK, May 8.—An idea of the money that has to be sunk in production costs in order to make metropolitan night spots outstanding in entertainment is gathered by figures released by the French Casino.

Entire production cost of its current show, before a curtain was ever rung up, exceeded \$150,000. The paper-mache work totaled \$15,000; a pedament for the Greek Temple scene alone costing \$4,000. The Fur lumber took \$10,000 and \$25,000 was spent by the management for transportation of the cast from Europe to the States and back.

## Ritz-Carlton Renovating

ATLANTIC CITY, May 8.—Merry-Go-Round Grill and Circus Room of the Ritz-Carlton is undergoing an elaborate redecoration scheme. Work will cost more than \$20,000. While merry-go-round itself will undergo only minor improvements, rest of the room is being entirely transformed and will present an outdoor setting. Murals will give the fairgrounds effect.

## Club Chatter

### New York City:

SHEILA BARRETT and the Vernons will open at the Stevens Hotel, Chicago, May 27. . . . DIANA WARD, Teeny White and Maximilian Bergere's Band go into The Farms June 18. . . . HOLLAND AND HART and Eleanor Sheridan held over at the Rainbow Room until June 1. Ray and Naldi and Al Donahue's Band follow June 3. . . . RUFÉ DAVIS, who just completed a feature part in *Mountain Music*, starring Bob Burns and Martha Raye, joins the Lombardo unit working their way east. . . . GRACE AND RAY McDONALD double into the Savoy-Plaza Hotel from *Babes in Arms*. Open May 14. . . . LANE AND CARROLL closed a five-week run at the Village Casino and are now current at Leon and Eddie's. . . . THREE MALONES and Mitzl Ferry have been booked for the summer season at Ryan's Rendezvous, Kew Gardens. . . . ROSELLE continues as the featured attraction at new Butler's Taproom.

JERRY KAHLER, card manipulator, is working a floor show for the first time at the Versailles, having confined himself up to now to lounges and grills. Uses a lapel mike as he makes the rounds of the tables. . . . LANE, TREE AND EDWARDS, comedy singing trio, have been signed by F&M under a long-term personal management contract.

### Chicago:

BRUCE HOLDEN, singer, is opening at the Palmer House with Eddy Duchin's Band June 1. Now filling a two-week stay at the Club Mayfield, Detroit. . . . COLLEGE INN floor shows will continue all summer. . . . HOLLAND AND HART added to the Palmer House bill. . . . INGRID, dancer, is playing at Billy Stearn's gay '90s. . . . MCA will ship some of its bands from this area to its Dinkler Hotel System, spots in the South. . . . LARRY AND ADELE ROGERS, ballroom team, in from the Coast. They recently closed an engagement at the Casanova in Hollywood and worked in a Warner short. At the Club Lido.

HARRY ROSE succeeded Frances Faye as headliner at the Yacht Club. Frances has left for the Coast to appear in Bing Crosby's next picture. . . . Several spots added an extra show last week, but financially it didn't mean a thing to the acts. . . . NANCY LEE, former *Red, Hot and Blue* chorine, joined the Chez Paree adorables. . . . LILLIAN ROTH held another week at the Continental Room, Stevens Hotel, before sailing for Europe.

### Here and There:

THE STROUD TWINS, Claude and Clarence, currently doubling between Jimmy Brink's Lookout House, Covington, Ky., and his Town Club, Cincinnati, and optioned by Louis B. Selznick to portray the Tarleton Twins in the movie version of *Gone With the Wind*, were notified last week that production begins June 15 and to be in Hollywood not later than the first. . . . MARINO AND DE VOLL, ballroom team, are playing a return engagement at the Turnverein, Detroit. . . . DICK AND EVELYN BARCLAY are winding up a fortnight's stay at the Frolic Club, Youngstown, O. . . . HARRY MARTIN is now handling the press for the new Beverly Hills Country Club, Newport, Ky. Spot is being booked by Jack Middleton, Cincy booker, thru Sligh & Tyrrell, Chicago. . . . RULSON, TAMARA AND DEE have begun a two-week engagement at the Fairmount Country Club, Ottawa, Ont. . . . RUTH DORSHA also booked for a fortnight at the same club. . . . ELTON AND GILRONE are being booked into Montreal night spots by Jack Adams. . . . FREE AND FREELY are reported doing nicely at the Piccadilly, Montreal. . . . MONTREAL POLICE have been raiding night clubs there recently trying to stop them from giving 4 a.m. shows. Two a.m. is the time limit. . . . GIVENS AND KAROL opened at the Green Gables, Hazleton, Pa., May 11.



# Studios Look To Personals

Developing idea of trying out film material by p. a.'s —plan began with Marxes

HOLLYWOOD, May 8.—The motion picture studios are calling upon the vaudeville theaters more extensively now for the purpose of testing film material by means of personal appearances of picture people. Stunt was originally utilized some months ago by the Marx brothers, who went on a tour with a gag writer and skeleton cast of their picture to clock laughs for their forthcoming *A Day at the Races* film. The Marxes were sold on the idea as a proving grounds for material, especially for comedy.

The idea was revived again several weeks ago by Benny Rubin. Preparing a script on a Wheeler and Woolsey pix for RKO-Radio, Rubin got into his old vaude clothes and took the gags and situations of the pix to the Orpheum, Los Angeles, and then to San Francisco. Audience reaction prompted him to discard some material and build up various spots. He was taken on the idea to the extent that he is understood to be trying to sell it to Sam Briskin, studio head, as a permanent production feature.

Larry Blake, signed with Universal, is carrying out the same plan. Now in New York doubling between the Paramount and Waldorf-Astoria, he is trying out material that will be used in *Young Man's Fancy*, musical pix to be produced by B. G. DeSylva and in which Blake will appear. Paramount is the next studio likely to give the plan the nod. Martha Raye, a Paramount player, has a 12-week personal appearance tour in the making for a July start. Act will be built for laughs as well as music, with studio scenarists preparing the turn.

If these personal appearances click from the studio angle idea is likely to catch on in all studios, with the result that production heads will be giving back to vaude some of the talent it has raided from the field. Likely acts for this purpose are Ben Blue, Paramount; George Jessel, Warner; Ritz Brothers and Borrah Minevitch, 20th Century-Fox, and Parkyakarkus, RKO-Radio.

## Theaters Buy MCA Bands

NEW YORK, May 8.—Music Corporation of America is keeping its band attractions busy on theater dates. Guy Lombardo, current at the Fox, Detroit, will follow with the Stanley, Pittsburgh; Earle, Philadelphia, Earle, Washington, D. C., and Hippodrome, Baltimore. Benny Goodman opens May 21 at the Metropolitan, Boston, and will follow with Washington, Baltimore and Pittsburgh. Abe Lyman will play a string of theater dates, starting June 3. Shrop Fields is current in Washington for Warner.

## Between Pit and Salesroom

CHICAGO, May 8.—Dave Smason, former ork leader at the Oriental Theater, is now doubling between his auto agency business and baton swinging. He has been engaged to lead the ork at the Sheridan Theater on Saturdays and Sundays.

## Newport's Sunday Flesh

NEWPORT, R. I., May 8.—Shea's Paramount here adopted a fire-act Sunday vaude policy last Sunday. It is the second theater in the city using films and flesh on Sunday. E. M. Loew's Colonial has been doing it for several months.

## Pleasure Before Biz

CHICAGO, May 8.—Johnny Perkins, after completing his vaude bookings at the Oriental here, left to join the St. Louis Cardinals ball team, with whom he will travel as guest all season. He is an incorrigible baseball fan and a pal of "Dizzy" Dean, and when the summer season rolls round he refuses all bookings in order to be with the Cards.

## For Flop Acts

LONDON, May 1.—Kurt Robitschek has introduced a new backdrop at the Victoria Palace here. It depicts an ocean liner named S. S. Victoria Palace leaving Southampton Docks. On the quayside is a notice with the single word "Departure." Robitschek, who has a sense of humor, says he's keeping the cloth for flop acts.

## F. & M. Auditions For Film Execs

NEW YORK, May 8.—Fanchon & Marco are staging auditions here for visiting picture execs. First audition by the firm was held last Saturday and another is scheduled for the middle of next week, both being held at the Roxy Theater. Harry Engel, of the firm, is in charge of the film auditions.

Last Saturday's audition was for Harold Young and Danny Dare, director and dance director, respectively, for Walter Wanger's *Fifty-Second Street*. Among the acts shown were Bo Brummels; Lane, Tree and Edwards; Charloters; Surf Smith and ork, Mike Riley and ork, Helene Miller, Raymond Baird and Martha Mears.

Audition for next week will be for Harry Gray, of Republic Pictures. Engle had previous dealings with Republic when he arranged title rights for *Hit Parade* and also sold Carl Hoff and ork, Voice of Experience and Al Pearce for that picture.

## Seek To Oust Merlin

NEW YORK, May 8.—Elements in the WPA Federal Theater's circus and variety project are gunning for the removal of Frank Merlin, head man. Leaflets reading "Merlin Must Go" have been distributed, and at a meeting of project officials recently a committee representing the city projects council was assured a letter would go out to all project supervisors stating no discrimination against any labor organization would be tolerated.

## Youngman's 1 Grand Net

NEW YORK, May 8.—Henny Youngman, who has come into prominence as an air comedian, has been booked for four theater weeks in July at \$1,000 net a week, which is about three or four times as much as he got a year or so ago in vaude. The theater dates will be between the Kate Smith radio program, which goes off June 28 and returns in September. He will play the Hippodrome, Baltimore; Steel Pier Music Hall, Atlantic City; Palace, Cleveland, and Palace, Chicago.

# Vaudeville Notes

LOS ANGELES NOTES: Doc Howe is lining up the 13-week personal-appearance tour for the Havens MacQuarrie radio show. . . . Chic York, of York and King, motored in from New York. En route he looked over some of his oil wells in Texas. Rose King has been here six months. . . . Toby Wing and Bob Oakly open a three-week tour May 27 at the State-Lake, Chicago. . . . Paul Savoy, of the Coast-to-Coast Agency, has booked Joe Frisco to open May 27 in Denver and Joe Morrison for Denver, Salt Lake City and Seattle. . . . Jack Rosenstein, press agent for the Orpheum, is using a modified strip-tease stunt as exploitation gag. Idea is lifted from recent photos in *Life* magazine, which displayed the right and wrong ways for a gal to undress.

MORT ENFIELD, Chicago agent, moved from State-Lake to Woods Building, that city. . . . Ted Cook, emcee, closed a 19-week engagement at the Tower, Kansas City, and moved into the Orpheum, Memphis. . . . Ray Fabing's *Hollywood Ingenues* unit is being toured east. . . . Trailers, parked in the rear of Fox's Palace, Milwaukee, served as sleeping quarters for members of the *Shims of Paris* unit because of shortage of hotel accommodations due to a large convention in town. . . . Benny Meroff's unit, which arrived in Milwaukee six days prior to its opening at the Riverside, was also inconvenienced because of lack of hotel rehearsal halls and was obliged to practice at midnight back-

# Darkened Burly Houses Interested In AFA's Plan of Variety Revues

Whitehead contacted by operators on plan to substitute vaude for burly—I. H. Herk seeks to round up his colleagues—favorable reaction expected from authorities

(Continued from page 3)

would make no statements about applications from the theaters for policies other than burlesque, nor would Whitehead reveal whether he was carrying thru on this plan with advance information from the city authorities. All sources revealed that more definite information would be released next week. If the AFA succeeds in tying in with the burlesque operators and getting vaudeville into the houses, there will probably be a jurisdictional battle within the Associated Actors and Artists of America. The opposition would come from the Burlesque Artists' Association, the union of burlesque performers.

The plan sponsored by Whitehead entails a type of show labeled variety revues. These shows are budgeted anywhere from \$2,800 to \$5,000, with the burlesque operators interested in the \$2,800 shows. This show consists of a

line of 14 girls and six acts presented in revue form, with an occasional change of policy for a show to be built around a stage band.

Whitehead reveals that thru his organization's private entertainment bureau there are hundreds of new acts that have been lined up, which would answer any fears of a talent scarcity. If his deal with the burlesque operators goes thru, his organization would act in an advisory capacity on policy and also aid the theaters in rounding up talent. He also reveals that scenic artists, costumers and lighting firms have been expressing willingness to aid him in whatever attempts there are made to bring back flesh.

It is understood that the License Commissioner does not intend to deal individually with any of the burlesque operators, but that he expects to negotiate with them collectively. A deal with the AFA, and having that organization contact the authorities, is believed to be an easy way for the burlesque operators to get results. Herk was conferring with Whitehead as late as today, revealing that he is trying to line up all the operators to come into the project. While the Minsky Brothers announced a colored show policy for their Oriental Theater to start May 14, they are not believed to have any license as yet.

## Hershey's Own Shows

HERSHEY, Pa., May 8.—The Hershey Theater here will resume producing its own stage shows here May 30 because of the scarcity of unit attractions. Arthur Fisher, booker of the house, will do the producing, assisted by Harry Krivit. House is now a three-day stand but is expected to go full-week the middle of June.

## Brighton Beach Flesh

NEW YORK, May 10.—Brighton Beach Theater, Brighton Beach, will open its doors again to stage attractions May 23 when Jules Leventhal, operator of the house, will bring in an all-colored show. The show will be billed *Blackbirds of 1937* and will comprise 50 people, including Hi Clark's Ork. Dave Krassner will be house manager.

## Howard Nixes New Haven

NEW YORK, May 8.—*Hollywood Hotel* unit nixed Paramount's offer of New Haven for the week of May 13 when Harry Howard, unit owner, considered the deal unsatisfactory. Booking office wanted the first \$1,500 to go to the house and an equal split thereafter, with the unit not to share in the receipts of the straight picture policy on Sunday.

## Para Keeps Amateurs Busy

NEW YORK, May 8.—Paramount is continuing to book the Major Bowes units. The Bowes *Dixie Jubilee* unit, all-colored show, has been bought for the weeks of June 11 and 18 at the Oriental and Regal theaters, Chicago. Bowes' International unit goes into the Metropolitan, Boston, June 10 and New Haven June 17.

## Russell Agency Additions

DETROIT, May 8.—Mabel Duggan, one of the oldest established bookers locally, who operates the National Vaudeville Exchange, joined the Harry Russell office this week as associate booker. Plans for her own agency remain indefinite. Mary Lou West has been appointed associate booker and will also handle the production of units to be produced by the Russell office, and Billy Stone has been named third associate booker.

## Chi Orpheum Goes Retail

CHICAGO, May 8.—Orpheum Theater on South State street, for many years a combo house, went dark last week to give way to a modern store. House has been in operation for 33 years and last lease was held by Warners, who operated it as a pix house.

for Europe in July to open at the Palladium, London. His twin sisters, Sybil and Cecelia Convey, are playing club dates. . . . Lloyd Finlay, for many years musical director at the Majestic, Houston, Tex., is very ill and is at the St. Joseph Hospital in Houston. . . . Leo Francis heads a WPA unit in the Midwest, the show including Kenneth Crunk, Richard Drummond, Ralph Heath, Charles Knight, George Figg, Harold Hudson, Skinner Trio, Jack Dugan, Bert Brancis, Woodrow Smith, Eddie McElroy, Harry Long, Connie Smith, George Harmon, Joe Hamilton, Grant Watkins, James Payne and Audrey Green.

ETHEL SHEPARD, singing daughter of Sam Shepard, agent, has signed with WHN to appear on the *Broadway Melody Hour*, which is aired on Wednesday nights from 8 to 8:30 over WHN and WOR. She's also on WHN's *Swing Symphony* Sunday night program. Colonel Feodor Maybohm is associated with the Olive Lenton Studios as manager of productions and also manager of the studio, latter a rehearsal hall.

RALPH SEABURY, comedy chalk-talk artist, opens at the Colonial Theater, Detroit, this week, with the Rialto, Flint, Mich., and other bookings to follow.



**Loew's State, New York**

(Reviewed Thursday Evening, May 6)

NTG is back again on one of his many visits to this house, which by now must seem like home to him. On this visit, tho, he's doubling, also working at the Hollywood Restaurant. Another thing different about this visit is that he's got many more girls with him, about 16 working as an ensemble, which provides plenty of flash. And as usual Granny provides a fast 61-minute show, entertainment that's entertainment for those who like noisy, fast and night-clubbish amusement. To be sure, it's a setup for a State audience, and at this show the house was crowded. Picture is *Walkieki Wedding*.

Granny does the emcee chores, on practically all of the time to keep the audience busy with the wooden clackers that he distributed to practically the whole lower floor and also to heckle his performers as well as be heckled by Mellis, Kirk and Howard, comedy act of the show, who run wild thruout and do a swell job of it. Besides the girl flash and the comedy, Granny also provides a lot of acts for singing and dancing, all of which are adequate.

Mellis, Kirk and Howard are funny lads, on early with their special hat number and then take off on important European personages. From then on they're permitted to run wild, popping in and out on stage and in the audience with amusing byplays. Jules Howard is chief funster, and he's swell. Further strong comedy is provided by the skating act of

Earl, Jack and Betty, which after doing its nice turn gets members and plants from the audience up on stage to be spinned around. It's strong laugh stuff.

For specialties, first is a blond acro dancer, who's okeh, and she's followed by Gladys Crane, cute blond singer; Christine Maple, another singer, who's the butt of tomfoolery; Heloise Martin (Drake University shower-bath girl of publicity fame), who does a fair tap on toes; Vera Fern, charming blond buck dancer; Sonya Katlarskaya, Russian soprano, of okeh enough voice and lots of charm, and Marlon Wilkins and Jack Walters, a grand ballroom couple who do two numbers of much class.

The NTG beauties decorate the stage at tables in the night-club setting, with Ruby Zwerling and the pit men also on stage, and also go into the audience with Granny at the opening, do a bathing suit number and are on for the bows at the finish. Among the girls are Bunny Edwards (Miss Florida), Molly Malloy, Ray Dolan, Evelyn March, Janet Waldron, Bonnie Claire, Betty Ghear, Joyce Johnson, Jessica Pepper and Bunny Waters. *Sidney Harris.*

**State-Lake, Chicago**

(Reviewed Friday Afternoon, May 7)

Show goes overboard on comedy this week, taking some 46 minutes of the 69-minute bill. Most of it is good, tho, and customers laughed long and loud.

Six De Cardos, teeterboard act in pirate outfits, make use of barrels to give their turn added novelty. Acro stunts by the three girls sandwiched in between tricks. Closing is rather disappointing.

Helen Heller and George Riley scored with a gay, clean and pleasing comedy and song session. Riley is a clever comedian and while singing is a changed personality. Miss Heller has a trained soprano voice that reigns in the *Everybody Knows I Love You* duet and her closing solo.

Anthony and Rogers are still plenty funny with their wop comedy. Open with their familiar couplet routine, go into talk and exit with an Irish jig. Back for a speech that was too drawn out.

House line, in red pajamas, does a brief acro number to introduce Sybil Roth, talented acro-control dancer, who closes with a singing chorus atop a piano in back-bend position. Received a nice hand.

Monroe and Adams Sisters, musical jugglers, lend novelty with their different routines. Open with three-ball *Sweet Sue* juggling on drums. Then Monroe follows with some comedy juggling, closing with a gun-shooting effect against a drum held by one of the gals. Ruth Adams is next with a tap dancing and hoop juggling bit that is neatly done. Trio uses tambourines to good advantage, the man using three of them in a single and in the closing offering.

Garner, Wolfe and Hakis, billed here as "Ted Healy's Three Stooges," open with two strikes against them. Customers immediately compare them with the screen's stooges and the act suffers as a result. Funny part of it is that the boys have a good act. Only resemblance to the competing trio is during early part, when they do similar nonsense and face-slapping bits. Start to go over with a funny takeoff of the Four Mills Brothers singing *Dinah* and follow with their piano-accordion-harmonica session playing *Smoke Gets in Your Eyes*, a bit of *Rhapsody in Blue* and a *Nakasachi* truck off. Return for sock Ed Wynn and Al Jolson impersonations.

House line closes with *Nakasachi* strut. On screen, *Racketeers in Exile*. Blz fair opening show. *Sam Hontigberg.*

**Paramount, New York**

(Reviewed Wednesday Evening, May 5)

Weak picture, *Internes Can't Take Money*, isn't helped, from the name angle, by the stage show, altho the show delivers a good measure of entertain-

ment. Stage lineup carries three sock numbers, Larry Blake, mimic; Mary Small, kid radio singer, and the Original Dixieland Jazz Band. Latter, as an "added attraction," works but a short time at close and left the customers wanting more. Xavier Cugat and his orchestra is the orchestra booking, supplying a satisfactory job. Cugat has been around some time, altho not possessed of true draw ability in the mass sense. Best work the band does is in the Latin numbers, rumbas and the like, sold in showmanly fashion.

Picture runs less than the average Paramount attraction, thus the stage show is running longer than usual and that length is noticeable near close. It's overboard with singers. Del Casino, from radio; Gilda Roldan and an un-billed scat singer working with the Dixieland crew plus Miss Small. Casino has a nice voice and works his ballads satisfactorily, if not sensationally. Oddly enough Miss Small, who really had to beg off after a sweet job of song selling, had the most stage presence of any of the show's acts. Not so many years ago she was little Mary Small on radio and a steady air worker. This is her first New York vaude date because of the minor law, altho she's played theaters thruout the country steadily for some time. Voice is good, but her delivery and personality are mature and she whams her way home.

Blake is an artist, heads above the average aper. He builds his impersonations bit by bit, a device which makes each impression considerably punchier. Additionally working them into a continuity and gliding from one to the other helps. He omits nothing—facial, posture, voice and gesture characteristics of the well-knowns he does are done to a turn.

The Dixielanders didn't do enough and went down on the sinking stage to a heavy mitt salvo. Playing as tho they hadn't been separated for years, they get going from the start and stay that way. There was no need of a vocalist on their small share of the show. Coming into theaters with a terrific human-interest buildup on the recreation of the band, on the basis of swing, it evidenced 'bum judgment not to let them stay on the stage for at least 15 minutes.

Gilda Roldan sings a rumba number and Rosita Ortega does an excellent Spanish dance. *Jerry Franken.*

**Earle, Philadelphia**

(Reviewed Friday Afternoon, May 7)

With strip-tease sensationalism finding a closed shop at the burly barns this week, engagement of Sally Rand and her bubbles, fans and revue couldn't have been better timed. Miss Rand has 10 minutes for herself, and she might as well have been all alone. Oceans couldn't separate her farther from the audience than the setup for her specialty.

Every maza in the house turned off, with only a purple spot, cruel on the optics, flooding the footage. And to make it all the more impossible a mesh curtain was used for a front drop. Her familiar fan and bubble fandangles are undoubtedly classicque in the modern manner. And even if you couldn't see, you can tell by the music. With all due respects, Miss Rand does more for the box office than she does for the seated population on the inside. Opening show found a good crowd on hand, with S. R. O. in the side box pews. Surrounding bill, both her revue and screen offering, *Nobody's Baby* (MGM), are in the weakie way.

Six strut queens come on with the lights to talk a *Fresh Faces* ditty, sheets spitting on a chorus of 12. And if anybody missed the significance of the song, ponies are all sitting on their faces. Gals pad the show with six routines, never distinguishing themselves in a single one. Giving it production body, but nothing much more, Eve Garza pipes a Spanish ditty in uncertain tones; Ned Coupland kicks in with a couple licks of voodoo dancing, with Roy and Maye standing out as capable experts at ballroomatics.

Added specialties fare little better. Willie and Joe Mandel turn in a comic-acro bit, with the mugging making only so-so hokum and the hand-to-head stuff hardly more than elementary. The Thrillers, mixed roller-skating duo, wait for the finish to hit the breath-taking pace, fem member hanging from male's

neck and both spinning in opposite directions.

Standing out like the Empire State are the character songs mugged by Nell Kelly, who pulls punches on every line. Her facial and body contortions put the song selling in show-stopping company, her Garboish *I Want To Be Alone*, with truckin' embellishments, alone worth the ticket tariff. Doesn't need the mike, she sells it direct. Gal is undoubtedly flicker fodder.

Unit clocks 45 minutes, with Miss Rand adding 10 more. *Oro.*

**Capitol, Washington, D. C.**

(Reviewed Friday Evening, May 7)

With ads calling it an "Eastern premiere," Loew house had Broderick Crawford, bit player, and Linton Wells, Goldwyn rep, on for patter during stage show's opening day as extra plug for film, *Woman Chases Man*. Hollywood gets upper hand on regular flesh array as well, an Oriental star and comedy team being joined on top. Phil Lampkin precedes program with Mother's Day overture, closing to tableau on stage, and adds short swing session later. Blz good supper show opening day.

Dave Jones and Company take opening spot with speedy dancing turn, starting from self-intro. Presents Joyce Brothers and Sylvia Dean for okeh rhythm stuff, then Peggy Lee in solo tapping. First trio returns for tumblers; Jones and Lee gal do ballroom tap and all are on at finish for strut taps to *High-Hat Strut*, announced as original piece. Nothing spectacular, but act is easy to take.

Jack La Vier takes well on his hoke trapeze work, ending with balancing in rocking chair. Uses fem foil and sells turn well for most part, albeit many of gag comments fall hard.

Anna May Wong's p. a. bit has her coming on in Oriental costume, giving Chinese greeting, interpreted by pianist on stage. Takes mike for song in native tongue, then *Speak to Me of Love*. Comes on again to do impression of modern Chinese girl, after which gooey glad-to-be-here biz and close on talk-song, *The American Girl*. House treated her well.

Mitchell and Durant nab large slice of time, doing slapstick and gags. A completely silly act, never finishing anything it starts, which is what makes it take. Boys attempt bit of acro hoke, touches of truckin' and various other brands of footwork for short stretches. Best of turn is impersonations of Gable and Herbert Marshall. Team manages to be funny for greater part of period, but changes could be made in several spots. Hand is best of bill, however, as they come back after each dull sequence. *Chris Mathisen.*

**Chicago, Chicago**

(Reviewed Friday Evening, May 7)

The daddy of swing, Louis Armstrong, has the stubholders swaying in their seats this week. Has a great band, infectious arrangements and plenty of

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1270 Sixth Ave. Radio City, New York



delicious side dishes. His time was cut short over the week-end, screen starlet Eleanor Whitney appearing as an extra attraction thru Sunday.

Armstrong is a busy man, blowing his heated trumpet in almost every number, vocalizing in a low rippling fashion and partaking with some of his specialties. His show is about the same as that caught at the Paramount recently, altho some of the routines have probably gained in speed and polish.

Tunes that get the band's once over are *Swing That Music* and *Skeleton in the Closet*, which the boys did in Bing Crosby's *Pennies From Heaven*. Maze and Morrison, chocolate gals, do a soft-shoe and acro strut, and Bobby Caston sings *Boo-Hoo* in a pleasantly different style. The Two Zephyrs open as a

washboard duo with *Hold That Tiger* and then stop the show with their pantomimic crap game and subsequent slow-motion fight. Their fast dance that follows is unnecessary, however, as it is anti-climactic.

Sonny Woods tenored *When My Dream Boat Comes Home* and *What Will I Tell My Heart?* An excellent singer. Alma Turner rhythm tapped and mugged, and loud-clothed Gordon and Rogers hoofed their way to a great reception. George McLellon, comedian, would be an improvement with less talk and more of his fancy clarinet playing.

Little Jackie Heller, doubling between his current stay at the Oriental, introduced Eleanor Whitney. In front of a full moon backdrop he warbles *Turn Off the Moon*, the tappest's latest flicker, and then brings her on for some amusing, altho typical Hollywoodish, chatter. Eleanor has plenty on looks, in addition to dancing talent, and compared to her last stage appearance has gained much in stage presence and showmanship. Taps a number sans music and then does one of her picture routines, musically supported by Louis Armstrong in a hot chorus. Went over big.

On screen, *Cafe Metropole* (20th Century-Fox) and the zap disaster newsreel, which is one of most horrible pictures ever shown. Biz light third show opening day.  
*Sam Honigberg.*

**Metropolitan, Boston**

(Reviewed Thursday Afternoon, May 6)

Good flesh shows continue here, this week the *Blue Rhythm Revue* in support of the pix, *Prince and the Pauper*. Handsome tenor Tito Guizar, with top billing, garnered plenty of ogling from the palpitating femmes this side of the ork pit when he sold *Siboney*, *Serenade in the Night* and *Good Night, My Love*. Own guitar plucking was good.

Just as they were in the *Wake Up and Live* movie and a good buildup, too, the nattily white full-dressed Condos Brothers cream all the way with stints of precision tap and electric-drill challenges. For a spell they work tacit, with the audience glad it came. Inspirational tapping of the first-plus order. Sock, of course. Grand applause.

Barr and Estes show more high-class hoofing. Lad of the team with his eccentric soft-shoe offerings ploughed up the chuckles and the femme clicked with her tapping.

Owen McGivney, quick changer, fits with his conception of *Oliver Twist*. House was quiet enough to hear a pin drop as McGivney went thru his baffling chores of changing in full view of the patrons. Turn proved record reception on exit. Aces.

Rotund, jovial Johnny Perkins is always welcome with his formula of ad lib. stuff and fast gags. Getting this assignment off his chest he has the pleasant and envious opportunity to bring on Rose Veronica Coyle, the Miss America of 1936. She feeds him some lines rather well and winds up with a song and dance. She's been built up for flicker duties by Warner. This stage appearing is good practice for what's to come on the cinema sets. A bit more coaching and she's good prospect for big things.

Sons of the Desert, tumbling pyramid troupe, go thru their routine with ease. Score and Four Lovelles line opens with *Bagdad Blues* and sets the stage for the tumblers. Top-rate line comes on again for the crackerjack *May Pole* finale, directed by John Lonergan, for which a nod. Neutral costumes absorb many well-chosen light effects. Action revolves around the barber pole with gals prancing around holding onto gay-colored streamers and illuminated hoops.  
*Sidney J. Paine.*

**New Paris House**

PARIS, May 1.—Under the direction of Castle, operator of the Bobino and the European, neighborhood houses, and Yves Blzoc, formerly connected with the ABC and the Alhambra, the Parisiana Music Hall will open as a straight vaude house August 15. New spot replaces the old Parisiana picture house on the Boulevard Poissoniere, which closes shortly to allow for remodeling. Parisiana is within sight of the ABC, Paramount and Rex theaters and will be direct competition.

**New Statler, Detroit, Spot**

DETROIT, May 8.—Plans for a major new downtown spot were disclosed this week by President Frank A. McKowne of the Statler Hotel. A new dining room will be opened, in addition to a new cocktail lounge and a new ballroom. Statler has not had a major night spot since repeal. New spot will probably be ready Labor Day.

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## Beverly Hills Country Club, Newport, Ky.

This new rendezvous for stay-up-laters, ideally located in the hills of Old Kaintuck, just a mere 15-minute drive from downtown Cincinnati, made its formal bow Wednesday night (5) to a crowd of some 500, who laid it on the line to the tune of \$15 per couple for the privilege of being a part of the gala affair.

Erected at a cost of \$250,000 by Pete Schmidt, who for many years has operated the Glenn Hotel and Rendezvous in Newport, Beverly Hills is by far the classiest dine, dance and fun emporium in these diggin' and is rated one of the finest in the country. Styled in Southern motif, the large building is situated on a 45-acre tract, with a two-block illuminated driveway running up the hillside from the Alexandria highway. Grounds are attractively shrubbed and parking space is unlimited.

Interior decorations are modernistic from the word go, with indirect lighting lending a subdued effect and regal splendor to the tasteful surroundings. The rear of the reception area is the main bar, a circular affair in spacious quarters. Adjoining the bar, to the rear, is the main room, which is terraced to afford a full view from all tables. Dance floor is approximately 70 by 23 feet. Spacious lounge rooms and six private dining salons occupy the rest of the building, including the second floor.

Policy will be name bands, with the best floor talent available. A \$2 minimum per head for Saturday nights and \$1.50 the rest of the week will prevail. Current layout, reported to have cost in the neighborhood of \$6,000, has Clyde Lucas and his California Dons Orchestra and Sammy Rose's *Spring-Swing Revue*, comprising Belle Baker, Jackie Green, emcee; Emily Von Losen, De Angelo and Porter, the Five Jansleys, Billy Severin and the 16 Lovely Ladies.

At a preview Tuesday night (4) Glenn Schmidt, Beverly Hills manager, proved himself an excellent host to newspaper men, radio execs and State, county and city officials and their wives, sweethearts and friends, totalling some 600, at a gala informal dinner party and show. Floor show swung into action, following a string of wined preliminaries and the introduction of Jack Dempsey, who was a guest of the evening.

Sixteen Lovely Ladies, and not misnamed, start things off in line fashion with a sophisticated strut that evolves into a fast kick routine. Billy Severin works in front of the line with a clog-tap, winding up with some fast back flips that sent them all away to a smash hand. De Angelo and Porter, reeking with class, fill the second spot with delightful dance work. Open with a graceful waltz, swing into a fast *Boiero* and wind up with a classy piece of interpretative dancing. Their efforts brought a resounding hand.

The Five Jansleys offer a speedy session of Rislew work and tumbling, featuring a string of daring catches and a good measure of comedy. A spinning finish brought prolonged applause. Sixteen line girls return for another pleasing routine, following which they are fronted by Countess Emily Von Losen, flexible blond dancer, who contributed a pair of routines in an efficient manner. A whirlwind windup sent her away to ringing applause.

Jackie Green, who emsees in fine fashion thruout, takes this spot for his own. Warbles three ditties in good voice and then gives impersonations of Jolson, Richman, Ted Lewis, Cantor and Durante, with the two last named outstanding. Bowed to a thunderous hand. Semi-finale has the 16 adorables back, augmented by a section from the Lucas ork, for a novel Spanish offering.

Belle Baker made her entrance here to a grand ovation, but begged off for the evening, explaining that the train trip in left her with a temperature and a bad throat. She worked Wednesday, however, and scored in her usual fine fashion.

Clyde Lucas and his California Dons, 15 men and the leader, played the show in a highly efficient manner. Their danceable music, novelty specialties and warbling by Lyn and Clyde Lucas and John DeVoogdt brought them a heap of praise from the preview mob.

Bill Sachs.

# Night Club Reviews

## Summer Terrace, Hotel New Yorker

Following the hit scored by the hotel's first "ice carnival" last summer, this spot is repeating the idea, and with great success again. The only local spot using the "real ice" pond for a "floor show" on skates, this hotel is cashing in on the novelty angle, getting the show off to a big start thru heavy advertising and publicity.

New show also brings in the Gus Arnheim Band, making its local debut after building up quite a rep on the Coast. Arnheim's 14 men comprise a zippy, swingy outfit that can dish out lively danceable rhythms and also provide competent floor show accompaniment. It is only when the band tries waltzes and slower numbers that its style becomes less danceable. Outside of that, however, it is a youthful, good-looking and easy-to-listen-to outfit, with Arnheim fronting in rather modest fashion and the girl vocalist, June Robbins, providing sex appeal and ingratiating singing. She is an above-average vocalist, both as to delivery and looks.

The show is worked on the nine-ton ice rink rolled out from under the band stand and out over the dance floor. Evelyn Chandler is the star, coming thru with the most spectacular acrobatics we've ever seen on ice skates. She leaps, tumbles, splits and dances—all with verve and surety. In a couple of numbers she is paired with Bruce Mapes, who is a very skillful and agile skater himself. Norval Baptie and Gladys Lamb, veterans who appeared in last year's show here, provide sock numbers. Baptie is a graceful and daring skater, teaming often with Miss Lamb for effective and fancy "ballroom" gliding-about. There's a four-girl line, in true floor show fashion. The girls are very pretty and offer engaging maneuvers and formations.

Bobby Duffy and Eric Wait provide the comedy relief. Duggy Duffy's Gay '90s specialty is amusing, while Wait's drunk number had the customers roaring. It is one of the most hilarious and novel comedy bits around.

As is usual, the spacious room is attractive in every respect—service, food, drinks and atmosphere. Business has been good.

Paul Denis.

## Old Roumanian, New York

Jack Silverman's Old Roumanian, down on Allen Street, is one of the more interesting of the old-country atmospheric spots in town. Its show is an interesting combo of hotcha entertainment and old-country numbers, this apparently being aimed at both the old and the new generations.

For the oldtimers, there's Sadie Banks, here for three years now; Ethel Bennett, singer of Jewish ballads; the Russian Gypsy Trio, and the Michael Weiner Gypsy Ensemble. Miss Banks stands out with her vigorous personality that is reminiscent of both Sophie Tucker and Mae West. She sings double-meaning ditties, authored by herself, and does much to keep the patrons good humored.

Miss Bennett, a small brunet, combines swiny Jewish ditties with Susi-Q movements—which is something, boys. The gypsy trio, girl and two men with good voices, provide entertaining singing, instrumental accompaniment and comedy. The girl's soprano is especially outstanding. Weiner's fine violin leads the other three men (drums, sax and piano), the combo as a whole providing good accompaniment and dance music, ranging from Continental to pop stuff.

The floor show is an Al Davis production called *International Revue*. It's a snappy little show opening with a comedy sit-down number and maintaining a nice pace all the way. Featured is Mozele, dancing in the near nude. She's an attractive brunet offering the type of sensuous writhing called "exotic." Jack Hirsch emsees nicely and reveals a pleasant clear tenor in warbling pop tunes.

The eight-girl line, mostly nice-lookers, does several numbers and impresses with its snap. Brunet Ronie de Camp steps out for swell acrobatics, while a gorgeous blonde steps out for a competent tap and acro specialty. Mildred Raye produced the line.

Regular floor show was followed by a testimonial dinner to comedian Marty

White, who entertained with his amusing mugging, singing and gagging. Guest performers taking the floor included Paul Duke, offering smooth sleight-of-hand cigars, silks and paper tricks; his son, 12-year-old Marvin, making his "debut" as a magician with stunning poise and competence; Eddie Lambert, veteran comedian, who brought the house down with his dialect and clowning, and Mack Dennison, burly comic, who offered a satire on the strip tease.

Sidney Edwards is manager. Dinner is \$1.25. No cover. Floor shows three times a night.

Paul Denis.

## Chez Paree, Chicago

Jimmy Durante (the original) is heading the reshaped floor-bill edition and on opening "night" (Saturday morning) stayed on for 32 minutes and had to beg off. Jimmy is still holding his own with the night clubbers, despite the fact that it's his first club date in six years. His new act spouts with new gags and couplets. Uses the girl line to decorate a couple of his turns and repeats such old faves as *Ink-a-Dink* and *Who'll Be With You When You Are Far Away?* The schmozzola personality is still tops.

Barbara Parks has graduated from her band vocalist job into an act of her own. This is her first big break and she is taking advantage of it by putting all of her talented ingredients into her songs. Was nicely received. *Mikes That's What Love Is All About*, *Love Is the Sweetest Thing*, *You Can't Stop Love* and *That Foolish Feeling*.

John and Edna Torrence replaced Minor and Root with dancing that boasts of a style all its own. Work in an easy-going manner to soothing music. Edna is a lovely personality. Waited to *Carefree* and *I'll Follow My Secret Heart*, strolled to *Tea for Two* and scaled the height of the dancing thermometer with their collegiate slouch. Mitted back for a neat *When Day Is Done* rou-

## SAG, STUDIOS

(Continued from page 3)

for free-lance bit players; 10 per cent increase for extras, with a \$5.50 per day minimum and a \$6.50 per day minimum for stand-ins. The \$3.20 per day extra classification will be abolished.

Other Guild stipulations include wages for time spent in transportation with locations groups and 12-hour cancellation notice on calls. Establishment of Guild shop will force numerous stars and contract players to join the organization.

HOLLYWOOD, May 8.—Striking members of the Federated Motion Picture Crafts went into the second week of their walkout today. No important change in status occurred during the week, but strike leaders were confident that Monday would see the 5,600 members of the Screen Actors' Guild added to the striking film workers, with a consequent halting of production on some 30 major films.

Studio insiders declared the producers would not permit the SAG issue to reach the strike stage. Such a walkout would include stars, featured players, extras and bit players and would bring all production at the major studios to a dead stop, creating an expense well near the million-dollar mark. At a late hour yesterday producers were reported willing to grant the players most of their demands except Guild shop, which would conflict with their Academy setup and deprive producers of control of call bureau and central casting.

Meanwhile under the prodding of Edward P. Fitzgerald, federal labor commissioner, who had been ordered to investigate the strike situation Thursday, a peace proposal for settlement of the strike was submitted to Pat Casey, producers' representative, Friday night by Federated Crafts. Proposal provides that strikers return to work with same status prior to producer-labor conferences in New York; that any jurisdictional disputes between crafts of AFL be submitted to international unions; that such jurisdictional disputes not settled in this manner are to be arbitrated; that producers recognize the various union crafts and their internationals as sole bargaining agencies for

tine to Henry Busse's muted trumpet solo.

Pierre Andre, local radio announcer, adds dignity to the affair with his straightforward emceeing. Makes a nice appearance in tails.

Jack Williams, dancer, whose routines still do not go in hand with his distorted personality; Cross and Dunn, the singing comedians, and Thorne and White, versatile girl dance team, continue at the Chez.

Vocals for the effective numbers staged by the shapely line are capably handled by Don Houston, member of Henry Busse's Band, which incidentally furnishes the show and some dance music. Matrice Stein and his boys do the relief work.

Sam Hontigberg.

## Hit-Hat Club, Chicago

Louis and Elmer Falkenstein's gay and intimate club in Windy City's Greenwich Village continues to do good business with its no cover, no minimum policy. Recently when the Saturday crowds got too heavy a \$1.50 minimum for that night was put into effect.

Spot is designed modernistically and has a comforting lighting arrangement.

Fewer but better acts than in competitive spots are used in the 30-minute bills. Jerry Lester, talented emcee, opened the show and at this viewing had snappy comebacks to fresh patrons. Had trouble getting the folks to listen to his talk but rated attention with his amusing takeoff of a punch-drunk baritone exercising his tonsils on *The Road to Mandalay*. A nice hand induced him to follow with a funny concoction of bits from pop tunes.

Peggy Moore, saucy little soubret, opened the show with a cute ditty and did an acro turn with Joe Penner mannerisms. Good hand. The Lewis Sisters, hefty blond duo, harmonized with *One, Two* and closed with a mild tap routine.

Doris Rhodes, attractive brunet of the Ethel Merman school, scored with a couple of numbers and was hand-clapped back for an encore. Warbled *He Ain't Got Rhythm*, *You Can't Take That Away From Me* and *Beginner's Luck*.

Syd Lang's orchestra, small but lively outfit, supplies capable show music and keeps the dancers happy.

Sam Hontigberg.

those crafts, and that producers recognize the unions in the jurisdiction granted them by AFL.

Proposals did not specifically mention closed or union shop, but acceptance of the truce stipulations by producers would be construed as the granting of closed shop. Also considered significant was that the unions are prepared to bargain as individuals and that the FMPC was not referred to in the proposals. It was believed that acceptance would automatically pass the Federated group out of existence.

Other developments in the strike situation during the week are as follows: Strike settlement arranged by Central Labor Council was accepted by studios but turned down flatly by FMPC. William Green, AFL president, adopted a "hands off" policy in reply to wires from strike leaders, that IATSE was encroaching on their jobs. Los Angeles Central Labor Council voted full support of the strike and condemned encroachment on jurisdiction of other unions by IATSE, placing major studios on the unfair list. Two affiliates of FMPC, machinists and molders, drew away from the group to petition for an opportunity to bargain with studios independently; costumers' local voted for postponement of action to affiliate with FMPC for at least a week. Art directors not affiliated with Federated group formed an organization to bargain for their craft in opposition to claims of scenic artists' local in FMPC. Picketing of local theaters was started, with a national theater-picketing campaign in co-operation with the CIO to begin Monday. IATSE continued membership drive, offering work cards to virtually all strikers.

## ADDITIONAL FREE

(Continued from page 3)

are greatly disappointed in the decision of your committee, as we felt that our request this year was fair and within reason.

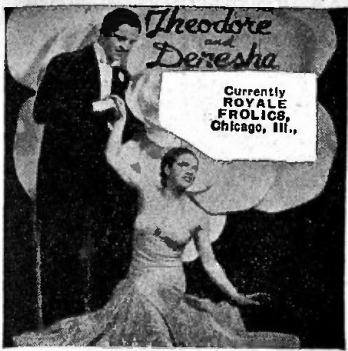
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**Casino-on-the-Park, Essex House, New York**

The Essex House's main dining room blossoms out each summer into a Casino-on-the-Park and Promenade affair just as soon as weather permits. With the sidewalk cafe already installed and the entire dining room opened up and air-cooled, this spot becomes one of the most enticing rendezvous for the smart set in town.

Exceedingly attractive in every respect, the room has the added allure of fine dance music, excellent food and service and just enough entertainment. Nat Brandwynne, in his second year, is still pleasing the patrons with his sweet music. Leading his eight men from the piano, he provides diners with soft, slow music that is just as pleasurable to listen to as it is easy to dance to. Letting the swell fiddle man step up to the mike for sweet passages and slipping in a generous slice of his own tinkling pianoing, Brandwynne keeps the music sweet and simple. For the late show trumpet man Lou Garcia is permitted to swing out and the band gets as hot as it can dare to. At all times the triple sax section provides a good, steady background.

Brandwynne still carries his two vocalists, young Dick Stone, whose singing is unobtrusive and rarely attention-getting, and pretty blond Maxine Tappen, who provides the decorative motif in true band vocalist tradition in addition to singing in pleasing style.

First dance team ever booked here is Harris and Yvonne Ashburn, just in from the Chez Paree in Chicago. A good-looking team, they compel attention by opening strong with a vivid cape number and then following it with a modernistic tango and a snappy rumba. Possess assurance and that very necessary element, "class."

Four Rhythm Boys provide the in-between entertainment. They are George McDonald, clarinet; Ray Kulz, trumpet; Irvin Switzer, guitar, and Pem Davenport, piano. They are good musicians and in addition accompany themselves with pleasant vocalizing. Include comedy and novelty specials as well as straight pop stuff.

Dinner is \$1.75 and up and worth it.  
Paul Denis.

**Club Esquire, Toronto**

An outside dance surface to be erected in the court will shortly be started, according to Bill Beasley, owner of Club Esquire. This will give patrons the pleasure of dining and dancing on the very shores of Lake Ontario. When completed the entire floor will be staged in the open-air dining and dancing court. Beasley says the improvements will cost \$15,000.

Show this week featured Nan Blackstone, who dishes out spicy pop tunes, scoring the best with *Myrtle Isn't Fertile Any More*. Mile. Corine, nude dancer, tipped the house for a big hand, scoring heaviest. The Duffin dance team was well received. Charlie Masters, master of rhythm, manipulated a pair of drum sticks on everything from the floor to the heads of the bald-headed boys in the front row.

The line was *Follies D'Esquire* and in its feature number portrayed the characters who have become famous on the front page of *Esquire*.

A real smart bill for a real smart crowd.  
Art Woods.

**Chez Ami, Buffalo**

Al Plunkett, in his second engagement this season at this popular place, still impresses as one of the outstanding emcees to come to Buffalo. He's a fine, genial fellow, who knows how to handle his show, as well as the crowd. His introductory remarks are always good for a big hand. Particularly amusing is his parody on *Trees*.

The DiSarro Co-Eds, a six-girl line, comprise a rhythmic, well-balanced and attractive unit. Their Joe Frisco number, with the girls clad in cigar and derby outfits, is a sure winner.

Ellen and Joe Corbett, niece and nephew of the famed James J. Corbett, seem to be destined for some kind of a championship in ballroom dancing. Their speedy, even whirly and ability to arrest themselves suddenly with unbelievable control are nothing short of sensational.

Connie Gange, dainty and peppy singer, first booked here individually but now tied up with Emilio Caceres' Band, is clear, deliberate and has espe-

cially fine enunciation. Her tone is sweet but strong.

Caceres, "the king of the swing violin," is back on the job after an attack of appendicitis. During his absence his brother Ernie conducted.

Emilio, who leads an 11-piece all-Mexican band, has plenty on the ball. He takes off like a bird, keeping up a fast even flight somewhat in the manner of the "Bee" style. Accompanied by Johnny Gomez, guitar, and Pepe Benitz, bass.

Caceres' outfit seems too big for Buffalo and will hit the "big time" soon. Members of the band are worthy of mention, for each is of exceptional talent: Sal Sanchez, tenor sax and clarinet; Rudy Reyes, sax and clarinet; Alex Acosta, drums; Jules Garcia, piano; Manuel Garza, trumpet and vocals; Jessie Gonzales, trumpet and violin, and Albert Ramirez, trombone.

It is the sixth month here for Caceres and the packed house can certainly be attributed to his excellence. Besides being an incomparable dance band the boys are equally good on accompaniment. Go on the Columbia network Saturdays thru WGR.

Phil Amigone is owner and Jack Grood, manager, of the spot.  
H. J. Warner.

**Frankie's Casino, Chicago**

A prominent, roomy south side spot, decorated in soothing orange and blue colors and with indirect lighting arrangement. Has a seating capacity of 500, with no cover or minimum policy in effect week nights.

The three nightly floor bills comprise an average of seven acts. When caught customers didn't go for the talk turns but seemed to enjoy the dancing and singing offerings.

Sonny Joy, personable emcee, handled the show. His takeoffs of the Four Mills Brothers and poultry imitations were okeh. Niffon and Dell, youthful dance team, opened with a rhythm buck tap and followed with a neat comedy strut. Maxine Williams, cute songstress, offered *Buckaroo* and *That's What Love Is All About* and pleased with a nice voice.

Margie Lenore, shapely soubret, warbled and strutted *How'm I Doin'* and returned for a graceful lula dance that had a warm reception. Carvino and Yovita, ballroom dancers, went over big with their *12th Street Rag* routine, capped by a speedy and difficult whirlwind. Their waltz, however, can stand more polishing.

Rocky Ellsworth, veteran here, displayed a good tenor delivering *Little Fula Heaven*, *Little Old Lady* and *Moonlight and Shadows*. Rocky is in his third year at the Casino.

Jeanette Lane, prima donna, was well received for her talented work. Did *Cheri Berri Bee* and *Russian Lullaby*.

Little Morocco, daring dancer, was different from her professional sisters with her *Dance of India*, done with charm and good taste.

Lou Sloan and his seven-piece orchestra furnish the show and dance music; Larry Foster, drummer, and Al Schaeffer, pianist, double as vocalists. Arrangements by Sloan, Schaeffer, Burt Aaronson and Jack Aiken.

Intermission entertainers include Bernice Bodell, singing accordionist, appearing at frequent intervals.  
Sam Honigberg

**Boston Club Drops Line**

BOSTON, May 8.—Penthouse, Bradford Hotel, drops its Boots McKenna Girls line, here since the beginning of the season, and subs a unit polley, booked thru Tom Maren. Hostelry has nixed continuance of its own unit building plan. First out-of-town unit to play here, for a three-week engagement, is Ann Seymour's Revue.

**Neal Lang Joins Agency**

NEW YORK, May 8.—Neal Lang, former emcee and show producer, has become associated with the Richard & Goldforb agency as booker. Lang recently placed Eric Correa and orchestra and Barbara May, singer, into Babbett's Golden Inn, Atlantic City.



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**Orchestra Notes**

ROGER PRYOR and orchestra open an indefinite engagement at the Meadow Brook Country Club, St. Louis, May 21. GRIFF WILLIAMS and band, now at the Mark Hopkins, San Francisco, will open at the Aragon Ballroom, Chicago, early next month for the summer.

GRENOBLE HOTEL, Wildwood, N. J., unshutters for the summer with Joe Odgers and band. Jordan's Cafe lights up again with Flora White.

JAN SAVITT and his NBC Top-Hatters were invited to play at the Golden Bridge Exposition, San Francisco, but unable to accept.

EDDIE DE LUCA again fronting the band at Palumbo's Cabaret, Philadelphia, replacing Earl Denny. Eddie Ziegler comes to the Arrow Cafe, Jimmy Dougherty moving out.

HAROLD RICHARDS has been set by the Meyer Davis office to open the St. Moritz Roof, New York.

HAROLD MICKEY sailed on the Western Land for his native Buenos Aires May 8.

PAUL TREMAINE has been booked for ROC for one-nighters in New England for period June 10-20.

BLANCHE CALLOWAY will do one-nighters in Louisiana and Texas for 10 days, beginning June 4.

REESE DUPREE, proprietor of the Strand Ballroom, Philadelphia, has promoted six weeks of dance dates for his Harlem Playgirls, only colored all-girl band.

MICKEY CARR is booked into the Terrace Gardens, Albany, N. Y., beginning this week.

TOMMYE STEVENS' Band closed at the Coconut Grove, Bridgeport, Conn., last week.

GUS MEYER'S Band opened at the Woodland Tavern, Ardsley, N. Y., this week.

HAL MOORE and orchestra, which played the recent Homemakers' Party sponsored by *The Chicago Herald and Examiner*, are playing spots in and around Chicago. Band handled by Tom North.

AL TRACE, Chicago band leader, is enlarging his outfit before moving into the College Inn there June 1. Succeeds Red Nichols' Ork.

LOU BRING and orchestra are succeeding Jimmy Joy's Band at the Stevens Hotel, Chicago, May 27.

FRANKIE MASTERS and boys are slated to follow Mark Fisher's Ork at Ben Lenhoff's Ball-Ball, Chicago.

JOHNNY BURKARTH and orchestra were featured at Churchill Downs race track Derby Day, doubling from the Casa Madrid, Louisville, where they are now in their 12th week.

JACK SHERR, now in his 19th week at the Restaurant de la Paix of the St. Moritz Hotel, New York, will remain there all summer, as management has decided not to close the room.

DICK DIXON and ork celebrated a solid year's run at the Gloria Palast, New York, last week. Band's personal representative is the new Associated Radio Artists, headed by Harry Moss.

NEW YORK ROOFS begin the season with a galaxy of names, HORACE HEIDT opening at the Biltmore Roof, June 1; TOMMY DORSEY, at the Pennsylvania Roof; GUY LOMBARDO, at the Waldorf Roof, and, at the Astor, RUDY VALLEE, TED LEWIS and OZZIE NELSON follow in succession. Vallee opens May 24.

HAROLD OXLEY has signed two new bands, Edgar Hayes and Tommy Stevenson. Hayes just closed at Harlem's Apollo, New York, and Stevenson is current at the Southland Cafe, Boston.

MARTY HERBERT and ork have replaced Harry Wallace's Band at the Village Brewery, New York.

HARRY HYLAN and band, playing Western Pennsylvania and Ohio on a spring tour, were marooned during the recent flood at the Keystone Gardens Ballroom, Junction Park, New Brighton, Pa., and had to be rescued by State police.

MARIO BRAGGIOTTI may go to Italy as composer, arranger and conductor for SETC Film Company in Rome. While there he may also do the musical score for a film starring his sister.

BARRY WINTON'S Orchestra currently at the Sapphire Room, Rumson, N. J.

TED LEWIS is pretty solidly set for the summer with dates at the Chez Paree, Chicago, latter part of May; the Steel Pier, Atlantic City; Cleveland Exposition for Billy Rose (four weeks); Eastwood Gardens, Detroit (two weeks);

Astor Roof, New York (four weeks) and then to the Coast. Set by Milton Pickman, of MCA.

HAL KEMP now recording exclusively for Victor.

STANLEY MELBA and orchestra will play at the Sands Point Bath Club, Long Island, N. Y., when it opens for the season May 28.

NEIL WEST and band will finish 21 weeks at the Blue Rendezvous, Detroit, by the end of the month and then go to the Lewiston Ballroom, Lewiston, Mich., for the summer.

JENO BARTAL and orchestra will supply the music for the coronation supper and dinner dance at the Park Lane, New York, May 12.

THE CROSBY CLAN (Bing, Everett and Larry) are arranging the first swing concert ever staged in Hollywood, with several of the hottest bands cutting into the five-hour jam session. Show probably will go late late this month, with Jimmy Dorsey, Jimmy Crier, Earl Hines, George Stoll, Victor Young, Ted Fio-Rito and Harry Owens orchestras. Swing vocalists will be Bing, Martha Raye, Dorothy Lamour and Josephine Taumania.

MICKEY ALPERT will forsake emcee duties to lead his own band at Ben Marden's Riviera, New York, opening May 27. Will air over Mutual.

JACK TRACY has joined the ranks of CRA and has reopened the Forest Castle Club, Opelousas, La.

GEORGE HAMILTON and ork follow Harry Owens at the Beverly Wilshire, Beverly Hills, Calif.

RICHARD HIMBER and orchestra have an open booking at the Palomar, Los Angeles. Date is not set, but the crew checks in after Glen Gray.

GLEN GRAY checks into the Palomar, Los Angeles, May 26. Ted Fio-Rito, whom he succeeds, goes on tour of one-nighters and opens in August at the Beverly Wilshire, Beverly Hills.

SLIM MARTIN and ork opened at Zenda's Cafe, Los Angeles, May 4. Martin was for seven years a member of Abe Lyman's outfit.

JOEY LEE and orchestra opened an indefinite engagement at the new Club Marti, Hollywood. Just finished at the El Mirador, Palm Springs, Calif.

DICK JURGENS and orchestra are filling a two-week engagement at Jantzen's Beach, Portland, Ore. Then take several one-nighters to Southern California, opening May 22 at the Casino, Catalina Island. Booked by MCA.

BEN POLLACK has quit the CRA roster and signed with Rockwell-O'Keefe on the Coast, thru Ed Fishman. Band is touring currently but opens in Los Angeles June 1.

BILL McCUNE, now playing the Marine Roof of the Hotel Bossert, Brooklyn, has added three men to his band. McCune will continue playing during the cocktail sessions at the Hotel Plaza, New York.

SYLVIA RHODES has rejoined Ace Brigade's Virginians, now playing one-nighters into Denver. Band opens at Elitch Gardens, Denver, May 15, to remain until June 4.

JIMMIE LUNCEFORD, touring one-nighters during the month of May, opens the Larchmont Casino, Larchmont, N. Y., June 2 with an NBC wire.

**Gay '90 Appeal Clicks**

EOBOKEN, N. J., May 8.—Max Schumann's Hofbrau here has fallen back on another Gay '90 appeal for an idea that is proving popular in his establishment. He has named the 21 booths in his place after the similar number of counties in the State and great is the camaraderie and more often the friendly rivalry between booths. Both of which spirits do no harm to the place.

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BLANCHE CALLOWAY is being sued by Harry Squires, booking agent, for \$1,258 in commissions allegedly accruing since January 1.



# Reviews of Acts and Bands

## Clyde Lucas and Hollywood Dons

Reviewed at Beverly Hills Country Club, Newport, Ky. Style—Dance and show music.

Instrumentation: John DeVoogdt, Jack Gordon and Alberto Mateu, violins; Clinton Davis, Loys Johnson, Russell Blough and Lyn Lucas, saxes; Paul Gell, Barney DeAugustine, Bill Graham and James Skiles, brass; Kenneth Wilcox, drums; Al DeCrescent, piano; Merwin Fischal, bass, and Al Woodbury, guitar, and Clyde Lucas, leader.

This 15-piece aggregation, bossed by brothers Clyde and Lyn Lucas, is a versatile lot of musickers. Youthful and resplendent in new tunes and camped on a stand that permits breathing, the band presents a veritable eye-feast from the floor.

The Lucas lads stress no particular style but blow both hot and sweet with equal facility and quality. Ensemble work and tonal qualities are tops and the ork knocks out a dance rhythm that made even this glue-footed reviewer wonder what this Astaire lad has.

This is one of the few name bands that does not boast a fem warbler, but she isn't missed. Vocals are agreeably handled by Lyn Lucas, on the ballads; Clyde Lucas, on the hot material, and John DeVoogdt, on come what may. The three blend nicely on trio work, too. In addition, the band boys offer ensemble singing in English and several foreign tongues.

Further entertainment and novelty are offered by the various instrument groups. The California Dons tote an enviable array of arrangements, with Clyde Lucas and Al Woodbury originating the bulk of them. Clyde Lucas wields an effective stick and has a gracious way with the dancers. He also leads the lads thru the show-music entanglements in fine style. W. J. S.

## Ann Pritchard and Jack Lord

—With—

### Fred Zimbalist

Reviewed at Palace Theater, Chicago. Style—Dancing and harmonica playing. Setting—Full stage. Time—Fourteen minutes.

A nice musical comedy act, containing several smooth dance routines and clever harmonica playing. Ann Pritchard and Jack Lord make a personable dance pair and their work, topped off with Ann's great spins, is impressive. Open with a Spanish tap and ballroom routine and follow with a musical comedy tap to music of *I'm in Heaven*.

Fred Zimbalist, harmonica player, is given the next spot, producing some tuneful music with his *Beautiful Lady* and Hungarian gypsy arrangements. Well received.

Team returns for a *Beautiful Madonna* ballroom concoction that has Ann do a whirling finish. Close with another musical comedy routine. Three bows.

## Carl Ravell and Orchestra

Reviewed at the Silver Grill, Hotel Lexington, New York. Style—Dance band.

Instrumentation: Carl Ravell, leader and violin; Jack Vance, George Kinney and Art Porter, saxes; Joe Lucas and Frank Snow, trumpets; Reid Tanner, trombone; Joe Coates, Tom Smith and Gene Rizzl, violins; Bud Gregg, piano; Ham Richards, guitar; Voyle Gilmore, drums; Carl Schivedhelm, bass. Vocals by featured Miss Gail Reese and by Smith and Craig. Arrangements by Lyle Bardo.

Just past its first anniversary under the leadership of Ravell, formerly known as Ravazza, this young band of 14, previously batoned by Tom Coakley (and for whom at that time young Ravell did vocals), is making its New York debut here.

It is an averaged good band, equally apportioned and stabilized in regards to rhythm and melody, with slight leanings toward the sweet type, that may be able to work up a distinctive style by using more intricately but discriminately the separate violin trio it incorporates.

Basically it is a rhythm band, with hardly ever more than one instrument standing out with melody at any one

time, except toward the end of every sweet number the violins, usually idle, blend their way into the melody for a solid finish. Despite multiple orchestrations, it produces generally smooth rhythms and has the happy faculty of being able to swing from one number into the next without hesitancy or introduction, making for smooth and enjoyable dancing sessions. Swing, of course, is not their forte, and rumbas are done neatly and with plenty of rhythm, although without embellishing effects.

Standouts among the instrumentalists are Lucas at open and muted trumpeting; Vance at his tenor horn, and Schivedhelm at slapping the bass.

The blond and smiling young Californian leader, when not leading or contributing snatches of fiddling, sings in a pleasant tenor, utilizing to best advantage falsetto warbling, but it is his boyish freshness that is infectious. Violinist Smith also does occasional vocals.

Gail Reese, featured vocalist and formerly heard with the Dick Messner outfit, is a lovely youngster with plenty of sweet personality and with more than the average ability and appeal for torch tunes.

Band airs twice weekly over CBS network. G. C.

## Hollywood Ingenues

Reviewed at the Oriental Theater, Chicago. Style—Show and dance music.

Instrumentation: Virginia Rugglo and Barbara Hobbs, pianos; Pat Haley, harp; Sarah Rivkin and Birdie Bennett, trombones; Cecile Schenden, trumpet; Louise Soerenson, trumpet, arranger and leader; Helen Armbrust, trumpet; Natalie Robin, Dorothy Argyle, Rita Howe and Billy Gage, saxes; May Patton, bass string tuba; Lillian Patton, drums; Frances Gorton, marimba and accordion, and Mildred Reasoner, bass tuba. Girls as a unit play saxes, accordions, banjos, harmonicas and guitars.

This is Ray Fabing's all-girl outfit, playing good arrangements of pop tunes. Among numbers on tap at this stand included *St. Louis Blues*, which opened the bill. During their *Parade of Instruments*, gals make a flash appearance playing similar instruments.

Some of the members are also spotted individually, among them Pat Haley harping *The Night Is Young* and *You Are Beautiful* and the xylophonist in a fast medley. Hon.

## Harris and Yvonne Ashburn

Reviewed at the Essex House, New York. Style—Dance team. Time—Seven minutes.

A better-than-average ballroom team. An attractive combination of a vivid brunet and a tall and good-looking boy, this duo manages to stand out from the crowd. Possessing assurance and that quality called "class," they present their interesting routines in an effortless manner that points up their technique.

Open with a novelty dance set to music of Rachmaninoff, spiced up by cut in jazz pecks. This gives them excellent background for the dance featuring Miss Yvonne's floor-length black sequin cape. Thru use of the cape to form huge bat-like figures, the number is lifted out of the ordinary class and becomes exceedingly attractive and especially effective as an opener. They follow with a modernized tango, which permits close embraces and romantic poses, and then present, as an encore, a short and snappy rumba. P. D.

## Red Nichols and Orchestra

Reviewed at College Inn, Chicago. Style—Dance and show music.

Instrumentation: Red Nichols, leader and trumpet; Paul Collins, drums; Murray Williams, Carl Swift, Don Purviance and John Herrell, saxes, clarinets and bass clarinets; Manny Strand, pianist and arranger; Leo Moran, first trombone; George Kennedy, trumpet; Frank Perry, second trombone; Barney Zudekoff, second trumpet; Morton Stuhle-maker, bass. The Three Songies (Jack Wilcher, Russell Crowell and Arlene Owens), vocalists.

Plenty of musical volume dished out by this outfit, which makes a gay and youthful picture on a band stand. Judg-



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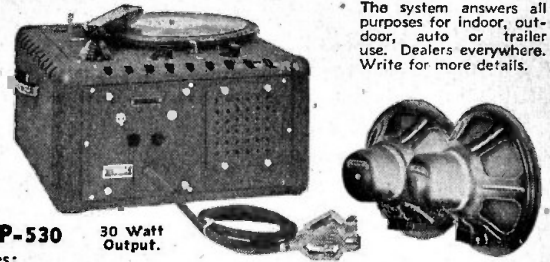
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ing by numbers played when caught, band keeps up with the pop tune parade. Red himself plays a hot trumpet and solos frequently. Clever arrangements produce the best that's in the boys. Hon.

## Edgar Hayes and Band

Reviewed at the 125th St. Apollo, New York. Style—Stage and show band.

Instrumentation: Edgar Hayes, leader and pianist; Joseph Garland, Crawford Wethington, Rudy Powell and Roger Boyd, saxes; Henry Goodwin, Leonard Davis and Bernard Flood, trumpets; Wilbur DeParis, E. H. Horton and Clyde Bernard, trombone; Kenny Clark Spearman, drums; Elmer James, bass; Andrew Jackson, guitar. Vocals by Ralph Sawyer. Arrangements by Spearman, Powell and Garland.

Assembled but three months ago and making their initial appearance here this week, the favorable impression made can be accounted to one of two reasons, or both. Either Hayes has marvelous faculties as a leader, or else each member is unusually good and consequently quick to follow direction.

The band primarily must be termed hot but not swingy, tho, of course, one really overlaps the other. It's good, if mindful of its newness, yet far from top-flight or even well rounded within itself. Tho there appears to be plenty of blending within sections, there is also noticeable a lack of co-operation between sections. Standing out is the really solid work of the rhythms led by leader-pianist Hayes and drummer Spearman. James divides his time equally well between slapping and the tuba.

The four reeds possess a well co-ordinated smoothness that is pleasingly evi-



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**Helene Pons Studio cites figures—Florenz Ziegfeld spent the most—buying is increasing now—depression not felt until 1932—"Eternal Road" used 874 costumes**

NEW YORK, May 8.—Cost of costuming large musical shows today averages between \$15,000 and \$25,000 as compared to between \$8,000 and \$10,000 for the more intimate musicals such as *Babes in Arms* and the three Little Shows, according to Helene Pons, leading costume designer. Most significant item in the total of 1,557 costumes made by the Pons Studio since August 1 is 874 for *Eternal Road* at a cost of \$23,000 to \$24,000. Most of this money was spent on inexpensive materials of various sorts, 20,000 yards in all. For the original cast of 267, 750 hats, helmets and headgear were made, the entire costuming of the show requiring two months' work by 45 people. *Road* figures exclude shoes and wigs.

The increase in period costume shows during the past season has made possible other interesting compilations. Such shows average 25 to 35 costumes, costing between \$4,000 and \$5,000. A typical production of this kind is *Prelude to Exile*. Large period costume shows, such as the Howard *Hamlet* and *Elizabeth the Queen*, run from \$8,000 to \$15,000 and use between 75 and 100 costumes, the most expensive items here being armor, chain mail, helmets and heavily trimmed or embroidered materials. Some of the brocades and embossed velvets used cost \$27 to \$28 per yard. Average price of men's period costumes is \$125 to \$150, as against \$150 to \$175 for women's. Unusual costumes run up to \$350 or \$400.

Number of costumes used in shows of the caliber of *Babes in Arms* averages between 200 and 250, whereas the more elaborate revues contract for 300 to 400, a considerable item being five or six sets of costumes for the chorus. Fact that the latter type of presentations spend between \$15,000 and \$25,000 as contrasted with the Ziegfeld spectacles, costing \$75,000 for costumes, is significant. The difference is not only due to changed financial conditions but also to the fact that managers are estimating more closely, Ziegfeld would contract for numerous costumes which he would eventually return unused.

According to the records of the Pons studio, the costumers did not feel the brunt of the 1929 debacle until 1932, bearing out the theory that show business lags behind other industries in both depression and revival. In 1934 conditions for costumers picked up, the past season in particular showing plenty of activity owing to the increase in period shows, which in turn is partly accounted for by the trend toward biographical plays.

The Pons Studio, operated by George and Helene Pons, has 28 motors, a dyeing plant operated by live steam and electricity and a library consisting exclusively of works in six languages on costume, history, ethnology and a large collection of original fashion plates of all the years of the 19th century.

## Kaufman-Hart Play Wins Pulitzer Prize

NEW YORK, May 8.—Pulitzer Prize for the best play of the year was awarded this week to George S. Kaufman and Moss Hart for their joint work, *You Can't Take It With You*. Kaufman, together with Morris Ryskind, got the nod in 1931 also with *Of Thee I Sing*. Award this year is the first for Hart.

Kaufman, noted as a collaborator and director, wrote his first success with Marc Connelly in 1921, a piece called *Dulcy*. He has been consistently successful since then, some of his outstanding plays being *To the Ladies*, *Merton of the Movies*, *Beggar on Horseback*, *Animal Crackers*, *June Moon*, *Minick*, *Dinner at Eight*, *The Royal Family*, *Once in a Lifetime*, *Strike Up the Band*, *The Cocoanuts*, *The Band Wagon*, *Let 'Em Eat Cake*, *Of Thee I Sing*, *Merrily We Roll Along*, *First Lady* and *Stage Door*.

Hart attained eminence thru *Once in a Lifetime*, written together with Kaufman. (See KAUFMAN-HART on page 27)

## Central African WPA

NEW YORK, May 8.—WPA Federal Theater has received a letter from Brother Bernardine, missionary in Central Africa, requesting a list of plays suitable for production. Letter was inspired by announcement by project's Play Bureau that it had a Catholic play list available.

Describing himself as "a poor missionary," Bernardine said: "My pupils are all near relatives to the 22 Blessed Martyrs of Uganda. They are intelligent, very promising and pick up English very easily."

Requests for information regarding the Catholic play list have been received from Ireland, Canada, Mexico, England and Dutch Guiana.

## Sweden's Oldest To Reopen

STOCKHOLM, May 3.—Thanks to a generous donation from a great-granddaughter of the architect of the theater, Erik Palmstedt, the Gustaf III Theater at the famous old castle of Gripsholm, not far from Stockholm, will soon be opened once more to the public. While the structure of the theater is in good

preservation the stage machinery has fallen into rust and decay, but will as far as possible be restored to its original state under the direction of the engineer in charge of the stage equipment at the Royal Opera in Stockholm.

The reopening of this, the oldest theater in Sweden, will celebrate the 400th anniversary in the history of Gripsholm Castle, which is to take place on June 19 and 20.

## From Out Front

By EUGENE BURR

It is with a sinking at the pit of the critical stomach that I approach a discussion of this year's Pulitzer Prize award. Somewhere else in the current issue you will learn—if, indeed, you haven't already learned it—that the Pulitzer committee on the drama, in conclave duly assembled, gave the palm to that zany, hilarious, amusing and disturbingly intelligent farce by George S. Kaufman and Moss Hart, *You Can't Take It With You*. Of course, Pulitzer-committee-baiting has become the official Sport of Critics, its status achieved with the frequent aid of the committee itself; it has become, like the bean under the mattress incident in the matter of a princess of the blood, an infallible test; one must be a Pulitzer-committee-baiter in order to be quite sure that in one's veins flows blue typewriter ink instead of red.

I therefore come to the disheartening but inevitable conclusion—a conclusion to which my three parishioners must long since have preceded me—that I am no critic at all. For much to my chagrin, I find myself, this year, agreeing wholeheartedly with the committee.

It is quite true that the season was chiefly notable for its lack of really fine plays; it is quite true that, if I had been on the committee (which God forbid!), my vote would not have been cast for the Kaufman-Hart farce. But I can see the obvious merits of the play chosen—and I can see merits which, the obvious to my pedestrian and lumbering mind, could not really have been obvious at all, since they were completely missed by the astute intelligences of the real, honest-Injun, dyed-in-the-wool and fully accredited critics. *You Can't Take It With You* is without doubt a highly amusing play; written in frankly theatrical terms, it is tremendously successful within the limits it has imposed upon itself; and, if you care to stop and look at it, you may see it breaking quite clear of those limits and posing a proposition that is important, fundamental and all-embracing. It presents, really, the same viewpoint as the highly touted and really excellent *Excursion*—except that it lacks *Excursion's* humanity, making up for it by greater amusement value and greater out-and-out horse sense. It would not have received my vote for the prize—but very definitely I can see the viewpoint of those who voted for it, and I am in hearty sympathy with that view.

The real critics, of course, have proven again that they really are critics by lambasting the award. The reasons for such lambasting seem, to my naive mind, a bit odd. *You Can't Take It With You*, they say, is a grand evening in the theater; no one, not even a critic, could deny that. But, they continue, *You Can't Take It With You* keeps to accepted theatrical forms; it fails to hit out into new directions.

This seems strange as a reason for refusing it the prize. There was once a gentleman named Shakespeare, who frantically borrowed dramatic blank verse from a much greater poet named Marlowe, and who filched his plots from any source that happened to be available and open to his thievery. Yet Shakespeare wrote plays which, after all, were pretty good—almost good enough, some of them, to win the award of the Drama Critics' Circle. Striking out into new directions has never been a mark of theatrical greatness. The pioneers, with the exception of Marlowe and perhaps one or two others who fail to come to mind, were never the men of notable achievement. They cleared the ground; others built the structures.

Also, the critics say, *You Can't Take It With You* was built primarily for the box office, turning up their critical noses at such a taint of commercialism within the sacred confines of the theater. Of course *You Can't Take It With You* was written primarily for the box office; so were *Hamlet* and *Macbeth* and *As You Like It*, *All for Love* and *Venice Preserved* and *The School for Scandal*, *A Doll's House* and *Cyrano de Bergerac* and *Candida*.

Obviously, I'm not comparing the quality of *You Can't Take It With You* with any of the plays mentioned—except *Candida*, which it infinitely surpasses. I simply wonder at the basis of criticism. I have a pretty good hunch that Maxwell Anderson, who wrote *High Tor*, recipient of the award of the Drama Critics' Circle, figured when he wrote it that a couple of people might stop around at the box office after it was put on.

As a matter of fact, in a season which presented few if any plays worthy of any sort of prize, *You Can't Take It With You* seems far better choice (if a choice had to be made) than *High Tor*. *High Tor* aimed high—much higher, admittedly, than *You Can't Take It With You*—but it failed and failed dismally at every task it set itself. *You Can't Take It With You*, aiming lower, succeeded admirably in doing what it set out to do—and perhaps even a little bit more. And it's my quaint contention that a prize should be awarded for achievement rather than intent.

## Playwrights Get Plenty

**Guild says that plays if successful yield more to authors than film contracts**

NEW YORK, May 8.—"Facts prove," says the new issue of the Authors' League Bulletin, "that generally the successful playwright can make more money in the theater than as a writer in Hollywood." Picture companies, the article goes on to say, "cannot afford to pay a screen writer the money he can earn in a year from one successful stage play. In movies, the success of a writer is dependent upon such circumstances as obtaining a competent supervisor, a story of adequate adaptability, a director who is both intelligent and unrestricted, proper casts, etc. All these factors are beyond the individual control of the screen writer."

The film moguls find they must corral the well-known authors of the legitimate theater, not so much to impress the screen audience, but rather to dent the armor of the exhibitor and the press. Thus, a writer's value booms if he is able to write successful plays for the Broadway stage, and declines if he allows his legitimate theater standing to lapse.

Figures in the Authors' League Bulletin further go on to indicate that the theater is not in a slump.

Going into the question of royalties, statistics are given to show the contemporary author does "quite nicely," according to the terms of the minimum basic agreement of the Dramatists' Guild. Authors under this pact receive 5 per cent on the first \$5,000, 7½ per cent on the next \$2,000, and 10 per cent on all sums over \$7,000 of the weekly gross box-office receipts. So should an author write a play which grosses \$20,000, his take each week from Broadway royalties amounts to \$1,700 at the minimum basic rate. Writers of such hits as *You Can't Take It With You* and *Yes, My Darling Daughter* collect somewhere in the neighborhood of \$1,300 per week and more if the royalty cut happens to be above the regular standard. The latter condition is not unusual when the writer is well known.

Another juicy item connected with production of a Broadway hit is the sale of screen rights. Sales of these rights for \$100,000 are not rare, the record having been reached by *Broadway*, which went for \$225,000. Average successes bring between \$25,000 and \$50,000. Other sizable items jacking the pot for the playwright are foreign rights and amateur rights, the latter often accounting for a continuous supply of shekels from little theaters long after the play leaves the Broadway boards. Radio royalties also figure in. All these sources of income make it obvious, says the Bulletin, that a writer of a popular play is apt to have a yearly income of between \$40,000 and \$65,000, with the figures mounting higher than this in the event the picture sale reaches a top price and the run continues at capacity business for a whole season.

## Chi Legit Looks Weak

CHICAGO, May 8.—Lack of box-office attractions does not paint a bright local legit picture for the summer. *Close Quarters* folds tonight after a dull two-week stay, and *Idiot's Delight* ends a successful month's engagement tonight to fill a brief tour in the Midwest. Former vehicle is moving to Toronto for a week, with its Broadway invasion remaining in doubt.

Lone money maker is *You Can't Take It With You*, which will continue at the Harris.



# AEA Election Battle Hotter

**Administration is sending out propaganda — third party gives ticket, platform**

NEW YORK, May 8.—Outstanding development of the week regarding the factional situation within Actors' Equity was the attack upon the Equity insurgents by a committee of 29 Equity members, including Katharine Cornell, Helen Hayes, Walter Huston, Ruth Hammond, Robert Halliday and others. A circular drawn up by this group and titled "Plain Facts" calls attention to the record of the Equity administration during the depression years. List of statements is prefaced by the announcement that "a lot of words are being flung about among our members words which are factually without foundation, criticizing the efforts and qualifications of our officers and employees."

The administration also defended the American Theater Council. In a circular titled "Warning," the insurgents are criticized for implying that the ATC is an instrument designed to aid the managers.

Meanwhile the Equity opposition has opened offices at 267 West 45th street and is concentrating on getting its men elected to the Equity council.

Third ticket in the field, that of E. J. Blunkall, came out into the open with an announcement of platform, including reorganization of the Federal Theater Project. Blunkall's party, known as the Equity Progressive Committee, presents the following nominees for the council: Jack Byrne, May Buckley, Jack Norworth, Victor Morley, James Spottswood, Mabel Tallafiero, John Ravold, Hal Forde and Minnie DuPree. Following nominees of the administration ticket are also endorsed: William Gaxton, Franklyn Fox and Walter Greaza.

Outcome of the election June 4 is expected to be materially affected by the vote from the Coast, some 500 Equity members out there being eligible to vote.

Equity council, meanwhile, nayed the proposed cut in membership dues from \$18 to \$15, saying such a move would damage the financial setup of the organization. Issue will come up again at the election.

## OUT-OF-TOWN OPENINGS

### "Take It Easy"

(Chicago)

A comedy in three acts and four scenes by D. L. Bates and T. A. Walker. Produced by T. A. Walker. Directed by Dorothea Bates. Settings by Pausback Studios. At Studebaker for two weeks, beginning May 1.

Florence Brower, John Connor, Helen Bennett, Stanley Gordon, Jack Lambert, Robert Jellison, Margaret Conlon, Summer Barksdale, Robert Hardaway, Carolyn LaRue, Harriet Brooks, Lorne Elwyn, Curt Benisch, Lucy Ruby, Michael Ferrall, Dorothea Bates and others in cast.

A locally manufactured production, once known as *The Angel*, which is quite amateurish from both the acting and writing standpoints. Story deals with a producer trying to take a show-stricken Oshkosh hick with a bank roll for all he is worth. But it can't be done, as the audience is able to guess far too soon, and with the aid of the producer's stenographer the yokel turns the tables on the Broadwayite.

First two acts are staged in a partitioned set, using at the same time the producer's reception room and private office. When action moves into latter room all life suddenly stops in the waiting place. Playwrights stuffed their brainchild with hackneyed situations and comedy bits played to death in theatrical plays. And to say that some of the characters are exaggerated is putting it mildly. For example, the office boy when queried if he is the manager replies, "No, I'm Gypsy Rose Lee," and follows it with a sizable bump.

Not much can be said in favor of the actors, altho Helen Bennett, as the secretary, and Florence Brower, as the telephone girl, do display some professional promise. Honigberg.

## BROADWAY RUNS

Performances to May 8, inclusive.

Dramatic	Opened	Perf.
Amazing Dr. Glitterhouse.	Mar.	2... 80
The (Hudson)	.....	.....
Behind Red Lights (46th St.)	Jan.	13... 135
Boy Meets Girl (Ambassador)	Nov.	27... 813
Brother Rat (Biltmore)	Dec.	16... 170
Cornell Repertory	.....	.....
Caundia	Mar.	10... 49
Wingless Victory, The	Dec.	23... 108
Dead End (Belasco)	Oct.	28... 642
Eternal Road, The (Manhattan Opera House)	Jan.	7... 137
Excursion (Vanderbilt)	Apr.	9... 35
Having Wonderful Time (Lyceum)	Feb.	19... 92
High Tor (Beek)	Jan.	8... 139
King Richard II (St. James)	.....	.....
Miss Quis (Miller's)	Feb.	5... 108
Penny Wise (Morosco)	Apr.	19... 24
Tobacco Road (Forrest)	Dec.	14... 468
Tovarich (Plymouth)	Oct.	15... 231
You Can't Take It With You (Booth)	Dec.	14... 171
Victoria Regina (2d ENGAGE)	Aug.	31... 286
Without Warning (National)	May	1... 9
Women, The (Haymoran)	Dec.	26... 156
Yes, My Darling Daughter (Playhouse)	Feb.	9... 105
<b>Musical Comedy</b>		
Babes In Arms (Shubert)	Apr.	14... 20
Show Me On, The (Winter Garden)	Dec.	25... 156

## Philly Down to Amateurs

PHILADELPHIA, May 8.—With the regular legit season going into its last roundup, theatrical activity is once again centered in the little theater groups. *Let Freedom Ring*, adapted by Albert Bein from Grace Lumpkin's prize-winning novel, gets its local premiere May 14 by the New Theater, group's first major production this season.

# New Play on Broadway

Reviewed by Eugene Burr

## NATIONAL

Beginning Saturday Evening, May 1, 1937

### WITHOUT WARNING

A play by Ralph Spencer Zink. Directed by John Hayden. Setting by Nat Karson. Presented by A. L. Jones.

Sally ..... Claire Carleton  
Private Pratt ..... Edward Craven  
Private Ferris ..... Harold Walridge  
Corporal Sanger ..... Russell Morrison  
Lieutenant Matthews ..... Donald Dillaway  
Colonel Hackett ..... Franklyn Fox  
Mr. Jevries ..... Philip Ober  
Doctor Brooks ..... J. Arthur Young  
Colonel Rodgers ..... Jack Roseleigh  
Privates of the Guard ..... Lee Worth  
Carl Carr, David Rubin, Frank Ellis  
ACT I—10 P.M. ACT II—Three Hours  
Later. ACT III—Five Minutes Later.  
The Action of the Play Takes Place in a Section of the Experimental Shack on Powder Island Arsenal.

The United States Army, no less, got itself mixed up with murder last Saturday night at the National Theater when A. L. Jones presented *Without Warning*, a play by Ralph Spencer Zink. The army was a good deal upset about it for two and a half acts, tho finally, unaltered except by a military intelligence officer, it managed to take a tip from the Canadian mounties and get its man. If Mr. Zink had thrown in the navy and the marines, however, *Without Warning* would still, I fear, have been a pretty bad play.

The setting is unusual enough for a mystery melodrama—or for the stage, for that matter—but Mr. Zink evidently exhausted himself in thinking up his set. It's the experimental shack of an army arsenal on what is called Powder Island, surely a promising locale for a thud-and-blunder masterpiece, but in it take place all of the usual events that one has grown to expect—and to fear—in third-rate modern manifestations of the ten-twenty-thirt. Mr. Zink has even rung in a honeymooning couple, wandering around in the loft of the arsenal, for what he fondly supposes is comedy relief.

At any rate *Without Warning*, being a shocker, settles down to its shocking early. Almost immediately after the curtain rises the flashing lights of a wandering sentry discover, pinned to the arsenal wall, the body of good old Riley, who has been crucified with bayonets. From then on, of course, everyone is pretty upset about finding out who did

## Central City Sets Its Arrangements

DENVER, May 8.—Contracts are being signed and appointments made for the sixth annual play festival to be staged in the 59-year-old opera house at Central City, Colo., 50 miles in the mountains west of Denver.

Dick Aldrich will produce the show, which will be *A Doll's House*, with Ruth Gordon starring. The male lead has not been signed. Jed Harris will stage the show.

Justin W. Briery, Denver high-school teacher, will handle the business manager job, succeeding Frank White, who has been on that end since the opera house was reopened. Caroline Bancroft, socialite and writer, will handle the publicity gratis. Miss Bancroft is one of the original backers of the revival. Heretofore the publicity has been a paid job.

A top name will be engaged for the night club which will operate in the large dining room in the old Teller House, also owned by the opera house association.

The association is a non-profit organization, being backed by Denver and Colorado people in an effort to keep alive old traditions. Denver merchants for the most part underwrite any deficit the association may incur.

Chestnut continues to milk *Boy Meets Girl*, which can hardly hope to stay on until Memorial Day, and Forrest gets one more week in May 10. Katharine Cornell splitting it with *The Wingless Victory* and *Canada*, giving the local season its earliest closing in years.

good old Riley in, with the usual crop of suspects and sinister characters wandering on and off. They don't wander to much effect, tho, so far as disguising the identity of the real culprit is concerned.

Finally the officer who is in both charge and perplexity calls upon his old friend Colonel Rodgers, of the Intelligence—and Colonel Rodgers wallows in a third degree that is evidently Mr. Zink's idea of horror playwrighting. At times both the audience and the victim must have envied good old Riley, the human pincushion—and this seems all the more surprising since the thundering Colonel, it develops later, knew all along that his man was innocent.

In the end it appears (tho a fair-minded reviewer can't give the entire solution) that the murder had this and that to do with running guns out from under the collective nose of an entire military post—which hardly seems a compliment to the army. The right suspect, of course, is finally nabbed—and this hardly seems odd, since the strange Colonel Rodgers had in his pocket for two days a letter indicating the correct culprit. He evidently failed to act on his information sooner—before the murder, in fact—in order to give himself a chance to have a third degree and Mr. Zink a chance to have a play. Even so, tho, the whole thing does seem an awful waste of good old Riley.

Jack Roseleigh is an excellent bully as the singular colonel, Philip Ober does a really fine job as the victim of the third degree, Edward Craven and Claire Carleton are as unobnoxious as possible as the newlyweds, and the rest do what they can. Nat Karson has contributed an effective set and Feder has done some fine lighting.

Mr. Zink, it is said, is an instructor at New York University. I can only hope that he is not an instructor of playwrighting.

# Cowbarns Set To Open Year

**Starlight Theater at Pawling, N. Y., begins season — others announce plays**

NEW YORK, May 8.—Summer theater publicity men showed a remarkable coyness last week, submitting little information and no bon mots. The lull before the flood, however, did bring a few more or less interesting items, indicating the live stock in the hinterlands will soon be disposed of.

Maryverne Jones' Starlight Theater, Route 22, Pawling, N. Y., opens its fourth season May 31 with a new play, *Across the Blue*, by Miss Jones. The season is scheduled for 16 weeks, with performances nightly, except Sunday. Lineup scheduled thus far includes *The Shannons of Broadway*, week of June 7, featuring Malda Reade; *They Knew What They Wanted*, June 14, featuring Starr West; a new mystery play, *Ghost Owl*, with Miriam Battista in the leading feminine role, June 21; a costume comedy, *The Command Performance*, with Lenore Sorsby, June 28. Other members of the resident acting company will be Isobel Rose, Clara Thropp, Arden Young, Ralph MacBane, Teddy Jones, Clement O'Laughlin, Walter O'Hill, Kent Montroy, Francis Spencer and Lester Lonergan III. Additional plays will be chosen from the following: *Arms and the Man*, *Ode to Liberty*, *Night Must Fall*, *The Good Fairy*, *Ned McCobb's Daughter*, *The Bachelor Father*, *Alias the Deacon*, *The Mail Hopes*, *Midwest*, *The Gorilla* and *Thank You*. Several new pieces will also be tried out.

At Pine Brook Country Club, Nichols, Conn., the Royal Box Players will present *Royal Orchids* from May 28 thru May 30. Piece is a musical by Richard Welles and Halsted Brookes. *Springtime for Henry* will follow.

The Deer Tree Theater, Harrison, Me., will offer *Romance* June 23 as the first of 10 revivals. The Peterborough, N. H., Players open their fifth season June 29 with *The Guardsman*, directed by Richard Gaines. In Locust Valley, the Red Barn Theater, directed by Arthur Hanna, anticipates an opening toward the end of June. The Brighton Theater, Brighton Beach, N. Y., slated for a late May debut, plans a series of revivals.

Elitch's Gardens, Denver, opens its 12-week season June 12 with a cast including Kenneth MacKenna, Barbara Robbins, Minna Phillips, Ona Munson, Philip Ober, James Spottswood, Walter Gilbert, Madeilyn Clive and Frank Jaquet. George Sommes will direct.

The Southampton Players, Southampton, L. I., announce a limited number of apprentices will be accepted for dramatic training.

## Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janea. (See CHORUS EQUITY on page 27)

(43rd Anniversary)

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# Thru Sugar's Domino

WE REALLY didn't expect the bulk of burlesque managers to take seriously the various warnings we gave in this column, culminating with the raucous blast in the January 9 issue. We were merely engaging in a series of writing exercises to improve our doubtful craftsmanship and indulging in cute phrases to tickle the literary palates of the few showmen left in burlesque who remembered the glories that used to be and fondly hoped for their return.

So much for our insignificant part in the futile process of trying to drive common sense into the heads of the money-hungry, lecherous and stupid burlesque managers. Let us consider the situation as it stood near the close of last week when the imperious demands of deadlines dictated that we write this.

Burlesque no longer exists in New York. Investments of several millions of dollars are frozen and on the brink of total loss. More than 2,000 performers, stagehands, musicians and theater attaches are out of work. Various supply houses, concessioners and merchants in other categories have lost a good source of revenue. The commissioner of licenses of the city of New York has donned the robe of censor, policeman, dictator and guardian of morals. Finally and more important than any of these factors, the gutter of show business, burlesque, has overflowed and its filth, stench, rot and muck is creeping into the superstructure of our business.

We hold no brief personally against License Commissioner Moss. Any four out of five men in public life would have acted as he did except for comparatively minor mistakes made in his dealings with the burlesque managers prior to the shutdown of the 14 burly houses in New York.

Our only criticism against License Commissioner Moss is that he should not have clamped down the lid so suddenly. He should have had in mind the welfare of the several thousand workers involved; individuals who were helpless in a situation brought about by the stupidity and greed of their employers. It might also be added that the commissioner should have taken the show business more into his confidence, particularly considering his own background in the business.

So much for the commissioner. Let us analyze for a stretch the implications of the shutdown of New York's burly theaters. It is pretty well agreed that the shutdown would not have been effected were it not for the united efforts made by church people. New York has always (in our time, anyway) been regarded as a liberal town; as uninvolved with bluenose influence as any municipality can be. Out of a clear sky we are confronted in the greatest city of the world with a situation whereby the clergy and rabbinate prove they can get practically anything they want in the way of imposing censorship merely by raising their voices loudly enough and keeping up the chorus long enough to give the authorities a headache. This is a serious condition. It spells doom, if permitted to go unheeded, against every phase of the show business. Censorship of the most vicious character is the next step—if the show business does nothing about this.

Every decent-minded showman will have to agree that burlesque, as it was before Commissioner Moss rang down the curtain, stunk to high heaven. Every showman worth the cognomen did not accept burlesque as represented by New York's 14 theaters as a legitimate branch of the show business. But all agree now that nobody created in God's image has the right to ruthlessly shut down a group of theaters without each case being considered on its merits in a court of law. The priests, ministers and rabbis have been granted jurisdiction over our respective consciences and souls. Their interference in our lives should end there. The annihilation of burlesque by the massed gentlemen in cloth is a blot on the escutcheon of a liberal-minded community. The clergy belong as much in the field of censorship as the average burlesque manager at an honored place in the Coronation procession. Trying to set things right after the damage done is evidently more important at this stage than discussing the pros and cons of what should and should not have been done.

With this in mind we dare to suggest, despite the blended howls of the clergy and the Hearst press, that no power on earth can kill burlesque save public indifference. Of course, we are not talking about burlesque featuring bare-breasted grindlers and bumpers or comics who don't even cover up their garbage cans with double-entendre. We refer to burlesque that the old Columbia Wheel used to feature and that produced some of the finest radio, stage and screen comedians we have today. Burlesque will again flourish if the field is taken over almost entirely by men of brains, a fair amount of decency and education in the elements of showmanship. The theaters that have been closed cannot remain dark forever. New policies exploiting the more wholesome principles of a field that has always catered to the low-income class can be inaugurated with a promise of reasonable success provided show business bares its teeth to the publicity-seeking and bluenosed clergy and makes Albany understand also that our business will not permit legislators to discriminate against our people.

Before we bow off to hide from the brickbats of the bluenoses and burly managers of the era before the Moss Massacre, let us drop a few words of advice to our good friend, Tom Phillips, president of the Burlesque Artists' Association, an actors' group that rightfully boasted until recently that it had the burlesque field sewed up with the powerful threads of a closed shop. In building up his organization, Phillips apparently concentrated on employee-employer relations, neglecting the very important factor of using his power and prestige to raise higher the plane of shows in which his members participated. Phillips was warned on several occasions to use his whip to bring the managers in line; to force them to take burlesque out of the sewer. Phillips indicated that he was aware of the dirt and sex exploitation in the shows but that it was not within his power to force the managers to do anything about it. Here was an interesting example of a man who could fight a thousand heathens with one hand but would leap to the safety of a chair at the sight of a mouse. Phillips surmounted countless obstacles in organizing burlesque artists, exchanging blows with the most vicious element in the managerial ranks. But he felt that he couldn't use the powerful tool—the BAA—to make managers clean up their shows for their benefit as well as that of the artists to whom the shows gave employment.

We hope that when a much-chastened form of burlesque is permitted to resume in New York Phillips will have in mind at all times the importance of the angle of public relations; that he will fight to the last ditch to keep burlesque within the bounds of decency so that the economic welfare of his colleagues will be secure.

# The Broadway Beat

By GEORGE SPELVIN

MARLENE DIETRICH, gams 'n' all, may do a Broadway show next season. Cole Porter made the offer in a show he's written and may produce. George S. Kaufman and Moss Hart are due to turn over the grand they got on the Pulitzer Prize to the Stage Relief Fund, proving they live by their philosophy of *You Can't Take It With You*. . . . Maury Gaffney, of the CBS sales promotion department, is having the Westchester house painted. . . . Seems like no week is complete without news of a new publication or so. One this week is *The Consumer*, a daily mentioned for the fall. Another is a pictorial to be called *Now* and published by a Chicago outfit. Len Morgan, a former staff member of *The Billboard*, is to be editor.

Short story in strip. Recently burlesque houses were stripped of their receipts by hold-up mugs; then Commissioner Moss stripped 'em of licenses and the strippers themselves were stripped of their livelihoods. . . . It's 10 years for Ruby Zwerling as pit leader at Loew's State this week. . . . Tommy Rockwell is due to return to Hollywood Friday, thus confounding some of the papers who said he had gone before he arrived.

May Day meant a mop-up for a lot of union musicians. A lot of them, finishing one march, hopped a subway back to the starting line for another, with all the jobs naturally paying scale. Some of the bands had shills—guys who toted instruments but never played a note. . . . Dr. William S. Sims is under contract as emcee of the Wine Tour of France, arranged by the liquor industry in New York City. Representing a new show business angle and that rarity of a medico emcee, a recent tour had 940 in the party. And that's a party.

Add Broadway changes; the Palace electric upright, taken down last week, won't be replaced, because of maintenance expense. RKO feels the theater is famous enough without it anyway, and has found, most likely, that signs don't help bum pictures and good ones need no help. . . . This story about the late Gus Hfil hasn't been told. A few months before he died he was scheduled on WOR's *Let's Visit* program to be interviewed in his own hotel suite. Before the show he told a raft of stories about the old show days; on the air he got a real case of mike fright and couldn't say much. . . . Lou Conway, organizing theater janitors, is a former circus acrobat, juggler, singer, whistler and clown. . . . Say, if these screwy juice joints continue cropping up with their help wearing pith helmets and such, us fellers dressed in civies are going to feel like outcasts.

Harold Hackett, of MCA, will probably go to Europe soon—but after the Coronation. . . . This was Owen Davis Sr.'s first Broadway season in about 30-odd years without a play of his on. He's writing a musical for the Shuberts for fall. Music and lyrics by Billy Hill and Otto Harbach. . . . *The New York Times* recently had an advertising makeup classic. At the end of the ad column offering pets for sale a makeup man who might have had experience house-breaking dogs set another ad selling used carpets.

# Chicago Chat

By NAT GREEN

RETROSPECTION is a pleasant pastime for the graybeards (no, I'm not yet in that classification). Fifty years from now there are sure to be people who, in 1937, will laughingly tell about the review of *Take It Easy* which Lloyd Lewis printed in *The Chicago Daily News* for May 3, 1937. Lloyd said: "After watching this home-talent production (it had a professional cast—Ed.) for three hours and then turning it over in mind for 27 hours, I have decided to pretend that it never happened at all." This will go down in history as one of the snappiest reviews ever printed. It ranks with the famous review which the late Henry Sloan was so fond of describing. This review appeared years ago in *The Beaumont (Tex.) Enterprise* and ran: "Last night on his way to see the play which appeared at the Kyle Theater your critic met the manager of the attraction. The manager said: 'If you cannot say anything good about our show say nothing at all.' Hence the brevity of this report." Sloan told this story for years as he traveled about the bigger cities in advance of George White's *Scandals*, the Ziegfeld *Follies* and other famous attractions which he agented.

Max Henry Ehlert, for the last 25 years Chilean consul at Chicago, was decorated last week at his Libertyville home, Pebbly Brook Farm, with the highest honor within the disposal of the government of Chile. . . . He received the order "Al Merito," grade "Comendador," for his long and distinguished service. . . . He is the husband of Fay Ehlert, author of *The Undercurrent*, one-act drama which was a big hit some six years ago. . . . It seems to have been a week for conferring honors. . . . The club presidents and program chairmen of women's clubs of Illinois, Wisconsin, Michigan, Indiana and Iowa, in conference here, conferred an award on Alfred Lunt and Lynn Fontanne in recognition of their dramatic artistry and "effective service in the cause of peace." . . . They also gave an award to Frederick Stock for his distinguished achievement in music. . . . Phil Friedlander, "The Voice of the Air," is being tendered a testimonial dinner-dance at the Bal Tabarin May 12 for his work in civic betterment.

Jackie Cooper and Jack Randall, Monogram Pictures stars, and Scott Dunlap, production head, arrived here Thursday for the two-day Monogram convention and held a reception for the ladies and gentlemen of the press. . . . Lou Litton is their public relations man. . . . May birthdays: Nan Elliott, May 6; Frankie Masters, May 18; Georgia Goebel (WLS), May 20. . . . Russell Swann, suave magician, is doing an interesting series of magic articles for *The Chicago American*. . . . Tom North, old-time agent, now with Marsh Labs, doing a bit of band booking on the side. . . . Louis Engel, former showman and lawyer, has extended his federal law practice to include general practice before D. C. local courts. . . . Our old friend Jeff Davis, "King of Hoboes," in Chi from St. Louis on one of his periodic visits, shamefacedly admitted that he hitch-hiked. . . . "You can't ride the rods of these new streamlined trains," he lamented, "because there aren't any rods to ride." . . . Jeff, a lovable character, long ago settled down in Cincinnati, where he has a comfortable home and has reared a family. . . . Charlotte Arren, of the comedy team of Arren and Broderick, is a granddaughter of the famous "Flying Grandmother," Mrs. Peter Holland.



**"Way Out West"**

(MGM)

Time, 64 minutes. Release date, April 16. Director, James W. Horne. Screen play by Charles Rogers, Felix Adler and James Parrott, from a story by Jack Levine and Charles Rogers. Cast: Stan Laurel, Oliver Hardy, Sharon Lynne, James Finlayson, Rosina Lawrence, Stanley Fields, Vivien Oakland and the Avalon Boys. Reviewed at the Rialto, New York.

Bravo! Maybe huzzahs are more appropriate ejaculations for this Laurel and Hardy triumph. Except for the omission of the pie-slinging antics, MGM has dared to revive the Fatty Arbuckle vogue, and the New Yorkers guffawed continuously and without restraint for 60 of the picture's 64-minute run. It took about four minutes to dispense with the preliminaries of warming up the story and introducing the players. If calloused metropolitan patrons jam a house to roar at these two jolly fellows, theaters elsewhere surely will enjoy crowds.

So self-contained are these gentlemen as comedians (granted theirs is low comedy) that they produce a show on script which is just a carbon copy of a plot. The pair ambles along country roads as bearers of a deed to a gold mine. Alert as usual, they are duped into handing the paper over to the wrong woman. In their effort to rectify the fraud they all but wreck the audience. Highlighted among their performances are their rendition of a schottish without reason, a vocal duet, Hardy's fall thru the roof and repeated submersion in a creek, the frisking of Laurel and a derby-eating interlude. The combination should prove a foolproof recipe for building up a clientele which will laugh itself into returning for another flicker.

Sylvia Weiss.

**"Night Must Fall"**

(MGM)

Time, 117 minutes. Release date, April 30. Producer, Hunt Stromberg. Screen play by John Van Druten, from the stage play of the same name by Emyln Williams. Cast: Robert Montgomery, Rosalind Russell, Dame May Whitty, Alan Marshall and others. Reviewed at the Capitol Theater, New York.

It took courage for MGM to do Emyln Williams' *Night Must Fall* on the screen, and even more courage to allow Robert Montgomery to play the leading role—which happens to be a psychological study of a strange, arresting and interesting young murderer. Many angles are, of course, involved. Montgomery, because he is president of the Screen Actors' Guild, was given a shoddy deal by the studio; Montgomery, because he was sick of the endless cutie-boys with which he had been saddled, wanted a chance to prove that he could act, and wanted it in this picture. It may be (it's just a thought, but it's possible) that the studio decided to let him go ahead, figuring that he'd cut his own throat because of the type of part and the probability that he couldn't play it. If so, the thing turned out to be a boom-erang—for Montgomery does a job that is, believe it or not, far finer than that done by the author himself in the same role on the stage—and *Night Must Fall* turns out to be an adult, absorbing, exciting and tremendously effective picture.

Emyln Williams, well known on the stage in both London and New York, wrote it as a vehicle for himself, and scored a personal success in it. It's all about the bellhop of a country hotel who lives entirely within himself, has delusions of grandeur and convictions that he can outwit the entire human race, and in general shows other symptoms of the homicidal egomaniac. He kills a woman visitor, outwits the police and charms a crusty old lady, who has a cottage near by, into taking him on as a sort of bodyguard. He also charms her niece, who suspects his tendencies, but who is none the less fascinated by him—and by them. It's a nice psychological angle.

In the end, of course, he's caught, but only after he has murdered the old lady. John Van Druten, who did the screen play, wisely kept closely to the original script—and even managed to improve it here and there thru use of the shifting angles and easy emphasis of the camera. The only spot where he fell down—and it's an unfortunate one—is at the old lady's death. The effect isn't nearly as great as it should have been. Montgomery, as remarked before, does a magnificent job, surprising everybody

except, perhaps, himself—including this reporter. It is a sensitive, well thought out, detailed, careful and tremendously effective portrayal. It took plenty of courage to do it, and it's to be hoped that the general run of film fans will appreciate both the courage and the fine work that supports it.

MGM, taking a chance on the picture, took no chances on the supporting cast, getting Dame May Whitty, who did the part on the stage, to repeat her magnificent portrayal as the old lady, and casting Rosalind Russell, that dependable and excellent actress, as the niece.

It's a grand picture. More, it's that practically fabulous thing, a film that actually manages to be better than the stage play on which it's based.

Eugene Burr.

**"The Prince and the Pauper"**

(WARNER)

Time, 120 minutes. Release date, May 8. Director, William Keighley. Screen play by Laird Doyle. Dramatic version by Catherine Chisholm Cushing, from Mark Twain's story of the same title. Cast: Errol Flynn, Claude Rains, Henry Stephenson, Barton MacLane, Billy and Bobby Mauch, Alan Hale and others. Reviewed at the Strand Theater, New York.

Warner Bros. have picked a winner in the *Prince and the Pauper*. A good story to begin with, an excellent company of players and a grand tieup with the Coronation should make it a b.-o. favorite.

Mark Twain would not only recognize his offspring but would probably approve of the Warner Bros.' liberties. The tale of the beggar lad and the future King of England who unwittingly exchanged positions and the final restoration of the rightful prince as King is a dearly beloved classic to millions of Americans. The timely episode of the Coronation is a natural for smart exploitation.

The playing is enjoyable. The twins, Billy and Bobby Mauch, suffer somewhat from the inevitable contrast of playing with the competent, seasoned cast, but, on the whole, they leave a nice impression. While a few more laughs would have perked up several draggish periods, this costume play held interest thruout.

Should mean smart money and an easy one for exploitation. Benn Hall.

**"Good Old Soak"**

(MGM)

Time, 77 minutes. Release date, April 23. Screen play by A. E. Thomas from the story by Don Marquis. Directed by Walter Ruben and produced by Harry Raff. Cast: Wallace Beery, Una Merkel, Erik Linden, Judith Barrett, Betty Furness, Ted Healy, Janet Beecher, George Sidney, Robert McWade, James Bush and Margaret Hamilton. Reviewed at the Capitol Theater, New York.

A homey sort of picture, combining comedy, pathos, romance and family vicissitudes, that reaches neither heights of brilliance in acting nor depths of feeling, but spends itself out on a golden mean of hackneyed melodrama. Moreover, it is strictly a one-character picture, belonging wholly to Beery. It is his character delineation that holds the center of interest at all times. Plot and comedy are but incidental supplements. But as such alone it affords pleasant enough diversion, the perhaps not strong enough for continued single bill showings or fare for the sophisticates. Stacks up as best kind of supporting pix for twin-bill nabe houses.

Story deals with a lovable ne'er-do-well (Beery) who loves his bottle and allows it to try his patient wife (Beecher) and to hinder and endanger the social standing of his boy and girl. His failing is the stumbling block to his daughter's romance, and his lax discipline is the indirect cause of his boy's implication with a chorus girl on whom he spends misappropriated funds, quickly leading to the stealing of his mother's block of stocks, their family fortune, which he sells to a scheming old relative for a fraction of what it is really worth so as to cover up his misdemeanor. The old soak is falsely accused of the crime by his family, but he lets it go at that to shield his boy and gets himself to the big city from which he rescues him. Then by a complete change of character he pounces upon the cold-hearted banker-cousin and forces him to come across with the real value of the stocks after threatening to expose him as the silent partner of a bootlegging combine. Thus he saves his

**Film Shorts**

**"Clyde McCoy and his Sugar Blues Orchestra"**

(VITAPHONE)

Outstanding bit in this musical melange is a jam session engaged in by Clyde McCoy's Orchestra, together with members of a three-piece band. Latter outfit, engaged in a nitery visited by McCoy's boys, extends the invite. Informal music which follows is beautiful jamming, rhythmic, toe-tickling and free swinging. McCoy introduces a new number, *Roseland Stomp*, novelty dance tune.

Edward and Rita Oehman, comedy

boy, the family honor and fortune as well as effecting a happy reconciliation for the incorrigible but harmless old soak.

Una Merkel, as the dizzy but convivial maid, and Ted Healy, as the ex-bartender bootlegging pal of the old soak, provide adequate comedy support, while Eric Linden gives a dismal portrayal of the heading-for-a-fall son. Robert McWade makes a convincing skinflint, and Betty Furness and James Bush are the romantics.

George Colson.

**"Internes Can't Take Money"**

(PARAMOUNT)

Time, 79 minutes. Release date, April 16. Producer, Benjamin Glazer. Director, Alfred Santell. Screen play by Rian James and Theodore Reeves, from story by Max Brand. Cast: Barbara Stanwyck, Joel McCrea, Stanley Ridges, Lloyd Nolan, Gaylord Pendleton, Lee Bowman, Irving Bacon, Barry McCollum and others. Reviewed at the Paramount Theater, New York.

*Internes Can't Take Money (I Love You)* is an admixture of formulas 3, 5, 7 and 6B, rigged up into a moderately satisfying program that will wend its way casually back to the film cans after brief stops at the main two-feature theaters. It's another of those Hollywood things, based on gunmen, doctors and mother-love stuff. Some day maybe Barbara Stanwyck will be cast in a part that will really do justice to her acting talent; in a picture that won't run closeup after closeup of her tear-filled, suffering eyes. Without her in this one it would be something to shudder about. She plays a bank robber's widow looking for her 3-year-old daughter as convincingly as the part allows her to. McCrea, of course, is the doctor who, after repairing a sliced arm given by an admirer to Hanlon, another gangster and a bookmaker, is given a thousand dollars for his services. As an interne he can't take it.

Meanwhile Dan Innis, another gangster and a pal of Stanwyck's deceased mate, knows where the baby is but won't talk for less than \$1,000 or a week-end in the country. She tries to get the \$1,000 by a bit of pickpocketing, but McCrea, getting hep, walks out, properly outraged. Then Stanwyck gives in to Innis, sending McCrea a letter of explanation, leading our hero to rush to Hanlon to collect the favor Hanlon promised him. Hanlon's henchmen bring back Stanwyck and Innis, the latter seriously wounded. But the interne who can't take money pulls him thru in a spineless crisis, and the proper tear-jerker finish of the recovered honey chile is right there for you. Two swell scenes are in the hospital clinic and the bookmaker's office, the latter reminiscent of the stage play *The Up and Up* and its second act.

Acting is surprisingly good, especially Stanley Ridges, as Mr. Menace, and Lloyd Nolan, as Hanlon. Last two give lessons in the use of the voice.

Jerry Franken.

**"Cafe Metropole"**

(20TH CENTURY-FOX)

Time, 83 minutes. Release date, May 7. Directed by Howard H. Griffith. Screen play by Jacques Deval, from an original story by Gregory Ratoff. Cast: Tyrone Power, Adolphe Menjou, Loretta Young, Charles Winninger, Helen Westley, Gregory Ratoff, Christian Rub and others. Reviewed at the Rivoli Theater, New York.

A good light-comedy idea was pretty well missed around in *Cafe Metropole*, 20th Century's new one for the surprise—(See *FILM REVIEWS* on page 29)

dancers, come on for a short showy number, a takeoff on the apache dance. Routines are liberally sprinkled with neat acro work and comic hoofing and posturing. A nice specialty.

Ork soloist renders *I'll Sing You a Thousand Love Songs* in smooth fashion. Paul Ackerman.

**"Hollywood Party"**

(MGM)

Time, 21 minutes. Release date, April 3.

A rather lengthy parade of stars in technicolor viewed at a lawn party, with talent presented in the form of spectators and entertainers. Elissa Landi is the hostess and she, with Charlie Chase, alternates as emcee. A rather disjointed affair as a composite but beautifully turned out in natural colors and bound to hold interest because of the wide selection of appealing variety offerings and screen personalities.

Contributions from screen folk come from Elissa Landi, Charlie Chase, Clark Gable, Joan Bennett, Freddie Bartholomew and Anna May Wong.

Leon Errol does his drunk bit, Sunny O'Dea tap dances; Betty Jane Rose and Joe Morrison do solos of *South Sea Island*, assisted by a girl vocal trio; Jack Good and his Graduates tap thru their dance-school routines, and a quintet of colored boys work a la Mills Brothers. There are also production numbers by line girls and a parade of semi-nude show girls. Musical background good thruout. George Colson.

**"Bars and Stripes"**

(MGM)

Time, 11 minutes. Release date, February 20.

A musical tabloid made out of the story of an orchestra leader who gets jailed on the eve of an important radio program and with his band very much in need of rehearsing. Deciding the best way to rehearse would be to join their leader in jail, the rest of the band takes a gang fight and succeeds in having itself lawed, all except the rotund tuba player. There is a series of comic sequences wherein the tuba player attempts to get himself jailed and finally does, unmeaningly. By this time the rest of the outfit is out of jail again. Everything winds up swell, however, when they think up the publicity stunt of airing their radio program from within the confines of the hoosegow, resulting in sensational returns for all concerned.

Vyola Von, formerly featured with the Whiteman, Lofner and Larry Lee bands, makes her film debut as vocalist of the band and somewhat gaga over tuba player Maynard Holmes. Dick Winslow is the maestro.

No more nor less amusing than the average test-tube quickie shot out for picture possibilities, it nevertheless holds out definite hope for Miss Von as a lovely heart-interest singer and for Holmes as a latent comedian. Winslow and the band are average.

George Colson.

**"Movie Mania"**

(VITAPHONE)

Dave Apollon, cast as a producer in this one, dishes out a well-rounded show with plenty of dancing, warbling and comedy. Production idea is that of a movie studio, Apollon doubling as director, talent scout, producer and star. Main action takes place on two sets, one with a gypsy background and the other Spanish in motif. Apollon, a show in himself, supplies all the gagging, plays his mandolin, dances a rumba, does a bit of tapping and goes thru a waltz

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# Panicky Burly People Look to Mountain Jobs and Night Clubs

NEW YORK, May 8.—Facing an unemployment crisis unequaled in burlesque history, the burlesque performers are panicky and bewildered as to their fate. Particularly unfortunate among the performers are the chorus girls, who have not the opportunity for employment thru other amusement avenues as has the principals. Latter have prospects for summer employment on the entertainment staffs of country resorts, while strippers and showgirls are finding ready employment from night clubs, girl impresarios such as NTG, and also carnival shows that use girl attractions. The emergency fund of the Burlesque Artists' Association is not equal to any prolonged unemployment, but it is likely that some moneys will be distributed carefully.

Comics and straight men of burlesque are grabbing off Catskill Mountain jobs as quick as they hear of them, and already many of these performers are signed up for the summer. They figure that in working thru the summer the situation will be a little better when they return in the fall. They have some outlook for the fall inasmuch as out-of-town burlesque will continue to operate, mainly the Independent Circuit.

NTG was of some help to showgirls and strippers of burlesque this week, when thru Nat Mortan, he sent out a call for such girls, interviewing them at the Hollywood Restaurant. He looked over about 25 girls Wednesday, selecting several. Night clubs, while passing up the strippers, are interested in the girl dancers, with Joyce Brazzelle going into the Mirador Club here soon, and Betty Rowland and Tess Noll set for a club in Paterson, N. J. Several carnival owners have approached burlesque sources for girls.

Whether or not the burly houses will open here, the strippers face a disappointing future. Even the out-of-town houses are determined to cut out the use of strip girls, or if deciding to use any, to limit themselves to one. The

local houses, if open, will certainly steer clear of strip acts.

## Philly Sans Burlesque

PHILADELPHIA, May 8.—For the first time in a long while this city will be without burlesque after tonight. At that time the Trocadero will go dark for the summer months, following last Saturday's closing of the Bijou. Both houses are operated by Issy Hirst. Hirst ordinarily has one of his two houses running thru the summer. The Shubert, the town's third burly house, went dark for the summer April 29.

## Burly Spot Into Parking Lot

FORT WAYNE, Ind., May 8.—Shirely movie theater, formerly the Strand, burlesque stand, will be razed soon to make way for a parking lot. Owners of the building say the structure no longer pays. The property is 60 by 150 feet in the heart of town.

STORIES RELATING to the burlesque situation in New York City appear in the front part of this issue under the feature news and night club-vaudeville departments.

## BAA Meetings on Burlesque Crisis

NEW YORK, May 8.—Burlesque Artists' Association, facing a crisis over the shutdown of all the local burlesque houses by the license department, is preparing to rally its forces for a way out of the dilemma. A meeting of the executive board members of the organization was held last night. A general meeting, open to all members, is scheduled for this Tuesday at 2 o'clock in the afternoon at Union Church.

While Tom Phillips, head of the BAA, reveals that he has no plans ready as yet, it is understood that at Tuesday's meeting a resolution will be drafted, calling upon Mayor LaGuardia to aid the burlesque performers.

# U-Notes

By UNO

RUBY WALLMAN, daughter of the whistling Rubie, has emerged from the chorus to become a singing and dancing soubret, landing a long engagement at the Nomad Club, Atlantic City.

HARRY (SHUFFLES) LEVAN, who recently closed on the Indie Circuit, then remained five weeks at the National, Detroit, and Roxy, Toronto, is now in stock at the Gayety, Milwaukee. Heading shortly for Rochester niteries and for the Catskills over the summer.

VIRGINIA MANN and Ray Dolan, of the former Oriental, New York, show-girl quota, are new NTG girls. Helen Palen, another Oriental chorine, is now with a Jack Pomeroy unit in a Philly club, and Dorothy Francis is set for the Hollywood Restaurant, New York.

VIRGINIA JONES, in Washington on a visit, was pictured and given plenty of space in *The Washington Post* of May 4 when she upheld burlesque.

JUNE AND EVELYN MARCH, who left California for the Roxy, Cleveland, and remained there four weeks, are headed for the Palace, Buffalo, and other Eastern burly houses. Had been nabbed by Paramount pix from the Burbank, Los Angeles, but due to the postponement of the film *Artists and Models* they boarded a train, as did Maxine DeShon, another burlesquer.

HELEN TROY, with the unit *Parisiennes Creations* playing Ohio cities, is being billed as Titania.

EVELYN MYERS was special added attraction at the Howard, Boston, April 26 week with *Beef Trust*, Indie show. Week of May 3 *Oriental Girls*, with Amy Fong, had Georgia Sothern as added attraction, and May 10 *Charmaine*.

JACQUELINE JOYCE returns to the Mirador niterie, New York, May 11, but this time as a dancer in a new routine she calls *A Fantasy in Furs*.

RAY LeROY, of Rappee and LeRoy, replaced Harry Curzon last week in Akron and is staging numbers there as well as in Erie, Pa.

WINNIE AND FRANK SMITH, formerly with the Westminster casts in New York and Brooklyn, are vacationing at Yellow Creek Lake, Claypool, Ind.

BONITA GERMAINE, dancer, is at the Hotel Vine niterie, Rockaway Park, L. I.

LILLIAN THORNDYKE, former *Beef Trust*, now in retirement in Bridgeport, visited Billy Watson at the Lyric. (See U-NOTES on opposite page)

# Burlesque Reviews

## Gayety, Washington, D. C.

(Reviewed Wednesday Evening, May 5)

Repercussion of New York anti-burly drive was loosed here on opening day, but return visit disclosed but slight toning down on fare offered at first show, principally because it needed little. Gayety is town's sole burly house, and operator Jimmy Lake gives I. B. A. production the o. o. in Baltimore, cutting and changing as needed. Threatened action by Federation of Churches, which has blown over for present, found Lake de-rauling comedy bits and holding stripping to bare preliminaries. Shows here, however, have never approached New York style in either department.

Three disrobers in this show, entitled *Girls From Toyland*, are Evelyn Myers, Joan Mavis and Dorothy Ahearn; all three spotted in first act, but Mavis omitted in second stanza. Gals did very little at this Wednesday show, but Evelyn Myers remained in top favor with house. Myers gal went farther than most at opening show, others merely routine efforts, with bumps few. Policy is against kidding customers.

Comedians are "Peanuts" Bohn and Billy Arlington, offering material which is mostly old, but they sell practically all of it, assisted by Jack Ryan and Bob Bates in the straight roles. Both display spirit in their work and have always been favorites here. Feminine singing chores are discharged in better-than-

average fashion by Jean Rose, while featured girl dancer formula is discarded in this one in favor of two male teams.

La Mar Brothers contribute okeh soft shoe, but acro stuff is socko. Al and Archie, septa duo, give out with Harlem terping at its torrid and score well. Chocolate steppers can always do well at Gayety if possessed of anything at all. Lake's sets are excellent, which is usual. *Chris Mathisen.*

## Trocadero, Philadelphia

(Reviewed Wednesday Evening, May 5)

With the strip-teaser in hiding, house had to depend upon honest-to-goodness entertainment to whip a show together. And if solid rounds of steady applause mean anything, there is no danger of an ash-can existence for the industry. All the heat came from the hoofing, and the reaction of stubholders was more sincere than that attending a peeler on the wilt.

Not that the current exhibition answers burly's present problem, but a way to the solution is there. Most unfortunate that this show is the house's swan song. Given half a chance with this experiment, brought about by necessity, the box-office barometer might make some interesting reading.

From this simple, the burly comic came into his rightful own once more, rather than plugging waits between epidermal displays. Any thought in the (See *Burlesque Reviews* opposite page)

# Burly Briefs

ISSY HIRST, head of the Indie Circuit, and Phil Rosenberg, agent, returned Thursday morning to New York from a fast trip out west. . . . I. H. Herk returned to New York from Arizona last week on a hurry-up call from Abe Minsky to ponder on the closing of the burly houses in New York. . . . Annette left New York Saturday, accompanied by her brother, to drive to her home in Miami. . . . Billy Fields writes in that his Indie show has two more weeks to go, Toledo and Pittsburgh.

Virginia Jones phoned in from Washington to Nat Mortan in New York as to whether she should come in now that the theaters are closed, but Mortan advised her to vacation further in Washington. . . . Phil Silvers, comic, is ailing at his home. Also on the sick list is Dave Bell, Republic, New York, treasurer.

NAT MORTAN, doubling again this summer between Red Bank, N. J., and his New York office, reports that the burly shutdown isn't worrying him any. He's working on putting burly girls with NTG, also putting others in vaude units and also booking them into night spots.

Some of those set by him are Joyce Brazzelle, Betty Rowland, Alvina and Tess Noll.

CHICAGO BRIEFS: Harry Hirsch, who recently ran the Gayety, Minneapolis, passed thru here on his way to his vacation in French Lick Springs, Ind. . . . Booking of Arline Stewart by Donna Davis into Rialto is denied. . . . Frances Abrams, veteran secretary in Milt Schuster's booking office, was in Louisville over the week-end attending the Kentucky Derby. . . . New burly faces in this area are trekking in from New York. . . . Recent Milton Schuster placements: Leone Thurston and Charles LaFord, Roxy, Cleveland; Paul and Paulette, Bobbie Pegrim, Bobby Vall and Madge Carmyle, Palace, Buffalo; Sally O'Day and Ruth Donald, Gayety, Milwaukee, and Bella Brengk's Golden Horse, Rialto, Chicago. . . . Mamie Recko, number producer at the Garrick, St. Louis, and wife of Sammy Milton, operator of the Maryland Hotel, that city, is back on the job following a vacation with her parents in Duluth, Minn.

Burlesk's Newest Sensation  
THE BLONDE VENUS  
**TITANIA**



Singing - Dancing - Talking  
Just closed two weeks of a very pleasant engagement in featured position at the Palace, Buffalo, N. Y.

Current with an RKO Unit, "Parisiennes Creations," playing Western Cities as Featured Strip-Teaser, under direction John D. Singer.

Rep. for Burlesk  
**DAVE COHN**

The Essence of Tease. Tap Dancing.  
**MADGE CARMYLE**  
Ultra Nudes Modernists  
NOW TOURING INDIE CIRCUIT.

**PROFESSIONAL CARDS**  
Ray—LeRoy & Rappee—Arllie  
Juvenile Straight. Talking Strips.  
QUEEN OF BURLESK  
**GLADYS FOX**  
Truckin' on Down in Burlesk.  
**DONNA WAMBY**  
SOPRANO AND TALK SCENES.  
Paris By Nite Co., Indie Circuit.  
THE PERSONALITY GIRL  
**JUNE LACEY**  
Superior Strip-Teasing, Singing and Talking.  
BENNY "WOP" LUCY  
**MOORE & BAXTER**  
Enjoying This Season on the Indie Circ.  
WINSOME  
**WINNIE GARRETT**  
Burlesk's Newest Strip Sensation.



# Tab Tattles

**IN THE ROSTER** of H. B. Poole's tab at the Happy Hour Theater, Houston, are Bozo St. Clair, producer and featured comic; Rena Keating, number and chorus producer; Lillian Murphy, poses and chorus; Jack Keating, comic; Red St. Clair, leading woman; Drane Walters, straight; George Brock, piano; Jess Williams, trombone; B. A. Tillson, drums and voice; Kittle Poole, tickets and manager; Pat Landry, ticket taker; Albert Moore, stage manager; Harry Rowe, spotlight and concessions, and Jessie May Martin, Mickey Allen, Ernestine Drake, Doris Woods, Lillian LaBerta, Billie Manning and Doris DeLoris, chorines. . . . Paul Reno will again have his show at French Wilgus' Old Vienna Gardens on Indian Lake at Russells Point, O., this summer. Rehearsals begin in another week. . . . Ann Hadden, chorine with rotary tabs in the Cincy area years ago, is now warbling in the various beer emporiums around the town. . . . Bessie Belt, another Cincinnati tab veteran, still continues to ring in an occasional club date around the Queen City.

**LEWIS (RED) MACK**, erstwhile tab show king, has taken a lease on Club Washington, East Liverpool, O., where he is presenting floor shows, with himself on the emcee end. . . . Peggy Thomas and Pearl Miller, after winding up Texas engagements, have joined the Beckmann & Gerety Shows for the season. Peggy is featured on there with Nancy Miller's *Gay Paree Revue*. . . . Al Tint, yodeler and mimic of tab and minstrel fame, is now with *Monte Carlo Night*, organized recently in Chicago and currently playing Ohio theaters. . . . Eddie Hackman, veteran Cincinnati stagehand, well known to hundreds of tabloids who have played the town in the past, is still confined in Ward 24, U. S. Veterans' Hospital, Dayton, O. He has been taking treatment for a nervous condition and an ailment which has been bothering him for years. His condition is reported to be greatly improved. . . . Everett Lawson, tab and burly straight man, has returned to the Mutual Theater, Indianapolis, for an indefinite stay. He is producing the chorus and scenes as assistant to Charley Grow. . . . Dave Rose, tab and burly straight, concluded a record run of 76 consecutive weeks as emcee at Bob White's Grill, Buffalo, May 8. He originally went in there for a week's stand. After a fortnight's vacation Dave will jump into Philly to join a burly troupe. . . . One of our readers posts from Maysville, Ky., to suggest some all-in-fun slogans for the various tab circuits. For the Cushman Time he has "Sleep Takes a Holiday" or "Life Begins at Pittsburg, Kan." Kemp Time, "3,000 Miles in Low Gear." Sun Time, "It Serves You Right." . . . Fred Hurley, well-known tab and burly impresario, last week purchased at auction a tavern and filling station at Island View, on Indian Lake, near Russells Point, O. Fred is converting it into a dine-and-dance spot and plans to make it his permanent abode. Hurley will look after the bar end of the business, with Norma Phillips in charge of the cuisine. Fred is bringing on one of his former assistants to man the gas pumps.

**GEORGE D. BARTLETT**, whose two tab units are alternating between the Roxy, Knoxville, and the Bonita, Chattanooga, is at present enjoying himself on a fishing party on the Gulf of Mexico. There are 14 in the party, with Frank Roach, city manager of the Dixie Theaters, Knoxville, in charge. Bartlett will return to his No. 1 show in Knoxville late this week. . . . Babe Woodall, former tab and burly chorine, is now a waitress in Jim Bova's cafe on Cincinnati's Vine street. . . . Jack and Renee Roberts, well-known tabloids, are in their third week at Brookside Club, Brookside, Ky., booked by John Phillips. . . . Otto and Ila Holland are recent additions to the Bartlett tab at the Roxy, Knoxville. . . . Sam Nevin, erstwhile tab piano pounder, is still engaged in selling novelties in the Ohio territory. He has purchased a new Plymouth to cover the route. . . . Morris and Marie Baehr, who have been concentrating on clubs the last several years, have just finished a week's stand at the Cat and the Fiddle, Cincinnati.

## U-NOTES

(Continued from opposite page)  
Bridgeport, a few weeks ago and to least her optics once more on Krausemeyer's Alley.

**JUNE MORGAN** and Helaine Deau Virre opened at the Nomad Club, Atlantic City, last week. Paula Lind, Joyce Brazzelle, Joann Marlo, Joan Carroll this week.

**VIC PLANT** called it a season and exited from New York for his pickle factory in Albany.

**GEORGE PRONATH** left New York last week for Colosimo's, Chicago, where he was placed by Milt Schuster. Roxanne, ditto.

**STEVE MILLS** is vacationing in the 80s, New York.

**JULIA BRYAN** and Crystal Aymes are enjoying the hospitality of Julia's relatives in Albany, N. Y.

**VALDA**, dancer with Stanley Woolf's all-colored show, moved from the Casino, Brooklyn, into the Hudson, Union City, for May 2 week. Due at the Howard, Boston, week of May 17.

**GEORGE KAY**, tenor, has been booked by Milt Schuster into the Rialto, Chicago, stock.

**WINNIE GARRETT** just finished two weeks at the Roxy, Cleveland, and opened at the Princess, Youngstown, O., May 7.

## BURLESQUE REVIEWS

(Continued from opposite page)  
direction that it takes a blue line to make a laugh should be immediately dismissed. Max Coleman and Harry Bentley came thru like Pulitzer-prizers on that score. Altho it was necessary to pad the show with beaucoup bits, never did a single line go off-color. Most of the material was undoubtedly brushed out from the heap pile, but it didn't matter. Delivery and direction was above par, and the mark was hit each time. No little credit on that score is due to the straightening of Al Golden and Harry Cornell. And still in the family trade vein, Golden came thru with ace dead-pan stooging that grabbed off the heartiest guffaws of the evening.

Male tap team of Condo and Allen came thru with socko precision and rhythmic hoofing, strutting off with hand salute that was sincere, in spite of the fact that the well-filled house had undoubtedly bought their stubs for a nude deal.

Elaine Ferris, a looker, displayed her feminine charms for toe terps and high kicks. And, if nothing else, audience reaction attested to the fact that it was a welcome relief to find a fem on a burly stage that could really dance.

Ruth Colburn gave voice to the production flashes, faring better without the mike. Mickie Dennis, working the bits, also had a chance to brush up on her tap terplings. Diane Logan and Frances MacAvoy, who under ordinary circumstances would hog the spots for a take-it-off session, whiled the time away with small talking roles in the skits.

Line of gals worked hard to put the show over, the nine from the I. B. A. unit making their many turns count for more when prancing without the aid of the house's half-dozen stock posers. Musical score accented the lively tempoed tunes, and Al Field's trench crew helped considerably to keep it at a fast pace.

Oro.

## Old Howard, Boston

(Reviewed Monday Afternoon, May 3)  
Issy Hirst's *Oriental Girls* is a two-hour-and-five-minute proof that the New York burly predicament should never have been. Show is one of the most enjoyable productions eyed this season. It's punchy all the way, has good material that is utilized to effective advantage and solid acting. Transport the cast to Hollywood and screen tests would result.

Comedy is aces, with Harry Conley and Eddie Lloyd shooting it out fast. These boys know their burlesque and can send it right between the eyes. Straight man Lew Brown strongly resembles a movie heavy. He's definitely okeh, has nice baritone speaking voice and can act. So can straight women Aileen Dale, who does a mighty fine job as the school marm in *School Days*, and Helen Rogers, also production number songstress. Connie Ryan is good as juve straight

and vocalist. Interpretation of dialog and bit acting was as near perfection as desirable.

Birthday suit parading was exceptionally good, with Amy Fong the standout. This Oriental lovely warbles national lyrics before going into her ultramodernistic stripping. Auburn-haired Dolores Green has one of the few real sets of pipes extant in burly. She's okeh on the tease, too. Georgia Sothern is more than just a breeze from the South. She's a tempest. Her two offerings were smash. Applause for this flaming red-headed stripper went into half of the following line number.

Carlton and Miller, mixed eccentric team, went over big with a bit of injected comedy in their routines. Work singly, doubly and in production. Line (16) is alert and carry thru with their chores. Hong Kong Trio, Chinese string ensemble—guitar, banjo and bass. The guitarist goes to town with a hot hula grass-skirt snake-hip stint. A personable trio that can pluck good music. Biz good in spite of circus and baseball competition. Sidney J. Paine.

## KAUFMAN-HART

(Continued from page 22)  
man. Some of his other notable efforts are *Face the Music*, *The Great Waltz*, *Jubilee* and *As Thousands Cheer*. Since its opening December 14 *You Can't Take It With You* has played to capacity business. Prize last year was won by Robert E. Sherwood for *Idiot's Delight*.

## CHORUS EQUITY

(Continued from page 23)  
Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

The Chorus of *The Eternal Road* is the first chorus to be 100 per cent in good standing to November 1, 1937.

All members holding cards good to May 1, 1937, on that date owe an additional \$6 to November 1, 1937.

In mailing dues to the office do not mail cash; send a check or money order made payable to the Chorus Equity Association.

When a production is in rehearsal generally on the eighth day and for several days following a representative of the Chorus Equity checks the company. This checking is for two purposes—to make certain that every member of the chorus is a member in good standing of Chorus Equity and also to make sure of the number of chorus people employed and the salaries paid these people. This information is most important, as on it depends the amount of money we demand as a bond to cover two weeks' salary.

However, it sometimes happens that a few additional people are added on the last day or are added on the road and we are not informed of the additions. If that happens the bond which has been posted for a certain number of people prior to the additions is short. Therefore it is the duty of every member to notify us immediately after they obtain an engagement and to accompany this notification with a statement as to the amount of their salary. Also it sometimes happens that after contracts are signed and filed with the Chorus Equity office one or two members manage to get an increase in salary. This information, too, should be given us immediately; otherwise the bond may cover only the original and lower salary. You must help us protect you.

All claims should be filed immediately after they arise. Again, if claims are allowed to accumulate while your office is in ignorance of these claims it is possible that the final outcome will be a bond shortage.

Don't forget the annual meeting of the members of the Chorus Equity Association to be held at the headquarters of the association, 117 West 48th street, New York, Monday, June 7, at 2 p.m. All members who can possibly do so should attend. Members must show

## Endurance Shows

**JOHN STEVENSON**, who has been reported dead on several occasions in the past, wants his many endurance friends to know that he's still kicking and is now in his fifth season at Eastwood Park, East Detroit, Mich. He works the park in summer and the endurance events during the cold months.

**DUKE (RUBBER-LEGS) MARTIN**, dancing emcee, and his partner, Skippy Brown, closed recently at the Club Night Rose, Gary, Ind., to join the Mickey Brennan derby show at Salina, Kan. Martin will travel with the Brennan show until September, then back into cafes and clubs for the winter.

## ACTS AND BANDS

(Continued from page 21)  
dent in soft, sweet background accompaniment, yet that is about the extent of their merits. The greater part of the time they actually serve as so much background for the rhythms.

The brass section of six has the most possibilities and the most deficiencies to overcome. The brass, like the saxes, are capable of muted melody and harmony, but since the band is not set up as a sweet one, such results alone fall far short of expectations from a six-piece section. Except for an occasional stand-up flourish, they display little of concerted solidity.

Outstanding efforts are those of Hayes, around whom most of the numbers are built and who scored particularly in a special arrangement of *Stardust*, executed with feeling as well as lit. Next is Spearman, holding up at the drum and also doing a couple of specialties on the vibraphone.

Altogether, however, quite a promising outfit, despite the loop-holey impressiveness.

Without any particular style, but capably and pleasingly enough, Ralph Sawyer handles the vocal assignments.

At this stage show the band was fronted and abetted by Tiny Bradshaw, who also emceed and sang. G. C.

## Patricia Morley

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

Blonde, pretty and vivacious, Patricia Morley sings pop tunes in a low-pitched full voice with surety and expression. However, it's not voice but appearance, plus peppy personality and zesty delivery that leaves impression.

Did two numbers, *Boo-Hoo and It's De-Lo-vely*, managing to vary each one with special arrangements. Miss Morley adds to her versatility by leading the house band thru one or two selections. G. C.

## Richard (Red) Skelton

Reviewed at Palace Theater, Chicago. Style—Comedy. Setting—In one. Time—Eight minutes.

A likable comedian, equipped with funny and clean material and boasting of an engaging delivery. Opening bit, *How To Dunk Properly*, was dotted with solid laughs. Actually displays art of dunking and how different people go about doing it. Then proceeds with his conception of how various people walk. Another laugh provoker. Three bows at performance caught. Hon.

cards paid at least to May 1, 1937, in order to attend the meeting.

DOROTHY BRYANT,  
Executive Secretary.

## VAN ARNAM'S BARN DANCE WANTS

Sister Teams, Chorus Girls with Specialties, Radio and Hillbilly Acts. Straight Man, must Sing. Lead in Quartets, Tenor Sax doubling Clarinet, Guitar doubling Brass, Accordion doubling Brass. Versatile Acts. Youth and pep given preference. Show on road, enlarging for northern tour. 218 Kensington Road, Syracuse, N. Y.

## PAUL RENO WANTS FOR FRENCH WILGUS' OLD VIENNA GARDENS and PLAZA SHOW BOAT

For Summer Season 20 CHORUS GIRLS, 20; also WARDROBE MISTRESS. Rehearsals May 15. Open May 21. A real vacation with pay on beautiful Indian Lake. Wire, don't write, PAUL RENO, Russells Point, O.

## ATTENTION VAUDEVILLE ACTS

We use Standard Vaudeville Acts of all descriptions, for Vaudeville Bookings only. Write or wire PETE IODICE, Insurance Exchange Bldg., Detroit, Mich. Remember, Chorus Girls, Wire PAUL RENO, Russells Point, O.



## Hodges Tent Show Jumps Into Virginia

MACON, Ga., May 8.—Jimmie Hodges' tent show, launched as a one-nighter four weeks ago, has jumped approximately 600 miles from Macon to Norfolk, Va., following close of engagement here.

Show played three weeks of one-night stands in Florida and South Georgia, but came into Macon for a full week under auspices of Al Sihah Shrine Temple. Show used new lot at Fifth and Mulberry street, a block from heart of business district. Business for the week was good, despite two nights of rain.

Hodges is using an attractive 70 by 130 Baker-Lockwood top, with accommodations for about 1,800 persons. Show moves on five trucks, a bus and three passenger cars. Understood here that the week-stand policy will be adopted in future. Business in Florida and South Georgia was poor, according to reports.

LeRoy (Corky) Williams, lot superintendent, closed here to return to circus business. Williams built the show in Hodges' winter quarters in Jacksonville, Fla. Robert Wade is in charge of advance. Emmett Miller, black-face comedian, joined here and is being featured. William Horan is musical director, and band includes Gordon Sinrud, Frank and Henry Rubertino, Stangle Stanley, Ken Herren, Pat Greenwall, Joseph DeLuca. Jimmy Hodges emcees.

Alice Weck and Alice Williams are principal dancers; Roger Williams, imitations; Charles (Chuck) Schaefer, comedian and dancer; Nina, bubble dancer; Rubertino Brothers, accordion-guitar specialty; Jack Vinson, comedy. Chorus includes Patsy Coe, Dorothy Smith, Marilyn King, Sabina Gold, Valeria Horan, Virginia Hazen, Sally Allen and Yolam Young. Mrs. Iris Hodges stages the dancing numbers.

## Nipmuc Opens June 21

MENDON, Mass., May 8.—Nipmuc Park Players will begin their second season at Lake Nipmuc Park here June 21. There will be a professional company and a student group, with Louise Galloway directing both bodies. Warren Reid will serve as business manager, and Florence Pyne, theater manager. Opening play will be *As Husbands Go*, followed by *Boy Meets Girl*, *The Bishop Misbehaves*, *Small Miracle*, *Weak Sisters* and *Pride and Prejudice*. The amusement park enjoyed a good season last year and the stock company is credited for much of the success in bringing the crowds.

## WANTED FOR SILVERS FUN SHOW

No. 2 Company.

A-1 Singing and Dancing Team, Novelty Team, Novelty Man or Woman, Woman Piano Player that can read and fake, two Working Men, one to drive Dodge Advertising Truck. Salary sure, rain or shine. No nights out. If you can't make good, don't come on. Both Shows open week May 17.

## DOC. E. F. SILVERS

New Hampton, Ia.

## WANTED

PEOPLE ALL LINES.

Young Specialty Team, Advance Agent, Boss Convoymen. State lowest in first letter. Good Amateurs write.

## ARNOLD HIGDON PLAYERS

Glennora, La.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by MARTIN C. BRENNAN,  
118 City Teller Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

PRICES EFFECTIVE FEBRUARY 1, 1937

# ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Shamokin, Pa. \$17.50  
10,000 ... \$9.00  
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Cash With Order—No C. O. D. STOCK TICKETS on hand for immediate shipment.

# Rep Ripples

JOHN DRURY, veteran of the rep. stock and legit fields, is now a member of the Cincinnati Federal Theater Project. His experience dates back to the days of Belasco's *Girl of the Golden West*. He was the original Tony in Augustin Thomas' *Arizona*, the priest in *The Rosary* and Brother Paul in *The Christian*. He also appeared in countless other productions.

JANET LOGAN, formerly in stock and recently with the Dixiana Showboat anchored in Chicago, is now heard over WBBM, Chicago CBS station, as Clare Blake in *The Romance of Helen Trent*.

## Billroy Show Briefs

ROANOKE, Va., May 8.—With good weather and great newspaper and radio publicity in our favor, Roanoke provided the largest turnout in the history of Billroy's Comedians, even tho we had Jan Garber and his band a few bucks away as opposition.

We have been on several shows where transportation was furnished and have ridden quite a few public conveyances in our day, but have never before seen a bus that you had to slip up on to get aboard. The minute our obliging bus driver, Mayo Holland, catches a glimpse of your unsteady morning approach, usually with your lantern in one hand and a half-open suitcase in the other, he immediately slams the door, toots the horn to further humiliate you and makes a quick getaway, causing you to miss the morning parade in the next town. Of course, when you arrive at the lot two hours late in a taxicab Manager Wehle gives you a lot of consolation and apologizes for having the parade without you. Indeed this is a fast-moving organization.

Apologies are offered to Mrs. Lillian Nelson, our wardrobe mistress, for omitting her name in the roster of the show last week; also Mr. and Mrs. Phillips, who have charge of the cookhouse.

If any of the readers of this column would like to know how it feels trying to sing a ballad with feeling and gusto after one of our usual Sunday night get-togethers and following a four-day diet of bananas and milk he can write Morris Nelson, care of this show, and he will gladly supply the information.

Friends of P. D. Hester, ex-Billroy drummer, will find him located in Pulaski, Va., where he has a band and teaches dancing.

Kitty Watkins, on here for several years, is visiting relatives in Los Angeles and is planning on making that her home if the relations hold out.

WAYNE BARTLETT.

## Kansas City Jottings

KANSAS CITY, Mo., May 8.—Andrew Leigh has closed a long season with J. B. Rotnour Players to join the George Roberson show for the summer.

Glenn and Donna McCord have closed with the Ray Bash Players after a long season.

Sid and Did Kingdon have signed with the Hal Stone Players, who will open soon to play their regular Iowa territory.

Rosalie Nash Players began rehearsals this week at Morley, Mich., for their annual tour under canvas.

Eddie and Mona Hart Players opened the tent season at Lexington, Neb., this week. Cast includes Eddie Hart, manager; Mona Hart, Tommy Osborne, Ray Livingston, Jimmy and Mildred Tubbs, Jimmie Hooper, Buddy and Billie Ross and Lulu Nethaway.

Jack Kelly's No. 1 show opened this week at Laingsburg, Mich.

Frank Smith Players opened this week at Fulton, Ky.

## Mellers Still Click With Pitts Customers

PITTSBURGH, May 8.—Mellerdrummer still gets patronage here, despite three years of such fare. Originally skedded to fold May 1 after 126 performances since December 1 last, *Snatched From the Noose* played Fort Pitt Hotel Opry House again tonight because of unexpected ticket sale. Plans to reopen spasmodically for chartered parties.

Promoted as speculation last winter by Morris Fleret, one-time biz manager for Pittsburgh Playhouse's antecedent, Civic Playhouse, and Clyde McFall, scenic designer and renter, beer and pretzels setup has enabled show to run without lapse excepting Holy Week. Cast is same as started, excepting juve, Chalmers Stover, who three weeks ago gave way to Marquis Patterson.

Splitting purses, one-third of whom also work during day at other jobs, are Joe Woods, Leon Ward, Earl Tovey, Eugene Kline, Stuart Adams, Jettie Taylor, Margaret Gibb and Josephine Christoff. Stage managers have been Robert Wakefield and Paul Fierst. Cast hopes to take show intact to Atlantic City hotel for summer, tho several resort spots are dickering with Fierst.

## Hayworth Producer of New Holloway Attraction

LINCOLNTON, N. C., May 8.—"Seabee" Hayworth closed his circle stock season at the Avon Theater, Lenoir, N. C., May 1 and has signed to produce Boyd Holloway's new Mit Tolbert show. Hayworth enjoyed an 18-week run with his circles. It was one of the best seasons he has had in three years, he reports.

Hayworth has begun rehearsals on the Tolbert show at Monroe, N. C. His entire company has been placed intact under the Tolbert tent. A line of girls, a 10-piece band and five novelty vaudeville acts are being added. Hayworth is to produce and stage both the plays and musical comedy concert and is to be the featured comic. Boyd Holloway will be general manager.

Show is slated to open May 8 and is booked in its established territory thru the Carolinas and Virginia.

## Lippetts Do Sunday Shows

PROVIDENCE, May 8.—Lippett Players, at the Barn Theater, Cumberland Hill, R. I., who in opening their season April 19 were the first summer stock to get under way this season, added further to their laurels this week when they became the first stock organization to give Sunday performances in Rhode Island. Company has switched its openings to Tuesday nights and is making Sunday closing night of the week, with a Monday layoff for the troupe. Company did *Skidding* last week and opened *Up Pops the Devil* May 4.

## Carey Plans Summer Cirk

NEW YORK, May 8.—Charles O. Carey, of the Harbor Theater, Governors Island, has leased a playhouse at Washington, Conn., which is slated to theaters headquarters for a circuit of theaters covering the western part of the State. Carey has made arrangements to present his plays for 12 weeks this summer at Litchfield, New Milford and Danbury in addition to Washington. He plans two resident companies, augmented by guest stars, to carry out the schedule. Carey formerly operated summer theaters on Long Island.

## Brattleboro Sundays Go

BRATTLEBORO, Vt., May 8.—State's Attorney Ernest F. Berry, after complaints by three local clergymen, has ordered a ban on Sunday movies and roller skating. This city, the only one in the State showing movies on Sunday, has been open for the past year without any action by the authorities, but recent act of State Legislature in refusing to okch Sunday attractions was basis for clerics' complaint.

## FILM SHORTS

(Continued from page 25)

routine with Yvonne Moray, midget, who closes her turn with a tap dance.

The Savoy dancers, line of eight girls, are an eye-ful in the production numbers. Stepping is enhanced by tasteful costuming.

Other specialties are Caryl Gould,

## Rearing Children In Show Business

By JESSIE COLTON (RICHARDSON)

I AM the mother of seven children, five girls and two boys, five of whom are living. Their names are Charlotte Chapple, Isaac Chapple, Philena Chapple, George Richardson, Jessie Belle Richardson, Bertha Richardson and Dorothy Richardson.

Before my marriage I was educated in the dramatic profession by John F. Breyer, an old English actor. I've always used my maiden name, Jessie Colton, in show business. I traveled with Maude Atkinson prior to the birth of my first child. After retiring for a period of seven months I took to the road again when my baby was five months old. This time I went with Billy and Ella Marble, who were playing week stands. In each town I arranged to have some elderly woman come to my hotel to care for the baby while I was at the theater. After the performance I'd hurry back to my room only to find my baby hiding her face under the nurse's arm and not moving until she heard my voice. This distressed me terribly. The following season I decided to accept a stock engagement in Evansville, Ind., so my child could have the same nurse at all times and could be in my dressing room at the theater.

None of my children were bottle-fed babies. After the birth of the third child I had one old enough to go to school. So I organized my own show, sending the oldest to a public school in each town visited until she was nine years old and able to care for her personal needs. Then she was sent to a Sisters' school. The rest of my family were schooled on the road until they were 14 years old. I was quite fortunate to secure a well-educated young man by the name of Albert Bruce who wished to learn the dramatic business. For a modest salary he tutored my children and I tutored him. All my children except one were brought up in theatrical life and earned their way in that business until the depression struck. Then each went into other lines of work.

I'll say this for us actors: We can do other things besides acting—and much better. The World War proved that.

Eight years ago the Jessie Colton Company played stock in Moline, Ill., and the cast had only one person outside of my own family.

I've played every manuscript written for children. Yes, and I've had to rush around to find my boy asleep on a pile of scenery and wake him for the death scene of little William in *East Lynne*. The last appearance of my husband, J. B. Richardson, and myself was made a year ago last fall. We put on *Rip Van Winkle* for the benefit of a fire department, and my great-granddaughter, Fanchon McCombs, played little Gretchen.

I have known many persons to rear two children in show business but when it comes to seven it's some job. Philena Chapple is still in the profession. She is with Boyes Circle Stock Company in Colorado.

brunet vocalist, who pleases with *Here's Love in Your Eye*; Clark and Halliday, ballroom team, who do a waltz and fox trot, both somewhat unusual in routine, and Tommy Rafferty, eccentric tapper. Rafferty is tops in his own particular style and could be spotted to advantage in many shorts of this type. Footwork is clean, terrifically fast and definitely different.

Paul Ackerman.

## B. & K. Triple Profits

CHICAGO, May 8.—Balaban & Katz Corporation, leading circuit operators here, showed a profit of \$1,874,807, or \$6.74 a share on common stock, in 1936 against \$638,134, or \$1.72 a common share, in 1935, it was revealed during the annual corporation meeting here.

Leon D. Netter was not re-elected as a director, and vacancy created by resignation of John E. Otterson, former president of Paramount, was not filled. Other directors and all officers were re-elected.

It was President Barney Balaban's opinion that audiences in most spots want double bills and that such policies are profitable for the theater operators. Balaban & Katz acquired 10 theaters in 1936. While more additions will be made this year details were not revealed.



# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

THE HOLLYWOOD HOME of Mrs. Harry Houdini saw a blending of Oriental and Occidental magic the night of April 28 when members of the Los Angeles Japanese Amateur Magicians' Society and their wives were entertained by Mrs. Houdini. A Japanese version of magic was presented by Tenkai, T. Miyamoto, S. Nako, M. Kameishi and Dr. T. Murakami. American magicians also present and performing were William H. McCaffrey, past national president of the SAM; Gerald Kosky, national first vice-president SAM; James Muir, past president Oakland Magic Circle; Len Gunn, of Los Magicos, and Caryl S. Fleming, president Pacific Coast Association of Magicians, acting as emcee. The Japanese women were dressed in full native costume, which lent a colorful and quaint atmosphere to the assemblage as colored motion pictures were taken. Some 35 guests were present, and Dr. Edw. Saint assisted Mrs. Houdini on the receiving line.

ACADEMY OF MAGIC, founded in Paris in 1896, has opened a small theater for magicians in that city. The theater is under the direction of Caroly II, illusionist, and seats 50 spectators.

ISOLA BROTHERS are presenting their illusions at the Pathe-Lyon in Paris.

TARAH BEY, fakir-magician, is at the Nouveau Casino in Nice, France.

IT'S GETTING SO that the average professional magician is afraid to introduce a new and exclusive effect these days for fear that one of his contemporaries will adopt it for his own use or that some unscrupulous magic dealer will deliberately lift it in order to commercialize on it. It seems that the only place a magician can safely introduce anything new these days without fear of having it "copped" is before himself (via a mirror) in his own abode. Our attention was recently called to a magician who had recently perfected a particularly effective trick. He had only presented it a few times when he was approached by one of the smaller magic dealers, who wanted the rights to manufacture and sell the new ruff. The magician in question, however, refused to sell the effect at any price, feeling that it was a valuable asset to him in his own act. Imagine the magician's surprise recently when he picked up a magic publication and found his exclusive effect offered for sale therein by this very same dealer whom he had refused to sell to. The ad did not even credit the magician with being the originator. Too many magic dealers have the habit of appropriating the property of others and commercializing it, thus making an exclusive effect common property. This pernicious practice should be discouraged for the good of magic.

FRANCIS A. NICKOLAS (Benda the Magician) opened with the Snapp Greater Shows at Baxter Springs, Kan., last week.

ZUDELLA, mentalist, last week began an indefinite engagement at Harry's New York Bar, Chicago. She is assisted by Ganpati Shastril.

FORT WAYNE MAGI staged their annual spring show at the Little Art Theater there last week. Event proved a huge success. Percy Abbott, Colon, Mich., and Al Saal, Toledo, O., were headliners. Fort Wayne magicians appearing were Jack Brazy, Marion Black, Sam Stearn, A. H. Stoner, Robert Wedertz, Reynold Relue, Ralph Bowerman and George Aker.

CARRINGTON AND COMPANY are at the Jardin d'Hiver in Casablanca, North Africa.

OTIS MANNING, "magician moderne," is now in his fourth week of an indefinite return engagement at the Mayfair, Washington. The Washington dailies have been giving him some fine plugs.

LA FOLLETTE is back at El Patio, Baltimore night spot, for his fifth appearance there this season. Spot celebrated its anniversary last week and brought in Johnnie Eck, half-boy, as the

added feature. It was his first appearance in a night club. La Follette reports that Eck will join him in the fall in his new unit, *Unbelievable* of 1938.

KARL ALZORA, mentalist, while working Birmingham, Ala., recently visited his old friend Jack Marcy, who now operates a studio there. Trade in the Birmingham area is quite satisfactory, Alzora reports.

MING, Chinese magician, was forced to return to Minneapolis recently without playing his Winnipeg (Man.) engagement due to the fact that the Canadian officials would not permit him to enter the country.

JUST RECEIVED our first copy of *The Gimmick*, pert little magic sheet being published monthly in Minneapolis by Sorcerer and Dr. Hokem. Sorcerer is the Great Newmann (George C. A. Newmann), mentalist-magician, and Dr. Hokem is Harry (Conrad) Bjorkland. Ed Harris, staff cartoonist, is a clever school kid whose father is a magish.

THE GREAT OVETTE is currently playing schools in Montreal and Ottawa with his magic. He recently played several Montreal night spots with his mental turn under his old Marjah billing. He is having a new house trailer built and plans to invade the United States soon to present his Chinese magic and Marjah mentalism.

JAMES W. KELLY writes from West Haven, Conn., to say that he recently "caught" the Manchu show at the State Theater, Hartford, Conn. "It is one of the most beautiful magical presentations to come this way in a long time," Kelley reports. "Not a dull minute in the entire hour-and-a-half show. Outstanding was the pendulum, a sawing-in-half illusion, silk production, Chinese torture rack, a substitution effect with plenty of good comedy, the substitution trunk and the Okito floating ball."

RAY MOND, youthful magish, who has been presenting his turn in clubs and schools thru the Virginias and Maryland, has joined Newton and Company, magic act. Newton is carrying six people and playing week stands, featuring Ray Mond in six major illusions. O. D. Newton is handling the advance and Glen Newton is doing comedy magic.

FRATRES SINEIPITIS MYSTIC, Harrisburg (Pa.) magic club, held its regular monthly meeting May 3 at the residence of Joseph Yeager Jr., Harrisburg, to discuss a summer program for the organization. Among those attending were Eddie Clever; M. P. Zerance, secretary; William Shellenberger, Fred Landrus, Joseph Moder and James Fisher. Doc Endlich and William Meckley were guests.

HARRY HUNSINGER, who has been playing night clubs, has joined the Sharpsteen Comedy Company, currently touring Michigan.

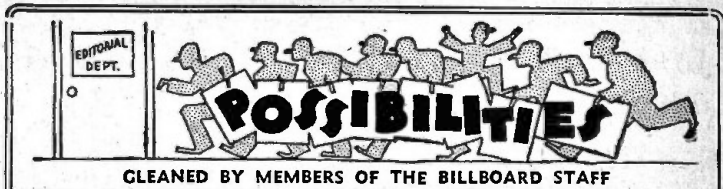
## FILM REVIEWS

(Continued from page 25)

hit romance team of *Love Is News*, Tyrone Power and Loretta Young. The idea, which concerns itself familiarly enough with a lad who sets out to win a girl for money and ends by falling in love with her, is immeasurably strengthened by some acid satire on White Russians working their way thru Paris—and also by some genuinely amusing characterizations. But Director Edward H. Griffith has tried to get in too much, thus slowing the pace, and Jacques Deval, who did the screen play, furnished a discursive and badly constructed script.

It's all about a lad who gets himself into the power of Victor, manager of the Cafe Metropole. Victor, needing money, pawns the lad off on a family of gullible and rich Americans as a Russian prince, the idea being to get money out of the daughter. But the boy falls in love with the girl, refuses to go thru with it, and runs off. The girl, regardless, follows him—and Victor gets his money thru a series of other tricks.

Loretta Young, as vapid as ever, plays



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For RADIO

EDDIE LAMBERT—the veteran and exceedingly amusing comedian, who has been dabbling in vaude, night clubs and pictures of late. Ought to be riot on the air, his dialectic stuff, combined with his sure-fire delivery, being very effective.

Allen program. A newcomer, she reads well, sings well and is very attractive. Certainly rates a test, possessing all the elements that make for successful film work.

GAE FOSTER GIRLS that have been thrilling Roxy Theater, New York, audiences for years. With musical films on the upbeat again, this troupe of girl dancers, who can do almost anything—from a can-can to stilt, drums, bicycle, unicycle and a flock of other novelty routines—can well rate a featured spot in any musical film. Precision work is as good as any, too.

## For FILMS

JEAN O'NEIL—Ragto singer who recently did a guest shot on the Fred

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

OTE BALDWIN, minstrel vet, posts from Henderson, Ky., that he anticipates a big day with Lassies White and Honey Wilde when the Milt Tolbert Palace Tent Theater plays that town May 18.

LEON LONG, colored advance agent and magician, visited the Rabbit Foot Minstrels at Tuscaloosa, Ala., May 10.

EDDIE LEONARD (Lemuel J. Tuney), comedian, singer, songwriter. Born Richmond, Va., October 18, 1875. First engagement Haverley's Minstrels, 1888. Subsequent engagements—Thatcher, Primrose & West Primrose & Dockstader, Nankeville's Minstrels; featured in Cohan & Harris Minstrels, 1908; headed his own minstrel in 1909. Present address, care The Billboard, New York. At present broadcasting.

"HI-BROWN" BOBBY BURNS, former minstrel feature and now radio and press representative with the Walter L. Main Circus, recently enjoyed three

the girl with an amazing absence of finesse. Tyrone Power, as the boy, indicates that some one who saw *Love Is News* must inadvisedly have told him he was charming. Adolph Menjou is a bit below his own standard as the villainous Victor. As a matter of fact, the only performers who come thru with any real honors are Charles Winninger and Helen Westley, who do grand work as the heroine's father and aunt. Miss Westley's last line—and the way she delivers it—almost make the picture worth seeing.

Eugene Burr.

## "Call to Arms"

(AMKINO)

Time, 75 minutes. Release date, not given. Directed by A. Macheret. Story by Valentin Katayev. Cast: M. Kedrov, E. Malmikova, A. Garder, Allosha Gortuniv, P. Berезov, O. Shakhnet.

An obvious, naive propaganda picture, *Call to Arms* is suitable only for specialized distribution. Author Valentin Katayev, whose Russian farce, *Squaring the Circle*, was successful on Broadway, apparently could not make his talent jibe with a formula calling for exaltation of the Soviet army.

Story is intended to show the power of the Soviet air force and the grim, determined character of its personnel. Chief of the players is M. Kedrov, essaying the role of a veteran aviator whose son is killed by a bomb from a Fascist plane. Leading a squadron to drive back the invaders, Kedrov avenges his son's death.

Picture contains a few good comic interludes and some outstanding airplane photography. Kedrov, a good actor, could be improved by more subtle direction.

Paul Ackerman.

visits in three successive Ohio towns with former troupe mates of the Al G. Field Minstrels. Warren Dunigan greeted Burns at Jackson, O. Dunigan is clerk at the Cambrian Hotel there. At Logan, O., Burns bumped into Ed Paul, who now manages the Logan Theater there. At Zanesville, O., Burns enjoyed a visit with Jack Kane, now engaged in the mercantile business there, and Haberkorn and Denton, who motored over from Lancaster, O.

HAPPY BENWAY (A. P. Benoit), minstrel vet, who entered the NVA Lodge, Saranac Lake, N. Y., for his health some 10 years ago, broke into Karl Krug's "Pittsburgh by Night" column in *The Pittsburgh Sun Telegraph* May 1. Article relates to Happy's optimism and brave battle in combating the white plague at the Saranac lodge.

WALTER BROWN LEONARD'S *Minstrel Memoirs*:

XIII  
Now the after-piece is starting,  
'Tis a cotton picking scene;  
You can hear the darkies singing  
As they pick the cotton clean.  
Now they tote the heavy baskets  
On their shoulders to the gin,  
Keeping perfect time to musio  
As they harmonize and grin.  
Now they're liting up before us;  
See their clothes of many hues;  
And they sing and dance together  
Over which we all enthuse.  
While tonight I sit a-dreaming,  
All these visions come and go,  
Till there comes the final curtain  
Of the old-time minstrel show.

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# The Forum

The 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.

Winchester, Va.  
Apropos of the rubber-stamp press agent, as mentioned in Midway Confab, issue of May 8, nowadays all that is necessary on some shows is to get a man with the average high-school education, hand him the old press book with material collected by a bona-fide and worth-while p. a., and have him change the titles, names and locations. Not long ago I saw some stuff that corresponded with that of a well-known p. a. whose book I had read. Just as I thought—a plain steal with "features" substituted for "attractions" and "aerial gymnastics" for an aerial act. What is there to be done about it? The rubber-stamp p. a. should be exposed and there might be more real constructive press agenting done. Dishing out old stories under new titles is, to say the least, plagiarism, or to use an uglier expression, stealing the other fellow's brains. Let's hear from some of the other recognized p. a.'s on the subject.

## Exposing of Rubber-Stamp P.A. Favored

DICK COLLINS.

Houston, Tex.  
As an oldtimer I have been interested in articles regarding old carnivals and I want to state that the oldest going carnival title is that of K. G. Barkoot, with that of Johnny J. Jones second. There are several titles much older than Dodson's, as the Dodson Shows date only from about 1913 or 1914. Here are a few titles that are still traveling and all of them are older than Dodson's: Corey, McMahon, Frank Sutton, Krause, Gooding units, Henry J. Folle and A. C. Bauscher. The second oldest carnival manager in point of years of owning a carnival and going out year after year is none other than J. George Loos. Of course, titles of his shows have been changed several times, but he is America's second oldest carnival manager in continuous service. His shows have had titles of Lachman & Loos, Negro & Loos, J. George Loos and present show. In 1912 one of the Dodsons doubled up with a dear departed friend of mine, Billy Harrington, and, as I have stated, the Dodson boys in about 1913 or 1914 sprang the present Dodson title.

## Calls Barkoot Title Oldest in Carnival Field

JOSEPH SCHIEBERL.

Cheboygan, Mich.  
A recent letter to The Forum from Fred R. Pursel, of Simcoe, Ont., with memories of old-time road shows strikes a responsive chord. Mr. Pursel asked regarding Tom Walters' appearance in *Sidetracked*. I believe he is in error, as the only person of a similar name I can recall was Jules Walters, who played the leading role for several seasons. Bristol's trained equines, with trick mules, Denver and Dynamite, played this town several times and one year wintered here. Bristol sold one of his horses to a farmer, and the next season when the show played here the horse, hitched to a buggy, was standing in front of a store as the parade went by the horse joined the procession. A feature of the Bristol Show was the mounted band and I was acquainted with the leader, Phil Ledermann, of Syracuse. I will recall the shows Mr. Pursel mentions and in addition several others such as James C. Lewis in *St. Plunkard*; Stella Mayhew, *On the Swane River*; Murray and Mack, *Pinegan's Ball and Ole Olson*; Fitz and Webster's *A Breezy Time, A Chip Off the Old Block, A Texas Steer, At the Stroke of Twelve; The Midnight Alarm*, with a real fire engine (horse drawn); *Two Merry Tramps, Twelve Temptations*, Santanelli and also Flint, both hypnotists; Remenyi, the violinist; Duncan Clark's Lady Minstrels and others. In addition to the minstrels we had appearances at the local theater, one of the few municipally owned in the country, of Rusco and Holland's, colored,

## When Gus Sun Was Juggler in Minstrel Olio

and Gus Sun's Rising Minstrels, with Gus doing the old juggling turn in the olio. I can't forget the old stock companies that were perennial favorites on the local boards, Jesse, Hunt, Frost and Fanshawe, G. Burt Rodney, James H. Browne, Frank Tucker, Eunice Goodrich and others, bringing us such gems as *East Lynne, The Lancashire Lass, Dad's Girl, Mugg's Landing, The Silver King, A Hoop of Gold* and always by special request (?) of the local WCTU that lyric of the 19th century, *Ten Nights in a Barroom*. And just to prove that I haven't overlooked the hottest number of them all, I was once a leading man myself. With a red coat and hat, I led one of Stetson's imitation bloodhounds in a Tom show parade.

WILBUR L. BROWN.

West Haven, Conn.  
Referring to the letter of Spencer A. Stine in The Forum of April 24, I certainly agree with him. It would be a great help to have all circuses and carnivals publish routes so that we fans could "catch" them. I'd also like to appeal to magicians to do likewise. This applies to both large and small. Usually the magi playing small towns do not get advertising matter around in the neighboring larger cities and we fellows who would go miles to see a magic show never hear of them until after they are gone.

## Would Have Magic Routes Printed Too

JAMES W. KELLEY.

Redwood, N. Y.  
In The Forum of May 1 Hugh J. Normile, Boston, showed that the man on the front made old midway shows. Incidentally, it was Hugh Normile with whom I first broke into the game in Troy, N. Y., in Rensselaer Park in 1907-'08. After the park season was over almost all individual show owners would hoptscotch and book independently and it happened that at the time Hugh referred to I was "the man on the front" of his Katzenjammer Kastle, doing ballyhoo as pantomime clown (Maggie). My recollection is that Tampa did not hold the fair on the present grounds, but at that time it was a promotion and was lined up along a fence just back of the Tampa Bay Hotel. If I remember rightly, about the second night it was Mrs. Ruby Normile who started the so-called sit-down strike regarding the gate admission which, of course, was straightened out later. But I doubt that the gate fee was ever taken off. I think that was the time the Gasparilla Carnival was

## Another Holds Men on Fronts Make the Show

started. It was a celebration of a 193 per cent increase in the population of Tampa. Some of those that I remember being there were Ben Krause, concessions; John M. Sheesley, three African Dips; Big Otto; Murphy and Olga, of the animal show; Hamilton's ostrich farm, and Doc Turner. After the celebration Ben Krause was instrumental in getting attractions together and going to Key West under the firemen and everything had to be shipped by boat from Port Tampa. Toodles, the elephant, was so large that she had to be shipped on a bigger boat. At Key West the Krause Greater Shows was born. As a man on the front of shows for the past 27 years I know that such men make shows from a financial as well as an amusement standpoint.

## Besmirching Good Name Circus

CIRCUS opposition is quite plentiful in certain sections of the country this spring. It pains us to say, however, that the tactics being used by some shows are very disgraceful.

Not that the tactics are new. No, not by any means. But in this day and age, with the tendency toward a broader view of things and more consideration "for the other fellow," one should less expect them.

Stealing of "daubs" or locations and covering of one another's paper, not to forget circulating false rumors about the financial condition of shows, are bad enough but some showmen have gone further. They have resorted to the lowest form of fighting, and that is "smallpoxing" a show—"poisoning" the competing show by saying there were cases of smallpox, spinal meningitis and infantile paralysis among its members. It's a practice that goes back many, many years, and one which we had hoped was dead and buried and would never be resurrected.

Spreading such propoganda is bound to hurt the show at which it is aimed, regardless of what steps are taken to counteract it, and then there is the possibility of it acting as a boomerang. But the worst of all is that such propoganda deals a black eye to the whole circus industry and there's where we are especially concerned.

In one instance it was necessary for the manager of a circus, the name of which was besmirched, to get a county health officer to make an investigation of the false reports. The health officer's statement said he had visited every department of the show, examined a number of its members and found no evidence of any contagious or infectious disease, and this was used in the form of a throw-away in an effort to offset the rumors.

Everyone admires a clean fighter. If there has to be opposition or competition let's meet it like gentlemen and there need be no fear about the circus industry progressing.

New Hartford, Conn.

I noted the following interesting references in the "Here'n There" column by Tee Vee in *The Winsted* (Conn.) *Evening Citizen*: "More circus talk. Ringling Bros. came here to show one day and were followed the next day by Forepaugh's. Don't know what year that was tho. Henry Franz tells us that he earned his passage into the first moving picture show he ever saw at one of the circuses by carrying water—and plenty of it—for the elephants. Also Howard Fowler, a colored boy who lived in the old red house at the corner of Main and Coe streets, joined the circus when it was here and worked as a billposter. Incidentally, the old red house referred to has been gone for nearly 30 years. But the biggest day of all was when Buffalo Bill came here with his show and exhibited on the ball grounds. We have 'heard tell' of all that before but haven't any idea as to when it took place. Who can tell us? That day was even supposed to have been a bigger day for Winsted than the mammoth firemen's muster which was held here 25 years ago next September." I have been wondering if any of the oldtimers who read the Forum can furnish the dates of the engagements referred to or any other news of circuses in Winsted with dates of the year and month.

## Old Winsted, Conn., Circus Dates Wanted

HENRY H. WALKER.

Jeffersonville, Ind.  
Thirty years ago (May 17, 1907) the Great Van Amburg Show was in Jeffersonville, Ind. Jerry Mugivan's first circus that he with Bert Bowers started out of Centropolis, Mo., in April, 1904. No one dreamed at that date that this show, moving on nine or ten cars, would be the beginning of a venture that some years later developed into the powerful American Circus Corporation. I recall one act in the big show program, Four Howards on unsupported ladders. The two younger members were

Renata and Cassie. This family, the last time I saw them, were with the John Robinson 10 Big Shows in 1911. A. R. Wheeler was Jerry Mugivan's first band leader, with the show six years or more. I walked to the cars that night with him. It was the custom with this show for the band to play in the managerie top when doors opened. Those of Wheeler's band have long since, I am sure, forgotten what the tunes were, but the night I saw the show here *Call of the Wild* and *Under White Tents* were the marches. The old style after-show concert made up of comedians, dancers, singers, trick house, etc., was in vogue at that date. All circus bands played in high pitch. The old upright altos were used (referred to as rain catchers by circus musicians) and the air calliope had not yet come into use by any circus. Jerry Mugivan was a young man not yet 35 when the show appeared here. I still have a photo of Wheeler's band he sent me that year. Season ended in Valdosta, Ga., and the show wintered there. C. E. DUBLE.

# The Billboard

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Vol. XLIX. MAY 15, 1937. No. 20

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## Saranac Lake

By JOHN C. LOUDEN

Jack Hirsch, of Boston, spent several days at the lodge last week, visiting his many friends. He brought with him a number of gifts to be distributed among the patients.

William Milne celebrated another birthday last week. He is coming along nicely and thoroly enjoyed his natal day cake and the long-distance phone call from Mrs. Milne in New York.

Margaret Newell left the lodge last week to spend a two-week vacation with her friend Frisco Devere in Scarsdale, N. Y. Margaret is making nice progress.

Mrs. John DeGiovanni, of New York, is visiting her husband at the lodge and is well pleased with his progress. She hopes to have him home with her shortly.

Marie Bianchi, who left the lodge nine months ago in A-1 condition, is back again with a slight setback. She was formerly a member of the Warner Bros.' staff in New York.

Mr. and Mrs. Willard C. Patterson were pleasantly surprised last week with a visit from Mr. and Mrs. Earl Hudson, of Detroit. Hudson is an executive of the Detroit United Theaters.

Charley Foster left the lodge last week for his home in Racine, Wis. He has improved greatly and hopes to engage in some light occupation.

Write to all those you know at Saranac Lake.



# The Final Curtain

**ADAMS**—James Fleming, 74, former musician and teacher, suddenly May 3 at the home of his son in Philadelphia. He went there 20 years ago from Front Royal, Va., and was continually associated with music activities. His son survives.

**ANTRIM**—Clarence D., 78, head of the Antrim Lyceum for 35 years, April 30 at his Philadelphia home.

**BEAUMONT**—Lucy, 40, character actress, April 24 in New York. She had been on the stage and in pictures.

**BISHOP**—John B., 78, former theatrical manager, suddenly at North Windham, Me. He managed the Gem Theater on Peaks Island, Me., 25 years ago and other enterprises at Old Orchard, Me.

**BOYLE**—George E., owner of the Allentown Heights circus grounds, Allentown, Pa., in that city recently from injuries sustained in an auto accident. He was a brother of the hoop and club jugglers Munde and June and the Boyle Bros.

**BUDZANOW**—Raymond, 24, Detroit radio actor, May 1 in that city. He had been engaged to play a part in a radio skit and was rehearsing a "tough guy" role when he accidentally shot himself thru the head, he believing that the gun was empty. Survived by his father, Louis Budzanow, and several sisters.

**BUTCHER**—Harry (Shorty), 46, former cowboy who worked on Sparks and Hagenbeck-Wallace circuses, at Wapakoneta, O., May 1 of dropsy after many months' illness.

**COFFEY**—Tom, concessioner with Capt. Van Sickle and Johnny Ward, Mrs. Dunn, C. R. Leggette and others, April 23 in a Ventura, Calif., hospital. Survived by a sister and two brothers, Bert and Niel Coffey. The latter is with the Greater Exposition Shows.

**CORT**—Harry Linsley, 48, producer and musical comedy writer, May 6 in his sleep of heart disease at his home in New York. His father was also a producer and theater owner in New York, having built the Cort Theater. Harry Cort entered the theatrical business in the West about 20 years ago. Coming to New York, he managed the Standard Theater and began writing in collaboration with George E. Stoddard the musical comedy *The Elopers*. Between 1918 and 1925 the collaborators wrote *Listen Lester*, *Just a Minute*, *Jim Jam Jems*, *Go-Go*, *Sharlee* and *China Rose*. In partnership with Charles H. Abramson he produced *All the King's Horses* in 1934. He leaves his wife, two daughters and a son.

**CRABTREE**—Louis, music critic for *The Journal-American*, recently in Syracuse, N. Y.

**DAZIAN**—Henry, 83, theatrical costumer, at his home in Miami Beach May 4. In 1878 he became the head of Dazian's, Inc., which had been established by his father in 1840, and he has since been acclaimed America's leading theatrical costumer because of his expertness in designing for period plays and for his advice relative to authenticity of the appearance of an entire production. Among the actors and actresses he dressed were Edwin Booth, E. L. Davenport, Louis Aldrich, Lawrence Barrett, McKee Rankin, Richard Mansfield, Helena Modjeska and Mrs. Leslie Carter. The Belasco presentation of *Du Barry* in 1901 was one of the last productions to which he gave personal attention. He costumed the American spectacle for the Chicago World's Columbian Exposition, 1893, estimating the needed material for 1,000 assorted outfits within a quarter of a yard per costume. He negotiated the terms of the first contract which brought the late Caruso to the Metropolitan Opera, was one of the earliest members of the Lambs and acted as trustee for the Actors' Fund of America for 30 years. He leaves two nieces and four nephews.

**DOYLE**—Mrs. Katherine J., mother of Ray Doyle, Hollywood scenarist, in New York April 22.

**EATON**—Elwyn, 73, former actor, in Los Angeles April 30. He was a member of the original cast of *Sherlock Holmes* with William Gillette. Born in England, he was best known for his Shakespearean roles. For the last six years he had lived in Hollywood, working occasionally in films. Survived by his widow, Eva B. Eaton.

**EDWARDS**—Snitz, 75, veteran actor, in Los Angeles May 1. In show business more than 50 years, he had tramped thru Europe, North and South America before settling in Hollywood in 1918. He was well known as both a musical comedy player and film comedian and for many years was under the Charles Frohman banner in New York. He had appeared in *The Red Mill*, several Gilbert and Sullivan revivals and *The Silver Slipper*. Some of the films in which he appeared include *The Thief of Bagdad*, *Omar Khayyam*, *Sea Wolf* and his last produc-

tion, *Public Enemy*. He was brought to America from Hungary at the age of four. Surviving are his widow, Eleanor, and three daughters, Cricket Edwards Kendall and Evelyn and Marian Edwards.

**ECKL**—Joseph A., 52, retired vaudeville booking agent, of heart attack May 5 at his home in Bayport, L. I., N. Y. He leaves a wife and two sisters.

**FOX**—Charles Edwin, 54, member of the board of directors of the Pennsylvania Broadcasting Company, operating Station WIP, May 3 at his home in Philadelphia following a heart attack. He was a civic leader and former district attorney. Surviving are his widow, a son, a daughter, two brothers and a sister.

**FRANKO**—Samuel, 80, musician, May 6 in the Roosevelt Hospital, New York, of a fractured skull suffered when he fell on the steps in the lobby of Hotel Des Artistes, New York. As a young conductor in 1900 he was hailed for having discovered forgotten 17th and 18th century compositions. A widower, he leaves five sisters. He was an uncle of Edwin Franko Goldman, band leader.

**FRIAS**—Carlos, manager of the Plaza Theater, El Paso, Tex., drowned when the boat in which he and Ray Holloway, manager of the Elianay Theater there, capsized on Elephant Butte Lake near Hot Springs, N. M., April 26. Frias' body was found but Holloway is still missing, tho he, too, is believed to have drowned. Frias had been connected with El Paso theaters for 18 years.

**GARABEDYAN**—Dr. H., native of Manash, Asia Minor, April 28 in Providence Hospital, Detroit, of heart attack. He was the official Armenian representative to the Parliament of Relations at the Columbian Exposition in Chicago in 1893. Survived by a sister, Mrs. Garada G. Rubian, of Aleppo, Syria.

**GIECE**—Mrs. Myrtle Mae, 46, who with her husband, Frank Giece, operated the Popeye concession on Ward's Carnival, of a heart attack on the carnival lot at Pine Bluff, Ark., April 29. Besides her husband, four sons, Charles Yost, of Chicago; Earl, Warren and Billy Giece, also with Ward's Shows, and three daughters, Mrs. Halley Mason, Pauline and Geraldine Yost, survive.

**GINTARO**—Isabelle, wife of Gintaro, Japanese juggler and top spinner, in London April 20.

**GROFF**—George W. Sr., 69, of the RCA Manufacturing Company, May 5 in Cooper Hospital, Camden, N. J., after an illness of several weeks. He had previously been employed by the Victor Talking Machine Company. Survived are his widow, two daughters and a son.

**GUETTER**—J. Walter, 42, musician and music teacher, May 1 at his home in Upper Darby, Pa., after an illness of five weeks. He was the son of Julius Guetter, widely known violin maker. Deceased taught at the Curtis Institute of Music for many years and was formerly first bassoonist of the Philadelphia Orchestra. Besides his father, his mother, daughter and widow, the former Elsie Goepel, survive.

**HARRIS**—Walter S., 84, former theater advertising program publisher, at his home in Providence April 22. Survived by his widow. BPOE conducted services at his home April 24.

**HARRIS**—Howard, 35, well known in outdoor circles and son-in-law of Sallie Hughes Walker, suddenly in Pontiac, Mich., April 26 of acute nephritis. He had been connected with circuses for the last 15 years. His widow and one child survive.

**HOLLOWAY**—Ed, 59, veteran showman, at Madison Hospital, Madison, Wis., April 24. He was formerly of the Holloway Bros.' Circus, which toured the Northern States in '93 and '94. He was with many other road shows, including the George W. Hall Circus. Later he put out his own show with pictures and vaudeville. Survived by three brothers, Claude, Max and Art, the last named operating a vaudeville and picture show in the Dakotas; his father and sister, who are on the road in med business.

**HUDSON**—Walter E., 73, retired theatrical manager, May 3 after a brief illness in New York. His uncle, James W. Collier, of Shook and Collier, gave Hudson his start in show business when he was employed in the box office of the Union Square Theater, New York. He also toured the country with the Union Square traveling companies. In 1886 he was Helen Dauvray's manager when she

presented Bronson Howard's *One of Our Girls* at the old Lyceum, New York. He later became advance man for Raymond Hitchcock and Otis Skinner when his sister, Lizzie Hudson Collier, played the leading role in Skinner's company. He represented the Messrs. Shubert and acted as agent for *The Shame Woman*. Burial in the family plot, Calvary Cemetery, Queens, N. Y.

**HUGHES**—Herbert, 55, composer and music critic, of pneumonia May 2, Brighton, England. He composed the incidental music of *And So to Bed* and for the film *Norah O'Neal*.

**JOY**—Moses, 82, pioneer motion picture photographer, April 30 in the Bellevue Hospital, New York, from injuries suffered when he was struck by a trolley car two days before. Employed in the Edison Biograph Studio, he devised the first camera on which the focus could be changed. He was the oldest member of the Camera Club. Funeral services and burial at Nantucket, Mass.

**JULIEN**—Leo P., 43, partner in the Julien Bros.' Monkey Circus, at Miami April 25 from meningitis. He was a native of Bethlehem, Pa., and spent the greater part of his life in the show business. His career began in 1910 with the Harry Hunter Shows and later he was with the Con T. Kennedy, K. G. Barkoot, World at Home, West World Wonder and Bruce Greater shows. The last two years he was with the Rubin & Cherry Exposition. Body was accompanied to Bethlehem, Pa., by Mrs. Katherine Julien and brother, Joseph, and Dewey J. Julien. Two sisters, his mother and a brother reside in Bordeaux, France. Burial in Holy Saviour Cemetery, Bethlehem.

**LEATHERMAN**—Frank A., 64, credited with having installed the first theater organ in Atlanta and with talking film patents, at Atlanta May 3. He leaves a wife, sister and two brothers.

**O'BOYLE**—Mrs. Frank, 85, mother of Frank O'Boyle, who is universally known in show business as Frank (R. O.) Sweeney, in Cheyenne, Wyo., May 4. Burial in Elroy, Wis.

**OTSU**—Frank, head man of the Japanese act of the Otsu Family, at Bristol, England, April 11. He had appeared with his troupe all over the world.

**POWERS**—Mrs. Mary A. Reeves, 65, actress, at her home in Brooklyn May 3. She was known professionally as Mary A. Reeves. Leaves her husband, Alexander Powers, stagehand.

**PUHL**—Mrs. Mary Hight, 52, dramatic coach and play producer, at Tucson, Ariz., April 28. She was director of the Northwestern Players at Northwestern University from 1910 to 1917. Three years ago she gave a *Woman's Page* broadcast over NBC from Chicago. She was also former national lecturer of the Republican Party. Services in Tucson.

**RYAN**—Clarence, brother of Hazel Ryan and manager of KRKD, Los Angeles, in Stockton, Calif., recently.

**SAYRES**—Margaret, 69, veteran character actress, in an Asheville, N. C., hospital April 17 after a two-year illness. She played for many years on the legitimate stage with Ruth Chatterton, Pearl White, Henry Miller, Charles Frohman and other noted actresses and actors. Her last role was that of a matron of a girls' reform school in *Daddy Long Legs*. She made one motion picture, *Perils of Pauline*. Survived by two sisters, Mrs. George Williams, of Portales, N. M., and Mrs. Bert Covert, of Golva, N. D., and two brothers.

**SEMEYN**—Clinton, 27, widely known drummer thruout Western Michigan with the Playboys Orchestra, at his home in Muskegon, Mich., April 30 after a two-week illness from epidemic cerebro-spinal meningitis. He was a member of the Muskegon musicians' union. Surviving are his widow, his parents, a brother and two sisters.

**SHEEDY**—J. J. (Jack), 48, veteran circus fan, at his home in Hartford, Conn., May 1. Survived by widow, two daughters, a brother and a sister. Burial in Hartford.

**SMITH**—Walter M. Sr., 46, band leader, cornet soloist, radio artist and vice-president of the American Bandmasters' Association, at his Quincy, Mass., home May 1 after an illness of more than a year. He was regarded as one of the leading bandmasters in the country, having conducted three bands,

including the Shriners' Band of Aleppo Temple, Boston. Smith was also nationally known as a cornet soloist. He was a band leader at 16 and at 21 was soloist for the Boston Festival Orchestra. He formed the Walter Smith Band, familiar to radio audiences of New England. During the celebration of the Massachusetts Tercentenary in 1930 Smith was selected to conduct the Boston Tercentenary Municipal Band. In 1915 he played in the Exposition Symphony Orchestra in San Francisco. Survived by his widow, Mrs. Adah L. (Thompson) Smith; a brother, Archie Smith, and two sons, Walter M. Jr. and Stewart, all of Quincy. Funeral at Union Congregational Church, Wollaston, Mass., with burial in Mt. Wollaston Cemetery, Quincy.

**SOMERVELL**—Sir Arthur, 73, composer, May 2 in Windermere, England. His best known works include the musical settings to Tennyson's poem *Maud* and Housman's *Shropshire Lad*.

**SPEERS**—Mary Bolton, 60, mother of Robert Speers, Universal Pictures publicist, in Hollywood May 4.

**STAPLES**—Marloe, 20, trapeze performer, killed when she fell 30 feet while doing an "iron jaw" act in a Los Angeles theater May 2. She suffered a fractured skull and a broken neck.

**TRUESDELL**—George F., 64, retired actor, at his home in New York May 3 after a long illness. On the stage he was billed as Frederick Truesdell and was last seen in the Theater Guild production of George Bernard Shaw's *The Apple Cart* in 1930. He had appeared in *On Trial*, *East Is West*, *The College Widow* and *Our Bitters*. He also wrote poetry and plays. He belonged to the Lambs' Club and leaves his mother and wife.

**WEAVER**—Daniel L., 66, former theatrical manager, at Sacred Heart Hospital, Spokane, Wash., recently. Weaver retired from theatrical business when the old Spokane Theater, which he had built for the Northwestern Theatrical Association, burned in 1917. He was also a co-manager of the Auditorium Theater, Spokane.

**WEBER**—Frederick Clement, actor, at his Baltimore home May 1. He leaves his wife.

**WICKIZER**—Katherine Hill, former drama critic for *The San Francisco Chronicle*, believed to have drowned when she fell from a cliff into a heavy surf at San Rafael, Calif., May 3.

**WILLIAMS**—Adelaide, professionally known as Rosaleen O'Hara, vocal comedienne who appeared in revues with Flanagan and Allen and other stars, at Swansea, Wales, April 18.

**WOODWARD**—C. Arthur, booker, recently in Buffalo General Hospital after a five-month illness. He had been associated with the Paramount office since its organization in Buffalo several years ago. He leaves his wife.

**WRIGHT**—Mrs. Cora D., 62, mother of Phil Wright, trombonist and sousaphonist, April 30 at her home in Elmira Heights, N. Y., after an illness of three years. Survived by her husband and son. Burial at Granville, Pa.

## Marriages

**ADAMS**—MacROBERTS—Clay Adams, assistant to Sol M. Wurtzel at 20th Century-Fox, and Patty MacRoberts, non-professional, at Larchmont, N. Y., May 3.

**BANKS-BARUCH**—Polan Banks, novelist and playwright, and Amalie Baruch, nonpro, at Havana May 2.

**CARTER-TECHMYRE**—Ernest Carter, member of the Chuck Wagner Gang heard daily over Station WBAP, Fort Worth, and Rosa Lee Techmyre in that city recently.

**FRYER-THORPE**—Elmer Fryer, head of the Warner Studio still department, and Lucille Thorpe, studio hair stylist, at Yuma, Ariz., May 1.

**HUTTON-MARTIN**—David Hutton, vocal instructor and former husband of Aimee Semple McPherson, and Mrs. Eva Martin, Hollywood singer and pianist, at Yuma, Ariz., May 2.

**KLEIN-WALLIS**—Wally Klein, film writer, and Juel Wallis, sister of Hal Wallis, Warner studio executive, at Van Nuys, Calif., May 2.

**LANG-ASTELETT**—Howard Lang, Hollywood actors' agent, and Vicki Astlett, actress, May 3 at Yuma, Ariz.

**METZGER-CANTOR**—Joseph Lewis Metzger, nonpro, and Natalie Cantor, daughter of Eddie Cantor, at Beverly Hills, Calif., May 6.

**MUHL-HUGHES**—Edward E. Muhl, Universal Pictures executive, and Laidyne Hughes, studio secretary, at Yuma May 5.

**NAST-HOUSER**—Charles Couderc Nast, (See MARRIAGES on page 93)







ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Aarrens & Broderick (Casino Parisien) Chi.
Abbott Dancers (Palmer House) Chi.
Abbott, Joan (Yacht Club) Chi.
Ace, Red (Ye Olde Tavern) Ft. Wayne, Ind.

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; r-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Cocoanut Grove) Hollywood.
Calloway, Cab. & Orch. (Shea) Toronto, t.
Campbell, Burns (Javo Jungle) Pittsburgh, h.

Durante, Jimmy (Chez Paree) Chi.
Duskin, Joyce (Paradise) NYC, re.
Earns & Gordon (Stork) Providence, nc.
Easton, Bob (Golden Gate) San Francisco 12-26, t.

Hamilton, Betty (Edgewater) Lafayette, La.
Hamilton, Jimmy (Ball-Ball) Chi.
Handle & Mills (Gloria) Columbus, nc.
Hanes, Tate & Simpson (Leon & Eddie's) NYC, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Coral Islanders (Montclair) NYC, h.
Corella, Claudia (El Gaucho) NYC, nc.
Cornforth, Pat (Corktown Tavern) Detroit, nc.

Foy, Boy (St. Regis) NYC, h.
Francis & Carroll (Loew) Montreal, t.
Francis, Dixie (Netherland Plaza) Cincinnati, h.

Kahler, Jerry (Versailles) NYC, re.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi.
Karlene: Carthage, Mo.
Karson Duo (Jermy) Scranton, Pa., h.



Levia, Tex. & Hillbilles (Village Barn) NYC.
Lila (Gypsy Tavern) NYC.
Linden, Harry (Open Club) Chi.
Lindstroms, The (Casino Parisien) Chi.
Ling, Soe (Callente) NYC.
Linn, Ann (Zelli's) NYC.
Lombard Sisters (Biltmore) Providence, h.
Lombardo, Guy, & Orch. (Stanley) Pitts-

Nixon, Lois (Chez Maurice) Montreal, Can.
Noble & Donnelly (Mayflower Casino) Chi.
THE NONCHALANTS

THE NONCHALANTS
Now playing
REX THEATER,
Paris, France
PERSONAL DIRECTOR
MUSIC CORPORATION OF AMERICA

Nolan, Marion (Adelphia) Phila. h.
Noid, Nancy (Queen Mary) NYC. re.
Noma (Southland) Boston, nc.
Norman & McKay (Casino da Urca) Rio de

Ross Twins (Bagdad) Miami, nc.
Ross, Dr. Sydney (Radio City Rainbow Room)
Roth, Lillian (Stevens) Chi. h.
Roth, Sybil (State-Lake) Chi. t.
Roy, Rosalie (Royale Frolics) Chi. no.
Royal Roscovians (Fort Hayes) Colum-

Saxon, Lou (Callente) NYC. mh.
St. Claire, Sylvia (St. Regis) NYC, h.
Santonor & Loraine (Hollenden) Cleveland, h.
Santos & Elvira (Jimmy Kelly's) NYC, nc.
Sargent, Jean (Hollywood) NYC. re.
Satch & Mirador NYC, nc.
Saunders, Alex (Terminal) Augusta, Ga., h.

Sherman, Muriel (McAlpin) NYC. h.
Shore, Willie (Colosimo's) Chi. no.
Shutta, Ethel (Royal Palm) Miami, nc.
Siboney Quartet (Le Mirage) NYC. no.
Simon, Edith & Carl (Shoreham) Wash-

Solter, Willie (Village Barn) NYC, nc.
Sons of the Desert (Met.) Boston, t.
Sorenson, Capt. Carl (Mayfair) Detroit, re.
Stanley Twins (Pal.) Chi. t.
Starnes, Jack, & Co. (Michigan) Detroit, t.
Steel, John (Roxby) NYC, t.
Steele, John (Whirling Top) NYC, nc.

Sterner, Keen & Lois (Bal Tabarin) Paris, no.
Stone, Dick (Essex House) NYC, h.
Strickland, Charles F. (Buckingham) NYC, h.
Stroud, Claude & Clarence (Colosimo's) Chi.

Tania & Kiroff (Hollywood) NYC, re.
Tappen, Maxine (Essex House) NYC, h.
Taylor, Harry (Monte Carlo) NYC, no.
Taylor, June (St. Regis) NYC, h.
Taylor & Moore (Dante) NYC, h.

Underwood & Underwood (Round Up) Boston,
Valdez, Vern (Club Frontenac) Detroit, nc.
Vallon, Nannette (El Gaucho) NYC, nc.
Van, Gus (Bal Tabarin) San Francisco, c.
Virginia, Virginia (Modesta) Augusta, Ga., t.

Waddell, Toby (Anchor Club) Sandusky, O.,
Wages, Johnnie (Trail End Tavern) Vienna,
Walt, Kenneth (Shrine Circus) Springfield,
Walker, Buddy (Yacht) NYC, nc.
Walker, George (Savarin) Buffalo, N. Y., nc.
Walker Trio (Bismarck) Chi. h.

Ward, Mae (Lido) Tulsa, Okla., h.
Ward, Sid (Miami Club) Milwaukee, nc.
Warren & Bodee (Mirador) NYC, nc.
Washington, George Dewey (Cotton Club)
Waters, Ethel (Cotton Club) NYC, cb.
Wayne, Ruth (Callente) NYC, nc.

Webb, Capt. Geo. (Celebration) Taylorville,
Wells, Wally (Barney's) NYC, nc.
Wellman, Alice (Le Mirage) NYC, nc.
Wenzel, Dorothy (Italian Gardens) Pittsburgh,
Whalen, Jackie, Streamline Steppers (Club
Stanley) Montreal, Can.

Wills & Gilmore (Mayfair) Detroit, nc.
Wilson, Jack & Honey (Village Casino) NYC,
Winston, Foris (Merry-Go-Round) Brooklyn,
Wither, Jerry (Village Barn) NYC, nc.
Wolf, Tiny (Yacht) NYC, nc.
Wolfe, Lorna (Troadero) Dallas, nc.

Zaska (Chicago) Chi. t.
Zeigler, Billy (New Earl) Baltimore, nc.
Zita & Marseille (Chez Paree) New Orleans,
Zito (Merry-Go-Round Bar) NYC, nc.
Zonta (Variety) NYC, nc.
Zorine (Mayfair) Detroit, nc.
Zudella & Co. (Harry's New York Bar) Chi.

BANDS AND ORCHESTRAS
(Abbot, Dick; Emerson) Baltimore, h.
Abrams, Al; (Mayfair Casino) Cape May,
N. J., nc.
Adams, Johnnie; (Dutch Gardens) Dayton, O.,
nc.

Adcock, Jack; (Continental Room) Phila, nc.
Albin, Jack; (Village Casino) NYC, nc.
Aldin, Jimmy; (Gino's Cedar Gardens) NYC, c.
Allen, Ray; (Purple Derby) Phila, nc.
Arheim, Gus; (New Yorker) NYC, h.
Arthur, Zinn; (Roseland) Brooklyn, h.
Ashman, Eddie; (Tokay) NYC, re.
Atkinson, Connie; (Berkeley-Carteret) As-

Baer, Billy; (Deshler-Wallick) Columbus, O., h.
Bair, Ted; (The Stables) Topeka, Kan., nc.
Barker Trio; (Lincoln) NYC, h.
Barnett, Charlie; (Carsonia Park) Reading,
Pa., nc.
Barrett, Hughie; (Tavern on the Green) Cen-
tral Park, NYC.
Barris, Harry; (Uptown) Portland, Ore., b.
Barrow, Blue; (Southern Tavern) Cleveland,
O., nc.



Clemente, (Royal Palm) Miami, nc.
Coburn, Jolly, (Normandy) Boston, b.
Codelban, Cornelius, (St. Regis) New York, h.
Coudelo, Joel: (Seven Gables Inn) Millford, Conn.

Hummel, Ray C.: (Hummel's Silver City, N. M., b.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Glen: (Paradise) NYC, re.

Norman, Vincent: (Evergreen Casino) Phila. nc.
Norris, Stan: (Merry Garden) Chi, b.
Norvo, Red: (Gibson) Cincinnati, h.
Noury, Walt: (Roma) Haverhill, Mass., re.

Van, Bob, & Chicago Esquires: (Hotel Miami) Dayton, O., h.
Van Loon, Dutchy: (Famous Door) Boston, nc.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.

Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., ro.
Dan, Arthur: (Park Lane) NYC, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.

Imperial Trio: (Imperial) NYC, h.
Islanders, The: (New Howard) Baltimore, h.

O'Hare, Husk: (Grand Terrace) Wichita, Kan., nc.
Olson, Walter: (New Julius) Gardenville, N. Y., ra.
Owens, Harry: (Beverly-Wilshire) Hollywood, h.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wagner, Buddy: (Mirador) NYC, nc.

DeLaney, Frank: (Meadowbrook) Cedar Grove, N. J., ro.
Dan, Arthur: (Park Lane) NYC, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.

Kain, Paul: (Commodore) NYC, h.
Kanne, Evelyn: (Gazette) NYC, re.
Kassel, Art: (Claridge) Memphis, h.

Pablo, Don: (Merry-Go-Round Club) Dayton, O., nc.
Packard, Freddie: (Jonathan) Los Angeles, nc.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.

White, Dave: (Oasis Club) New York City, ra.
White, Thelma: (Keumore) Albany, N. Y., h.
Whitely, Walter: (Steamship Zee) Chi, nc.

Dixon, Dick: (Gloria Palast) NYC, nc.
Doggett, Bill: (Theater Club) Phila, re.
Donahon, Boys: (Lawrence) Erie, Pa., h.

Kent, Irwin: (Chanticleer) Millburn, N. J., nc.
Kerr, Jack: (Warwick) NYC, h.
Kedman, Ken: (Hollywood) Madison, Wis., b.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Rapp, Barney: (Chase) St. Louis, h.
Rausch, George: (Melody Mill) Chi, b.

Young, Bob: (Bal Taurin) San Francisco, nc.
Zarin, Michael: (Waldorf-Astoria) NYC, h.
Zelman, Rubin: (Caravan) NYC, nc.

Edmund, George: (Loyale) NYC, c.
Ekins, Eddie: (Astor) NYC, h.
Elliott, Duke: (Cotton Club) NYC, nc.

LeRoy, Howard: (Jermyn) Scranton, Pa., h.
Leroy, Red: (Jeane's) NYC, nc.
Lewis, Willie: (Chez Ray Ventura) Paris, nc.

Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., nc.
Sales, Lou: (Mayflower Casino) Chi, nc.
Sanders, Joe: (Blackhawk) Chi, re.

Crazy Quilt: (Gayety) Washington, D. C., 10-15; (Howard) Boston 17-22.
Girls in Toyland: (Howard) Boston 10-15.
Ladies in Lingerie: (Gayety) Cincinnati 17-22.

Farmer, Will: (Leon & Eddie's) NYC, nc.
Fejer, Joe: (DuPierrot) NYC, nc.
Felix, Don: (Pines) Newport, Conn., h.

LeBrun, Duke: (Neil's Barnyard) Gary, Ind., nc.
LeRoy, Howard: (Jermyn) Scranton, Pa., h.
Leroy, Red: (Jeane's) NYC, nc.

Schrier, Carl: (Guyon's Paradise) Chi, b.
Sear, Bob: (Crystal) Natchez, Miss., nc.
Sentel, Jack: (Edgemoor) Miami, nc.

Boy Meets Girl: (Chestnut St.) Phila.
Brother Rat: (Plymouth) Boston.
Close Quarters: (Royal Alexandra) Toronto 10-15.

Gaines, Charlie: (Morocco) Phila, nc.
Genovese, Vince: (Arcadia) St. Louis, b.
Gil, Manuel: (Plaza Enseneda) Enseneda, Calif., h.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Plaza) NYC, h.
McGhill, Billie: (Huntington Inn) Detroit, nc.

Spratt, Jack: (Six: (Onyx) NYC, nc.
Spratt, Jack: (Bram. Rail) Parkersburg, W. Va., nc.
Stabile, Dick: (William Penn) Pittsburgh, Pa., h.

Alabama Minstrels: Tulsa, Okla., 12; Muskogee 13; Arkansas City, Kan., 14; Coffeyville 15.
Baughman's Travellers: Haines City, Fla., 16; Kissimmee 17; Ocoee 18; Orlando 19; Sanford 20; Ocala 21.

Hall, George: (Tart) New York, h.
Hamilton, Artie: (Klown Klub) NYC, nc.
Hampton, Jack: (Showboat) St. Louis, b.

McCarne, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Plaza) NYC, h.
McGhill, Billie: (Huntington Inn) Detroit, nc.

Tallare, Pedro: (Larue's) NYC, re.
Telone, Lennie: (Wright's) Plainfield, Conn.
Terry, Mack: (Tutweiler) Birmingham, Ala., h.

Modern Noah's Ark: Monett, Mo., 12-13; Joplin 14-16; Pittsburg, Kan., 17-19; Nevada, Mo., 20-21; Clinch 22.
Marquis, Magician: Frostburg, Md., 12; (Perry) New Lexington, O., 18-17; (Delwyn) New Straitsville 18-19; (Crawford) Gloucester 20-21.

Harris, Claude: (Joe's Stables) Detroit, nc.
Harris, Ken: (Beaumont) Ogden, Utah, h.
Harris, Phil: (Ambassador) Los Angeles, h.

Neubaur, Eddie: (Casino Moderne) Chi, nc.
Neelson, Harold: (Bungalow) Jackson, Miss., nc.
Nelson, Red: (Famous Door) Chi, nc.

Tallare, Pedro: (Larue's) NYC, re.
Telone, Lennie: (Wright's) Plainfield, Conn.
Terry, Mack: (Tutweiler) Birmingham, Ala., h.

Wisconsin Bill on Minors
MADISON, Wis., May 8.—A bill introduced in the State Assembly strengthens the statutes regulating the employment of minors in the amusement field.

INDEPENDENT BURLESK

DRAMATIC AND MUSICAL

MISCELLANEOUS



## H-W Initial Show in Cincy

**Exhibits on Cumminsville lot—Howard Y. Bary offers excellent program**

CINCINNATI, May 8.—The new Hagenbeck-Wallace Circus, under management of Howard Y. Bary, which was here on the Cumminsville lot May 1 and 2, made a hit with the circusgoers. Attendance was exceptionally good. It was the first white top of the season for the Queen City and will be followed by Cole Bros. on the Fourth and Smith streets lot May 16-17.

At the first performance here things appeared to drag a little, but this was soon overcome in the following press-  
(See H-W INITIAL on page 62)

## Eddy Loses Day Due to Heavy Rain

PORT RICHMOND, N. Y., May 8.—Eddy Bros.' Circus has completed its first week, with business excellent in good weather and, of course, only average in bad weather. The show lost one day on account of excessive rain, but as a whole was routed outside of the Eastern flood area.

Show makes a beautiful appearance on the lot; everything freshly painted, flags flying and many new trucks. Melvin D. Hildreth came on from Washington by air Sunday evening to see a new 1937 Chevrolet horse truck which carries all stock. Show has two bands in spec and has the best program ever presented by Charles Hunt in his 45 years of operating his own circus. A seal act will soon join. Chair grand stand is used for first time, with starbarks on band side. New blues, nine high, have been made during the winter. Show is billing 10 days ahead and is contracted three weeks ahead. Advance is putting up plenty of paper.

Featured acts are Hazel Williams; Charles Hunt Troupe of riders; Welby Cooke with mixed group consisting of elephant Dolly, pony Dusty and trained dogs; the Levines, perch; Aerial Smalls, Mervyn Damm and others. Jack Sampson has the combined Side Show and menagerie. New banner line is expected shortly.

## Ira Watts Engages Cohn as Treasurer

WAR, W. Va., May 8.—Ira M. Watts, general manager of the Dan Rice Circus, has engaged Charles (Butch) Cohn as treasurer and timekeeper. He closed with the Al G. Barnes-Sells-Floto Circus at San Francisco and joined the show here Thursday. "Butch" is well known in show circles and has filled positions of adjuster, treasurer, auditor and manager with shows under the old American Circus Corporation and with the Fred Buchanan and Sparks circuses. Many other old-time circus executives are attached to the Ray Marsh Brydon banner this spring.

Business with the show continues big with ideal weather conditions prevailing.

## Everything's Lovey-Dovey Between Opposition Crews

PITTSBURGH, May 8.—In town together slapping the boards for their bosses, billposters of Cole Bros. and Hagenbeck-Wallace circuses, playing here 10 days apart, actually are playing brother. No more scrapping like yesteryear. No more covering up paper. Everything's lovey-dovey.

Maybe one reason's because IABPB put a watcher on each advance car to stop any possible dirty work. Maybe it's because business is so good the boys haven't time to scrap. For Leo Abernathy, IABPB prexy, stated today there's a shortage of billposters throughout the country as he pleaded (figuratively speaking), "We need more men to give jobs to."

## Mix Drivers Get Mixed In Finding Show Lot

SHARON, Pa., May 8.—The Tom Mix show on April 30 was involved in a circus mixup over location on the showgrounds.

Coming from Youngstown, O., where the show exhibited April 29, drivers for the Mix show followed arrows which were placed for Wallace Bros.' Circus, which showed at Sharon April 30. Thinking they were in Oil City, Pa., where show actually was to set up for April 30, the Mix drivers started to unload the trucks. Shortly thereafter the Wallace Bros.' trucks arrived and the employees began unloading.

The confusion of the two shows unloading simultaneously interrupted auto and trolley traffic near by. The mixup was finally settled, the Mix show moving on to Oil City.

## Pagel Extends U. S. Acts' Stay

**Business is gratifying — no "bad" spots in South Africa—Boswell opposish**

POSMASBURG, C. P., South Africa, April 10.—Pagel's Circus, now playing the diamond field district near Kimberly, is still enjoying the gratifying business that has been its lot for the last several months. There seem to be no "bad" spots in South Africa unless one encounters a flood, fire, etc.

As proof that the Americans are well liked by the management, all have been re-engaged for a six-month period, which will terminate in November and permit the return to the United States for Christmas. The Americans are Nellie  
(See PAGEL EXTENDS on page 62)

## Gainesville Show Off to Good Beginning; Is in Eighth Season

GAINESVILLE, Tex., May 8.—With ideal spring weather prevailing, the Gainesville Community Circus got off to a wonderful start night of April 28, playing to a capacity crowd in its first performance of the organization's eighth season.

Billy Rose, producer of the Fort Worth Frontier Fleets, headed the host of distinguished visitors, which included Frank H. Hartless, of Chicago, national president of the Circus Fans' Association, and wife; Mr. and Mrs. Frank Walter, owner of the Frank Walter Circus, of Houston; CFA H. B. Waite and party, Waco; Eddie Barr, amusement editor of *The Dallas Dispatch*, and Mary Wynn, amusement editor of *The Fort Worth Star-Telegram*.

The program is distinguished by the

## Cole Has Fine Canvas Opening; New Lighting System Effective

KOKOMO, Ind., May 8.—The Cole Bros.' Circus opened its outdoor season May 3 at Rochester, Ind., its home.

"A thing of beauty" would aptly describe the show as laid out. All canvas is new, also the poles. New flags are flying from the pole tops. There are

more wagons than ever before, on which gold and silver paint has not been spared.

The big top is a 170 round top with three 60-foot middles; menagerie, eight poles, being an 80-foot round top with seven 40-foot middles; Side Show, a 70 with three 30s. There is a new and larger padroom; three stable tents; a cookhouse, 130 by 45, and all new concession tents, etc.

Fred Seymour is general superintendent and had everything in readiness at Rochester. Charlie Young is boss canvasser and his assistants are Joe Kuta, Eugene Harris, Bill Jones and Fred Young. "Arky" Scott is boss animal man and Eddie Allen is again in charge of elephants. "Alabama" Campbell is ring stock boss and "Whitey" Wilbur has charge of props. Donald Cook is head usher and Louis Scott, chief electrician. A word here about the lighting. No more lights are on the center poles. Iron standards are spaced about the rings with large shaded lights at the top, while every few feet around the hippodrome, in front of seats, are standards topped by large globes, giving indirect and diffused light to the rings and track. This system of lighting resembles the brightly lighted theater stage and is the most effective yet seen with a circus.

Side Show is under direction of Lew Delmore, who has as his boss canvasser John J. Washburn. Judge Palmer is at front door.

The front door to the big show is again in charge of Noyles Burkhart, as-  
(See COLE OPENING on page 63)

## Wallace Bros. Gets Break in Weather

EAST LIVERPOOL, O., May 8.—The long-awaited-for break in weather came here for Wallace Bros.' Circus, which had encountered many days of rain and soft lots after crossing the Ohio River on its trek east. Business was good. The following day at Warren show experienced one of its best days of season.

Manager Ray Rogers announced here the arrival of a new trailer for the use of "Hoot" Gibson. Rogers also stated that he had purchased a new touring car to haul the trailer and available for exclusive use of Gibson.

The show is moving into Western Pennsylvania, where it remains for a time, later going east cautiously, according to Rogers. After picking up many of the regular Barnett stands show will double back to play extensively thru the Midwest.

Gibson, playing with a circus for the first time, is proving a big draw. Rogers has him under contract for 20 weeks, with an option of 13 more, he said.

## Mrs. H. E. Pierce, Notice!

The *Billboard* has been requested to try to locate Mrs. Harold E. Pierce, formerly Ernel M. Moore, a horseback rider. The matter concerns an industrial endorsement policy that has matured on her life. She or anyone knowing her whereabouts is asked to write the Editorial Department of *The Billboard*, Cincinnati, O.

## Storm Strikes Russell Bros.

MARSHALL, Mo., May 8.—High winds and an electrical storm hit the Russell Bros.' Circus here April 29. However, all the canvas stood up thru the quick work of helpers. The side shows fared somewhat worse, tho, with their banner poles bent almost double. Clowns carried crippled children to safety while the performance was half thru.

Prof. Agnew's truck, upon which his petrifed man exhibit was mounted, also weighing over 8,000 pounds, was shaken by the wind but was not upset.

## Paul Ringling To Join R-B

NEW YORK, May 8.—Paul Ringling, 18-year-old son of Mrs. Aubrey Ringling, will join the Ringling-Barnum Circus when he finishes his school year in June. Young Paul, it is reported, is anxious to learn the circus business.

Mrs. Ringling, who was in New York for the closing of the Madison Square Garden engagement, left early this week for her ranch in Montana.

## Bert Cole Visits Chi

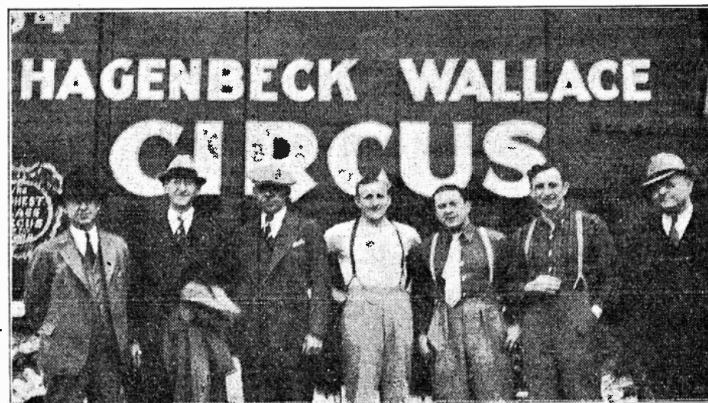
CHICAGO, May 8.—Bert Cole, for 28 years special representative and official announcer for the Hagenbeck-Wallace Circus and now retired, was a visitor, with Mrs. Cole, in Chicago this week and last. While here they were the guests of Lulu Davenport, of the famous Davenport riding family.

Mr. and Mrs. Cole are completing an extended motor trip in their new Buick. They left their home in Tottenville, S. I. N. Y., and motored thru New York State into Canada to Chicago and left for the East Thursday. At Ingersoll, Can., they encountered flood conditions and left there just before a bridge collapsed as a train passed over it.

In Chicago they had the pleasure of meeting an old friend, Frank Walden, of Detroit. They caught the Cole-Beatty show at the Stadium and had a pleasant visit with Jess Adkins; also visited Showmen's Rest in Woodlawn Cemetery, which Bert declares is the most beautiful burying ground he ever saw.

## Laws and Lawsuits

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



SNAPPED ON CUMMINVILLE lot in Cincinnati by Bernie Bruns, circulation manager of *The Billboard*, when the Hagenbeck-Wallace Circus was there May 1-2. Left to right: E. Walter Evans and Charles Wirth, of *The Billboard*; Capt. Terrell Jacobs, Fred Freeman, Foodies Hanneford and Joe Hodgins, of the show, and Dan Weber, of *The Billboard*.





# With the Circus Fans

By THE RINGMASTER

President, CFA. **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2980 West Lake Street, Chicago, Ill.

Secretary, **THOMAS BANK**, Norwich, Conn.

(Conducted by **WALTER HORNBADEL**, Editor "The White Top," care Hohenadel Printing Company, Rochelle, Ill.)

**ROCHELLE, Ill., May 8.**—Stedman R. Van Wyck, CFA of Oakland, Calif., met with an auto accident and is now in hospital with a broken knee. Drop him a line.

President and Mrs. Frank H. Hartless arrived in Chicago May 2 from San Antonio, Tex., where they spent the winter. On May 12 Mr. Hartless left for Boston, where he will attend national convention of the Linen Supply Association, opening there May 17. He is national secretary of this organization.

Bugs Raymond and Walter M. Buckingham, both CFA of Norwich, Conn., visited Knights of Columbus Circus in New Haven May 1. Show was produced by Bob Morton. The Nemrod Grotto of Norwich has signed with Frank Wirth for its fourth annual indoor show next fall.

*Big Top Rhythms*, a study of life and art by Irving K. Pond, charter member of the CFA, has been released by the publishers, Willett, Clark & Company, Chicago. Book consists of 230 pages with illustrations by the author.

Lawrence C. Brown, CFA of Portland, Me., had a visit with his friends Mr. and Mrs. Minert DeOrlo at their new home in West Cheshire, Conn. DeOrlo for many seasons was clown cop on Downie Bros.' Circus. On April 17, with Buckingham and Raymond, Brown attended the Grotto Indoor Circus produced by Frank Wirth in Waterbury, Conn.

James V. Chloupek, of Oakland, Calif., a member of the board of directors of the CFA, recently spent a week with the Barnes show.

## Saying It With Elephants

PARIS, May 3.—When the Cirque Medrano big top played at Aix-en-Provence last week the crowds trying to reach the main entrance overwhelmed the police guards and it was necessary to bring out the elephants and line them up in front of the tent to hold the crowd in check. Every seat in the big tent was occupied and hundreds of would-be spectators were turned away.

## Big Day for Mix At Youngstown, O.

YOUNGSTOWN, O., May 8.—Last Ohio stand for Tom Mix Circus, this city gave show one of its biggest days; capacity both matinee and night. The first real weather in more than a week, coupled with big steel mill pays, was responsible for the big day's business here, Dail Turney, manager, announced. It was first in here.

At Akron the previous night, despite absence of bus service, cold damp weather and the eight-week Firestone strike, show, playing on a lot two miles out, had a straw house.

Basil McHenry was an all-day visitor.

## Cole Take Nearly \$200,000 in Chicago

CHICAGO, May 8.—The Cole Bros.-Clyde Beatty Circus grossed approximately \$200,000 in its recent engagement here at the stadium, according to figures given *The Billboard* by the Stadium management.

Total paid attendance for the 34 performances was 291,365, and gross receipts were \$195,850.45. In addition to the paid attendance thousands of under-privileged children were admitted free, bringing the total attendance to almost 350,000.

## 54th Season For Tiger Bill

CHARLOTTE, Mich., May 8.—The Tiger Bill Wild West Show will soon start its 54th tour, with Col. E. D. Snyder as general manager and T. (Tex) J. Crockett business manager. The equipment is being overhauled, with new trucks replacing most of the old rolling stock of the last two seasons. New quarters have been established in this city.

The Side Show will consist of eight attractions, and each stage will be draped in the show's colors of yellow and blue. A 10-piece cowboy band will be with show.

## WPA Biz Holds Up At Ridgewood Stadium

NEW YORK, May 8.—The WPA Federal Theater Project's circus opened the fourth of a series of week-end runs at Ridgewood Grove Stadium afternoon of May 2. Biz has held up remarkably well. Show will be here for one more week-end and then open under canvas May 18 at Sunnyside, L. I.

Show will be on lot at 46th street, between Skillman and Foster avenues, under sponsorship of the Mayor's Community Study Committee of Blisssville, Laurel & Thompson Hill, Sunnyside and Woodside. The Negro spectacle *Savage Africa* is ready for opening date.

With many performers obtaining employment with private circuses, it is understood that they will be replaced with new acts for the tenting season, reports Wendell J. Goodwin.

## H-W Adv. Car Roster

CHARLESTON, W. Va., May 8.—Roster of Hagenbeck-Wallace advertising car is as follows: Barney H. Kern, manager; Tom Jones, boss billposter; H. M. Richmond, Jack Scott, J. J. Kelly, H. E. Shaffer, Earl Blachford, Fred Maurer Jr., Reed Tittle and Alex Hauseron, billposters; Ben Levine, boss lithographer; Al Spencer, C. E. Rosecrans, Albert Wolff, Louis Ingleheim, G. R. Edwards, Perry Windsor and K. L. Miller, lithographers; H. W. Doran, banner squarer; Richard Blackburn, boss banner man; William Carr, Lee Jordan and H. T. Collins, banner men; Luther Waite, paste maker.

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## H-W To Double Back Into Ohio

ZANESVILLE, O., May 8.—That the Hagenbeck-Wallace Circus will not go east at this time is indicated in contracting of this city for May 15. After playing thru the Pittsburgh district show doubles back into Ohio and likely will play thru this territory most of the month, encountering many times the Cole Bros.' Circus, which is booked extensively thru the State until the end of the month.

WHEELING, W. Va., May 8.—Paper is being posted over the Wheeling district announcing coming to fairgrounds on Wheeling Island of Hagenbeck-Wallace Circus on May 14.

Wallace Bros.' Circus was scheduled to show there April 27, but the grounds were inundated. Workmen are clearing the grounds.

The train will go on sidings at Bridgeport, O.

## Portland, Victoria, Big for Polack Bros.

HUTCHINSON, Kan., May 8.—Polack Bros.' Circus had successful engagements at Portland, Ore., and Victoria, B. C., which closed winter season on Pacific Coast.

Portland, under auspices of Al Kader Shrine, was a big spot, 35,000 attendance being a new high for an indoor show there. *The Oregonian Daily News* was generous with publicity and cooperated with Mr. and Mrs. G. O. Dupuis.

The third annual for Victoria Gizeh Shrine Temple was better than ever. The increased size of show made it necessary to play in the Horse Show building at fairgrounds, which accommodates 10,000 people. Mickey Blue, promotional director, aided by publicity of *The Victoria Daily Times* and *The Daily Colonist*, along with support of Gizeh Shrine boys, put this engagement over in a big way.

The show made the longest trek in its history from Victoria to Hutchinson and opened on time to a turnaway crowd May 1. This is show's third engagement for Hutchinson Grotto. Promotion, handled by Mr. and Mrs. Duke Mills, both Kansanites, received loyal support.

Executive staff: I. J. Polack and Louis Stern, associate owners and managers; Sam Polack, treasurer and secretary; T. Dwight Pepple, general agent; Charles (Spud) Redrick, musical director; Felix Morales, equestrian director; Henry Mott, charge of front door; Ira (Doc) Goodwin, general superintendent; Paul Ritterbusch, master electrician; Grover Burkheiser, master carpenter; Ray Childers, boss mechanic; George Mrochak, boss property man; Charles H. Hackett, assistant prop man.

DON LAVOLA.

## Russell Bros.' Lineup Of Concert and Clowns

CINCINNATI, May 8.—The Wild West concert of Russell Bros.' Circus, presented under direction of Chief Keys, is proving a highly entertaining feature and is holding large crowds each day. Keys, assisted by his family, all in flashy wardrobe, does sharpshooting, roping, rope spinning and presents his famous knife-throwing act in which he uses both his wife and daughter as targets. Other performers include Chief Jarnegan, doing horse catches, whip-cracking and trick riding; Little Chief Gardner, presenting his novelty rope spinning; Hank Paris and family, doing roping and whip-cracking; Genevieve Hughes and Jean Wallack, trick riding. The Wild West performance is supplemented by the filming of motion pictures of the crowd by W. C. Dean under an arrangement whereby the pictures are later shown in a local theater.

The clown contingent, directed by Tony Leland as producer, is composed of Fred and Doodles DeMarr, Billy Leland, (See *RUSSELL BROS.* on page 59)

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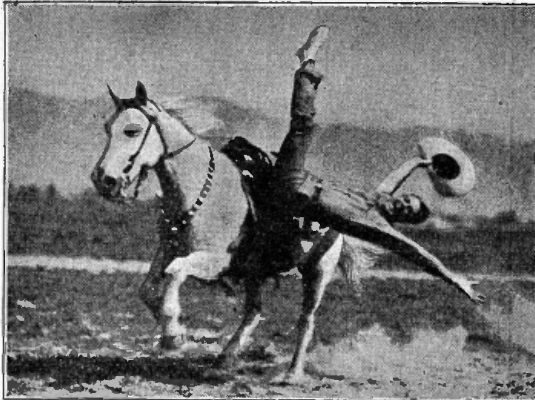
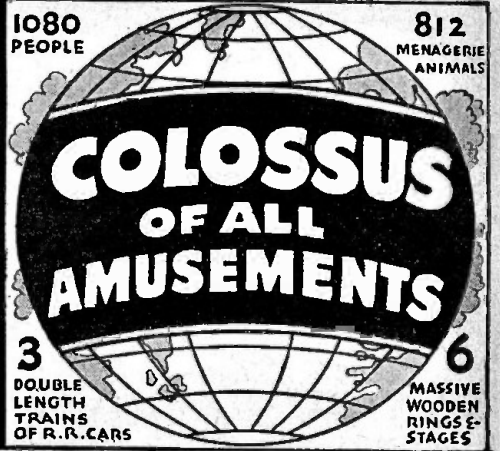


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- JEAN DARROW—Dancer.
- RENEE RAMEY—Dancer.
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- NOVA TALBERT—Dancer.
- HELEN MILLER—Dancer.
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- "Producing melancholy tramp sensation of Hippodrome circus."—JOURNAL.
- "The longer he looked at the audience the more they laughed."—HERALD-TRIBUNE.
- "Our favorite clown was the one who sat around chewing cabbage."—POST.
- "There have been clowns and clowns but how the movie scouts have missed signing up melancholy Kelly is beyond me. . . . He's the greatest pantomimist since and not excepting Chaplin."—AMERICAN.

# COLE BROS. CIRCUS

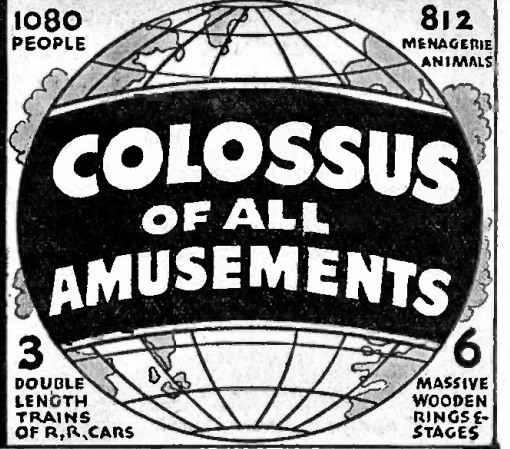


JESS ADKINS ZACK TERRELL

**JESS ADKINS  
ZACK TERRELL**  
OWNERS AND MANAGERS  
FLOYD KING ..... GEN. AGENT

1080  
PEOPLE

812  
MENAGERIE  
ANIMALS



3  
DOUBLE  
LENGTH  
TRAINS  
OF R.R. CARS

6  
MASSIVE  
WOODEN  
RINGS-  
STAGES



**CHESTER (BOBO) BARNETT**

Presenting

**TIPPY and TRIXIE**

World's Greatest  
Hindleg Walking Dogs  
Record Distance, 1 Mile



**OTTO GRIEBLING**

*"The International Tramp"*

With the  
**STUDEBAKER COUPE**

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**WILLIAM F. CRONIN**

SUPERINTENDENT

LORNE M. RUSSELL  
ARNOLD MALEY  
HENRY DENHAM  
ROBERT COURTNEY

E. L. ADAMS  
STANLEY DAWSON  
PAUL NELSON  
ERNEST SYLVESTER

SIDNEY AYLES

# HAROLD BARNES

*and his wire*

Mgr. Clint Barnes

# CLARENCE ADOLPH

SUPERINTENDENT OF TRACTORS

J. L. MURDEN

D. V. WISENBERG

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JACK MILLS

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*Greetings From*

# GRETONAS

*World's Finest High-Wire Act*

With COLE BROTHERS-CLYDE BEATTY  
CIRCUS

ELECTRIC LIGHT DEPARTMENT

# LOUIS SCOTT

*"Don't Strike a Match, Press a Button"*

GEORGE MILLER, Assistant

WAGONS

JOE MARTIN  
JACK PLAS

BACKYARD

CLARENCE BROWN  
WILLIAM KNOWLES

MIDWAY

JOE COOPER  
BOB TAYLOR

BIG SHOW

ORVAL REIO  
BENNY THOMAS  
R. H. RICHARDS

ALSO

CHALMERS SEDGEWICK—BOB HAMILTON—JIMMY O'GRADY

# THE BELL TROUPE

Presenting

ACROBATIC NOVELTIES

# MOX



# COLE BROS. CIRCUS



JESS ADKINS ZACK TERRELL

**JESS ADKINS  
ZACK TERRELL**  
OWNERS AND MANAGERS  
**FLOYD KING ..... GEN. AGENT**

**1080 PEOPLE**  
**812 MENAGERIE ANIMALS**  
**COLOSSUS OF ALL AMUSEMENTS**  
**3 DOUBLE LENGTH TRAINS OF R.R. CARS**  
**6 MASSIVE WOODEN RINGS & STAGES**

## CONCESSIONS

**EUGENE WEEKS**  
(MANAGER)

**ELDRIGE RUMBLEY**  
(ASST. MANAGER)

**GEO. S. CUTSHALL**  
(CASHIER)

**WIN PARTELLO**  
(STOCK)

### NOVELTIES

**TOM BEDELL  
HARRY MILLS**

**WILLIAM HAWKINS  
ROBERT KEATHLEY**

**ALONZO ROARK**

### STANDS

**JIMMIE WILSON  
B. M. NEAL**  
(Candy Stands)  
**CHESTER BILSKI**  
(Pop Corn)

**W. C. HUNT  
ANDY ANDERSON**  
(Eats)  
**RICHARD WALKER**  
(Custard)

**ROXY FIBER**  
(Demonstrating the World's Fastest Candy Floss Machine)

### SEAT MEN

**ZEMON MITCHELL  
EDDIE CONFER  
AUSTIN LEARY  
MARTIN NELSON  
JOE SPRAGER  
JOHN RASBORNICK  
DEWEY FIFE  
AL CUNNINGHAM  
WILLIAM CADTEUX**

**HAROLD SCHNEIDER  
SIDNEY RIFKIN  
JERRY TALLY  
EARL BRAY  
JOHNNIE SCHENCK  
JOE THOMAS  
JOHN RICHIE  
JOEL GROSSBART  
CHAS. SWEET**

**C. WILSON**

**CHAMELEONS  
WILL SCOTT**

**PORTERS  
WILLIE CAVITT  
FRED WILLIAMS  
WILLIAM WARD**

## ZOEPPE-ZAVATTA TROUPE

*Presents*

1. The World's Greatest Unsupported Ladder Act  
One Lady—Four Men
2. Riding Act—Two Ladies—Six Men
3. Head-Balancing Act—Three Men

## COLE BROS. BAND

*VIC ROBBINS, Bandmaster*

**ELLIS GOE  
O. S. FRENCH  
GUY WARREN  
ANDY MARTIN  
FRED MASCOE  
RUDOLPH ANDERSON  
JOHN HORACK**

**FRED ENGELMEYER  
ALFRED KORPI  
GEORGE BISHOP  
MARK HAZELRIGG  
W. A. TURNER  
ALBERT YODER  
FOREST FOUGHT**

## JORGEN M. CHRISTIANSEN

NOTED TRAINER OF HORSES

*Presents*

**24—PALOMINE LIBERTY HORSES—24  
AND HIS**

FAMOUS GROUP OF 12 GREAT DANES AND A MIDGET PONY  
DOING TWO ENTIRELY DIFFERENT ACTS

## Dr. E. F. PARTELLO

LEGAL REPRESENTATIVE

CLOSING FEATURE  
AT THE STADIUM, CHICAGO

## THE GREAT WILNO

"THE CANNON ACT OF DISTINCTION"

THE OUTSTANDING FREE ATTRACTION FOR  
ENTIRE 1937 SEASON

ON THE  
**MIGHTY SHEESLEY MIDWAY**  
(SHOOTING OVER TWIN FERRIS WHEELS)

## HAROLD VOISE

*Presents*

## FLYING HAROLDS

## IMPERIAL ILLINGTONS

WORLD'S GREATEST FLYING ACTS

IT SEEMS from inquiries received that many showmen are still in doubt about the functions of the Social Security Board and Bureau of Internal Revenue in regard to administration of the Social Security Act. It is absolutely necessary to understand these functions clearly because one source can give only a certain kind of information, while other information must necessarily come from the other.

In this respect Robert Huse, associate director of Informational Service of the Social Security Board at Washington, D. C., states in a letter:

"It occurs to me that in order to direct your readers to the proper agency no doubt you will want to stress in your answers to questions appearing currently the fact that the Bureau of Internal Revenue is the only authoritative source of information on the tax provisions of the Act and the regulations pertinent to these provisions. Otherwise it is likely that many of your readers will write to the Social Security Board for information concerning their liability for taxes and this will cause delay in their receiving replies, as we shall have to forward these inquiries to the Bureau of Internal Revenue."

We wish again to explain the functions of the two government agencies. The Social Security Board is solely the administrative agency, which is in charge of the issuance of employers' identification cards and employees' account cards. The board also takes care of the tremendous amount of bookkeeping in connection with the act, posts the amount of wages on which old-age pension taxes have been paid on each and every one of over 27,000,000 account cards of wage earners on file at the central office of the Social Security Board at Baltimore, Md.; also figures the correct amount of lump-sum payments in case of death or when an employee has reached the age of 65 without being entitled to a monthly pension and finally decides the amount of pension for those employees entitled to it.

All questions applying to the above functions of the Social Security Act can be directed to any field or regional office of the Social Security Board, the list of which was published in the last issue of *The Billboard*.

The Bureau of Internal Revenue is the enforcement agency for the Social Security Act. It takes care of this function in exactly the same way as it takes care of the income tax collections. All social security taxes must be paid to the internal revenue collectors. The commissioner of internal revenue at Washington, D. C., is alone responsible for all rulings on the regulations which shall apply in every individual case. While the Social Security Act lays down the general principles of the law which are applicable to the great majority of industries, all special cases—and among these many cases affecting the outdoor show world—will be eventually decided by the Bureau of Internal Revenue, and this decision is final except if the case is carried to court.

For instance: The question if a band or orchestra leader playing with his organization in a park is an independent contractor or simply an employee of the park engaging the band or orchestra has been argued by the American Federation of Musicians before the commissioner of internal revenue, who will give the final decision. The Social Security Board has nothing to do with this decision.

### Revue Owners May Be Affected

In connection with the question of band and orchestra leaders, an inquiry of general interest has been received by this department from J. R. M., Canton, O., owner of a circus revue playing parks and fairs. He books his revue, in which he himself works, as a unit and wants to know if he is an employer or an employee and who has to pay the taxes. He also wishes to know if the booking agency has anything to do with paying of taxes.

We directed Mr. M.'s attention to the expected ruling by the Bureau of Internal Revenue in regard to bands and orchestras playing in parks, as this ruling will also affect revue units. This ruling is expected in the near future and will be published in *The Billboard* as soon as available.

Even the Mr. M. works in his own circus revue, he is just the same employer and an independent contractor. No one can be employer and employee at the same time. It will be wise for him to procure an employer's identification card, deduct the 1 per cent from his people's salaries and match the amounts out of his pocket until the definite ruling in regard to independent con-

tractors in the show business has been issued. An agent booking the revue has nothing whatsoever to do with the payment of the employer's tax, as he is only a middle man. The revue does not perform for him, but for the park or fair.

### Works on Gate Percentage

H. J. S., of Ponsford, Minn., writes again. He has made arrangements to appear with a carnival as a free act, working alone, and is to receive a percentage of the gross gate receipts for his services. He wishes to know how he stands.

Our answer: You are without question subject to the Social Security Act. You will have to take out an employee's account card—your postmaster will tell you how to obtain same—and pay 1 per cent of your earnings, which will have to be matched by the carnival owner. The fact that you are working on a percentage does not make the least bit of difference, as any amount you are receiving for your work is considered as wages under the Social Security Act.

### Foreign Performer

P. H., obviously a foreign performer, raises a number of very interesting questions in a letter from St. Louis: "I am a foreigner in this country. I would like to know if I get my money back if I go back to my foreign country, or do I lose what I have paid in Social Security taxes?"

Our answer: You do not get your money back when you return to your country. You lose what you put in, but any time you return to this country you can use the same account number you now have. To be entitled to an old-age pension you must work at least one day in five different years, from January 1, 1937, until you reach the age of 65. The years do not have to run consecutively. You must earn a total of \$2,000 and pay taxes on this amount before you are entitled to a monthly pension when you reach the age of 65. If you have earned less or worked in less than five years you receive a lump-sum payment of 3½ per cent of all wages on which you have paid taxes when you reach the age of 65.

The next question reads: "When a person is past the age of 65 years and still working, does the Social Security Act pay him any pension? And must he continue to pay the Social Security taxes after he is past the age of 65 when he is still working?"

Your old-age pension starts only when you stop your regular work at the age of 65. If you have reached 65 and continue working you do not get any pension but you do not have to pay any more taxes on your wages from the moment you reach 65. Your pension, however, will go into effect immediately after you have stopped working regularly.

The final question is: "How much does the Social Security Act pay a person after he has reached the age of 65 and stops working?"

Your monthly pension is based on a percentage figure. All wages on which you have paid taxes are totaled up and the pension is figured from this amount. Understand this right: The pension is NOT figured on the amount of taxes you paid in, but on the amount of wages on which you have paid the tax.

### Booking Offices

L. R. Amusement Enterprises, Waterloo, Ia., wish to know if they are affected by the unemployment tax division of the Social Security Act. They are booking outdoor acts at fairs and celebrations for about 10 weeks in the year.

You do not come under the unemployment tax division of the Social Security Act, we answered, as the acts you are booking are not considered as your employees. Therefore you have less than eight employees and this exempts you from this tax division. However, your State may have an unemployment insurance law which would apply only to Iowa, and in that case it may be that it affects you. A number of States have such laws which apply even to firms

having only one employee. You had better check up on this angle from your end. Your local newspaper office can probably give you this information.

### Tax on Holdbacks, Bonuses

A question that has been raised by several showmen concerns holdbacks and bonuses. They are in doubt when the tax on either one of these is to be paid.

There is a decided difference between holdbacks and bonuses. In the case of a holdback the money held back in the show office is actually earned by the employee and is due to him. Therefore a holdback would be considered by the Social Security Act as part of wages earned and the tax has to be paid by employee and employer on the full amount of the wages earned, including holdback, regardless of the fact that the employee does not receive at this time the full amount earned.

However, it is different with bonuses. Many contracts between shows, especially circuses, and employees contain the clause of a bonus at the end of the season, provided employee stays out the full season with the show. If the employee leaves before the termination of the season he has no legal right to a bonus. Therefore the bonus is not actually earned until it is paid by the show to the employee, and the Social Security Tax is to be deducted and paid when the show actually pays the bonus to the wage earner. When paid the bonus is subject to the same tax as regular wages are.

### April Payments Due Now

The secretary of a big carnival wrote a few days ago: "I have not made my March payments as yet. I am really too busy to bother much with the Social Security tax inconveniences. Do you think our show could get into serious trouble about the delay, especially in view of the fact that the Supreme Court may declare the entire law out of order and unconstitutional?"

There is only one answer to this question. This show secretary better get busy immediately and send the necessary reports and tax payments to the internal revenue collector, either in his home district or to the internal revenue collector at Baltimore, Md., giving a very good excuse why he has failed to send in the March taxes for his show. Otherwise the owner of the show is not only subject to a money penalty but can have further inconveniences by having to put up a very heavy bond to guarantee future payments on time. The government will not accept the excuse that a show secretary has been too busy. There is no such excuse in dealings with the government, just the same as pleadings of ignorance with the law and its regulations are not accepted.

The old-age pension taxes for March should have been sent in to the internal revenue collector on or before April 30; the April taxes must be paid on or before May 31 to avoid penalties, and show owners better live up to these regulations because the checkup by the enforcement authorities will be a very close one.

The question whether the Social Security Act is constitutional or not has nothing to do with the enforcement of the Act at this time. The Social Security Act is absolutely in full force until the Supreme Court at Washington has given its final decision on the law. The fact that the Supreme Court is considering the law does not mean that the law is suspended.

### Paris Shows Ending Season

PARIS, May 3.—Subject to last-minute change of heart, the indoor circuses Cirque Medrano and Cirque d'Hiver will bring their season to a close at end of the week. Business has been good at both.

Final program at Cirque Medrano is a decidedly weak bill, with best numbers more suited to the stage than the ring. The Two Pierrots are given feature billing and click solidly with their fine

comedy and sensational hand-to-hand balancing.

Most spectacular number is that of the Six Algeols in elaborately mounted flying trapeze number, with one catcher and five flyers working from the four sides of the arena. The Two Omanis on in good hand-to-hand routine, and Nadia Houcke, young equestrian, in good jockey number.

Mild fare offered by Mlle. Roxea-Loyal, juggler; Duart Sisters, contortionists; Bel-Argay, clay modeler, and the Vagabonds Parisiens, musical. The Diaz duo of clowns are excellent.

Closing bill at Cirque d'Hiver has the ridiculous Wild West spec and a few acts, including the Six Hoffmanns, jugglers.

Walter Powell, American tight-wire artist; the Auroras, cyclists and head-to-head balancers, and the Liazeed Arabs, tumblers, are at the Empire.

Karmenow's dogs and the American acro-comics Miller and Wilson are at the Rex. King Repp, juggler, and Smoll and Conny, contortionists, are at the Bobino. Joe Laurins, juggler, is at the Moulin Rouge.

## 11 Rainy Days For Silver Bros.

MYERSVILLE, Md., May 8.—Silver Bros.' Circus after 11 rainy days is getting dried out and the equipment freed of mud. Three stands were recently lost. Business was fair at the opening but has been off since due to heavy rains.

The program, presented in two rings, runs one hour and 40 minutes. Show has a six-piece band. Calloffe and two public-address systems are used for bally. Side show has an 80-foot banner line and the pit show one of 30 feet. A novelty stand and ball game will be added shortly. Thirty-two people are with the organization. Some special paper is used on the advance, together with stock pictorials, heralds, magazines, etc.

### Florence Meeker Hurt

NAGOYA, Japan, April 30.—Mary Florence Meeker, of Washington, Ga., member of an American circus troupe, missed her footing in an acrobatic act at the Pan-Pacific Peace Exposition today and fell 60 feet. Her left leg and two ribs were fractured and physicians report her recovery would take at least three months.

She is the wife of Frank S. Meeker, well-known band leader, who lives in Washington, where he has their boy, Frankie, with him.

### "Coronation" Party Tendered Walter Driver

CHICAGO, May 8.—Walter F. Driver, retired tent manufacturer and co-chairman of the recent Showmen's League spring show, was tendered a party last Saturday night by the management of the Hotel Sherman.

The party, which was in the nature of a surprise, was arranged by Ernie Byfield and Frank and Gus Bering, of the hotel, and was held in the Old Town Room. Some 60 of Driver's close friends were guests. In addition to music by Al Trace's Orchestra and a big floor show there were various stunts staged in Driver's honor, the crowning feature (no pun intended) of which was the crowning of Walter as "King Edward."

Menus were headed, "This evening is in honor of an eminent showman, Mr. Walter Driver," and the menu contained the following:

Uttray Upcay, Arazay; Unatay Ishay Ocktalcey, Abrcay Eaimay Ocktalcey, C. I. Omatotay Ulejay, Egetalcey Oupsay, Othay Onsommeccay, Oledbray Alibuthay Eakstay, Emonlay Utterbay, Othersdmsay Ickenchay, Ountrycay Avygray, Orkpay Enderstay-Ainlay Autsey, Oastray Imepstay Ibsray ofay Eefbay, Eicalspay Izzingsay Eakstay, Utteredbay Eeetsbay, Otatoespay auay Atingray, "Keep Off the Grass," Dipsomanias Dream Pie, Fruit Jello, Apple Pie, Chocolateclair, Pineapple Sherbet, Vanilla, Chocolate or Strawberry Ice Cream.

In addition to the foregoing the menu included Charred White Aquatic Animal With Grass, Addled Hen Fruit With Grunts and Cinders, Muted Trumpets and Accompaniment, Illeggray Ealvay Opchay, Fungus Sauce, Yellow Peril.

Needless to say, a good time was had by all.



# Under the Marquee

By CIRCUS SOLLY

L. E. (ROBA) COLLINS will be with the W. S. Curl carnival this season.

MIX Show had two full houses at Williamsport, Pa.

HAGERSTOWN, MD., has had two circuses this spring—Kay Bros. and Jack Hoxie.

FLOYD KING, general agent for Cole-Beatty show, paused in New York last week in the interests of the show.

EDWARD REED and H. W. Morris, 24-hour men, have the banners on Wallace Bros.' Circus.

JOSH BAILEY, old-time showman, is justice of the peace at Boothwyn, Pa. Frank B. Hubin says that Bailey will give shows playing there a break.

"THE SHOW MUST GO ON," is the battle cry of the trouper. Nothing must stop it. Attachments, rain, mud, floods and what not must be encountered. It seems the showman is ready to cope with and meet all emergencies.

A. J. (HAPPY) MEININGER, former circus trouper, is managing the B & K Berwyn Theater, Berwyn, Ill., and doing big business.

E. B. STERCHI infos that he has resigned as legal adjuster of Mighty Haag Show and returned to his home at Knoxville, Tenn.

OSCAR JORDAN, an oldtimer, is with Hagenbeck-Wallace. The Concello flying acts, the LaVards and the Vassards are under his management.

GROVER McCABE, who was with the Cole-Beatty show during its Chicago engagement, will join Russell Bros.' Circus as lot superintendent.

THE YOUNGSTOWN (O.) VINDICATOR of April 30 carried an excellent interview on Edmund (Hoot) Gibson, featured with Wallace Bros.' Circus.

JOSIE KAMM with her Australian cockatoos is back with the big tops after several years' absence. She has her interesting attraction with the Hagenbeck-Wallace Side Show.

A "KID" CIRCUS, Bennett Bros., is operated by school children at York, S. C. The tent they are now using, seating 1,000, is from Wallace Bros.' Circus, which has its winter quarters there.

A MONGREL DOG came out first in a battle with a hyena when the Dan Rice circus was at Cumberland, Ky. A male lion was recently clawed by the hyena during a performance.

CHUCK LANKFORD, after leaving Haag Bros. Circus April 28, joined Russell Bros.' Circus May 3 at Bethany, Mo. Is assistant to Albert McCabe, who has concessions.

ARCHIE MAJORS, colored comedian and dancer, who had both legs broken on Cole Bros.' Circus, says he may not be able to troupe again. He is located at 607 Margaret street, Monessen, Pa.

RAY MARSH BRYDON saw the "canvas" opening of Cole Bros.' Circus at Rochester, Ind., and reports a swell show. He was in Cincinnati for a few minutes last Tuesday and called at The Billboard offices.

FELIX ADLER was on Phillips Lord's "We the People" program (NBC) May 2 at 4 p.m. He made a very good delivery in telling dramatic incidents in the lives of clowns. Several references were made to the Big Show in New York.

ONE OF THE SERIOUS problems that confront the circus owner today is the shameful way the pass business has been abused. You cheapen your show when you hand them out promiscuously. Tickets are the one thing a circus has to sell.

FRANZ WOSKA, in charge of Ringling-Barnum menagerie, sustained severe cuts last week when a caged lion took a swipe at him while Woska was attending the beast. Nine stitches were necessary to patch up the animal man.

WHEN Wallace Bros.' Circus played New Castle, Pa., May 1 Eddie Lake mo-

tored from Cleveland, where he is with the Murphy railroad restaurants, to visit his old friend Walter R. Cook, trombonist.

THE MAITLANDS recently visited Mrs. Claude Mary McDonald, who is convalescing from a dislocated and fractured right shoulder at Sioux City, Ia. State that she will have a show with Atterbury Bros.' Circus.

WASHINGTON will be one of the few towns in the country to be played more than two days by the Big Show. Engagement has been extended to three days, May 17-19, which indicates that the nation's capital is a good circus town.

LEO FRANCIS, singing and dancing clown, regrets the passing of Charles C. Blue. Francis says that Blue put his first clown makeup on in 1901 with Reed's Circus. At that time Francis was using his real name, Frank Long.

LEWISTON (ME.) JOURNAL of May 1 in its magazine section had an illustrated article of the Hill-Ross Combination, which has painted banners and "fronts" for a majority of the circuses as well as the "art" for many carnivals and theaters.

WHEN THE MAIN Show was at Logan, O., Ed C. Paul, manager of Logan Theater, wrote a story, *Today I Am a Child*, which was published in *The Daily News*. Paul is a friend of Bobby Burns, who is with show, both having trouped with the Al G. Field Minstrels.

FRED ANDERSON'S Tom Thumb Circus has been with the Northwestern Lyceum Company and had a good winter season. Will be at the annual Blossom Festival at St. Joseph, Mich., then shortly go to the Marshall Field department store, Chicago, for a short engagement.

IN THE RECENT obituary notice of Mrs. Ben Gustin the name of another survivor, a son, Myron Kyle, was omitted. He left work on a motion picture that is in production at Los Angeles to attend services at Denver. Kyle is better known in the circus field as Hooey, the clown.

AGENTS SHOULD LEARN that they ought to leave those whom they contact in such a way that they will be graciously received another year. You might be with another circus next season but you still have to do business with many of the same officials and lot owners. Don't burn the bridges behind you.

PROF. JACKSON attended the Barnes show at Oakland and San Francisco and visited with Capt. M. H. Curtis, H. T. (Reno) Dahlgren, George Tipton, Garham, Frank Richards and Charles (Waxy) Olsen. He greatly enjoyed program and reported good business.

WHEN THE Ringling-Barnum show departed from New York for Boston Popeye, Clyde Ingalls' Side Show freak, was left behind suffering from pneumonia. He is confined to Polyclinic Hospital and according to reports is in no serious danger.

NEW YORK DAILY MIRROR for May 3 reports charges that Hopi Indians on the Big Show are really Cherokees, Apaches and Italians. Charges have been made by one member of an Indian troupe, managed by J. W. Billingsley, appearing in Newark, N. J.

RINGLING show train, bearing canvas equipment from Sarasota, passed thru Washington afternoon of May 4. Train was met by Melvin D. Hildreth, who had a fine visit with his old friend, Carl Hathaway. Train presented a beautiful appearance and moved fast out of Washington with electric locomotives.

J. O. ADMIRE, general agent of Chase & Son Circus, states that most of this show's stands are being played under an auspices or a press tieup, averaging five out of six. Every spot is promoted under a merchant ticket arrangement, with good results.

HARRY DAVIS and Vic (Bozo) Michener, both in ring stock department of Hagenbeck-Wallace Circus, left show in Cincinnati and returned to Ringling-Barnum Circus. They brought six horses

from the Big One to H-W. The boys were callers at The Billboard office in Cincinnati.

BIBLE BROS.' Trained Animal Circus closed engagement with G. G. Gray's Indoor Circus at Winnipeg, Can., April 10, having been with show since opening February 11. Manager O. R. Bible is at Lennox, S. D., getting ready for the outdoor season. He recently purchased seven midget ponies.

FOUR ORTONS canceled engagement at Metropolitan Theater, Boston, week of April 29 due to fact that their aged mother has developed gangrene in two toes, and, of course, are worried about her. Doctor informed them that it may be necessary to remove the toes. At present the disease hasn't spread any.

FRANK LULEY, with Hagenbeck-Wallace, and Paul Jung, Ringling-Barnum, prior to joining their respective shows, played Capitol Theater, Washington, D. C. During their engagement they entertained children on the lawn in back of the White House on Easter Monday and received a letter of thanks from Mrs. F. D. Roosevelt.

WHICH IS KING OF BEASTS? was the caption of a full-page feature with excellent art in the May 2 issue of *The Columbus (O.) Dispatch* under the byline of Beverly Kelley, press agent and feature writer, who did some press work for Hagenbeck-Wallace during Chicago engagement and a few road stands. Kelley landed his story a day in advance of the show's engagement in that city.

DON'T BE AFRAID to lend a hand when troublesome times come. It never hurt a performer or a musician to help set up a few chairs in an emergency. It shows the boss that your heart is with it. You make your living off the show. You are a heel not to show a little appreciation. If you are one of those smart fellows who does only what he is paid to do chances are you won't be with it long.

THE REPORT of Silvers Johnson going with Eakin Bros.' Circus is erroneous. He left Ohio after working with a unit all winter, and he and his wife are at Fox Lake, Wis., preparing for fair. Silvers will have two Funny Fords on the road, one in Canada or Canadian National and the other for Lew Rosenthal in the West. Bobby Bumps will be on one and Silvers on the other.

FRANK BOTELER, formerly with Walter L. Main Circus and who is located at Binghamton, N. Y., still meets all brigades. Says that Tom Mix brigade was there April 29. Show played there May 8. The billers are Ralph Locke, Ed Caupert, Bill Dowd, Ed Totenhagen, Charlie Seward, Paul McChesney, Tom Gunnels, Joe Grant, Dan Turney and Tex Taylor. Edward L. Conroy, contracting agent, reports show doing good business.

HAZEL AND WHITEY HARRIS gave a little anniversary party (being married a year on April 17) while working the St. Louis Police Circus. In attendance were Jimmie Keating, Chester Sherman, Kenneth Waite, F. De Lantz, Charlie Baker, Jack Klipple, Zeek LaMont, Herb Shelly, Bobby Gow, Lew Hershhey, Billy Ashton, Fred and Doodles DeMarr, LeRoy Thompson and wife, Stults Thompson, clowns; Willie Ride, unicycle rider; Carl Romig,

# Dressing Room Gossip

HAGENBECK-WALLACE—Roy Barrett joined clown alley at Canton, O., and has many new gags. Jimmy Mooney recently celebrated his 21st birthday anniversary. Was given a big hand by boys in dressing room. Ray Harris has injected some neat and clever walkarounds in program. Simon D. J. Collins, the writer, greets the customers each day with a bouquet of fresh flowers. Doc Murphy, announcer, is the beau brummell of the dressing room.

Henry Kyes has been putting some novelty numbers in his band. He has completed a symphonic arrangement of *Mr. Ghost Goes to Town*, doing a talking chorus over the mike. The saxes and trumpets are really going to town a la Cab Calloway. Guest artists appearing at Columbus, O., with the band were Carl Denton and J. Lester Haberkorn. Frank Shepard, with his famous heel catch, is a new addition to show. Col. Casper, of Slide Show, celebrated his birthday anniversary.

Some talk regarding putting on a special air-mail plane for Johnny Ortiz between here and the Ringling show. Mall man was seen struggling toward the lot with John's fan mail. Curly Phillips continues to bum cigars—the brand makes little difference to him. Poodles Hanneford's riding act is going over very big, as also is the big riding act of the Davenport-Hodgini troupe.

The dining car is a credit to the show. Is under direction of Fred and Bert Torrence. Fred Mullens, calliope player, awakened one morning thinking he was in the next town. He ordered a taxi to drive him to showgrounds and was driven six miles in country to a small carnival. Was told circus had just left for the next town. However, Fred's thumb was in perfect working order and a passing motorist took him to next town in time for the down beat.

Tex Gray, policeman on lot, dresses in Palm Beach clothes each day and wears gardenias. Katherine Clark is strutting her stuff with snappy baton juggling.

of Romig and Rooney, bareback riders; Jack Lorenzo, elephant trainer; Frederick Johannmeyer, second tenor of St. Louis Police Quartet; Wilbur and Helen LaZella. Refreshments were served.

REX M. INGHAM, general agent of World Wonder Car, was in Washington, D. C., recently on business for John D. Lippy Jr., and visited Melvin D. Hildreth, Harry A. Allen and Charles Mander in the Circus Fans' office. Mr. and Mrs. Ingham were entertained on Johnny J. Jones Expo by Starr DeBelle, press agent. Ingham and Roy O. Coleman, driver of the World Wonder Car, visited Strates Shows at Portsmouth, Va., and were entertained by Captain Smithley, of motor-drome fame.

## EDDY BROS. CIRCUS WANTS

Two Trumpets, Ground Acts, Clowns with wardrobe, preference those doing acts; strong combination Billers for advance. Lowest salary first letter. Must join on wire. Great Neck, N. Y., Hicksville, 14; Huntington, 15; Greenport, 17; all New York.

## DAN RICE CIRCUS

Experienced Circus Steward wanted at once. ALSO WANT Circus Waiters. No punks wanted. Want people who will stick and want to make money. Jack Walsh no longer connected with this show. Want to hear from Haywood Holmes, W. R. (Little Bill) Henry can place Best Butchers that can step. No vacationists wanted. Red Monroe can use at all times Big Top Help, experienced Property Men, Seat Hands and Riggers. Those driving trucks given preference, but over-looked Property Men. Charlie Barry can use couple more Second Musicians to replace some first-time-out not necessary. Lee Hinkelley can use couple more Second Musicians to replace some first-time-out boys. Ray Kramer can place Ticket Sellers that grind and make second openings. CAN USE a fast Salt Maker. F. E. Jones can use clean-cut Ushers. Ira Watts wants to hear from George Meyers, Leo Powers and Fred Crandel. Charlie Barry can use real Trainer for domestic stock. No windbags or has-beens wanted. NOTICE TO OTHER SHOWS—When we need help we advertise in the only medium a showman has, The Billboard. We do not call on another show intending to pay a friendly visit and wind up buzzing to everyone on the lot.

P. S.—We have all the Horse, Pony, Dog, Monkey and Elephant Acts we need. Just need Circus Folks to replace those that the first month out sent back to the WPA and the farm. All replies to DAN RICE CIRCUS, Pocatontos, Thursday, May 13; Princeton, Friday, May 14; Mullens, Saturday, May 15; Beckley, Monday, May 17; all West Virginia. Now in our fifth week, and we positively pay off with money every Sunday, despite rumors and reports of our friendly competitors.

## MIDGETS WANTED

### MIDGETS WANTED

## STANLEY GRAHAM'S INTERNATIONAL MIDGETS CIRCUS

OPENING MAY 21 AT DALLAS.

Can use FLEA CIRCUS and PUNCH & JUDY SHOW. A few openings left for CONCESSIONAIRES. Address: STANLEY GRAHAM, Administration Bldg., Pan-America, Dallas, Tex.

# OAK-HYTEX BALLOONS

A FAVORITE EVERYWHERE

## MICKEY MOUSE TOSS-UP

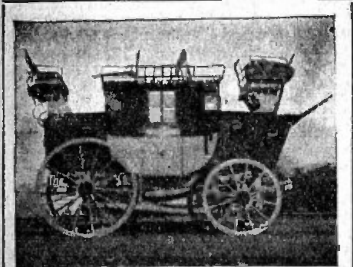
A Record Breaker for Continuous Popularity and Steady Sale!



Novel 4-part balloon with "twirl" card-board feet. Packed in an attractive cellophane window package.

Featured by the Leading Jobbers.

## The OAK RUBBER CO. RAVENNA, OHIO.



### FOR SALE

2 Coaches, 4 Sets of Four-in-Hand Harness; also Saddles, Brides, Harness and Carriages of all descriptions for advertising purposes, etc. Please write me your requirements.

WM. WRIGHT, Medfield, Mass.

## MUSICIANS WANTED

For the 1937 Musical Sensation of the Circus World, THE HAGENBECK-WALLACE MODERN CIRCUUS BAND (17 Men). WANTS Fast Alto Sax, double Clarinet. Swing and pop essential. No pseudo big shots, stew, gripes, mopes, band top soloists or psychopaths wanted. If you are used to setting your own tempo and doing as you please keep off, as you won't last here. Other Musicians write, if you can and will do the work as I want it. That has made this band recognized as outstanding. Address as per route. HENRY KYES, Leader.

# FOR SALE

Lunch Stand Privilege. Must furnish own truck and equipment. Wire

## TOM MIX CIRCUS

Per Route

## RINGLING BROS.-BARNUM & BAILEY COMBINED CIRCUS

Wants Fast Union Banner Tackers for Brigade Work.

Address

ARTHUR HOPPER

221 Institute Place, Chicago, Ill.

# WANTED

One bustling Butcher. WILL BOOK Candy Frost Machine. Joe Brusher wire. Also sub-lease Lunch Stand. Blackie Knecht wire. E. C. MARTIN, Atterbury Bros. Circus, Dakota City, Neb.

## Chase & Son Circus

Wants Privilege People. Clark Bond, Slim Kelly or other Concessioners write or wire. Also Boss Caravan and Pic Show answer as per route. Stuart, 13th; Adel, 14th; Madrid, 15th; all Iowa.

## BAR PERFORMERS

Would like to hear from both Straight and Comedy Bar Performers, with full particulars in first letter. Address Box D-75, care The Billboard, Cincinnati, O.

# The Corral

By ROWDY WADDY

DOT ANDERSON, trick rider and roper, info that she will remain in St. Louis this year. She made the rodeo contests last year for the first time since 1929.

GOVERNOR BOB BAILEY will be guest of honor at a two-day rodeo arranged by Billy Crosby in celebration of the first anniversary of the Pine Bluff (Ark.) Stockyards, which will be held this Saturday and Sunday. More than 30 rodeo stars have been booked for event, Crosby says.

CAPT. C. L. (TEX) SANDERS, former rodeo performer, has been enjoying a successful season thus far with his Airplane Crash Shows. Organization includes Capt. C. L. Sanders, owner and manager; Eula Davis, secretary; Earle Eiland, advance agent; Harrison Potter, official press agent, and six drivers. Eddie Cain, bronk rider, is driving for Sanders in addition to working spring rodeos.

JOHN E. HARTWIG, after wintering in Prince Albert, Sask., north of 53, is now making his annual booking tour thru Canada and has just completed negotiations to present a rodeo at Rosetown, Sask., under local Board of Trade auspices. Chariot and Roman races will be added to the regular rodeo program this year. Hartwig info that he plans to book only three of four spots this season. He will then return to the United States.

LEO J. CREMER has been contracted by Kingsley E. Clawson and Norman Sims, members of the sponsoring committee, to present the rodeo entertainment at the Covered Wagon Days celebration to be held in Salt Lake City this summer. Cremer will bring his famous bucking horses, Highland Scotch cattle, Brahma bulls, trick riders and a group of 150 contestants of national reputation to Salt Lake City. Guy P. Backman is celebration manager.

ROBERT MONTANA, 15-year-old son of the late Ray Montana, of cowboy note, is making rapid strides in the art field. Included among his accomplishments are an animal painting for the Animal Rescue League of New England, a poster in ultra-violet ray for General Electric, Boston; a poster for American Mutual, Atlantic City; first prize for a cartoon at Haverhill, Mass., High School, where he is attending school, and three water-color paintings for the Library Art Exhibit, Haverhill, Mass. At present he is preparing a private exhibition in oils, water colors and inks for the Haverhill Library and Art Society. In addition, he is becoming well known as a rodeo performer.

H. W. PERRY, president Ogden Pioneer Days, Inc., has announced that plans are being formulated for the organization of a community riding club for Ogden, Utah, which would include both men and women and which would meet regularly for horseback riding. It has been tentatively named the Rancho Riding Club. Organization's officers will assume titles characteristic of the rodeo. Pat Anderson and A. M. Shaw were tentatively nominated for the high office of chief wrangler and other officers



## Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., May 8.—On May 12 the semi-annual meeting of the Circus Saints and Sinners Club of America will be held in Petersburg, Va., under auspices of the Will Rogers Tent. There will be entertainment and initiations conducted by the W. W. Workman Tent. Doc Roe has been feeding his goat a special diet since early in March and judging by past performances the candidates certainly have something coming to them.

The Charles H. Consolvo Tent will hold a special meeting in May at the seashore at Club 500. Jack Callum, secretary, is mailing programs of the event.

The writer was in New York a few days ago. Had luncheon with Orson Kilborn, president of the Dexter Fel-

to be elected will be buckaroo, waddle, dude, foreman, pack rat, biscuit shooter, mule driver, cowpoke, tenderfoot, calabero, cookie pusher, corral boss, dudale and phildoodle.

NEW FRONTIER DAYS, being presented for the first time this year by the Mounted Troops of America, under the direction of John A. Guthrie, will open in Muskogee, Okla., May 15 as the feature attraction of that city's first annual Frontier Days Celebration. Oklahoma State Convention of Elks will be in session there at that time and the show has also been designated as the official feature attraction of the convention. Present plans call for the New Frontier Days to be presented in outdoor arenas, ball parks, stadiums, fairgrounds, etc. A red and white color scheme for trucks, tents, etc., has been adopted. Organization will feature a number of widely known rodeo performers who belong to and who have belonged in former years to the Mounted Troops of America. In addition it will carry 24 people (principally juvenile performers), 8 head of bucking horses, 8 steers, 10 roping calves, some buffaloes and 24 riding horses, including a six-horse (all spotted) Liberty act. Johnny Grimes and his Brahma bull, New Deal, and Dick Colvin, juvenile clown, and his three educated mules will also be features. Show will move on six trucks and semi-trailers. Walter McCrary, formerly with the 101 Ranch Shows, is arena director. Major Gordon W. Lillie (Pawnee Bill) is national commander of the Mounted Troops of America, and Raymond Cook founded the organization at Baxter Springs, Kan., in 1927.

THE SUM OF \$1,145 has just been added to the previously announced \$10,500 prize list for the forthcoming Calgary Exhibition and Stampede, making a total offering of more than \$11,000 for the various contests, races and parades, according to E. L. Richardson, general manager of the stampede. In compliance with the Cowboy Turtle Association's desires, final money in the several events will be divided on the basis of 40, 30, 20 and 10 per cent. Purses have also been rearranged so that a much larger proportion will be paid out in day money. Contestants in the North American Bucking Horse event will be permitted to compete twice in the preliminaries instead of once as in the past. Guarantee for the payment of stampede prizes has been filed with Fred S. McCargar, secretary of the Rodeo Association of America.

DAY-MONEY winners for the last part of the 12-day rodeo at Duquesne Garden, Pittsburgh, follow (results are for night contests unless otherwise indicated): (See CORRAL on page 51)

## Main Show Substitutes Carrollton for Alliance

ALLIANCE, O., May 8.—After a week of newspaper and billing the Walter L. Main Circus, contracted here day and date May 6 with Hagenbeck-Wallace, withdrew and put in near-by Carrollton for that date. The show's advance got an excellent showing with its paper in the Carrollton area, billing 20 miles in all directions. The H-W press department hammered for a week in *The Alliance Review*, using double the normal space and landing plenty of art and feature stories.



Despite the fact that the territory was new to the organization Gollmar Bros. Circus was playing to good business in Missouri. . . . The Atterbury Bros. Wagon Shows opened season at Clontarf, Minn., April 29 to big business. Arthur Walsh and the missus arrived from Buffalo, N. Y., just in time to take charge of all privileges. . . . Rex de Rosselli, press agent with the Al G. Barnes Circus, was honored when Governor Jose Inocente Lugo of Lower California paid an official call on Rex while the show was playing Calexico, Calif.

Due to a serious operation performed on Mrs. Bert Cole (wife of Bert Cole, announcer with Hagenbeck-Wallace Circus), at the Hanneman Hospital, New York, Billie Burke's vaudeville act, *Tango Shoes*, in which Mrs. Cole appeared, was compelled to close its season much earlier than in former years. . . . Despite a general street-car strike declared at midnight prior to the Sparks' Circus arrival in East Liverpool, O., the show played to capacity audiences there. . . . Cincinnati proved a darb spot for the John Robinson Circus May 1 and 2. There was a big turnout each night after the hippodrome was almost filled to the ring banks.

Hagenbeck-Wallace had just concluded a highly satisfactory two-day engagement at Pittsburgh. . . . With only two days' respite from rain and flooded lots the Patterson Circus was playing to capacity business at every stand in Missouri and Arkansas. . . . The many new animal features being presented by the Al G. Barnes Circus were proving a sensation. . . . Walter L. Main Circus was merrily rolling along and enjoying a 25 per cent increase in business over the same period for 1921. . . . Henry Hagenbeck, of the famous family of animal dealers and trainers, arrived in New York May 5 from Hamburg, Germany. He, accompanied by their American representative, John T. Benson, inspected the new animal arena at Coney Island.

## Roster of R-B No. 1 Car

WASHINGTON, May 8.—The personnel of Advance Car No. 1 of the Ringling-Barnum Circus includes Vernon A. Williams, manager; Edward A. Johnson, contracting press agent; Willard Woods, boss billposter; James Haddon, boss lithographer; George O'Connor, steward; Paul Bononis, Joe Bernstein; Ray Baird, Tom Bryden, Tom Clements, Lee Conroy, Sam Clauson, Garlin Coleman, Ed DeBorde, LaRue Deltz, William Feigley, Frank Geiser, Sam Gosman, Paul Hale, William Kennedy, James Long, Mick Nepolello, Bud Robin, Houston Rhodes, Burton Savage, Chris Williams, Fred Perry, William Miller; Pete Miller, paste maker.

## Old Program Comes to Light

LOWELL, Mass., May 8.—A program of a circus given in a pavilion in Tewksbury, just outside of Lowell, 100 years ago has come to light. The show was owned and managed by H. H. Fuller. The dates of the circus were April 25-26, 1837. The program: Grand entry, led by Mr. Fuller, with Mr. Ashton, a clown; melodramatic tale of enchantment, "The Forty Thieves"; performance on the elastic wire, Mr. Hood; Chinese exercises and Herculean feats of strength, Mr. Potter; Quang Coelis, Chinese altitudinarian; Medora, milk-white mare. The show closed with comic and Negro songs by entire company. Twenty-five cents was the price of admission.

## Wallace Bros. Folks Guests of Wagners

NEW PHILADELPHIA, O., May 8.—Mr. and Mrs. Ray Rogers, Hoot Gibson and O. I. Cox, of Wallace Bros. Circus, were guests of Mr. and Mrs. Glen Z. Wagner at their home in near-by Dover April 27, when the show came in here unheralded when it was compelled to pass up Wheeling, W. Va., because of flood waters. The Wagners and Mr. and Mrs. Rogers have been personal friends for many years. Wagner lent valuable assistance and permitted the show to use his lot here. The Wagners were guests of Mr. and Mrs. Rogers at the evening performance.

CHES GOLDSTON, National Secretary.



# REPORT BIG RISK BOOKINGS

## Cincy Coney Leases Storage Tract To Stop Flood Damage

*High ground is acquired for movable property between seasons—name bands to be featured in Moonlite Gardens—permanent exhibition building is completed*

CINCINNATI, May 8.—Future Ohio River floods will not catch Coney Island management as helpless as did the 80-foot January inundation, declares Edward L. Schott, president and general manager of Coney Island, Inc. Property high up on Three-Mile road, formerly known as The Pines, has been leased for storage of all movable property between seasons. This precaution is considered of utmost importance by Coney officials, for the last flood caused more than \$40,000 loss due to damage to electric motors and generators, cash registers and other equipment stored on top floor of the administration building, apparently safe from highest known previous floods, and washing away of tables, chairs, benches, dishes and other property.

### Like House of Cards

The leased property also provides a residence for Arnold (Posey) Fox, superintendent of grounds, and his family. They formerly occupied a residence adjacent to the swimming pool. When flood waters receded their home was found bowled over like a house of cards.

At end of each season all movable property and equipment will be taken from the park to the leased grounds and buildings, to remain there until opening of the following season. It is expected that this plan will effect a saving of thousands of dollars each year.

As the "new and greater" Coney Island is being rushed to completion for opening on May 22, President Schott is turning attention to booking of dance or

(See CINCY CONEY on page 47)

## Jefferson Beach To Bow With Names in Ballroom

DETROIT, May 8.—At Jefferson Beach, to open on May 14, J. F. Gibson, manager, said that under the new policy outstanding orchestras will be featured as regular ballroom attractions. Opening feature will be Noble Sissle's Band. Ray Pearl and Sammy Kaye will follow.

Billy Banks, Leana Horne and Edna May Harris, who take part in broadcasts of Sissle, will accompany the band. Two nightly shows will be presented in the ballroom with cabaret type of entertainment. Staff has been augmented by addition of Stephen Focht, Hollywood expert on colored lighting effects. He planned lighting effects for Great Lakes Exposition, Cleveland, last summer.

## Castle Baths, Long Beach, Destroyed in Costly Blaze

NEW YORK, May 8.—Fire of undetermined origin razed Ernest Gaben's famous Castle Baths at Long Beach, L. I., on Wednesday. Albert Shertenlieb, who planned to operate the building this season, said damage amounted to about \$200,000. Police department estimates ran from \$50,000 to \$75,000.

The building, constructed for Irene and Vernon Castle to dance in about 25 years ago, was a two-story structure. Fire was confined practically to one building, altho several near-by concessions were destroyed. The Boardwalk, on which the baths faced, went virtually unharmed.

## Resorts in Utah Are Ready

SALT LAKE CITY, May 8.—Saltair and Lagoons will reopen on Decoration Day. Manager Thomas M. Wheeler, Saltair, has arranged for orchestras from MCA, and Manager Julian Bamberger, Lagoons, has Verdi Breinholt and his orchestra. Free dancing at Lagoons will be featured.

### Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

### The Clipper

CINCINNATI, May 8.—The Clipper is the name selected for the thrill ride just completed in Coney Island here. It represents the choice of Edward L. Schott, president and general manager; Fred E. Wesselmann, vice-president and chairman of the board; Mason Towle, secretary; Shirley Watkins, superintendent of construction and amusement devices, and publicity and promotion staff. Scores of names were submitted and one was sought which would signify speed and thrills, said Rudolph Benson, publicity director. It is said the new ride will be speedier and thriller than the Wild Cat, Coney's favorite ride for years. Now the Coneyites can retire without pads and pencils at their bedsides.

### Kennywood in Picnic Drive

PITTSBURGH, May 8.—Kennywood Park pool will open on Decoration Day, Manager A. B. McSwigan said, with a new electric fountain in the center. Park is mailing a four-page pamphlet to Western Pennsylvania organization committees in a push to book a maximum of outings. First of several dozen school playdays, May 18, will open the regular season, with acts twice a day.

### Trier Remodels Buildings

FORT WAYNE, Ind., May 8.—Trier's Park, owned and operated by George F. Trier, will open on May 14. Most of the buildings have been remodeled and rides improved. Earl Gardner's Orchestra will play in the pavilion during summer.

## Casino in Fort Worth Has Best Opening Attendance in 5 Years

FORT WORTH, Tex., May 8.—Casino Park on Lake Worth opened for summer on April 30 to best attendance in more than five years, said Manager George T. Smith, about 10,000 attending. Larry Lee's Orchestra opened the ballroom and will remain three weeks.

All new games and equipment have been installed for concessions, operated this year by the park management, with F. E. Morris in charge. Leman Gaines is assistant to Manager Smith. Concession business on opening week-end was good, according to Mr. Morris, in his fourth year in the park.

Homer Weaver is foreman of the Thriller for the 10th year. Eloise Roach is park cashier for the 11th year. Lloyd Tidewater is foreman of the Tumblebug; Ray Conley, stock man; Joe Eichor, Skee Ball and speedboats; Jim Ellis, Bluebeard's Palace. E. L. Smith, Los Angeles, is completing a \$12,000 Fortune game. F. N. Fain has cafe No. 1 and J. N. Wisrock has cafe No. 2. Jack Shahan has No. 1 drink stand; Fred McFalls, in charge of Custer cars, shooting gallery and Batem. Dodgem has Mr. and Mrs.



R. M. SPANGLER, who has purchased Rolling Green Park, Sunbury, Pa., from Sunbury & Selinsgrove Railway Company and is making extensive improvements for this season. For the past 17 years he has been connected with Fairmount Park, Red Lion, Pa., which has been taken over by boro officials as a recreation center.

## Operators Rally, Brokers Assert

*NAAPPB's liability plan may show from 100 to 200% rise in volume*

CHICAGO, May 8.—According to statements recently made by John Logan Campbell, of J. L. Campbell & Company, Baltimore, and J. C. Griswold, of Fred S. James & Company, Chicago, exclusive brokers handling the public liability insurance plan sponsored by the National Association of Parks, Pools and Beaches, operators all over the country, including concessioners, are flocking to come under the plan and enjoy the benefits and savings which have been discussed at length and in detail in recent issues of *The Billboard*, said Secretary A. R. Hodge of NAAPPB.

Mr. Campbell said that the campaign conducted by Mr. Hodge from the executive offices in the Hotel Sherman here has been the most elaborate and intense in the history of amusement business. The entire industry has been made aware of this new plan, and many operators who of necessity have become self-insurers have again resumed coverage because of the large savings made by those policy holders who came under the plan last year, it is declared.

In a recent issue of *The Billboard* President Harry C. Baker of NAAPPB prophesied that the association's plan would be adopted universally in the near future and, according to the statements by Mr. Campbell and Mr. Griswold recently, his prophecy will become a realization much sooner than even Mr. Baker expects, as 1937 promises to show an

(See REPORT BIG on page 47)

## Outlay Big For Elitch's

*Nearly \$75,000 is spent in Denver—new pavilion and rides are added*

DENVER, May 8.—Elitch Gardens, completely redecorated and with many new attractions, will open its 47th season on May 15. Arnold B. Gurtler, president of Elitch Gardens Amusement Park Company, has kept workmen busy since last October and new features represent an outlay of nearly \$75,000.

Teddy Bear, Roller Coaster designed for exclusive use by youngsters, has been placed adjacent to the older and larger Wild Cat, coaster ride, the idea being for kids to ride the Teddy Bear while oldsters are on the Wild Cat. Teddy Bear, Mr. Gurtler said, will be available to parents only when accompanied by children. Plans call for the Teddy

(See OUTLAY BIG on page 47)

## Pontchartrain Has Its Biggest Opening

NEW ORLEANS, May 8.—Biggest crowds in its history marked opening of Pontchartrain Beach last Sunday. The large boardwalk was jammed when peak crowds arrived at night, and Harry Batt, manager of the operating company, said he believes all of last year's good marks will be surpassed. He estimated that more than 50,000 were out to view the renovated resort and to battle breakers that made swimming almost ideal for so early in the year. Bee Kyle's high-fire dive was a free attraction.

Boardwalk concessions, more than ever before, did good business, leading candy concessioner saying he sold more candy in a few hours than in any full day in recent seasons. Modernistic lighting system is installed along walks.

German beer garden and a ride, the Frolle, are additions. Manager Batt, promising a full season of free acts, announced booking of the Flying Le-Vans, Blondin-Rellims Troupe; A. E. Selden, "The Stratosphere Man"; Four Kesslers, Oscar V. Babcock and others, with negotiations under way for a cannon act. A storm the night before opening did only minor damage.

## Fire Razes Shadygrove, Pa.

UNIONTOWN, Pa., May 8.—Fire of undetermined origin destroyed Shadygrove Amusement Park equipment last Saturday while firemen from near-by towns were helpless because of lack of water. Swimming pool, with capacity of several thousand gallons, had been drained several days before and only source of supply was a two-inch line to a well in middle of the flames.

### Laws and Lawsuits

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

# OAK-HYTEX BALLOONS



## GOING UP

Sales and profits are climbing for those who are featuring the unique

### MICKEY MOUSE STRATOPHERE BALLOON

Clever combination of balloon and cardboard basket. Packed in a colorful envelope.

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The OAK RUBBER CO. RAVENNA, OHIO.

# MIDGET CARS

LOW COST—HIGH PROFITS

Everybody fights to drive these 1-H. P., 2-Passenger ARROW JUNIOR gasoline runabouts. Four of them on a vacant lot will net you as high as \$60.00 daily. They're the rage. Cash in now on this sure-fire winner.

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AIRCRAFT MECHANICS, INC. COLORADO SPRINGS, COLO.



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DANVILLE, VA. W. H. VIDAL, Manager.

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B. A. B. ORGAN CO., 340 WATER ST. New York City.



# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

A campaign has been started in New York to prevent the so-called summer scourge of hairy-chested men from defacing pools and beaches this summer. As I understand it the drive is being made by the Electrolysis Associates, which has branches throughout New York, Brooklyn and New Jersey and is being presided over by one Louis Zimberg, former dean of the College of Electrolysis and a noted authority on the subject.

Readers will recall that this column has always been in favor of topless swimming. As a matter of fact, I think I was among the first to come out publicly in favor of it—long before the local beaches in and around New York adopted the shirtless bathing policy.

However, at the same time I think that Mr. Zimberg and the Electrolysis Associates have something in their arguments. Anyone who has ever witnessed a beach or pool throng can't help but think in distasteful terms of some men who romp around merely in shorts displaying hair all over arms, legs and backs as well as chests. They are far from being pleasing to the eye, and I know of many girls who purposely refrain from going to a beach with such companions.

At the same time I don't think that shirtless swimming should be stopped because of these hairy-chested men. In fairness to my sex it must be added that there are plenty of femmes who parade on the beaches and pools with hair all over their bodies and, tho they may have the necessary amount of curves and come-hither eyes, they don't make my day at the beach any too pleasant. In other words, prohibiting shirtless aquatics would not remedy the situation any, because then you're only stopping the fellows, and to my way of thinking some of the gals are just as bad.

In my opinion the Electrolysis Associates should attempt to educate the male public that it is very easy to have their superfluous hair removed. Most women know that by this time, but, of course, there are always the slow sisters who wouldn't do anything until you hit them over the head with a mallet. Come to think of it, saw a picture somewhere of a home electrolysis device which can be used in the privacy of one's own bedroom. Here both men and women could make themselves presentable for the beaches.

Pool operators and bathhouse owners should also co-operate, because if nothing is done to rid beaches and pools of disgusting looking hairy individuals, it won't be long before municipalities will be forced to ban shirtless swimming. And we all know that the majority of the people want this type of swimming.

Those in the swimming industry should co-operate by seeing to it that their life guards and other men working around the pool are not the hairy-chested type. Examples for the swimmers are often set by life guards and so a good example should most certainly be set by them.

### Sunny Side of Water

Heard from good ol' Frank A. D. Fleischer (often wondered what the "A. D." stands for) and he tells me that he'll be back at the Sunnyside (L. I.) Beach pool this summer. Tank will open on May 19. Spot plans a lot of promotion this season and hopes to do big things. Frank has had a lot of competition the past few years, what with two near-by municipalities and three or four commercial tanks. But his wise showmanship has always pulled him thru. He was for many years manager of Riverside Cascades pool in New York City.

### Opening Dates

The Cascades mention above reminds

## UZZELL SCOOTA-BOATS

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me that the Riverside Cascades natatorium always used to be the first metropolitan tank to open. However, this year that pool won't usher in the outdoor season until May 22, with Mack Rose feeling that date is time enough to pull up the blinds. Most of the Brooklyn tanks, on the other hand, have pushed up their inaugurals a week, with a few bowing this week-end. Among the plungeries saying howdy this Saturday (May 15) will be the Washington Baths and Ravenhall tanks in Coney Island, N. Y., and Joe Church's popular Farragut pool, in the Flatbush area of Brooklyn.

While a great many of the local pool crowd are still sore about the municipal opposition, all of them look for a much bigger season this summer than they've had in three or four years. Bill Brillherz, operator of Washington Baths, who probably is the only Coney Island (N. Y.) pool man not in the hands of receivers, expects to draw as big patronage this summer as in the pre-depression era. Bill is accordingly making alterations and decoration to attract and warrant the attendance.

### New Swim Suit

Dorothy Poyton Hill, former Olympic diving champ, is the latest of big-name mermaids to go in for promotion work. Dot is going to make a nation-wide tour endorsing and sponsoring that new type of swim suit which is said to have a decidedly matelasse effect and fits the body like a second skin. Johnny Weissmuller, Eleanor Holm and Annette Kellermann are among others swimming and diving these days for good old Swim-suit instead of Siwash College.

### Dots and Dashes

Those new Swim-for-Health stickers are honeys. . . . Near-record heat waves tilted indoor pool receipts in and around New York last week.—Bob Greenwald expected to head life-guard brigade at Cascades again this summer, having completed his collegiate extension courses. . . . Tony Fiduccia, operator of Van Cortlandt Riviera pool in uptown Manhattan, has finally learned to roller skate, which is about time what with his chain of rinks.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Good weather spurred amusement people on with plans for readying the Island for Decoration Day, official start of the season. Attempt is being made to catch up with time lost by poor weather. Brooklyn-Rits Park Bridge dedicatory ceremonies set for July 3, with Park Commissioner Robert Moses at the helm. Joe Moss promises opening of Pavillon Royal, Valley Stream, by Decoration Day.

Eleven theaters will be open at scattered points hereabouts this year just as summer propositions. Most of them are situated at the shore. Lee Broderick, formerly p. a., in these portions, is on the editorial staff of *The Brooklyn Daily Eagle*. Big things plotted for Holmes Airport, Jackson Heights, we hear. Sid Plinklestein is out as manager of the Central Theater, Cedarhurst. Ye chronicler tripped last week to Atlantic City and later will attempt to draw a comparison between features of the Jersey resort and Long Island.

ROCKAWAY BEACH: Chamber of Commerce is plotting annual banquet for same date that dedication is slated for new Rits Park Bridge July 3. Matty McGovern, who for seven years operated one of the largest dance halls in the neighborhood, now devoting himself to a small barroom at Seaside. Silgo House, Seaside, opened for biz. Nikko's, Chinese eatery, opened and already is doing considerable biz.

Al Margulies, one of *Rio Rita*, the musical, now in concession bkz at Beach 74th street. Sam Weiss, Skee Ball and pin-game king of Arverne, prepping for the season. Stan Ross, local ork leader, recently sold a detective story he had written in collaboration with Jack Hoins, formerly of *The New York Daily News*. And we hear Irv Jacobs, long-time manager of Ostend Baths here, has relinquished the position.

LONG BEACH: Town enthused over Boardwalk dedication ceremonies slated for Decoration Day. Frank Causak, the John Law, a daddy. About 50 grills and taverns will dot this community's streets this summer from the looks of things, and that will be a record number. Most of the crew back from Florida, from the way we hear it, brought back only coats of tan.

# American Recreational Equipment Association

By R. S. UZZELL

What a rush to get material! The same plaint comes from almost all of our members. The Whip has come back and new orders accordingly, but W. F. Mangels says: "It is not a question of booking orders but a question of getting material into the plant and making deliveries."

C. D. Bond says the Dodgem Corporation is busy and Dick Lusse says they are now turning out 10 Skooter Cars per day. A Vaszin is rushed now as he has not been for many moons. Philadelphia Toboggan Company is hitting good strides and Allan Herschell Company has something doing every minute. George Lauerman was in New York recently but had not the time to see all of his friends. Ell Bridge Company cannot keep up with orders. Harry C. Baker is doing what he can to occupy two places simultaneously.

### Committee Is Busy

Wallace St. Clair Jones, of W. B. Berry Company, is too busy with his hot dog and pop corn machines to be president of the New England Park Men's Association, so he says. But watch him function in the dual capacity; when you want something done get a busy man. Maurice Plesien and Norman Bartlett are about ready to try out one train on the Lake Placid Bob Sled ride in Palisades (N. Y.) Park. Spillman Engineering Company tells us it can get out the other trains in about 10 days after being told to proceed, as all material is on hand. What are the rest of you doing? Tell us. We ourselves are occupied, thanks to the industry, and are primed for deliveries now of complete units.

Your World's Fair committee, Harry C. Baker, W. F. Mangels, Maurice Plesien, Bill Rabkin, Norman Bartlett and R. S. Uzzell, had a dinner engagement for May 5 with World's Fair officials. This committee is going places now. We just could not get the officials until they were ready. You shall be kept informed.

### Expo for Germany

Germany is having an exposition that has been brewing sub rosa. It promises to equal the one in Paris this year. Why keep it so quiet? Are any of you going to play it? Page Lusse Brothers.

The Association of European Nations on Expositions has made New York in 1939 the official and only one in which they participate for that year. If nations must associate for mutual benefits, why not individuals? AREA is going to get closer to its individual members this year than it has ever done. How can we best serve you without money? You want us to go to town for you now, not next fall, so why not pay dues now? Send half if you cannot send all now. We are not buying dinners. The exposition company is doing that. All doubts of an exposition in New York are dispelled on a visit to the grounds for a survey of what has been and is being done for the making of the world's greatest fair.

Hershey (Pa.) Amusement Park is unscathed by the sit-down strike. They are putting it in apple-pie order. The amusement park must be kept up to feather's edge so as not to detract from this ideal city. It is an ideal city in which to live and no place for labor racketeering. We hope it leads the way for the nation. The worthy farmers are after all for America first. Perhaps this is a second "Embattled Farmers at Lexington."

Those who operated the first Sunday in May on the Atlantic seaboard are gratified with results. Perhaps this ushers in a season which is to compensate the faithful for holding the fort during those lean years.

### Early Bow in Providence

PROVIDENCE, May 8.—One of the earliest openings in years was marked up in Crescent Park on April 18 when the midway went into operation. Business on Sundays has been building up as weather brought out automobilists. Ballroom is open Mondays and Saturdays.

### Dodgem Boats in Clementon

CLEMENTON, N. J., May 8.—The new crafts to be installed in the new water ride in Clementon Lake Park here by Manager T. W. Gibbs will be 1937 Dodgem shallow-draft motor boats.



## Rolling Green, Pa., Bought by Spangler

SUNBURY, Pa., May 8.—Rolling Green Park, between Sunbury and Sellingsgrove, has been purchased by R. M. Spangler from Sunbury & Sellingsgrove Railway Company, he announced, and he has an improvement program in progress. Last year he was manager of the park and for 16 years prior to that he was connected with Fairmount Park, Red Lion, Pa., which has been taken over as a recreation spot by borough officials. Rolling Green Park has been in operation 26 years.

First dance of the season was held on May 1 with Russ Fairchild and his Rhythm Kings. Opening will be on May 15 with first band concert. A new luncheonette and soda fountain has been installed in the dance pavilion, and the restaurant, to be operated by Mrs. Spangler, has been entirely screened. Two new concession buildings are in evidence, sound equipment has been overhauled and all buildings painted. The old trolley station has been equipped as a refreshment stand and arcade. New rides include a Red Bug Auto ride and Kiddie Autos, and a shooting gallery and other new concessions are lined up.

Free acts, band concerts and fireworks are scheduled. Picnic bookings are heavier than in years and already exceed those of the entire season of 1934.

## Latshaw Long at Summit

AKRON, O., May 8.—Ed Latshaw will start his 19th season in Summit Beach Park on May 29, being its oldest employee in point of service. When he first joined the staff he managed Hilarity Hall, and next season was in charge of canoes and launches. The next year, when John Gammeter built a swimming pool, 75x100 feet and costing \$100,000, Mr. Latshaw became its manager. He was in charge of the pool until he became a deputy sheriff. This year he is assistant manager and superintendent of grounds.

## Savin Rock, Conn.

Business in Savin Rock opened earlier this season. Huge crowds have turned out and the season shows promise of being better than last year, when gross was about 40 per cent better than the year before. In White City Fred Levere said 'the Stadium will be opened on June 1. In addition to promoting bouts in the Stadium Dick Gray will operate the Thunderbolt. This ride was damaged by fire last year when owned by Jack Tiernan and wasn't repaired for last summer's biz. Last fall Tiernan sold and the giant ride is being repaired and will open about May 16. Joe Guliano is building another Skooter alongside the Thunderbolt. Joe will operate this Skooter in addition to the other Skooter ride and Flying Horses in the grove. Jack Tiernan will operate the Seaplanes and Bug ride again. Thompson's Showboat opened with big biz as a dine and dance place. Recent mention made of beautifying the water front, where burned Liberty Pier piles spoiled appearances, has resulted in getting some action. Zoning board of appeals has permitted land owners to put in some stands and another building on this spot. Bingo will operate at the Rock with merchandise prizes. Another roller rink is to be installed. Jakes has added a Sidewalk Cafe. Pavilion Royale, nitery, is readying for a big summer.

RAYNES BEACH, N. B.—Tourist committee of St. John (N. B.) Board of Trade and Bud Tippet, proprietor and manager, with his wife, of Dominion Park here, started a move to improve the road into the park for about two miles from St. John street railway at Fairville. This road, over which Mr. Tippet operates bus service, is in poor condition. Committee has been making a survey of facilities and plans for catering to tourists from the States and central provinces.

CHIPPEWA LAKE, O.—Dance pavilion in Chippewa Lake Park inaugurated a policy of week-end dancing until park opening on May 29, said Parker Beach, manager, and Billy Yates and his orchestra played the initial session. Social plan will again prevail with a seven-night policy and change of name bands.

BUCKEYE LAKE, O.—Partnership of George S. Melvin and Charles Crawford, operators of Buckeye Lake Boat Company, has been dissolved, Crawford selling to Melvin, who will continue operation.

## With the Zoos

NEW ORLEANS—Papa Dionne now has nothing on Casper Coon, proudest daddy in Audubon Park Zoo, who is father of quintuplets. The additions arrived in the only blessed event on the calendar of Superintendent Frank Nellis. With temperatures between 85 and 90 attendance is showing marked increase. Newly installed money boxes at conspicuous spots are bringing in good returns.

PHILADELPHIA—Plans for more and rarer animals in Philadelphia Zoo are being considered, said Dr. William B. Cadwalader, re-elected president of the Zoological Society. Freeman M. Shelly, business manager, said steps to rearrange zoo paddocks to allow more space for new animals are to be taken. R. Sturgis Jorgenson was re-elected vice-president; Radcliffe Cheston Jr., secretary; Sidney F. Tyler Jr., treasurer; Henry W. Freyer Jr., Rodolphe M. De Schauensee added to board of directors.

MILWAUKEE—Illustrated lectures are expected to get under way at Washington Park Zoo next fall. Several hundred lantern slides of animals and animal structure to be used by Director Ernest Untermyer are being prepared. About \$600 was raised in a recent campaign by the Exchange Club for the slides.

CINCINNATI—Crowds responding to the opening of the new reptile house at the Zoo on May 2 encouraged zoo officials to believe that their goal of 1,000,000 paid admissions is likely to be achieved. All records for early May attendance were broken, and if this curiosity continues to function here as it has in other cities there seems to be no doubt that the zoo is in for a record season. The new display house was thronged all day. Owing to the sudden decision to open the exhibit, however, it is felt that many Cincinnatians were not aware of the fact that the long-awaited event was a reality at last. This exhibit, coupled with the new bear pits soon to open, is expected to arouse great interest and to compensate to a considerable extent the loss of regular school visitations which were denied the zoo this season. However, many P.-T.-A. units are rallying to the zoo in their localities and much of the originally indicated loss is expected to be salvaged thru efforts of these mothers' clubs. So far about 30 public schools have been organized for zoo outings.

MADISON, Wis.—Last of Victoria's lion cubs succumbed recently in the Vilas Park Zoo, all three victims of injury from being cuffed off the lion house shelf by their mother.

## Charters Granted in N. Y.

ALBANY, N. Y., May 8.—These amusement projects have been issued charters of incorporation by the secretary of state: Kiddy Amusement Corporation, Brooklyn, amusement resorts; promoters and shareholders, Maurice Sherlo, M. S. Levine, Leon Mohr, Brooklyn. Automatic Amusement Corporation, New York, games, etc.; shareholders, Leon Madonick, Paul Abrams, Joseph Schlusel, New York. Mollisons Scenic Corporation, Brooklyn, scenery, etc.; stockholders, Mollie Bell, Isidore Bell, Sophia Saltzman, New York. Pleasurebound, Inc., New York, amusement devices, parks, etc.; stockholders, Charles F. Keller Jr., Raymond E. Oviatt, Harry Bloom, New York.

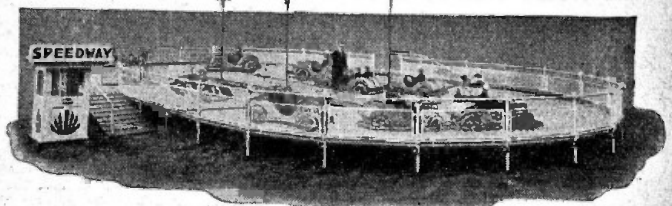
## Cuban Owner Has Good Biz

HAVANA, May 1.—Good business in his amusement park in Guantanamo City, province of Oriente, was reported by Proprietor H. Hinejosa, during a visit here. Because of a United States naval station being situated in Caimanera, a small town on this bay, all shows and other amusement features are well patronized by Uncle Sam's gobs, he said. Excursions have been run from Caimanera and other towns. He has the usual attractions carried by a carnival company.

BRIDGEPORT, Conn.—For the second time selectmen of Westport, owners and operators of Compo Beach, rejected a higher bid for the beach concession, awarding it to Michael Calise for \$4,000, while Arthur E. Jensen, Greenwich, bid \$4,800. Selectmen said they made the award to Mr. Calise for \$800 less than the other bid because he is a taxpayer and operated the concession properly during the past year.

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WATER SKOOTER.

## CINCY CONEY

(Continued from page 45)

chestrans and other entertainment. Moonlite Gardens, rehabilitated and beautified, will be opened by Bert Block and his orchestra. Bill Johnson, Al Parker and Archie Thompson are featured.

### For Permanent Exhibits

Dick Stable and his orchestra will follow, opening on May 28. Noble Sissle and his orchestra will come early in the summer. Mr. Schott also is arranging to bring to Moonlite Gardens some of the biggest name bands as special attractions. This policy has proved popular during the past three seasons and will be continued, he said.

Coney Island has announced establishment of the Progress Exposition in the new permanent exhibition building, strategically located in nearly the center of the park. For years the management has been asked by business men to permit them to stage exhibits in the park and it has been decided to open the permanent exhibition building for a limited number of exhibit spaces on a season contract basis.

## REPORT BIG

(Continued from page 45)

increase of between 100 and 200 per cent in gross premium volume written, figures indicate.

With opening of the 1937 season at hand all operators who have not as yet sent in questionnaires to Secretary A. R. Hodge, Suite 295, Hotel Sherman, Chicago, are urged to do so, as a reasonable time for preliminary investigation and inspection will be required.

## OUTLAY

(Continued from page 45)

Bear to be given a big share of tie-in stunts and exploitation thru the season. Gardens now has six pay attractions for kids and which also have general appeal, Teddy Bear, Merry-Go-Round, Pretzel Castle, Old Mill; Speedway, miniature autos and track, and Bug. For adults are the Wild Cat, Loop-o-Plane and Learn-To-Fly.

### Terrace for Ballroom

Long catering to outings, the management has provided a big new pavilion for outdoor eaters. Decor is strictly modern, and facade of the building has a lot of color, indirect lighting and streamlined tower. A concession in the building will provide hot drinks and sandwiches. Dates for this and the other picnic concession, La Fonda Fomar, are being booked in large num-

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## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

bers from employee associations, lodges and other organizations.

Trocadero Ballroom has been given a \$10,000 beauty treatment, a new color combination having been worked out and new lighting fixtures added. Ballroom is open at the sides and until this year the park plan system of dancing has been used. Now an open-air terrace has been added at one end for those who reserve tables at nominal covert charge for an entire evening. Ace Brigade and his Virginians will open the Trocadero on May 15.

### Cusack Has Publicity

Opening night at the theater is June 15 and George Sommes will again be director. Cast will comprise Kenneth MacKenna and Barbara Robbins in leading roles, supported by Madeline Clive, Ona Munson, Minna Phillips, Helen Bonfils, Waiter Gilbert, Philip Ober, Jimmy Spottswood and Frank Jaquet, with Brad Hatton as stage manager. Season will be for 12 weeks, last date being played on September 4. Among productions will be the opening, *Reflected Glory*, and *Matrimony Preferred*, *Old Maid*, *Call It a Day*, *First Lady and Winterset*. Advertising and publicity is being handled for Elitch Gardens and the theater by Christopher F. Cusack.

# Park Versus Concessioner Ownership and Operation

By Charles R. Miller

**M**OST of our park men, like the writer, have been associated with only one institution, are "one-park men," so to speak, with the result that their experiences have usually been limited to one set of conditions and, since no two parks are ever exactly alike and many are often very different, the problems encountered



CHARLES R. MILLER, manager of Luna Park, Coney Island, N. Y., who believes that park managements should not own and operate all the features of an amusement park, altho he does favor operation of refreshment stands by park managements in preference to concessioners.

are also very different. This accounts for our often reading articles by park men expressing fixed or set opinions on particular subjects which are directly contrary to our own and in many cases absolutely impractical in our different circumstances.

I do not want to convey the impression that I am underestimating the "one-park man," for, being one of these "one-

park men" myself, I could hardly be expected to do that. On the contrary, while association with one park might be somewhat of a limitation when it comes to applying our experiences to the amusement park business in general and particularly when writing for a national publication, it is anything but a limitation in other respects. A "one-park man" is really a specialist and this is the age of specialization. All the better amusement park men I have ever met have pretty generally been "one-park" men and, conversely, the others have usually been those who have drifted from one park to another.

### Convention Talk Recalled

The subject which I finally decided upon as meeting all my requirements, "Park vs. Concessioner Ownership and Operation," is one which has at one time or another been a matter of consideration for practically every amusement park man in the country. Some years ago at an annual convention of the National Association of Amusement Parks this topic was the subject of considerable discussion and, while I was not fortunate enough to have attended that convention, I did read a number of the papers printed in *The Billboard*. I recall the views expressed by one park man in particular, an executive of one of our larger institutions, and, while I considered his paper most excellent, I did not entirely agree with his conclusions.

At the convention the subject was originally billed as "Refreshment Stands, Park vs. Concessioner Ownership and Operation," and while the speaker dwelt at some length on the matter of refreshment stands, he broadened his topic to include all features of an amusement park. This was indeed a much larger order, but I must admit that he expressed his opinions without hesitancy and without leaving the slightest doubt as to his personal convictions. He came out in favor of the operation of refreshment stands by park operators and he was equally convinced that, with certain ideal conditions which he prescribed, all features should be conducted by the park operators in preference to concessioners.

Now, insofar as refreshment stands are concerned, the writer without any qualifications agrees that these should be operated by the park operators. The very first consideration of any amusement enterprise, such as an outdoor amusement park, must necessarily be the well-being of its patronage and there is no element which is more important to success and general welfare of any such institution than the physical protection of that patronage, particularly in the matter having to do with the satisfaction of its hunger and thirst.

### No Field for Gambling

So important is the need of a sound policy in this end of the outdoor amusement park business that no important park can afford to gamble with a concessioner here. Profit here must never be the primary consideration; the quality of the merchandise is paramount. A concessioner cannot and will not take this viewpoint. His season is short and he must make his profit quickly and he will go to extremes to make that profit as large as possible. It is only natural that profit be his primary consideration, his one thought. Not so with the smart park management. Quality in merchandise means a little less profit from refreshments but it also means the good will of the park patronage and this will reap bigger and very permanent dividends in many other directions.

Leaving the subject of refreshment stands, I want to consider all the other features of any amusement park operation. As firmly as I am convinced that park managements should operate the refreshment stands in preference to concessioners, I am equally firmly convinced that park managements should not own and operate all the other features of an amusement park. It is here that I differ with the convention speaker, for, as a matter of fact, I look with distinct favor upon concessioner operations in any amusement park. By that I do not mean that concessioners should operate all features other than the refreshment stands, but rather that a certain percentage of any park's operations should be concessioner-owned and operated. In my opinion, such a condition makes for a better and healthier park.

Of course, there are all kinds of con-

cessioners and many that can by no stretch of the imagination be considered beneficial to any park. Then there is the concessioner who, while his primary interest is his own concession or concessions, comes to feel that he is part of an institution, one in which he has a financial interest, one he will learn to revere and be proud to fight for. This type of concessioner is always a real asset to any park. Very few employees of an amusement park ever acquire the sense of loyalty and devotion to a park that the right type of concessioner does. A 100 per cent park operation consists only of employees with no interest beyond their jobs and these are of comparative short duration each season. Certainly, a park with the right kind of concessioners, even if only a limited number, all looking forward to years of association, has a distinct advantage over the wholly park-owned and operated institution in this respect.

### Concessioners as Assets

Contrary to the experiences of the convention speaker, it has been my experience that the right kind of concessioner helps rather than hinders the maintenance of a smoothly running organization and a unification of policy. A business that operates barely four months a year is naturally handicapped in the matter of organization. Anything resembling a permanent organization is absolutely impossible. At best, only a shell of an organization, perhaps only a few department heads, can be maintained from year to year, and in recent depression years even this shell of an organization has had to be discarded in many instances. In a wholly owned and operated park this condition has necessarily made itself felt. On the other hand, the park with some concessioner organization has not suffered to the same extent. The concessioners are more or less a permanent part of the park's organization and the rebuilding of the complete personnel each season is greatly facilitated as a result. Certainly, it cannot be disputed that such a condition makes for a smoother operation and for an easier unification of policy.

So much for a general discussion of concessioner operation. I want to consider and analyze the very theory upon which my convention friend based his conclusions in favor of park operation of all features of an amusement park. I quote: "The question of whether the refreshment facilities or any other features of park operation should be conducted by the park or by concessioners depends mainly upon who possesses the better financial or mental equipment. We have concessioners because we lack either the necessary capital or the special knowledge required to conduct the business. In my opinion, if the park owner possesses that required capital and has or can hire the necessary talent the answer to our question is obvious—the park should conduct the operation."

### Capital and Talent

Let us consider the first requisite, that of the necessary capital. There is no disputing the statement that many parks have concessioners because they themselves lack the necessary capital. That is an absolute fact. The question of capital is always a most important consideration for most of us poor park men and perhaps it is a good thing for us that it is so important an item. One cannot constantly experiment and always hit upon just the right thing and one cannot operate an amusement park or hope to continue to operate an amusement park for any length of time without experimenting. The point I wish to make is that the amusement business, and particularly the outdoor amusement park business, is very hazardous and one way to reduce the hazards is to occasionally, at least, let the other fellow assume some of the risks, and that calls for concessioner operation. In other words, even if the first of the requirements—that of the necessary capital—is met, it is my contention that, even then, concessioner operation may be and often is desirable.

As regards the second requisite, the ability to hire the necessary talent. Difficult as is the first requirement of capital to meet at times, particularly in outdoor amusement business, it is my candid opinion, based on nearly 25 years of experience, that it is equally difficult, if not much more so, to hire the necessary

talent for an amusement park. The very nature of the business makes this so.

The average park operates less than four months each year, seven days a week, including every Saturday, Sunday and holiday in this four-month period, and from 10 to 12 and more hours per day. Does this make for attractive employment conditions? Hardly, and were it not for the fascination the amusement park business has to many I doubt whether any but the poorest type of employee would be available. Every park, it is quite true, has a certain number of employees who stand out and are real assets to it, but what percentage is this group of the total? Very small, indeed.

### Owner-Operator on Job

Then, too, it has been my experience time and time again to observe that the relative gross receipts of attractions owned and operated by concessioners are always better than those operated by park-hired employees. The reason for this is obvious. The owner-operator has every incentive to give his best. The hired employee has no such incentive. I have always made it a point to pay particular attention to our attractions late at night, an hour or so before closing. This is the time of day where the difference between an owner-operator and a hired operator is most noticeable. The end of a long day; the employee is tired and anxious to go home and his every action or lack of action betrays his thoughts.

Then take the case of the owner-operator; he, too, has had a long day and he, too, is tired and anxious to get home, but you will observe that he will keep going right up to the closing. He doesn't let those last few dimes get away from him and it is these last few additional dimes each day that make a big difference in an attraction's gross receipts for a season. This little extra each night adds up at the end of the season and that means a larger share for the park too, assuming that the concession is let on a percentage basis, as is usually the case and as it should be.

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



## Needles To Fly For Big Annuals

NEW YORK, May 8.—The Crochet Bureau, national body for furthering interest in crochet work, will sponsor a national contest this fall in co-operation with leading fairs. Contest, which will feature cash prizes to winners of five classifications besides a champ of all classes, should encourage, it is believed, increased interest in crochet and other phases of needlework departments of fairs co-operating.

So that it will take on a national aspect, entries will be limited to winners of county, district and State fairs throughout the nation. Judges will include Miss Helen Powell, educational director of the Spool Cotton Company; Elizabeth Blondel, needlework editor of *McCall Magazine*; Ellen Van Cleef, State clothing specialist, Connecticut State College; Mrs. Mary Reynolds, associate editor of *The Farm Journal*, and Miss Charlotte Embleton, Somerville, N. J.

Fairs said to have signified intention of co-operating include New Jersey State Fair, Virginia State Fair, Oregon State Fair, Illinois State Fair, Midland Empire Fair, Utah State Fair, Winston County Fair, Nebraska State Fair; Georgia State Fair, Mississippi-Alabama Fair and Dairy Show and Louisiana State Fair.

## Maine Plant in Lewiston Scene of Big Improvement

LEWISTON, Me., May 8.—Manager Frank Winters reported that Maine State Fair here is in process of an improvement program involving expenditure of between \$75,000 and \$100,000.

Program calls for new concrete entrance, remodeling buildings, grading and leveling midway, new roller-skating rink, additions to permanent zoo and new sound and lighting systems.

## N. Y. '36 Premium Awards Increase \$7,307 Over '35

NEW YORK, May 8.—New York town and county fairs this week received their annual State premium checks, arranged by law, and designated to assist fairs in meeting premium awards. Total dispensed by State was \$250,000.

Peter G. Ten Eyck, commissioner of agriculture, said that in 1936 New York fairs paid out \$315,374.23 in premiums, an increase of \$7,307.65 over 1935.

## Big Season Seen by Selden

CINCINNATI, May 8.—A. E. Selden, "The Stratosphere Man," was a caller at offices of *The Billboard* on Thursday, returning from a long road trip, which took him thru the East and then to the Southwest. He reported heavy bookings and all indications for the best season in years for fairs and parks and acts playing outdoor doings.

## Buildings Added in Greenup

GREENUP, ILL., May 8.—Five new buildings are being constructed by Greenup-Cumberland County Fair Association here, making 17 new buildings on the grounds in the last eight years, said Secretary Preston H. Jenuline. Fair will run six days this year instead of the usual four, new items to be an amateur contest among 12 high schools, horse-pulling contest and Boy Scout colony and division.

## McCaslin at Timonium Again

BALTIMORE, May 8.—John T. McCaslin, Baltimore, has been given management of the midway for the 1937 Timonium (Md.) Fair by the board of directors. Under the old board until about 15 years ago he was manager of this department 21 years. It is announced that a games censor will be employed under a system like that at York (Pa.) Fair. Directors plan many improvements this year.

## Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

# FED FUND FOR G. L.

## N. Y. To Get World Exhibs

*Decision of international bureau assures 22 nations participating, says Whalen*

NEW YORK, May 8.—In a radio address from Paris this week Grover Whalen, president of the New York World's Fair of 1939, announced that the committee on classifications of the International Bureau of Expositions had accepted the rules governing participation in the 1939 event, thus virtually assuring participation in the fair by 22 member nations of the bureau. Announcements came from Britain and France that both had decided definitely to be represented at the New York exposition.

International Bureau of Expositions has been set up in Paris to choose one exposition each year to be officially known as a "world's fair," and it provides that no member nation can officially engage in any other exposition during that year.

## Fair Bill to President

WASHINGTON, May 8.—United States Senate this week passed a bill appropriating \$5,000,000 for federal participation in the New York World's Fair and sent it to President Roosevelt for his indorsement.

The bill, which originated in the House, provides for a commission consisting of secretaries of agriculture, commerce and labor, and chairman and ranking minority members of the Senate commerce committee. It calls for a \$10,000 annual salary for a commissioner-general and two assistants at \$7,500 each. It is expected that the President will sign the measure.

## Move for Subway Spur

ALBANY, N. Y., May 8.—New York State Senate this week passed the Dunningan bill authorizing New York City to build a spur from the Independent Subway in Queens to site of the forthcoming New York Fair. It is expected that the additional underground link will be a tremendous aid in solving the fair's transportation problems.

WOOSTER, O.—Wayne County Fair, said Secretary Walter J. Buss, will be held two weeks earlier this year and directors plan four days and nights.

## Shows in Fort Worth To Take on Music and Dances of Fiesta Type

FORT WORTH, Tex., May 8.—Music and dancing as in a real Spanish fiesta are to predominate in all attractions at Fort Worth Frontier Fiesta if names of shows are an indication of their type. Main attraction, Casa Manana, will consist mostly of music and dances, as it did last year, and the attraction now set for Jumbo Building is to be called *Melody Lane*, while *Frontier Revue*, free show, is slated for the arena of the Last Frontier.

Pioneer Palace also will feature music, chiefly from the Dixieland Jazz Band, along with the old-time burlesque show. This year there will be a 50-cent admission charge to Pioneer Palace and the show is to be more elaborate. Last year this place had no admission charge but there was an extra charge on food and drinks.

Name of Umbrella Park has been changed to Firefly Park, but the Salici Puppets are still scheduled here. Park is to have seats for 2,000. A bar is to be set up under "the largest umbrella in the world." Tables, where food and refreshments may be ordered, will be un-



J. VICTOR FAUCETT, secretary of Steuben County Agricultural Society, who, with President William H. Robinson and the board, is preparing for an exceptional showing of the 1937 annual of Steuben County Fair, Bath, N. Y., one of the oldest in the Empire State and in the nation.

## F. D. R. Okehs Exhibit Setup

*New attractions and concessions come—seek bathing beauty who can swim*

CLEVELAND, May 8.—With approval by President Roosevelt to the bureau of the budget to add \$175,000 to the deficiency appropriation bill for maintenance of federal exhibits at Great Lakes Exposition this summer, one of the finest displays of the sort seems assured.

"While the appropriation is not unexpected, since we had confidently believed from the first that it would be made, it is none the less most satisfactory," said Lincoln G. Dickey, general manager of the exposition. "We had planned extensively for upbuilding this department and that was something of a task, since last year we had attained just about all we attempted. Details will follow soon. I am more than pleased with the advance ticket sale. Indications are that we will have a thoroughly sold all of the Great Lakes area and such territory adjoining before the opening on Decoration Day."

With announcement of the appropriation came that of the resignation of A. Harry Zychick, Cleveland attorney, who served last summer as United States commissioner general of federal exhibits at the expo. Mr. Zychick said he felt it incumbent upon him to return to his law practice. Dr. Nicola Cerri, Cleveland, Italian consul, has been appointed to succeed to the position. He came to the United States in 1898 and served 26 years as first royal Italian consular agent in Cleveland. Position carries salary of \$10,000.

New attractions and concessions are being signed and shaped daily. Among them is the International Crime Show of Dufour & Rogers, slated for the spot occupied last year by the Sportsmen's Show. They also have taken over management of Hollywood Cafe and are arranging for other attractions. Harry H. Hargrave and Ed Reicher returned from New York, where they picked up their Rigmorium ride, just arrived from Europe. This will take the place of Mummy's Cabin of 1936. It will show a pretentious front with animated characters and a 50-foot lobby. Ed Sutter has signed five locations for salt-water taffy. Claude Bell is arranging the

(See FED FUND on page 50)

## Free of Debt, Work Goes Along in Bath

BATH, N. Y., May 8.—Preparations for the 85th annual Steuben County Fair here supplement much work done last year, said Secretary J. Victor Faucett. All debts were paid last year, he said, and in 1935 a race track underpass was installed for pedestrians and last fall another was started for vehicles, two lanes for cars and a walk for pedestrians, which will soon be complete.

Aluminum paint, tried successfully on one building last year, will be used more generously. Cinders have been placed on walks and drives and purchase of a tract adjoining the grounds is for parking trucks and trailers so that space behind concessions can be kept clear. Fair receives no county or town aid.

Secretary Faucett was elected this year to succeed the late John H. Farr, who held the post 14 years. He has been with the fair more than a dozen years in capacities such as ticket seller and race clerk.

## Funk Injured at Speedway

FORT WAYNE, Ind., May 8.—Frank Funk, Winchester, auto race promoter, was injured on May 4 while directing improvements at the Speedway here, suffering three broken bones, probable internal injuries and numerous cuts and bruises when a grader on which he was riding overturned.

## Stunt Nights Set in Dallas

*Mid-week doldrums to be dodged by special events—expo tickets are moving*

DALLAS, May 8.—Weekly stunt nights on Wednesdays will be used to fight traditional mid-week doldrums during the run of Greater Texas and Pan-American Exposition, opening here on June 12, said Frank N. Watson, promotion director. He also set Tuesdays as nickel days for children under 12. When school opens next fall that special day will be shifted to Saturdays.

"So far all our special-day programs are centered on week-ends around mass visits from cities, States or organizations," he said. "We are working on the Wednesday night series. Timely or unique motifs will be chosen and a schedule is being worked out far in advance."

Ray Kavanaugh, 10 years conductor (See STUNT NIGHTS on page 51)

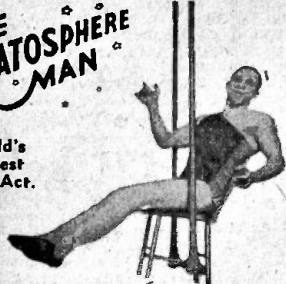
Rehearsals for Casa Manana Revue started on May 5. John Murray Anderson returned from Cleveland to supervise rehearsals. Laurette Jefferson, ballet mistress, and Robert Alton, dance director, have arrived.

Plans for West Texas Chamber of Commerce exhibit building have been approved by Billy Rose. Theme will be "West Texas, Old and New." More than 100 West Texas towns are to have displays in the building, which is being repainted. The Will Rogers Room will be maintained again as a memorial.

Permission for the Fiesta to use parking lots adjacent to municipal auditorium and showgrounds has been granted by city council. Costumes used in last year's centennial shows here have been purchased by Brooks Costume Company.

**THE STRATOSPHERE MAN**

World's Highest Aerial Act.



Available for Fairs, Parks, Celebrations. Address Care of The Billboard, Cincinnati, Ohio.

**Dufour-Rogers Signed For G. L.**

Two shows and restaurant to be presented in Cleveland—new crime exhibit

CINCINNATI, May 8.—Contracts for Lew Dufour and Joe Rogers to present two shows and a restaurant at Great Lakes Exposition, Cleveland, opening on May 29, were signed by Mr. Dufour with Almon R. Shaffer, associate expo director, and Frank D. (Doc) Shean, midway director, in Cleveland on April 30, according to word from Mr. Dufour from Toronto.

The showmen will feature their Crime Prevention Exhibit. Plans have been approved by Albert N. Gonsior, construction head of the expo, and work has started under a contractor. Four divisions of the exhibit are planned.

"Crime prevention is the first phase and will comprise exhibits of boys' clubs to emphasize that prevention should begin with youth," said Mr. Dufour. "Cause of crime will show the part played by environment and how attempts to get easy money and other forms of indulgence often lead to crime. Crime detection will depict methods of law agencies and include latest equipment and methods of highly organized crime detection departments. Punishment for crime will be the last phase portrayed."

Same cast as that last year at Texas Centennial Exposition, Dallas, will be used. Paul Anholt, formerly of the Little Theater, Oklahoma City, will be director of the show, to go into rehearsal on May 15. Mr. Dufour was visiting J. W. (Patty) Conklin in Toronto and was to return to Dallas after stopovers in Cleveland and Chicago.

**Hankinson Program Packs Fairgrounds in Reading**

PHILADELPHIA, May 8.—Hankinson Speedways launched a schedule of more than 60 dates with auto racing on Reading (Pa.) Fairgrounds on April 25, when 28,843 speed fans braved near-freezing weather to witness a six-event program. Every grand-stand seat was sold before noon and S. E. O. signs were out long before the start. Thousands found vantage points around the track and on exhibition buildings.

Tony Willman, Milwaukee, won the feature, with Vern Orenduff, Tallahassee, Fla., second and Howdy Cox, Dallas, third. More than 50 drivers participated, many leaving for Indianapolis to practice for the Decoration Day 500-mile race.

Advance sales for the Langhorne Speedway classic indicate a sellout in the seven steel grand stands, indicating that more than 40,000 will be on hand to witness first mile-track competitions in the East.

**Va. Board To Co-Operate**

RICHMOND, Va., May 8.—Recognizing sentiment in favor of use of the State fairgrounds here as an all-year recreation center, the board of directors of Virginia State Fair Association has voted

"to co-operate with the citizens of Richmond and do anything in the interests of the public, providing it does not interfere with operation of the fairs."

**Fair Grounds**

PITTSBURG, Tex.—Secretary W. R. Morgan announced dates for a 1937 Northeast Texas Fair here and that Bob Hurst Carnival has been booked.

DELAWARE, O.—Track on the fairgrounds at Ashley is being regraded and widened in preparation for the 1937 fair, said Harry S. Wigton, secretary. Completed track will be three feet wider than the present course.

PARIS—As a result of delay in fixing a date for opening of Paris International Exposition of 1937 holders of concessions are organizing a committee to defend their interests and to claim reimbursement for any losses caused thru delay in opening.

POWLERVILLE, Mich.—Fowlerville Fair moves up this season to leadoff position among Michigan fairs. It has been the last fair in the State many years and recently has had consistently bad weather, said Secretary Thomas Woods. Henry H. Lueders' *Rhythm and Moonlight* unit has been booked.

DETROIT—Henry H. Lueders, United Booking Association, reported 21 fairs in Michigan, Ohio and Indiana on books this season. Four unit shows will be produced, *Rhythm and Moonlight* and *Cavalcade of Stars*, each to have 50 people, including a line of 16 girls, and *Oriental Fantasies and Fads and Follies of 1937*, carrying a line of 10 girls. Shows go in rehearsal on June 21, opening first fair dates early in July in Southern Indiana.

HARRISBURG, Pa.—Distribution of 5,359 awards and \$30,989 in cash prizes for 1937 Pennsylvania State Farm Show has been completed by the Farm Show commission thru farm agents of counties from which competitive exhibits were entered, said the State Department of Agriculture.

McCOMB, Miss.—Pike County Fair Association contracted Great Dixieland Shows, operated by Ralph Miller, for the 1937 fair, said President A. B. Williams. County Agent Harrison and Mary Gardner, county home demonstrator, said that the premium list is largest ever issued.

NEW ROADS, La.—At annual meeting of Pointe Coupee Parish Fair Association President A. B. Cotten and Secretary-Manager Wade LeBeau told of the financial structure and predicted the biggest fair in its history. All of the 1936 staff were renamed.

LONDON.—The King and Queen of England will attend a performance of the annual Royal Military Tattoo at Aldershot, about 40 miles from London, on June 19. Duke and Duchess of Gloucester and Duke and Duchess of Kent have intimated that they will attend the Tattoo, which has become one of England's most popular expositions.

NEW YORK—Clyde Gibbs, secretary, said this week that Home Town Fair, Stewartsville, N. J., will "branch out into a general agricultural fair." Event, founded in 1935 and conducted for the first time last year, had a successful inaugural, tho on a small basis, and plans of expansion take in practically all phases of the county fair. Organization is a non-profit venture, sponsored by fire department, IOOF, Sons and Daughters of Liberty, Stewartsville Athletic Club and Stewartsville Scholastics.

**FED FUNDS**

(Continued from page 49) stands for sand modeling and Cliff Wilson has added a 280-pound turkey to his monster show, having acquired it in Texas.

A dance-band deal which will bring outstanding radio bands during the summer has been closed with the Music Corporation of America. These bands will appear at Billy Rose's Aquacade for two-week engagements. Wayne King will bring his orchestra for opening, followed by Xavier Cugat and his musi-

clans, Dick Stable's Band, Ted Weems, Shep Fields and Isham Jones. This is in addition to name bands which will be brought to do their stuff in Radioland. Guy Lombardo probably will open there, with other name bands to follow.

Rose, as a press stunt, has joined with expo officials and *The Cleveland Press* in a Queen of the Great Lakes contest. Idea is to pick a bathing beauty who really can swim, considered something of a novelty. Winner goes on a \$50 salary for the 15 weeks of the expo. In addition to being featured in the Aquacade she will serve as official hostess for notable visitors.

Four painting contracts have been let for refurbishing the expo. Color scheme is red, white and blue, developed by Richard Rychtarik, designer of Streets of the World, and Juan B. Larinaga, who is doing the murals for the Making of a Nation. Variations will include blue, green and orange on East Ninth street underpass; white, blue and orange for the Hall of Progress; white, red and silver for the Varied Industries Building and a general mixture for Pioneer Palace, which will reproduce the "Wild West bar" as it is imagined. Radioland shell, sponsored by Sherwin-Williams Company, will be in blue and white.

**More Contracts Signed**

Arrangement between city and Cleveland Indians for baseball games in the Stadium is to allow visitors to view games and return without extra admission. Worked out by Lincoln G. Dickey for the expo, Herb Buckman for the Stadium; Henry S. Brainard, assistant city law director, and Alva Bradley for the Indians, contract calls for nine days on which 11 games will be played with option for more games. There will be a charge of \$350 a day when the gate is less than 5,000 people; \$500 for 5,000 to 10,000; \$750 for 10,000 to 25,000 and \$30 per thousand for all over 25,000 and this way the Indians are working on a big-crowd big-pay basis.

Recent contracts signed include: Midway—Hargrave & Reicher, two Skee Balls, one on midway, one on Streets of the World; also milk bottle game. John T. Branson, Marine Exhibit from California and Floridan waters, with alligators, swamp turtles, octopus and navy-diving equipment with displays of steel cutting under water. Lake City Tours (W. McPherson, president), roller chairs and Jirikishas. Grover C. Kortonic, Venetian Boat Swing, 16-passenger ride under self-power. A. Weber, Walking Charlie, ball-throwing game with eight life-size moving figures. J. Gilbert Noon, shooting gallery, also on Streets of the World. Melvin B. Cramer, trick playing cards. Joseph Glacey, magic pitch with pocket tricks and puzzles.

Streets of the World—Chirl Hyun, Japanese merchandise; John Vrombaut, Belgian wooden-shoe maker; Mrs. J. W. Cizewski, novelties in Polish Village; Michael L. Breznen, Czech merchandise shop in Slovak Village; Philomine Norris, Belgian Cafe; William Kiefer, German Cafe; Frank O'Bell, Art Tammesfeld, Cafe; Alt Heidelberg Cafe; Zoltan Gombos, Hungarian Cafe; Lester A. O'Shea, Irish Village; African Art and Culture Society, African merchandise; Mothers' Guild of Holy Ghost Convent, religious goods; Paul R. Trexler, palmistry.

**NOW BOOKING**

Rides, Concessions and Attractions, ANNUAL FAIR AND CARNIVAL, June 14 to 21, Inclusive. Fireworks Displays and Other Attractions. **MADISON FAIR** Madison, N. J. Box 137,

**WANTED**

Rides and Concessions or complete Carnival. **LOGAN COUNTY FAIR**, Stapleton, Neb., September 15, 16, 17. Write, wire or phone **RALPH FIELD**.

**WANTED CARNIVAL**

For the week of August 20, 1937, for the Great County Fair, held at Fairmount, Ind. Maximum attendance 10,000, size of grounds, 40 acres. Reply to JOHN R. LITTLE, Secy., Fairmount, Ind., at once.

**THE ORIGINAL WOLTERS TRIO**

TWO MEN — ONE LADY. America's Undisputed Champion Equilibrists. Balancers and Comedy Acrobats. 2 DISTINCT FEATRE PLATFORM ACTS Open for Fairs, Parks, Clubs, Circus. July 4th Open. Write, Wire Care The Billboard, Chicago, Ill.

**WANTED**  
— FOR —  
**THE COLUMBIA COUNTY FAIR**  
Chatham, N. Y., Sept. 4-5-6-7-8  
Carnival and other Midway Attractions. CHILDREN'S DAY, SEPTEMBER 4TH. All Admitted Free.  
W. A. DARDESS, Secy., Chatham, N. Y.

**WANTED**  
**JULY 3-4-5**  
Rides, Free Acts, Shows, Concessions. Independent booking.  
**7th ANNUAL FAIR AND CELEBRATION, BENTON COUNTY FAIR GROUND.**  
All who have played our spot write.  
R. A. LYNCH, Secy., Boswell, Ind. The "Biggest Little Fair in the World."

**CARNIVAL WANTED**  
TO PLAY MILLEDGEVILLE, GA. OCTOBER 5-9.  
Address J. H. ENNIS, Care Middle Georgia Fair Assn., Milledgeville, Ga.

**CARNIVAL WANTED**  
Prefer Week Letter Part September. **FANNIN COUNTY FAIR ASSOCIATION**, Bonham, Tex. J. I. BOON, Secretary.

**ACTS WANTED**  
FOR FAIRS, JULY 4TH AND EARLY CELEBRATIONS.  
Thrillers, Combination Acts and Features of every description wanted to fulfill our additional demands. **J. C. MICHAELS ATTRACTIONS**, 3824 E. 9th St. (Phone: Benton 6574), Kansas City, Mo.

**WANTED**  
Merry-Go-Round and Concessions for **ALEXANDRIA FAIR, ALEXANDRIA, KY.**, September 4, 5 and 6. Address J. W. SHAW, Secretary, 335 York Street, Newport, Ky.

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**ALL RECORDS BEING SMASHED BY OUTDOOR SHOWS**  
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Rides, Shows, Concessions, Free Acts.  
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August 22-27, 1937—Greenfield, Ind.  
BERT SWAIN, Asst. Secy.



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**LEXINGTON RINK**, Pittsburgh, closed a four-day skating revue Saturday night, labeled *Hi-Hat*, first show to be operated by Hyatt D. Ruhman, but if box office is criterion, not the last. Directed by William Opatrny, show drafted better skaters from regular patronage and whipped them into solo and chorus acts. Specialties included Emma Fuller and La Verne Messer, fast tap; Harry Wharton, Caroline Moran and Bar Ferguson, roller acrobatics; Dorothy Kolb and Bill Opatrny, figure skating; Lucille Geisler, Misses Fuller, Kolb and Messer, toe steps; Andy Doyle, clown; Edna Altenbaugh, Margaret Nolan and Edna Haber, doing grapevine, and spinners, Leonard Flowers, George Kelly, Jack Gilson, Bob Deans and Jack Glominger. In the chorus were Ruth Deese, Margaret Fitzpatrick, Florence Miller, Lillian Watts, Mary Lou Bigley, Margaret Nolan, LaVerne Messer, Emma Fuller, Edna Haber, Edna Altenbaugh, Dorothy Kolb and Lucille Geisler.

**THE LINDSTROMS**, comedy ice-skating act making first appearance in America, have been added to Lou Breese's mid-evening revue, *The Good Old Days*, in the Casino Parisien, Chicago night spot. Team uses regulation ice skates on a mat spread on the stage.

**ARMORY Rink**, Chicago, of which Fred Leiser is general manager; Joe Laury, floor manager, and Bill Henning, skate technician, will operate all summer, skating five nights a week with Saturday and Sunday matinees, writes Joe Laury. Winter season has been good and biz is expected to keep up this summer. Joe Laury, with Mrs. Laury, will take a vacation trip to the West Coast, visiting rinks on the way. Bill Henning will return for the summer to his post in Riverview Park, Chicago, as assistant manager of No. 1 side show there. VI Swanson will be skate man at the Armory during summer.

**PREPARATIONS** are being made by Harold H. Keetle to operate Coliseum Roller Rink, Cedar Point, O., opening his ninth season there on June 12. George Karns, who operated State Fair Park Rink, Milwaukee, and who will be associated with him, has returned from Chicago. Mr. Keetle reports, with 400 pairs of new Chicago fiber-wheel skates, and 100 pairs of wooden-wheel skates also will be installed. There will be a new 60-watt amplifying system and Wurlitzer organ and calliolo. Floor of the Coliseum, 150 by 300 feet, is being resurfaced. Acts and races will be used during summer.

**CASTLE GARDEN ROLLER RINK**, Barre, Mass., has been drawing big crowds since opening for the season. Popular prices prevail and biz has increased to the point where extra sessions are necessary to handle patrons.

**GARDEN Roller Rink** on State Route 4, Hamilton, O., was opened on April 24 by F. O. (Corky) Elliston, formerly with Joe Zink. There is a reconditioned maple floor and rink has been equipped with new Richardson skates. Hamilton is said to be ripe for this amusement, as it has been several years since a rink operated there. Staff: F. O. Elliston,

manager; Mrs. F. O. Elliston, tickets; James Dunn, Charles Keller, instructors; David Crockett, skateroom; Dorothy Cochran, checkroom; Ray Huentelman, Cilius Pfister, Frank Burkhart, Albert Hinkle, skate boys.

**A. J. GOTTHOLM**, secretary of the new Junior Old-Time Roller Skaters of New England, Club No. 1, Revere, Mass., says there are about 25 members. Stella Koski, Victoria Fortunato, Josephine Bigg and Phil Gottholm, all of Everett, Mass., were initiated recently. Officers are Lawrence Darling, president; Nathan Paul, vice-president, both of Revere; Duncan MacLean, treasurer of Old-Time Roller Skaters of New England, Club No. 1, Malden, Mass., treasurer; Mr. Gottholm, secretary.

**FLYING HOWARDS**, vaudeville roller-skating act, is feature attraction in, Coconut Palms, Detroit spot. They present their noted neck spin by the feminine member of the troupe.

**AEROWAY TRIO**, two men and girl, currently with *Casino Des Artistes* revue, touring under direction of Russ Ferris, is proving a feature of the hour-long program. Routine is fast and has a smash finish. The unit, which has been south, played many theaters in Ohio and is en route east. Wardrobe is excellent.

**VAUGHN SKATING RINK**, Eunice, La., was partially destroyed when winds, accompanied by hail, broke most of the plate glass and tore large portions of the main structure, including canvas roof. Repair work has begun.

**BIG Palais d'Ette Skating Rink** in Brussels has been transformed into a vaude theater for summer.

**DELVY'S Roller Rink**, situated at the Farm in Black Rock, Bridgeport, Conn., many years, has been moved to Crystal Palace, Lordship, Conn. Farm will shortly be razed for other building purposes.

## Current Comment

By CYRIL BEASTALL

**DERBY, Eng.**—Congratulations to Michigan Skating Association, Fred Martin and everyone else who helped along the successful promotion of the first official amateur roller speed championship of the United States in Detroit on April 2-4.

Congratulations also to that well-known speedman, Lloyd Christopher, of Palladium Roller Club, St. Louis, the first titleholder. I should imagine Rodney Peters, once a world beater in the sprints, has been helping him along the road to success with some excellent advice and coaching and I am sure that Christopher's triumphant progress in Detroit must be gratifying to Earline Marquardt, of the Palladium staff, who has frequently written of his deeds in glowing terms.

I was surprised to learn of the untimely death of Adam Weismuller, owner of Arena Gardens, Detroit.

Rumor has had it that William Sefferino's new Rollerodrome, Cincinnati, is the largest rink in the world. The fact is that Armory Rink, Chicago, managed by Fred Leiser, with Joe Laury as floor manager, is the world's largest, with 35,000 square feet of skating surface, which is considerably larger than the new Cincinnati roller palace.

I can name several others larger than Sefferino's establishment, such as the Embassy, Birmingham, England, Europe's largest, and the Rollerodrome, Culver City, Calif., but we will wait until such time as claims are made in print before troubling to go into further detail.

## STUNT NIGHTS

(Continued from page 49)

of orchestras for Earl Carroll's *Vanities* and *Sketch Book*, has been signed to conduct the pit orchestra in Pan-American Casino, George Marshall, director of amusements, announced, and he will arrive on June 1 to take charge of the 25-piece casino orchestra.

## New Orchestra Booked

New orchestras signed to play in the casino include Rudy Vallee, opening on July 10; Art Jarrett, coming in for a period in the autumn, and Benny Goodman. Three Sailors, eccentric comedy team in pictures, have been signed for the casino's opening. Lou Harris' Orchestra has been signed to play special spots thru the fair, the 14-piece band to play four hours daily, being shifted to suit the day's program.

Several more larger exhibits are in

process of negotiations, said Ray A. Foley, director of participation, upon his return from a long stay at New York exhibit headquarters. Gulf Oil Corporation renewed its contract for operation of the grounds radio station. Radio Director Jimmy Crocker said a staff of 12 technical men and 16 other employees will be required.

New shows under construction include Dufour & Rogers' large Kiddleland. Dufour & Rogers' cafe on the midway is ready to open, and Otto Mueller said Old Nuremburg Cafe will be air-conditioned this year.

## Excursion Rates Fixed

Railways of the nation fixed an excursion rate schedule to the exposition that will be in effect on June 4-October 31.

More than half of the 500,000 ticket issue has been disposed of. So far more tickets have been sold outside the city than to Dallasites, indicating that less repeat visits will be on the books.

Members of the *Cavalcade of the Americas* cast are in rehearsal and full-length pantomime and sound rehearsals will be synchronized beginning on May 15, Producer A. L. Vollmann said. He has requested permission of President Roosevelt for use of a two-minute recording of excerpts of a speech of the President at Buenos Aires peace conference last year.

Mr. Watson left on a 10-day business trip to New York and Washington. Ned Blaine, special events department, was on a seven-day trip thru the Rio Grande Valley and East Texas oil fields made annually by Dallas Chamber of Commerce. Much of the trip was devoted to good-will work for the exposition.

## Space Contracts Signed

List of concessions and exhibits signed to date:

Maxvill and Levine; Samuel Bert, confections; Louis Bevis, English village; Midway Cafe; E. L. Yagla and J. T. Bocker, S. Rosenwelz, Desplenter Brothers, Jack Dubinsky and Allan Sonin, Jack Broode, novelties; Gebhardt CH Mill Powder Company, Mexican foods; F. M. McFalls, shooting galleries; Harry Illions, Lindy Loop and Ferris Wheels; R. J. Stinnett, Butterfly ride; Dufour & Rogers, Life Show, Crystal Maze, Fun House and World a Million Years Ago; R. J. Simpson Amusement Company, Black Forest; Graham Enterprises, The Bowery and Show Boat; Murray Goldberg, weight scales; Bowen Busses, sight-seeing busses and chairs; Robert A. Gottense, pants presser; T. R. Hickman, corn games; Dallas Racing Coaster Company; Exposition Publications, Inc.; R. A. Long, photography; T. R. Hickman; Lusse Brothers, Auto Scooter; Ripley's Believe-It-or-Not Odditorium; J. V. Eaves, photo booths; Byrd's Little America; Nuremberg Restaurant; National Publications; Bisch Rose Amusement Company, Flying Scooters; Oil Well Concession; B. K. Chow, China City; Sid Wolfe, live pets, handwriting analysis and ice cream; George B. Stone, war relics; Chuck Wagon, cafe; Joe Arnoff, Bat'em games; Road to Rio, Latin American village; J. Mach & Sons, Czechoslovakia; Lee Lynch, drink and food stands; Doughnut Corporation of America, restaurant; Armour & Company, Southern Pacific Railroad, Humble Oil and Refining Company, Continental Oil Company, Texas & Pacific Railroad, Sinclair Refining Company, Galveston Wharf Company, Texas Company, Swift & Company, Groller Society, Goldman Baking Company, St. Louis & Southwestern Railroad; Missouri, Kansas & Texas Railroad; Missouri-Pacific Company, National Cash Register Company, Burlington Railroad, Rock Island Railroad, Santa Fe Railroad, Western Union, Continental Baking Company, Imperial Sugar Company, Gulf Refining Company, Vermont Maple Sugar and Syrup Company, Cycle Trades of America, Coca-Cola Company, Dr. Pepper Company, Skellern & Sons, Rio Grande Valley Association, Brown Cracker and Candy

Company, Masonite Corporation, Portland Cement Company, Encyclopedia Britannica, Magnolia Petroleum Co., Morton Milling Company, Federal Housing Administration, American Express Company, Slon Zerah (Puerto Rico), Church of Latter Day Saints and St. Louis & San Francisco Railroad.

# Fair Elections

**MESQUITE, Tex.**—Mesquite Fair Association re-elected W. L. Wilkinson, president; J. G. Austin, vice-president; John E. Davis, secretary and treasurer; N. E. Shands, O. C. Hanby, new directors.

**CAMDEN, Tenn.**—Directors of Benton County Fair Association elected James F. Lindsey, president; T. A. Berry, vice-president; B. T. Scruggs, secretary; Dr. R. L. Davis, manager.

**BATON ROUGE, La.**—East Baton Rouge Parish Fair Association elected A. H. Harelson, president; Irvin J. Heath, parish farm agent, named secretary-manager for this year. St. Tammany Parish re-elected B. B. Burns, president, and Ralph N. Menetre, secretary, for the annual in Covington, and West Feliciana Parish Fair elected M. N. Ringgold president for the event in St. Francisville.

## CORRAL

(Continued from page 44)

Cowboys' Bronk Riding—Fourth day (Tuesday night and Wednesday matinee), Bill Parks, Ken Spicknall, Tom Shipman, Tom Horner, Bill Sawyer, Charlie Barnes, Fifth day (Wednesday and Thursday), Norman Mason, Bill Parks, Bart Glennon, Harry Van Camp, Peavine Smith, John Jordan, Vic Blackstone, Sixth day (Friday and Saturday), John Jordan, Bill Sawyer, Tom Shipman, Vic Blackstone, Odell Betzell, Cowgirls' Bronk Riding—Third day (Saturday and Monday), Ruth Wood, Mildred Mix, Mary Parks, Grace Runyan, Fourth day (Tuesday night and Wednesday matinee), Mildred Mix, Ruth Wood, Mary Parks, Marjorie Greenough, Grace Runyan, Marjorie Greenough, Mildred Mix, Steer Riding—Sixth day (Monday), Leonard Wood, Joe Downs, Button Younick, Seventh day (Tuesday), Rock Parker, Pat Plaskett, Joe Flores, Eighth day (Wednesday matinee), Al Worley, Leonard Wood, Curly Hatchell, Ninth day (Wednesday), Rock Parker, Curly Hatchell, Tenth day (Thursday), Ken Meyerhoff, Joe Downs and Button Younick (all three tied), Eleventh day (Friday), Curly Hatchell, Joe Downs; Ken Meyerhoff and Rock Parker tied, Twelfth day (Saturday), Joe Downs, Curly Bell, Button Younick, Calif Roping—Third day (Saturday and Monday), E. Pardee, John Eaves, Buddy Mefford, E. Pardee, Charlie Barnes, Junior Eskew, Fourth day (Tuesday night and Wednesday matinee), Joe Welch, Eddie Hovenkamp, Vic Blackstone, Joe Welch, E. Pardee, Junior Eskew, Fifth day (Wednesday and Thursday), Tony Travis, Keezie Duncan, Joe Welch, E. Pardee, Charlie Barnes, Doc Blackstone, Sixth day (Friday and Saturday), E. Pardee, Joe Welch, Vic Blackstone, Tony Travers, Keezie Duncan, Vic Blackstone, Bull-dogging—Second day (Saturday matinee and Saturday and Monday nights), Curly Hatchell, Norman Mason, Heavy Henson, Odell Betzell, Duggan Smith, Jack Gordon, Shorty Rutledge, Tommy Horner, Percy Moore, Third day (Tuesday, Wednesday matinee and night), Bill Parks, Shorty Rutledge, Tommy Horner, Norman Mason, Bill Sawyer, Charlie Barnes, Vic Blackstone, Joe Welch, Speedy Dinsmore, Fourth day (Thursday, Friday and Saturday), Duggan Smith, Glen Crouch, Bill Parks, Curly Hatchell, Norman Mason, Heavy Henson, Charlie Barnes, Speedy Dinsmore, Vic Blackstone.



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## Beckmann & Gerety Shows Greatly Enhanced Over '36

Open to record crowd in St. Louis—rained out three days—neon illumination an outstanding feature—all concessions company owned and operated

ST. LOUIS, May 8.—The Beckmann & Gerety Shows opened their annual engagement here at Kingshighway and Natural Bridge roads Thursday night, April 29, with a record crowd in attendance. The show lost Saturday, Sunday and Monday due to rain. However, big crowds were in attendance since. Showmen and public alike commented on the tremendous improvement in this show since its last appearance here. The midway is a veritable blaze of illumination. New chromium fronts and with neon also decorating all riding devices. The show is again presenting the Peerless Pottery as their free attraction. The act is under the management of Harry Potter, with Floyd, Ralph, Eddie, Bob, Hazen, Nelson and Robert.

Executive staff: Fred Beckmann and E. S. Gerety, owners and managers; L. S. Hogan, general representative; Kent Hosmer, press representative; Macon E. Willis, special agent; Tony Ybanez, secretary-treasurer; Glenn Buck, auditor; Edgar Neville, secretary concession department; Sam Gordon, superintendent of concessions; Dell Ward, lot superintendent; Roy McDonald, assistant lot superintendent; H. (Arkie) Bradford, trainmaster; Roy Hewitt, chief electrician; Phillip Schmitt, assistant electrician; Paul Greely, boss hostler; Ralph Hauser, chief carpenter; Johnny Roberts, chief mechanic; C. B. (Doc) Scanlan, mail and The Billboard agent.

### Outstanding Shows

Shows: Circus Side Show, Pete Kortez, owner and manager; Marie Kortez, treasurer; Billie Ellis, lecturer; Sidney King. (See BECKMANN & GERETY page 58)

## Phillips' Father Honored in Wash.

WASHINGTON, May 8.—On Thursday night, April 29, E. E. Phillips, father of E. Lawrence Phillips, director of the Johnny J. Jones Exposition, and his son were honored guests at the Father and Son's Annual Banquet held in the ballroom of the Mayflower Hotel. E. E. Phillips, 93, held the honor of being the oldest father present.

While mothers stayed at home local fathers and sons enjoyed themselves with a feast, vaudeville, circus and side-show performances. Thru the courtesy of the management and different show operators a circus side show was staged in the main promenade of the hotel. Those to entertain on the different platforms were: Skinny and Dot, comedy musicians and contortionists; the versatile clown Jack Rogers and LaBello, the alligator boy; all of Carl J. Lauther's side show.

Dollie Dimples, the personality fat girl, handed the guests many a laugh; closed her show on the Jones midway to be present. Chester Cass, the giant, and the Royal Russian Midgets did their bit to help make the show a success. The gentlemanly lecturer and always the Chesterfieldian, Paul Sprague, with his smooth flow of correct English, acted as emcee.

## American Exposition Shows Get Good Start

DAYTON, O., May 8.—American Exposition Shows, the new F. E. Gooding unit, started its season at Middletown, O., April 23. The engagement closed May 1, giving the outfit eight nights of satisfactory business. The show made a nice impression, as everything is new.

Engagement here at McCook Field, auspices of Veterans of Foreign Wars, started off satisfactory. Billy Ritchey Water Circus is the free attraction. The Aerial Bowers, trapeze act, was transferred to the F. E. Gooding Shows. Staff: William J. Goutermout, manager; Mrs. Goutermout, secretary; Felix Bley, general agent; Eddie Owens, lot and concession superintendent.

### Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

## Harris Carnival Company Opens Season in Kokomo

KOKOMO, Ind., May 8.—The Harris Carnival Company opened its season here May 1 to good business despite rain and cold. Gibson and Gibson's free act with diving cat and dogs and tight-wire walking held the crowd.

Visitors: D. D. (Jack) Davis and wife, Margaret, formerly of Mabel R. Weer Shows, and Mrs. Vivian Bowers and nephew, concessioners of past years. Cole-Beatty Circus played May 5 across highway from Harris Shows. Lew Bartell and wife joined show Monday with Athletic Show. Reported by George Cain.

## His Blood for a Friend

PHILADELPHIA, May 8.—Edward (Spike) Howard, side-show strong man, donated his blood last week for the 864th time, submitting to a blood transfusion for a friend of the Director of Public Safety. In addition to his professional strong-man activities, Howard is the city's champion blood donor and hopes to ring up a thousand transfusions to his credit.

## Carnivals Book Big Hamid Acts

NEW YORK, May 8.—Carnivals are not only using more free acts this year behind their gates but larger and more spectacular acts. George A. Hamid said this week. A typical booking of big-time attractions was completed this week by the Hamid office when the Johnny J. Jones Exposition contracted for the eight-people Flying Otaris for next week's stand in Uniontown, Pa., and two weeks with option. Otaris, one of the best known flying-return acts, were featured with the Ringling-Barnum Circus for two years.

Other carnival bookings recently consummated by Hamid are: Cetlin & Wilson, Flying Sensations; Goodman's Wonder Show, Valencia, high act; Lynch Canadian Shows, Smith's Diving Ponies, Flying Behrs and Human Rocket; Gooding Greater Shows, Billy Ritchey's Water Show for nine weeks, ending June 26; (See CARNIVALS BOOK on page 58)



RADIO STARS OF COMEDY SKITS AND SONGS are with Raynell and her gang in "Chez Paree" on the Royal American Shows. Raynell, left, and Jean LaRue, right, seem in a hilarious mood prior to a recent broadcast.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Mud Fish, Ga.,  
Week ended May 1, 1937.

Dear Onion:

Well, there is a first time for everything. Can you imagine us skipping a spot and all thru the negligence of our office. Last winter General Agent Lem Trucklow contracted the town and sent the contracts in to be verified. This was immediately done by Manager Pete Ballyhoo, who, in his haste to grab this Southern "plum" date, forgot to notify the remainder of the staff. Our committee in Mud Fish threatened to sue if the contract was not fulfilled, so to avoid all legal trouble the bosses decided to jump the show back south for one week.

The show got in the black here, as Mud Fish is an all-Colored town and boasts a population of 20,000. Afro-American Hack Drivers' Union, which

was holding its State-wide convention here, was the auspices. The convention, held up due to the lateness of our arrival, opened with a grand parade of 135 horse-drawn vehicles—all old-time hacks and surries are still in use. No prancing Arabian steeds were featured. Just everyday skin and bone nags were used and the show purchased several for lion food. Pete Ballyhoo put on cork and rode at the head of the procession alongside of the mayor.

Monday night's festivities opened with a big athletic show in the park. Our privilege car manager put on a cork makeup and won first prize by making the most passes with the dice. Our Jig Show comedian lost to a local man in coon can, thereby leaving some of the money in town.

Tuesday featured a big camp meeting. (See BALLYHOO on page 55)

## Conklin Show Gets Going

Following rain came the sun and big crowds—has many imported features

HAMILTON, Ont., Can., May 8.—The 15th season's opening of Conklin's Shows was ushered in here Thursday, April 29, following eight days of almost steady rain. The day was fair and warm but the Hoover lot was a huge mud pie. No one expected the show would open, but J. W. and Frank Conklin decided that the advertised event must take place if humanly possible. A contract was made with a building wrecking company and before 3 p.m. over 80,000 feet of plank had been laid down, making a 12-foot boardwalk around two-thirds of concession and show fronts, with walks running in to ticket boxes on the rides.

The show was sponsored by Hamilton Lions' Club and on the opening day they held a luncheon in the cookhouse. Herbert Hall, president of the club, presided, and in addition to the members there were about 20 guests, including several members of Parliament and Mayor Morrison and members of Board of Control of Hamilton. Following luncheon His Worship officially opened the show. Before evening performances 200 bales of sawdust and 15 loads of cinders were spread on the lot and turnstiles turned up 3,840 admissions.

Visitors: Hyla F. Maynes, Norman Bartlett, Lou Dufour, James P. Sullivan, Bernie Arent, Mrs. Dave Mulvive and Sally Rand, appearing at a local vaudeville theater.

The big ride attraction was M. A. (See CONKLIN SHOW on page 55)

## Greater American Shows Go Forward Despite Rain

MEXICO, Mo., May 8.—Show opened season at North Little Rock, Ark., in a snowstorm. Considerable new canvas was in the air. Four new trucks were added to the fleet of 36 trucks. With all it was the best opening day in the show's history. From Little Rock the show went to Springfield, Mo., where it showed only two days out of 10 because of rain and cold. Jefferson City followed Springfield, but there only three days out of 10 were played.

Sells-Sterling Circus was booked at Jefferson City for April 21, but after trying to get a truck on their lot, which adjoined this show, it moved on to Fulton, Mo. From Jefferson City show went to Brookfield, where it had more rain and snow, but also three days of fair business. It showed on B. & O. Railroad property and had full support from railroad officials and the mayor and finance officer of Brookfield.

Mexico, Mo., a brickyard and shoe factory town, was the next spot. Show opened there May 2. Monday the sun shone brightly and the trying spring days were forgotten. Location was Soneilback Park, and Soneilback, the park secretary. Ellis, formerly with the show, N. L. Dixon had Hannibal, Mo., lined up to follow Mexico. Harry Smith, who was for a long time agent with Royal American Shows, lives in Hannibal and is active in politics and fireworks there. Staff is the same as it was in '36 with the exception of Homer F. Ellis, who is secretary. Ellis, formerly with the show, left in '36 because of illness. Reported by N. L. Dixon.

## Chambers and Linn Now Playing Ft. Worth Lots

FORT WORTH, Tex., May 8.—Tex Chambers and Bud Linn, who operated a number of concessions at the Southwestern Exposition, Fort Worth, in March, have grouped their concessions and rides together and are now showing on lots here. First stand was on lot at South Main and Rosedale streets, where, according to Linn, business was very good. Next engagement was on North Side in conjunction with a Mexican festival. The lots here will be followed by lots in Dallas until the reunion season begins, according to Linn. Chambers and Linn have 12 concessions and five rides.



# Bantly's Shows Open to Crowds

**Rated as the best organization in history of show—two big free acts**

DU BOIS, Pa., May 8.—With weather man smiling, Bantly's All-American Shows opened here Saturday, May 1, to one of best opening days show has known. Due to Tom Mix Circus playing a block from Bantly lot, gates were opened at 9 a.m., and 4,000 kiddies greeted the show for its first Kiddies' Day. Show had 5,227 paid admissions during the day. A real good opening. Practically everything on the show is new, from stakes to tops, all newly painted and lighted.

Alabama Bill Storey drove 1,000 miles to get here with his concessions. Storey's daughter, Charlotte Ann, who has been ill, is getting along nicely and celebrated her second birthday on April 28. Mrs. Al Wallace, wife of cookhouse owner, was taken sick Monday night, ordered to hospital.

Staff: Herman Bantly, general manager; Bert Rosenberger, general agent; Mrs. Herman Bantly, treasurer; William Whitmore, secretary; Harry E. Wilson, press agent; Ray Hilborn, special agent; Aladin Rosenberg, advance publicity; Dave Rosenberg, assistant advance publicity; Frank R. Sheppard, electrician; superintendent of property, Dick Keller; superintendent of motor transportation, John Long; lot and superintendent of concessions, Chris M. Smith; superintendent of fronts and shows, William Copley.

Free acts: Captain Willard Parent, human bullet, and Great Fussner, spiral tower.

Shows: Sportland, Peter W. Zanin, manager; Al H. Stine, assistant. Rhythm Revue, Jack White, manager and comic; Sailor, talker; Mrs. Sallor, tickets; cast, Jack White, comedian; Frankie Graves, straight; Tanya, fan and bubble dancer; Julie Brent, chorus and specialties; Tricie King, Jeanette Monroe, Sylvia, Laura Navarro and Velma Dew, chorus; Fred S. Goodwin, musical director. Ten-in-One, Frank Zorda, manager and lecturer; Rosa Lee, armless girl; Ducky Wuckey, magic; Emmett Johnson, human pin cushion; Daisy Hartwell, mental marvel; Lady Marie, human art gallery; Alex, human ostrich; Mazie, indestructible girl; Thelma, escape artist; Diablo, human volcano, and Frances Marie, grown together twins, as added attraction. Motordrome, Dick Keller, manager; Mr. and Mrs. Dick Keller, riders; James (Whitey) Feheley, talker. Show Boat, Sam Hull, manager; Harry Seidler, assistant. Palace of Sex Science, Sam Hull, manager; Doc Mehl, assistant. Monkey Circus, F. M. Kirkner, manager; Frank Nash and Harry Marshall, assistants. Snakes, Dick Keller, owner; Dick Smith, manager; Earl Segar, assistant. Crazy House, William Fleck, manager; Ted Rakas and Bill Elmore, assistants. Rides: Twin Ell Wheels, Ray Milliron, foreman; Pete Olin and Howard Megerle, assistants. Merry - Go - Round, Clark White, foreman; Fred Shearer, assistant. Caterpillar, Slim Hetrick, foreman; Francis Donohue, Bill Dabls, Bill Douney, James Dorsey, James Huntington and H. Kaul, assistants. Octopus, John Malaske, foreman; Tom Smith, assistant. Chairplane, Myron Houck, foreman; Elmer Swonger, assistant. Kiddie Aeroplanes, Al Stine in charge; Kiddie Autos, Laurence Blymiller, in charge; pony track, Gene Mettler.

Concessions: Alabama Bill Storey, grocery wheel, cigar wheel, blowers, penny pitch, mentalist booths. Agents, Mack House, Bobbie Allen, White Schneider, H. B. O'Reilly, Chestle Landrum, Mrs. Mack House, Mrs. Bobbie Allen, Mrs. Bill Storey, Mrs. Tesse Schneider and Mrs. Landrum. Bennie Smith, rolldown and spot the spot. Agents, Harry White, Tim Green, George Miller, Carl Robinson and Bennie Smith. Fred Bennett's concessions, Bennett and Harry Kelley, agents. Con Wells, pitch-till-u-win and watch hoop-la. Agents, Con and Ina Wells and Thomas Smith. Bartlett's diggers, Mrs. Stanley A. Hull, manager; George Lambert, assistant. Phil Ruberman, shawl and radio wheels. Agents, Phil Ruberman and Joe Straus. John Caruso, blanket wheel; Lee Kunselman, toy and chrome. Harry Boyer,

## Thanks to the Carnival!

DETROIT, May 8.—Presence of Murray & Barber Shows at Garden City, Ford and Middlebelt roads, and the fact that inhabitants have become accustomed to the noise of bombs used at the carnival probably averted a panic of 150 pupils in Garden City Public School May 3.

An explosion of sewer gas blew the top off a sump near an outside wall and jarred the building, but it failed to disturb the pupils.

## Dodson Legion Post Holds Meeting

CHARLESTON, W. Va., May 8.—A regular business meeting of Arthur E. Dodson Post 784, American Legion, was held on the showgrounds of Dodson's Shows at Greensboro, N. C., Thursday, April 29.

Members first assembled in legion "hut," a replica of war days especially constructed and mounted on a 25-foot wagon. Before meeting was called to order space available in hut was found inadequate. It was then necessary to conduct meeting in "legion annex," a tent 20 by 40 feet, set up next to hut, used as a recreation center for legion members and their friends.

Post Commander Charles Clark and 33 members all in good standing answered roll call. All took a lively part in matters pertaining to good and welfare of organization during two hours meeting was in session. Every member was appointed a committee of one to secure new membership during season. It is hoped that post will reach 100 mark. A party and dance is being planned. Ray Balzer has been appointed chairman of the dance committee. On committee are Dick Lennon and John King.

New members accepted are Mr. and Mrs. Don Montgomery, both having served in forces of Uncle Sam during World War. Mrs. Montgomery bears the distinction of being only woman member of this post. During war Mrs. Montgomery served as voicemante in naval department and has an excellent record of service to her credit. Edward Taylor, talker on Gay Paree Revue and an ex-service man, is another new member.

Guy Paul Osbourn, three-and-a-half-year son of Paul Osbourn and Lucille Dodson Osbourn, was conferred honor of mascot of post. Past Commander Clarence Sherman made proposal and it was unanimously adopted. A special legion uniform is being made for little "Dookie" as he is known and idolized by everyone on Dodson's midway. Arthur E. Dodson Post 784, American Legion, is in splendid financial condition. After paying off all obligations for past year, Vernon Korhn, finance officer, reports a tidy sum in the treasury.

## Hennies Bros.' Shows Book '38 Joplin Fiesta

E. ST. LOUIS, Ill., May 8.—Hennies Bros.' Shows purchased two "60" Caterpillar tractors here this week and added five flat cars to the show train.

Orville and Harry Hennies announced a change in route, to Alton, Ill., under auspices American Legion, on the river front, with Bloomington, Ill., to follow. They also announced that they closed with Joplin Fiesta Association to play their fourth annual Fiesta celebration in 1938.

shoot-a-lite electric gallery. Henry E. Shapiro's ball games, Henry Decker, manager; Walter Ryan, Al Simons, Pete O'Connell and Harry Decker, agents. Sammy Franks, ham and bacon wheel. Edward H. Philbert, candy apples. P. E. Thomas, cigar shooting gallery. J. Sharrow, "Shoot the B"; William J. Smith, operator. John Coyne, two pitch-till-u-win; John Coyne and James Holshouser, agents. Cecil Dressler, pop corn. Earl Thompson, concession. Floyd Smith, agent. Harry Agne, corn game. Cookhouse, Mr. and Mrs. Al Wallace, owners; A. R. Maxwell, chef; E. Hames, assistant chef; W. Roys, griddle; Kara King, waiter; Jack Warner, waiter; James W. Sloppy and H. Smith, dishwashers; E. Ash, utility man. Reported by Harry W. Wilson.

# World of Mirth Shows Bow To Season With New Array

ALEXANDRIA, Va., May 8.—The World of Mirth Shows, last of the front-line carnivals to open the 1937 season, were paraded to the post here Monday night as per previously announced schedule. The array of attractions was heralded by showmen present as being of merit and magnitude on a scale never before achieved by this Eastern organization.

Chief James R. Duncan and other officials of the Alexandria fire department, which for the third consecutive year has sponsored the World of Mirth presentations, joined with other city authorities and welcomed this event as part of civic activities in general. Hence the season for Max Linderman's pride was on in all of its regal splendor.

Favored by perfect weather, the first two nights shattered attendance records for the corresponding dates of a year ago by more than 20 per cent, according to Linderman. Rain in early evening Wednesday and cold Thursday checked a good start. Crowds were present in goodly numbers, however.

Effects of the floods which inundated winter quarters at Richmond last week and delayed the shows' arrival here were evident but failed to mar the general atmosphere and beauty which marks

this year's edition of this carnival enterprise.

Architecturally speaking, the show reveals a strikingly modernistic trend in new fronts, with a color scheme of black against white and on which chromium has been used in profusion. It is the plan of the management to continue this blending thruout the season until the entire psysical and artistic scheme has been culminated prior to the fair season, which starts in August. New canvas marked the tented end of a majority of the attractions, while the rides contrasted in new adornments most artistically.

## Globe Poster St. Louis Plant Is Still Operating

CHICAGO, May 8.—It was stated in last week's issue that all of the work of the Globe Poster Corporation was now being done in the Chicago plant. This was an error. The St. Louis plant is still operating as usual, and additional space has been taken for the Chicago plant because of the rush of business. Chicago plant and offices now occupy 10,000 square feet.

## Street Fairs in France

PARIS, May 3.—Paris and its outskirts will be plentifully provided with street fairs during the month of May, as big street fairs will be held along the boulevards Vaugirard, Pasteur Garibaldi and Grenelle, May 2 to 16; along the Boulevard Richard-Lenoir, May 23 to June 6, and at Saint-Cloud, May 1 to 30, and at Saint-Denis, May 8 to 23.

Among the important street fairs taking place in other parts of France during May are those at Arles, May 1 to 30; Clermont-Ferrand, April 24 to May 23, and Nancy, May 16 to June 13.

CAEN, France, May 3.—A large Toboggan, installed at the street fair in Caen, was blown down during a windstorm on April 19. Four people were injured by falling timbers and a lottery booth was smashed under the debris.

## Gooding Greater Shows Open at Springfield

SPRINGFIELD, Q., May 8.—Gooding Greater Shows opened its season here, auspices of Disabled War Veterans, May 3 to fine business. Everything spick-and-span and new canvas. May Collier, high diver, is the free attraction. Staff: Ed Drum, manager; J. F. Murphy, business manager; E. W. Weaver, general agent; Mrs. Drum, secretary.

NEW YORK, May 8.—Ben Williams and Phil Isser, local carnival operators, have pooled their equipment for a two-week date at DeKalb and Cypress streets, Brooklyn. Show will remain thruout the week engagement of the Ringling-Barnum Circus, which opens just across the street May 10.

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Cut-out cardboard head affixed to balloon with two-color sailor suit design. With feet in cellophane-window package. (Or in bulk with or without feet). Sold by Leading Jobbers.

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24-in.	\$27.50
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## RIDE HELP WANTED

On account of putting on two more rides can use Experienced Ride Help on all rides. Second Men and Foremen. Foremen, \$25 per week; Second Men, \$18 per week. Cash, not meal tickets. No tickets unless I know you. F. L. FLACK, Mgr., NORTHWESTERN SHOWS, 38 East Woodbridge St., Detroit, Mich.

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## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 8.—The response to the questionnaire portion of the recent bulletin on public liability insurance has been very gratifying and it is anticipated that an announcement of great importance on the subject will be forthcoming before very long.

Within the next few days blanks will be sent to each member show for the purpose of filling information with the surety company by such of the shows as desire to avail themselves of the association's service with reference to bonds. We urge each member interested to promptly fill in the requested information and return to this office so that the surety company may make its annual checkup on the information furnished and issue a commitment for each show.

Full instructions with reference to this subject will be sent direct to each member.

This office is at present engaged in preparing new certificates of membership, required as the result of changes in the official family at the last annual meeting. Individual membership cards are expected to be different this year, and these, too, will be prepared in the immediate future and sent to each of the individuals connected with member shows entitled thereto.

### Unemployment Insurance

In this issue we shall discuss the subject of returns and records required under Title IX of the Social Security Act relating to unemployment insurance.

Returns under this statute are made once a year, not later than January 31 of the ensuing year. This is to be distinguished from the Old-Age provisions, which require monthly returns. The statute permits the commissioner to grant an extension for the purpose of filing a return, but which cannot exceed 60 days. The first calendar year for which returns are required is 1936. The returns should be prepared upon forms furnished by the collector, and care should be taken to see that they are verified or affirmed as required by law.

These returns must be filed with the Collector of Internal Revenue for the district in which is located the principal place of business of the employer, or if the employer has no principal place of business within the United States, the return should be filed with the Collector of Internal Revenue at Baltimore, Md.

The law provides that certain records must be kept with reference to this tax. Altho no particular form of records is required, sufficient information must be maintained permanently as is necessary to establish:

1. The total amount of remuneration payable to his employees in cash or in a medium other than cash, showing separately (a) total remuneration payable with respect to services excepted by Section 907 (c), (b) total remuneration payable with respect to services performed outside of the United States, (c)

total remuneration payable with respect to all other services.

2. The amount of contributions paid by him into any State unemployment fund, with respect to services during the calendar year not excepted by Section 907 (c), showing separately (a) payments made and not deducted (or to be deducted) from the remuneration of employees, (b) payments made and deducted (or to be deducted) from the remuneration of employees, and also the amount of contributions paid by him into any State unemployment fund with respect to services excepted by Section 907 (c).

3. The information required to be shown on the prescribed return and the extent to which such person is liable for the tax.

No particular method of accounting or form of records is required, but each employer may adopt such records as will best suit the requirements of his own business and clearly and accurately show the information above required. Records are not required to show the number of individuals employed on any one day, but they must show the total amount of remuneration actually paid during each calendar month and the number of individuals employed during that month or during each lesser period as the employer may elect. Employers' records are required to be open for inspection at all times and must be preserved for a period of at least four years from the due date of the tax.

## Winters Exposition Shows' Opening Marred by Rain

CARMICHAELS, Pa., May 8.—Winters Exposition Shows opened on the fairgrounds here Saturday, April 24. A good start was had but at 10 p.m. the jammed midway was hit by rain, which ended show activities for the night.

Staff: Harry H. Winters and Mrs. Alice J. Winters, owners; James A. Anthony, manager; Carl O. Bartels, secretary; Walter Javens, general agent; Charles King, superintendent; Clark Coley, lot manager; John Young, electrician; Gear E. Hepright, superintendent of rides, and Jackie De Mond and Albert C. Bartels, superintendents of construction.

Rides are: Carry-Us-All, Big El Wheel, Tilt-a-Whirl, Chairplane and two kiddie rides.

Shows are: Ten-in-One, Charles King, manager; Elko, Mrs. Clark Coley, manager; Illusion Show, Clark Coley Jr., manager; Minstrel Show, Boyd Harris, manager; Hawaiian Show, Jane Kibla, manager; Giral Revue, Morris Rosen, manager.

Concessions: Frenchy's cookhouse, Carl O. Bartels, Mabel Bartels, Lesli Brothers, William Mespheit, Hugh White, John Jordan, Happy Boltinghouse, Frank Clark, Mike Mutt, Ed Nichols, Sarah Loys Bartels, Martha De Mond, William Mackey, Anna Mackey, Nana Decinto, Florence Decinto, His Bramer, Albert C. Bartels and Dave Edmonds. Free acts: Mills and Mills, elephant high-wire act, and Ethel Garland, loop the loop. Show has a new transformer and loud-speaking sound truck. Reported by Alice J. Winters.

## St. Louis

ST. LOUIS, May 8.—Dave (Plain Dave) Morris, prominent concessioner, is in the city visiting friends. He has completely recovered from recent illness.

Carl Byers, of the Byers & Beach Shows, was a visitor from Fulton, Mo., on a buying expedition.

James C. Simpson, general agent of Johnny J. Jones Exposition, passed thru Wednesday en route north.

Law Dufour, of Dufour & Rogers, passed thru Wednesday en route from Dallas to Chicago.

L. S. (Larry) Rohter, general agent of Gold Medal Shows, was in the city in interest of the show.

Spider Johnson was a visitor Wednesday en route from San Antonio to Cleveland, where he will again be with Great Lakes Exposition.

Ned Torti, "all-American tackle," is visiting the many carnivals in this vicinity. He reports splendid business for Wisconsin De Luxe Corporation.

Edward (Slim) Johnson, of Midwest Merchandise Company, made a "flying trip visiting shows in this section.

Biff Brittain and wife, Nancy, and Mrs. Margie Wellinghof are visiting relatives after spending winter months in Hot Springs, Ark.



Arthur Davis, president and general manager of the Arthur Davis Amusement Company, was named director general of the big Trans-Mississippi Exposition and Pageant of Progress at Douglas Park, Rock Island, Ill., by Chamber of Commerce officials. . . . After two years of no carnivals Mayor C. C. Curtis of Canton, O., issued a permit for the Johnny J. Jones Exposition to exhibit there under auspices of the Loyal Order of Moose the week of May 29. . . . T. A. Wolfe's Superior Shows filed a certificate of incorporation in the county clerk's office in Rochester, N. Y., to conduct a general circus, show and theatrical business. Directors were Thomas A. Wolfe, Marsh N. Taylor and Ethel Jones.

Walter B. Fox, general representative for the Zeldman & Polle Shows, had just signed contracts to have that organization furnish all midway features for the fair and running race at Ashland, Ky., under B. P. O. E. auspices. . . . A committee from the Ladies' Auxiliary of the Showmen's League of America, headed by Mrs. Louise Hoekner, visited the military hospital, Chicago, and distributed fruit, cake and other dainties to the wounded ex-service men. . . . Featuring a fine lineup of shows and rides, the Great Patterson Shows auspiciously opened their season at Kansas City, Mo.

World at Home Shows were playing their second week for the Shrine Club at Bowling Green, Ky., to fair business.

Brown & Dyer Shows were playing to okeh business in Detroit under Polish-American Veterans' auspices. . . . William (Deafy) Robinson and L. (Linnie) Davis, owners of a neat little motorized show, lost their entire organization in a flood at Ft. Worth April 25. . . . Otto F. Ehring announced from Columbus, O., that the death of Mrs. Ehring in an auto accident at Dayton, O., April 22 made imperative the cancellation of all carnival contracts for the Ehring Attractions and that checks refunding deposits for privileges were being sent out by mail.

Despite a week of snow and rain previous to the advertised opening date, the Hoss-Lavine Shows inaugurated their season on time at Cleveland. All shows were sporting new banner fronts. . . . Rain, wind and cold weather proved a severe handicap to the Wortham Shows in Muskogee, Okla.

## U. S. Printing Buys Building

KANSAS CITY, Mo., May 8.—The U. S. Printing and Engraving Company, show printing house, which started in business here in May, 1933, has purchased the building which it has been occupying under lease from C. J. Chapman. Title was taken in the name of O. N. Walters.

The office and salesrooms have been completely remodeled, and other extensive remodeling of the building is planned by Walters, president and general manager, to meet the demands of the rapidly increasing volume of business. The company employs about 30 people, with an annual pay roll of \$50,000, and ships theatrical and show papers to every State in the Union.

NEW YORK, May 8.—Fire originating in the light plant swept the Mike Cannani Shows last week at Port Reading, N. J., forcing it to close down for several days. Several concessions were destroyed before the fire could be brought under control.

DETROIT, May 8.—Latest of rifle ranges which have been springing up in this city for several months is the Urban Range, in an east side location. New spots seem to be favoring suburban rather than downtown locations. Thomas W. Erban is proprietor of this one.

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## Now Rejoicing In the Light

By DOC WADDELL

At Decatur, Ill., folks of the Greater Exposition Shows held a memorial service for Charles Folts (Blue), led by Show Chaplain Doc Waddell, who spoke the memory tribute.—EDITORS.

Charley Blue, I called him, and lovingly so, he was known in every nook and corner of the show world, which he worshipped with all his heart and soul, sacrificed and died for. His birth name was Folts, and Indiana his native State. But the world was his country and to do good was his religion. He was a Mason, but to him robes and rites and letter-perfect work were not Freemasonry. He lived in a fraternal house by the side of the road with heart foundation. That to him was the "Ark of the Covenant" cornerstone of the craft. To him Masonry was God and His ideas.

Golden-nerved showman he was. Years he spent as acrobat, horizontal-bar performer, aerialist and executive in sawdust circle, spangled high-air realm and on the lot. His last years were as carnival editor of *The Billboard*, at which he earned a glory name and square-deal honor. The last lap of his eventful earth journey was in the Soldiers' Home Hospital at Dayton, O., inspired thereto for treatment to his ailing, failing body. Surgery and medicine failed to relieve and estop his forever departure.

Final moments were passed in the arms of his faithful wife. He left her, his family, all loved ones, the show world and showfolk, a knighted soul truth armed, a soldier of the cross, a well-done servant, a laborer worthy of his hire. Charley Blue was grounded in right principles. Character building was his chief aim. He was rich in interest and action. Sweeter, dearer, truer, more companionable loved and loving mortal never breathed. I leave with you a favorite verse of his, which seemed burning bright within him when he bowed out:

Light fills my heart, light that I long to share  
With all God's world-worn children everywhere.  
To God I leave the where, the when, the how,  
Knowing the prayer of faith is answered now.

## BALLYHOO

(Continued from page 52)

which was held at the end of the lot. Prize package candy got a good play before it started. It was later followed by a public wedding. Fanny Ballyhoo (Pete's youngest son, who does half-and-half in the Side Show), and Sister Brush, the bearded lady, were united in matrimony, with a colored sky pilot officiating. Both the bride and groom were adorned in makeups. Many floral offerings, including vegetables, were showered on the young couple.

Our Paris at Midnight show failed to open on scheduled time. After it did open local colored talent was used and a dark midnight was had in Paris.

Be sure to mention that the watermelon season was on and 50 trainloads are being shipped north daily and that the show had a bang-up week and will start north again next week.

### MAJOR PRIVILEGE.

P.S.: Looks like the bosses didn't change their luck any by coming back here. Saturday night the committee attached the show, claiming that the office staff broke their contract when they washed the cork off at 10 p.m., two hours before the festival closed.

M. P.

## CONKLIN SHOWS

(Continued from page 52)

Collins' Auto Speedway, booked in England by Patty Conklin. The cars shipped from London number 12 and are very attractive. The house and track were manufactured by Spillman Engineering Corporation. It opened Thursday night and if first day's business is a criterion this ride will gross heavily in Canada. Another English importation, Globe of Death, presented by Mr. and Mrs. R. E. Resthall, was a distinct innovation in paid attractions. New side show, managed by Harry Lewiston, was top gross of shows. Lewiston is also presenting a snake show with a 60-foot bamboo front and a large and varied collection of reptiles. Jean De Kreko's Flaming Youth is a new attraction with 12 people on the stage, four musicians and a complete front staff. Hollywood Chimps,

five in number, landed in Montreal from England and will be presented separately by R. Castang, trainer and manager. Wild Animal Show will be handled by Jeanne Nanson, the 16-year-old trainer.

J. W. (Patty) Conklin returned to Hamilton from Europe five days ahead of opening and worked 18 hours a day until the gong sounded. Frank R. Conklin has been in the office every day for the past two months. Merrick R. Nutting, general agent, has been covering spots.

Staff remains same with addition of William Marriott as business manager. J. W. Conklin, president; Frank R. Conklin, vice-president; William Marriott, business manager; Dave Pcard, assistant manager; Neil Webb, secretary and treasurer; Merrick R. Nutting, general agent; Robert Randall, general superintendent; Herman Larsen, trainmaster; Stanley Kurash, chief electrician; Robert Howard, sound engineer; J. Huschl, front gate; Alfred Tolson, artist; Leslie Berghland, manager dining car; William Shaw, billposter, and Herbert Ireland, head porter.

### Attractions

Side show. Harry Lewiston, manager; Four African Oddities; Hubbell, human bellows; Stella, tattooed lady; Yvonne, snake charmer; Melvin Burkhardt, anatomical wonder; Dick Disco, Punch and magic; Mr. and Mrs. Elie Nairuti, Gee Gee Nairuti; Edyth Hubbell, sword box; Marie, shooting thru a woman; Mme. Zindra and Mme. Yohana, mentalists; Beulah and Mary, dancers; J. Rittley, secretary; W. C. Cameron and Bernard Mentz, ticket boxes; Howard Cleaver, boss canvasman; Joe House, head ticket taker; Bill Sylvain, inside lecturer. Reptiles, Harry Lewiston, manager; Omer Dauphnee, inside lecturer; Mac McQuarrie and Manny Simon, ticket box and openings. Globe of Death, R. E. Resthall, manager; Mildred and Bob Lee, riders; Robert Spencer, talker; Arthur Merchant, tickets; Jim Brown and Archie Spafford, assistants. Flaming Youth Revue, Jean De Kreko, manager; Joe De Kreko, treasurer; Harry Edwards, talker; Red Dubin, straight and emcee; Jack Wylie, comedian; Lola Squeeze, Oriental dancer; Marie DeRose, rumba dancer; Ann Mobelle, blues singer; Jean Marlowe, Jean Lee, Flo Raymond, Sally Sale, Ramona Peters and Billie Grant, line girls. Ernest Stapels, musical director; Jack Staples, clarinet; Frank Perkins, trumpet; Emery Squeeze, accordion; Bob Stickney, drums. Wild Animal Arena, Jeanne Nanson, manager; Nanson handling lion group and dog act; William Riley, trained bears; Marcelle Dumont, monkeys; Jack Griffin, talker; Russell Garden, tickets, and Robert Pesse, canvas. Life, Maxie Herman, manager; George Peakes, lecturer; William Thurgood, tickets; George Skilling, assistant lecturer, and Harry Spitzer, canvas. Crime Exhibit, Peter Fay, manager and lecturer; Robert Nicholson, tickets; William Pope, canvas; George Clark, assistant lecturer, and Stanley Koston, watchman. Monkey Circus, Mrs. George Weeks, manager; Fred Fisher, trainer; Joe King, talker; Allen Cake, tickets, and Rudy Billings, canvas. Amus-U-Arcade, Alex Lobban, manager; Pete Byers, chief mechanic; Edison Ryan and Gordon Culver, change boxes; Peter Markes, John Boyke, Jack De Rita and Elmer Cleaver, mechanics.

### Riding Devices

Auto Speedway, Mark A. Collins, manager; John Hays, chief mechanic; Neil Gordon Gazzell, tickets; Frank Blaine, Stanley Hughes and Harry Stiles, operators. Heyday, Herbert Swanson, foreman; J. Clarke and E. Thompson, tickets; V. Kehoe, clutch. Merry-Go-Round, E. Trepanier, foreman; L. Bender, tickets; L. Plamondon and R. Plamondon, assistants. Twin Ell Wheels, J. Lister, foreman; Bill Trainer and Bob Dickson, tickets; L. Risdale and Harry Powers, clutches. Ride-o Harry Stevens, foreman; Fred Brisbols, J. Campbell, Dick Hutchinson and Sid Waters, assistants. Rocket, T. Meloche, foreman; Allan Orr and G. Brown, tickets; Harry Graf, clutch. Kiddie Boats, Lorne Musselman, foreman; Knox Boettenger, clutch.

### Concessions

Bingo, Al R. Cohen, manager; Johnny Byers, Charlie Bates, Ralph Sanderson, Buddy Corrigan and Linnie Taylor, assistants. Sporting goods, J. J. Custock; blankets, Harry (Polish) Fisher; roll-down, Art Radtke; bowling alley, Paul Olson; Shirley Temple dolls, Al Kaufman; race track, Joe Palmer; big wheel, Mrs. Margie Palmer; rifle gallery, Pete Bellemare; spot game, Joe Harris; roll-down, Bob Cooper; cigaret shooting gal-

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Will furnish top if you have balance of show. Can also use Monkey Show, Fun House, Snake Show and other shows. Fifteen weeks of fairs in fall. Address

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Want Shows; will furnish outfits. Will book or buy Chairplane. Want man with Small Dog Act to work Pickup Pony and Monkeys; Talkers, Grinders, Midgets that do Acts, Legitimate Concessions. Fifteen weeks fairs and celebrations. Long season. Best territory. Salt Lake City, Utah, May 10-15; Pocatello, Idaho, May 17-22.

## CONKLIN'S SHOWS

Can use Talkers for Front of Shows. Must be capable. Also Inside Lecturer for Crime Show. Guelph, May 10 to 15; Windsor, May 17 to 22. All Ontario, Canada.

## WANTED MIDGETS and DWARFS WANTED

SINGERS, DANCERS, ENTERTAINERS

Full year's work. Top salary paid. Send photo and state all first letter. HOLLYWOOD MIDGETS, Foley & Burk Shows, 603 Humboldt Bank Bldg., San Francisco, Calif.

lery, H. Sauve; clocks, Jack Swibel; crown and anchor, Percy Wheeler; slum wheel, Charles Taylor; dart game, Archie Henderson; photo machines, Betty Herman; hoop-la, T. Baker; milk bottles, A. S. McDonald; hoop-la No. 2, Johnny Matelli; doll rack, T. Baker; mental booth, Nora Radtke and Margie Wheeler; karmel krip, Joe Bulee; electric custard machines, W. C. Cleaver; J. W. Belek and John Robins, assistants. Refreshment stands, George Pappas, owner; George Williams, manager No. 1; Dave Murray, manager No. 2. Cookhouse, George Pappas, owner; Steve Pappas, purchasing agent; Nick Frank, head chef; Peter Maltizos, cashier; Nick Maltizos, Gus Maltizos, Peter Roedos, Art Porter, waiters; Earl Graham, Harry Benedict, Falley Roessler, kitchen; Rudolphe Lef-

bre, manager. Maxie Herman, manager privilege cart; Leslie Berghland, manager dining car; George Humboldt, chef; Ralph Perkins and Rod. Lippert, waiters; Herbert Ireland, head porter, assisted by Gene Perkins and Melville Stewart. Alec Tolson, night watchman. Sydney S. Arram, of London, Eng., will join, bringing with him a mechanical show depicting the Coronation Pageant in review. Reported by Merrick R. Nutting.

TERRE HAUTE, Ind., May 8.—The May Festival auspices of the Grotto, week May 17, booked the American Exposition Shows. Contract was made by Felix Bley, the show's general agent.

**WHEELS**  
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special price,  
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Playing All Steel Towns in Pittsburgh District. Booked Solid Until August 23.  
WANTED—Penny Arcade, Scales, Diggers, Wheels that will absolutely grind. Tex Taylor wants Talkers, Grinders, also Geck, Man and Wife to take over Hession Show, Girls to work Concessions. CAN USE one more strong Free Act. All spots played under strong auspices and built up by capable operators. CAN USE Banner Man with car.  
C. D. (JACK) CLARK, Manager; SAM E. SPENCER, Treasurer, Dravosburg, Pa., Week May 10.

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**BIG ITALIAN CELEBRATION**

PASSAIC, N. J. — Oak St. and Myrtle Ave. Beginning May 10 — Ending Sunday, May 18.  
WANTED: Grab Joint and Cook House. Grind Stores. Also good Talker for 10-11-1. Wheels of all kinds open.  
Phone or Wire **JACK GRIMES,** Newark, N. J.  
927 Broadway, Humboldt 2-8338.

**Midway Confab**

By THE MIXER

"Little head"—little wit,  
"Big head"—not a bit.

IT IS TOUGH to be mentally insolvent.—Soapy Glue.

FLOYD NEWELL calls the show he is with the "Mighty Thing."

PUNCH ALLEN is getting to be quite a writer. He is still with the Crystal Exposition Shows.

J. C. McPEAK cards from Rolla, Mo., that Zenita Zan has joined the Hollywood Traveling Museum.

VANITY FAIR sounds good as a title for a carnival.

DON CARLOS, of dog, pony and monkey show fame, joined the Goodman Wonder Show at Knoxville, Tenn.

HARRY E. CRANDELL cards from Lansing, Mich.: "Joined the promotional staff of the Mighty Sheesley Midway."

MARVIN MOON LAIRD letters from Danville, Ill.: "This is from the ice

A LOT of people seem to be worried over nothing at all, and things that never happen.—Tillie Few Clothes.

F. W. MILLER letters from Louisville, Ky.: "This is one week of the year that I take for myself in Deah Old Louisville. Got the Derby winner in my pocket."

DON R. DIAZ letters from Almema, Kan.: "Am working for H. C. Bennie, artist and interior decorator, and we are on theaters in Colby and Atwood, Kan., with a crew of nine men.

CLIFFORD SWISHER cards from Cabin Creek, W. Va.: "Spent most of the winter here with my father and brother, John. Going on the road May 10. Lots of showfolk in Charleston."

A COUPLE of carnivals are approaching that status whereby they will eventually be carnivals with exclusive and distinctive features.

OWNERS AND MANAGERS—It might be well to know those who you are registering under the Social Security Act. Know who you are employing is a good rule.

SLIM CLARK cards from Charleston, W. Va.: "With Dodson's World's Fair Shows. Doing good despite continual rain. Regards to Royal American Shows."

HAROLD MECHELI joined the Broadway Shows of America last week as spe-



**MRS. SPEEDY (ALVERNA) BABBS** is rated by her husband as being a legless wonder, doing tap dancing, acrobatic numbers and playing musical instruments and was with Ringling-Barnum Circus in 1935. She has recently accomplished the finer points of Motordrome riding and will be seen with Howard Bros.' Carnival when it opens the season in Ohio. Photo taken at Santa Monica, Calif., recently.



**MRS. SPEEDY H. PALMER**, professionally known as Teddy Walters, of Motordrome fame. Photo taken in Hebron, Conn., as she stood beside the Palmers' new house trailer. Mrs. Palmer states that she was born in the Philippines and presents herself as the only woman drome rider of her nationality.

water kid, guess-your-weight scales. Am now secretary Al G. Hodge Shows. Have 175 Social Security accounts, and plenty of headaches."

DO YOU wonder what carnival has the largest population?

N. L. DIXON lists himself as representative of the Greater American Shows now in the "Show Me State."

H. B. LIST visited The Billboard office last week. He is with Frank Swain and his ice-cream concession on the Broadway Shows of America.

GEORGE CAIN, of the Harris Carnival, cards from Huntington, Ind.: "Calling all legal adjusters to use their influence with the weather man."

NO, CLARICE; the drive against strip teasers will not affect strip photo machines.—Claude R. Ellis.

J. HILL cards from Cabool, Mo.: "You gave the K. & G. Amusement Company a good writeup." J.: You sent it in, so what?—The Mixer.

R. S. UZZELL—Looks to The Onion that it is about time for you to bring back your Frolic ride to the carnival lots.

FRED WEBSTER cards from Leavenworth, Kan.: "After leaving King Bros.' Circus am now ahead of Crowley's United Shows handling advance car."

**Carnival So Good Preacher Forgets To Retrieve Bible**

The Brown Novelty Show has proven its worthwhileness but in a far different way than has ever been known before.

Last night some preacher checked his Bible at the gate and then went off and forgot it after the show. The Bible is in the news room of The Dispatch office and if the preacher wants to come in and get it his name will be kept secret. It is known that the Bible is the property of a preacher since the book is filled with sermon notes in a ministerial handwriting. There is no name in the book.—The Cordele (Ga.) Dispatch, Friday, April 30.

right. Don't know if it is Guy or myself."

WILLIAM R. HICKS, of the Sam Lawrence Shows, says: "Don't get me wrong, boys; I am not a press agent! Regardless of this admission, William R. writes a mighty good straightforward letter.

IT SEEMS that John M. Sheesley fears neither the weather nor opposition. Most people who know him call him a showman and that is just about what he is, judging by the spread he presented recently in Norwood, O.

WHATEVER became of all the "Royal Italian" bands? Some of them were very good indeed. Speaking of bands, where is James F. Victor, Angello Mummolo and Cine's?

JOE TRACY EMERLING visited The Billboard office last week en route to his home at Albany, Ind., to fish. He plans to be at the Great Lakes Exposition, Cleveland, where he joins one of the midway attractions if all goes well.

E. D. SMITH letters from Nakomis, Ill., that Leon King's United Shows open in Stewartson, Ill.

THERE SHOULD be a law to prevent cruelty to Mexican jumping beans.—Soapy Glue.

OSCAR (TWISTO) PEARSON and Soapy Saunders card from Pittsburgh: "We joined Jack (Red) Moran's Side Show on the Peerless Exposition Shows. Before then we played theaters around this city."

MRS. BOB HOLMES cards from Winchester, Va.: "We are with Gruber's World Exposition Shows. Bob has been managing the midget show for the last four years. The missus is working pit with Loren Sydell and other midgets."

SOME PEOPLE are so ignorant that they do not know the names of those painful things that grow on human beings' toes and feet.—Tillie Few Clothes.

FRED Z. VASCHE letters from Cordele, Ga.: "Running a clean midway and the first contacts made by our general agent is to furnish all the local ministers in the towns we are to show in with courtesy cards and to invite them to visit our shows."

FRANK W. BABCOCK and Milt Runkle, of the Babcock Shows, are reported to be real fellows and good showmen. They hold down the West Coast and seem to be content to attend to their very own business and let others do and run their shows as they please.

WHAT HAVE you in that so-called Ten-in-One show of yours? Is everything just like the banners depict? If not, get busy, as the public is wise.

SPENCER A. STINE letters from Washington, D. C.: "Mrs. Jack Wolvrick, Mrs. Stine and the kids, of this city, visited the World of Mirth Shows in Alexandria, Va., on its opening day there. Mrs. Wolvrick sells The Billboard in her store here."

WILLIAM ZEIDMAN, ride operator on the Sheesley Midway, visited The Billboard office last week while en route to Richmond, Ind., as did Frank Swain, concessioner on Broadway Shows of America, who was on his way to Reading, O.

MR. AND MRS. JACK H. NATION card from Waynesboro, Pa.: "Altho we knew he was ill, his death came as a terrible shock. We knew Charles Blue for 10 years. Many a time he went out of his way to favor us. His loss will be hard to



replace in the show world. Side show with Keystone Exposition."

**TO SWINET** and **Gaxtack**, musicians: It is necessary to blow in both ends of these instruments at one and the same time and then pick the music out of the middle with a nail.—Wadley Tif. Well, don't they?

**GEORGIE SPEARS JR.** cards from Lansing, Mich.: "With Elsie Von Ritter will be featured in the annex of the Ten-in-One with the Curl Greater Shows. Recently closed night club work in German Village here. Side show will be managed by Rhoba Collins."

**GOING SOME!** Happyland Shows of Detroit have issued a printed route card which takes the shows to about the close of the present season. Dumas and Reid appear to be very live showmen.

**BILLIE WINTERS** cards from Kittanning, Pa.: "With Irene Ferrell joined Arena Shows, a brand-new outfit from front to back. Have nurse and inside lecturer. Harry H. Bowden is on tickets and writer is on the front. Business is good."

**JACK AND BETH ARNETT** write A. C. Hartmann from McCamey, Tex.: "Yep! It's us back to life again! Until further notice Jack will be with the T. J. Tidwell Shows and will handle press back with the show, special events, correspondence to and sale of *The Billboard*."

A LOT of men get in with the money and then kiss themselves out. They are the type who have a phobia for blaming others for their upsots. It is too bad, but how is anyone going to help them.—Wadley Tif.

**LUCY JAMES** reports from Hazelhurst, Miss.: "Rogers & Powell Shows for week ended May 1, at Brookhaven, Miss., had only fair business first part of the week due to heavy rains. Rogers and Mrs. Powell spent a day in Baton Rouge, La., accompanied by Pat Wynnegar. Joe Galler, of Buckeye State Shows, visited with a new Buick."

**BARNEY STONE** letters from Streator, Ill.: "My new idea of a posing show has been tops so far with Greater Exposition Shows. Have no revolving stage, but gold leaf front and inside lighting and really pretty girls. The best part of it is that it is clean and for women and men, no blowoff and thereby get more money than my competitive show."

SOME OWNERS and managers are conceited enough to think their shows can be booked with postcards and that they do not need a general agent. What will they do when they run out of postal cards?

**DAVE CARROLL** writes from Greensboro, N. C.: "Ray Balzer and Julie Balzer rejoined Dodson's Shows at Durham and made concession row and explained to all that 'Continent is such riches.' Ray and Julie are old members of this show fraternity and expressed much pleasure in being among those they love so well."

**ELIZABETH HARRISON RILEY**, secretary Dixie Bell Attractions, sees no sense in claiming shows, rides and concessions as being on the show she is with when



A. H. BARKLEY, veteran general agent who after an absence of five years has returned to the carnival fold as general agent for the Goodman Wonder Show. A. H. in the past has been with a number of the leaders, including the Johnny J. Jones Exposition.

in reality they are not there. She has the right idea. Shows and rides that are going to join many times fail to show up and that makes a mess of misstatements on the part of altogether too many in the business.

**NO MATTER** where a man or woman's permanent address, they should keep in contact with it, at least once a year anyway. Moral: Never write home unless it is to ask for money.

**H. (DOC) ALLEN**, general agent Broadway Shows of America, visited *The Billboard* offices last week, as did John Alexander Pollitt, of the Mighty Sheesley Midway, and A. H. Barkley, general agent Goodman Wonder Show. Allen left for points in Ohio, Pollitt went to North Carolina and Barkley to Detroit and Chicago. He was with Tex Austin in England in 1934.

**DINTY MOORE** is still adding to his long string of coin-operated amusement machines. Eight new diggers from the Buckley Manufacturing Company were annexed to his unit with Mighty Sheesley Midway before the show left Norwood, O., for Richmond, Ind. Dinty now has so many units with carnivals that he has to refer to his books to see where they are. He and his wife travel with the Sheesley organization.

ONE of the big carnivals on the Pacific Coast seems to be having route trouble. Which trouble is credited to the owner-manager, who thinks the whole world knows he has a carnival.

**CHET DUNN** letters from Winston-Salem, N. C.: "Mrs. Dunn and myself have returned to outdoor show business after an absence of four years. Bought an Octopus ride and 1937 Dodge trailer 25 feet long. The complete ride loads on the trailer. Missus has two pitch-till-you-win and one ball game concession. Booked for the season with Cetlin & Wilson Shows. The show looks fine and the personnel is the best."

**JOHN C. GREEN**, magician, letters from Yarmouth, N. S., Can.: "A French fisherman killed a 4,000-pound walrus and brought it in here and played to 5,000 paid admissions in an automobile showroom. Evidently a man does not have to be a showman. 'Ripley' curiosity is a great thing. Newspaper publicity in Halifax, N. S., stampeded them there. This walrus monster was taken in at St. Alphonse by Joseph and Alphonse Saultner."

OWNERS and managers: Why not pay some attention to clay and sand modeling shows. This could come under the head of "Art Attractions." Great possibilities for the development of this kind of a show, altho the idea is not new. The Onion saw one with the Royal Palm Shows at Bowling Green, Fla., a few years back.

**DOC WADDELL** letters from Granite City, Ill.: "Said Tom W. Allen, retired St. Louis carnival owner, to John Francis. 'Noted that your Greater Exposition Shows were dark on the Granite City lot when it rained—not a light to be seen! When you had the Ten-in-One on my show you insisted on lights every night and the midway never was dark.' Quick came back John Francis' reply, 'That was different then, Tom, you paid for the lights.'"

**NOTE THAT** Indian club jugglers are featured in a side show. Who remembers when Ollie Young was the greatest club juggler of them all and was featured with minstrels, in vaudeville and such? He was billed as the "Master Mind of Ambidexterity." There were others as Hugh McVey, Fred Waddell and Carmody. But Young beat them all in perfect manipulation and showmanship. Now that club jugglers have returned via the carnival there may be a chance for them to broadcast or go into television.

**JUST WHAT** is a circus side show? Many are under the impression that the carnival should at least let the circus alone in this particular feature which belongs to the circus and not the carnival. Ten-in-Ones, originated by Walter K. Sibley, belong to the carnival, altho some circuses tried to adopt them.

**PICKUPS** on Rubin & Cherry Exposition, Peoria, Ill., by Walter D. Neal and Showfolk from Sol's Liberty. Al C. Hodge Shows and Sunset Amusement Company visited. Death of Leo Julien, co-manager Monkey Circus, which occurred at Miami, Fla., saddened the midway. Floral offerings were sent and burial held at Bethlehem, Pa., Wednesday,

**NEW IMPROVED!**

# OLD STANDBY

**EVANS PORTABLE MUTUEL CANDY RACE TRACK**

THEY flock around this new sure-fire money maker! It holds 'em —keeps 'em spending—and rakes in the profits! Has Mutuel Device with changing odds from 5-1 to 15-1. Mutuel permits use of high-grade merchandise of endless variety with much more flash and bigger attraction. Can also be used for straight play.

Fitted with 12 up to 30 artistically painted removable horses. Brightly colored, chrome trimmed, octagonal cabinet, 6 feet in diameter. Strong, substantially made. Rugged mechanism built for hard use. Guaranteed absolutely. Easy to transport. No Midway or Amusement complete without Evans Candy Track!

**THREE MODELS —** ★ Mutuel ★ Electric Indicator ★ Standard  
Write for Complete Details. Be Sure To Get Our Latest Park and Carnival Catalog.  
45 Years of Leadership.

**H. C. EVANS & CO., 1528 W. ADAMS ST., CHICAGO**

# OCTOPUS

"World's Newest Ride Sensation."

## 56 UNITS

Sold to Date. Accepting Orders for June and July Delivery

# NOW

SALEM, OREGON

ABNER K. KLINE, Factory Representative.

April 28. . . . As usual, *Journal-Transcript*, with Earl Maloney as advertising manager, and *The Evening Star*, with Charles Smith as managing editor, were lavish in their praise of the exposition. . . . Broadcast over Station WMBD helped business.

**ON THE MIDWAY** of Great Superior Shows, by Dr. Henri Clayton, Danville, Ill.: For five weeks we have had rain every day but four days. Here it rained every day, naturally business was bad. The one good night we had proved that this is a good show town. Four teams of horses were used to get off the lot. Al G. Hodge Shows came in here Sunday in a driving rain. Their first truck that hit the lot went down to the hubs. Tucker had a 10-ton tractor on the lot Sunday morning getting his trucks spotted. The Great Superior would probably have done good here had it been a water carnival.

A MAN can generally tell a concessioner when he sees him, but there are very few that can be told very much. Some of them seem to know more than is contained in the big public libraries. This is one reason that in some parts of the town folk stay away from the concessions. Courtesy to the public and a little merchandise over the counter once in a while will never hurt much.

**STATE FAIR SHOWS**, which hung up some kind of a record last year by operating in 10 different Western States, are starting out to hold that record, having already operated in Texas, Arizona, California, Nevada and are now in Utah making their first stand in

# POPCORN

5c AND 10c PACKAGE

DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.

## STAR BRAND POPCORN CO.

384 Hudson St., New York.

**CANDY FLOSS & CORN POPPERS**  
Cheapest, Best, Genuine. Many models. 19 Patents. Latest patent 4/20/37. Floss \$100. Electric Poppers \$30. Guaranteed. Catalog Free.

**NATIONAL FLOSS MACHINE CO.**  
310 East 35th St., New York City.

the State at Salt Lake City. Two new 50-foot wagon fronts, each decorated with 300 hundred lights, have been added since show opened. Another free act, Flying Behees, direct from Chicago engagement of the Hagenbeck-Wallace Circus, joined. Show moves by rail and in spite of long runs Southern Pacific and Union Pacific have been getting it in on time, reports Mel H. Vaught, who sponsors this show.

**PAUL F. CLARK** letters A. G. Hartmann from Lancaster, Pa.: "It was with deep sorrow I read the death of Charley Blue. He was a fine man, a wonderful showman and a true friend. He will be missed. Been handling promotions since the Miami Shrine Circus. Just finished a year book for Sudan Shrine Temple, Raleigh, N. C. Will be busy from now on with fair programs. Coming north I visited Dodson's and Goodman's shows. Kay Bros' Circus is a very nice show. In talking with C. Guy Dodson, we dis-

# TWIN STATE SHOWS

OPENING IN VERMONT MAY 24TH.

Wanted: Country Stars, Fish Pond, Ball Games, Pitch-Till-You-Win and Non-conflicting Concessions that are legitimate.

ADDRESS: WEST CANAAN, N. H.

# WANTED GIRLS

All must be Young, Dancers, Singers, Chorus Girls, Strip-Tease Workers. Also real Hawaiian Troupe, Hula-Hula Dancers, all kinds String Instrument Players, Boss Canvasman and Ride Help.

## DE LUXE SHOWS OF AMERICA

Baltimore, Md., this week; Elizabeth, N. J., next week.

# ATTENTION

My 30 weeks contract with

## AL G. HODGE SHOWS (Wm. Tucker)

was voluntarily canceled by me for good and sufficient reasons, which I will reveal to any interested party.

## H. DOC ALLEN

# Mind Reading Act Wanted

For an entire season's work (no traveling).

Write at once,

## MRS. M. B. ZOULARY

Colonial Hotel, Cleveland, O.

# CURL GREATER SHOWS

OPENING LONDON, O., MAY 15.

WANTED experienced Ride Help, Second Man on Ferris, Truck Drivers preferred. No boozers or chasers. One more Ride, Loop-o-Plane or Tilt-a-Whirl, People for Side Show, Girls for Girl Show, Tattoo Man, Freak to feature. BOX 27, London, O.

# WANTED

Ferris Wheel Operator. Good salary for capable man. Address

## W. G. WADE SHOWS

289 Elmhurst DETROIT, MICH.

# WANTED LION TRAINER

Act well broke, works in Motordrome, man or woman can handle. Jack, I wrote you. EARL PURTLE, WORLD OF MIRTH SHOW, New Brunswick, N. J.

# WANTED

Legitimate Concessions of all kinds except Cook-house and Corn Game. We own our Rides and Trucks and have not missed a date in 17 years. Our spots are all in Michigan. CARLSON SHOWS, St. Louis, May 12 to 17.

# O. C. BUCK EXPOSITION, INC.

The Show with a worth-while reputation

Now showing the cream of the industrial cities of the East under strong auspices; with a route of fairs starting in July and fairs until November. Wanted: One or two single Pit Shows (Johnny Eck wire), with or without outfit, Talkers, Grinders and experienced Ride Help that can stay sober and appreciate good treatment and where you are paid every week. Girls for Mystery Show. Will Place Pony Track and one real Feature Show. (No Girl Shows.) High-class Talker for New Drome.

Address JOCKEY ROLAND, Per Route.

All Address, O. C. BUCK, General Manager, Poughkeepsie, N. Y.

# HELLER'S ACME SHOWS, INC.

Haledon, N. J., May 10-15; Little Ferry, N. J., Two Sundays, May 16 to 23.

Want Ferris Wheel Foreman, Chair-O-Plane Foreman, Help on all Rides, Banner Man. Will furnish complete Unborn Show, complete Side Show or finance any worth-while money-getting Show. Phone Humboldt 3-0474 mornings till 10:00 A.M., or night after 1:00 A.M.

HARRY HELLER, Gen. Mgr., 477 N. 11th St., Newark, N. J.

# WANT: - One Outstanding Freak Worth An Out-standing Salary Paid By The Office.

Possibility of European trip. Also ONE OUTSTANDING SHOW that does not conflict. Will furnish new equipment.

## GOODMAN WONDER SHOW

Detroit, Mich., for 3 Weeks.

cusSED what show played the first date under American Legion auspices. I am under the impression it was the Dodson Shows and the place was Indianapolis and I remember of reading in *The Billboard* at the time they organized the Legion there."

ON THE DESK of the writer of Midway Confab is a large premium award rosette and ribbon printed in gold on lavender-colored silk and gold tasseled. At the top is printed the Great Seal of the State of Wisconsin followed by the lettering, Northern Wisconsin District Fair, Chippewa Falls. Award for Meritorious Midway to Beckmann & Gerety World's Best Shows 1935.

PICKUPS on the O. C. Buck Expositions at Mt. Vernon, N. Y., by Ross Manning: Spot proved a good opening date. . . . Top money on shows was a race between Jockey Roland's Motordrome and Art Convere's Side Show. . . . Maybelle Kidding's Mystery Show, managed by Doc Tillinger, is a beautiful frameup and did business. . . . Tom Hefferman, superintendent of rides, moves the show in record time. . . . Agent Ross Manning had much publicity in local papers. . . . Monks and chimps have been bought from Frank Buck for the new Monkey Show. . . . Manager O. C. Buck was away due to operation performed on Mrs. Buck at a Brooklyn hospital. . . . Jack V. Lyles was in charge of the show. . . . Chief of Police Mike Silverstein complimented the management on the appearance of the organization.

HARRY F. GILLMAN cards from Chicago: "The Mixer could have been a bit stronger about John Alexander Pollitt in the Spring Number and could have stated that Mr. and Mrs. Pollitt had the management of Pharaoh's Daughter Illusion on both the C. W. Parker and Con T. Kennedy shows. They and the show were a credit to these entire organizations and stood out as shining examples of what capable and efficient people could do in the show world. Of course, I know that The Mixer knows or he would not have said what he did, but who was chump enough to question Pollitt's ability, especially in the outdoor field." Harry F. John Alexander was in Cincinnati recently and visited the Mighty Sheesley Midway and the Hagenbeck-Wallace Circus. It is possible that he may return to the carnival field.

WHAT EVER became of those talkers who could not talk unless they had a walking stick to rest on, or wave? Have talkers improved since the St. Louis World's Fair in 1904? Some say not. This is a great profession but it can not be learned out of books. Writers must keep on writing to really learn how to write. Talkers must keep on talking the same way if they are to become real show talkers.

MRS. VERNE NEWCOMBE (Audrey) letters from Tucson, Ariz., to Claude R. Ellis: "No doubt you will be sorry to learn of the serious accident to Verne Newcombe during the presentation of his fireworks spectacle at Yuma, Ariz. He was struck in the right leg, back of the knee, by a bombshell that exploded in the motor. He almost bled to death from the severed arteries and nerves. His assistants carried on and no one in



NATHAN FISHER, son of Harry Polish Fisher, of the Conklin Shows. Nathan states that his father used *The Billboard* as his primary reading lessons and thereby he asserts his right as belonging to the great field of outdoor show business. At present he is employed in a publicity bureau in San Francisco, where this photo was taken. He plans to join the army of carnival press agents.

the audience was aware of the mishap. Verne was rushed to the Yuma Hospital and given a blood transfusion, his half-brother, Raymond Stoeker, being the donor. Gangrene set in and it was learned that it was necessary to amputate his leg, but that his life was in no great danger. I took him in an ambulance to Tucson, where they amputated. Tho his condition had been critical he held his own. His folk arrived from the East as I deemed it necessary to send for them." Verne Newcombe is secretary of the Southwestern Showmen's Club, El Paso, Tex.

H. ERNEST KINGSLEY letters from Billings, Mont.: "Been in show business since 1915. Have taken my own shows thru India, Africa, Australia and all over the Orient. Just returned from the Orient where I was lucky enough to obtain two real Siamese cats. They are very rare and history tells us they date back to 3,000 B. C. It is claimed that their origin is a cross between a monkey and a cat and were brought up by the priests in the Sacred Temples and were kept in golden cages to keep "profane hands" from handling them. All of the above facts are true and can be checked in books. The cats I have are two fine specimens, brother and sister. Am starting a tour to exhibit them in leading stores in the United States and Canada. Have had a duplicate of a Siamese Temple built which is portable, with a golden altar and golden cage inside. The cats are on exhibition in the daytime, with an electrical transcription, telling about the cats, with a background of Oriental music playing all the time. Have been packing them in out here at 25 cents per ticket."

# CARNIVALS BOOK

(Continued from page 52)

World of Mirth Shows, Les Kimris, of Jumbo fame. Cetlin & Wilson have also booked Bagdad Oriental Unit, Alex Denny, operating.

# BECKMANN & GERETY

(Continued from page 52)

talker; Joe Preveau and Thure Peterson, tickets; Mona Preveau, nurse; Ed Duffy, canvas; Eddie Mahoney, animal trainer; attractions: Thelma and Doris Patent, Albino Twins; Paul Herral, giant; Barney Nelson, armless wonder; Athella, monkey girl; Captain Peterson, sword swallower; Madam Learice, snakes; Prince Dennis and Lady Ethel, midgets; the Waldrons, glass blowers; Harry Lewis, thin man; Tiny Kessler, fat boy; Allen Greenstreet, rice writer; Amok, head hunter; Earl Hall, smoking thru his back; Nabor Feliz, clay modeler; Akaol, mentalist; Laurello, revolving head, and Forrest Lewis, "Popeye." Fountain of Youth: George Vogsted, owner and manager; William Collins, talker; R. G. Thompson and Joe Office, tickets; Blackie Smith, canvas; Fred McGinnis, chef; performers: Boots King, Julia Tarvane, Bernice Woodall, Maxine Allen, Jean Allen, Norma Booker, Mickey Martin, Bessie Call, Gladys Langford, Frieda Thompson, Jean Clark and Margaret

Long, Illusion Show: George Vogsted, owner and manager; John Kenlo, talker; Charles Noller, inside lecturer; the Bernards, mentalists; illusions: Gertrude Awe, Marie White and Dora Mongen. Lion Motordrome: Dolly and Bob Sherman, operators and riders; Red Crawford, front; Wilbur Jones and Bernard Judson, tickets; Paul Budd, Oscar Land, Mildred Dempsey Cook, riders; Jerry Sherman, mascot. Stephano's Society Circus: Don Stephano, owner and manager; Milton Good, talker; John Wright, property man; Mrs. Stephen Good, secretary-treasurer; Stephen Good, talker; Bert Miller and Ray Schafrahn, tickets; Beulah Bierman, cuisine; acts: Madame Stephano, cockatoos, macaws and canaries; Monroe Good, dogs, ponies, monkeys. Humpty - Dumpty: A. M. (Jake) Brauer, manager; Tom Bush, front; Betty Shephard, tickets; Howard Webb, mechanic. Cotton Club Revue: Jess Shoate, manager; J. C. Toland, producer; Johnnie MacRegnadin, front; Hazel Toland and Leola Wright, tickets; Francisco Jarez, Frank Sorrell and E. Burk, canvas; Earl Griffith, cook; performers: Tom and Rochell Dean, Dickey Brown, Leonard and Mildred Duncan, Jerry and Katherine Moore, Henry and Evelyn Foster, Stella Kennedy, Eddie Brown, Leona Roberts, Clifford Frasier, H. Francis, June Brown and A. Spear, Gay Parez; Nancy Miller, manager, producer and talker; J. D. Reeves Jr. and Curtis Eberstein, tickets; Ed White and four assistants, canvas; performers: Jack Bennett, master of ceremonies; "Money Hank" Harris, comedian; Peggy Thomas, Pearl Miller, Inez Henny, Beulah Heiman, Nellie Reynolds, Julia Coalter, Mona Moaglia, Virginia Boeckle, Coutes Jokler, Evelyn Bennett, Hawood Coutz is the orchestra leader with six pieces. Karnes Fat Family: Eddy and Cliff Karnes, managers; Gertrude Karnes and Babies; Jerry O'Donnell; George Smith, canvas. Whale: Doc Hartwick, manager; G. F. Vance and M. F. Goff, tickets; J. L. Cannon, lecturer.

# Plethora of Rides

Rides: Merry-Go-Round, James Pace, foreman; Raymond Williams, Steve Polka and Everett McCoy. Heyday, Felix Charneski, foreman; Alvin Schutnke, Bill Dolan, A. Bierman and George Dufault, Caterpillar, Jack Dockery, foreman; Mike Groskopf, W. H. Trumair, John Mason, Skooter, Roy Shepherd, foreman; Melvin Youngblood, H. Beale, A. DeWitt, Art Miller, Joe Johnson, Charles Bailey and Amos Kollman. Lindy Loop, E. W. Smitherman, foreman; E. C. Rymer and Virgil Wright. Ride-o, Earl War; foreman; Luther Brown. George Skoken, James Austin and Al Steffen. Octopus, Al Angel, H. Armstrong and Z. P. Dyer. Loop-o-Planes, Pete Kortez, owner; A. Carlson, foreman; Jack Knowles and Lawrence Williams. Kiddie Autos, Pete Kortez, owner; Paul Easton, foreman. Giant Eli Wheels No. 1, Clarence Kelly, foreman; George Freumple and Robert Lee; No. 2, Jack Dillon, foreman; William Stanley and Leonard Hudson; No. 3, Charles Hutchinson, foreman; Jim Langford and David Carlson. Kiddie Planes, Myrtle Ybanez, operator; Al Booker, assistant. Pontes, Mike Brodenscot, manager.

# Concessions

Agents operating the various concessions, all of which are owned by Beckmann & Gerety Shows, include Sam Feinberg, Roy Hallway, A. Gilbert, Leo Cox, Jimmie Liberman, Arthur Smith, John Smith, Ray McIntyre, Al and Milton Reeves, Mr. and Mrs. T. A. Ager, Michael Miller, Ralph McCumber, William Schwenke, Melvin DeGraff, William Bradford, Carl Benton, William Rothenbach, Alex Jones, Bernard Owens, Mr. and Mrs. Larry Zerm, Dutch Wilson, George Wasko, Bill McLaughlin, Frank Benesch, Mr. and Mrs. George Walt, John Re, Mr. and Mrs. John Wuetherick, Charles Dake, Mr. and Mrs. Harold Elliott, Helen Kilbane, Glen Elliott, E. S. Walker, George Hellman, Jack Bush, Whitey Weise, L. H. Biggers, Ray Bellow, J. B. Sloate, Sam Aldrich, B. L. Taylor, H. D. Wingfield, Richard A. Lewis, Charles Schubert, J. T. Roche, Ben Jacobs, Mr. and Mrs. W. D. Sullivan, Frank Black, Alice Wilson, Mary Benton, Bertha Grubb, Allice Holloway, Ray Cole, Doris Belew, Nellie Eastus, Roberta Bales, Nina Wasko, Mary Lewis, Mary Shotte, Harry Eustis, James Ford, Vernon Nicely, Mr. and Mrs. Charles MacDougall, Harry Hamer, C. A. Whyte, John Henry, Bill Noff, Bert Denham and Dave Haney. George Davis is in charge of and steward of the circus style cookhouse. E. S. (Teddy) Webb operates the frozen custard stands, with Tom and Lige Des in charge, assisted by P. W. Smith and Harold Hughes.



# Miller Shows Open in Ind.

**Have auspicious start at  
Newcastle—Fearless Greggs  
the free act**

NEWCASTLE, Ind., May 8.—The Miller Bros. Shows, under the management of Morris Miller, veteran carnival man, opened the season here last Saturday under auspices of the Elks on the lot at 26th street and East Broadway. The weather was cool but clear and business for the day being excellent in view of the fact that 3,463 paid admissions were recorded at the front gate during exhibition hours.

Miller announced some six weeks ago that he would take to the road this season with his original Miller Bros. organization, and judging by the attractions he presented here he has succeeded admirably within this period of time. He has several new and illuminating features such as a new marquee top of khaki with sidewalls of green and rose color and is set off by two spotlights erected on poles 20 feet from the front.

Next to marquee is the exhibit top, 70x100 feet, filled with local merchants' exhibits and automobile displays. Entrance and exit to midway being thru this tent. A kiddie auto ride is owned and managed by Milton Stiponwich, and another kiddie ride is owned and operated by C. F. Blue.

Shows: Filipino Midgets, Juan and Martini De La Cruze, management of Frank Russell. Darkest Africa, featuring Congo, ape man, managed by F. Perry. Society Debs, with new 50-foot solid panel front, is managed by Harry Green, with a company of 14 people with four-piece orchestra. Wild West and Rodeo is managed by Buckskin Betty, daughter of Buckskin Ben, and Colorado Fred. Iur! Fygmies Zembeezle and Billie, managed by Jack Hudson. *Flaming Inferno*, managed by George Miller. Rough House Nelson's Athletic Arena. Professor Hargrave's Palace of Illusions, Hawaiian Village, managed by Harry J. Miller. Streets of Paris, managed by Mrs. Harry J. Miller. Doc Perry and his Smart Set Minstrels, with company of 32, including an eight-piece band.

Free attractions, managed by Mr. and Mrs. Fred Gregg, are shooting a man out of a cannon and the loop-the-loop automobiles that pass in the air.

On the midway there is a Miller around, as there are 14 people on the show by the name of Miller who are no relation to the manager of Miller Bros. Shows.

Concessioners: L. Dittmar, corn game; H. R. Miller and J. V. Archer, radio wheel, ham and bacon wheel, cigaret wheel and two roll-downs; J. R. Davis, pitch-till-u-win, silver wheel and ham and bacon wheel; J. Deleporte, bowling alley; Harry Buger, ham and bacon wheel, grind store, ball game; John Scott, Mrs. VanLidth, Harry Wilson, J. Green; Virgil Moore, ball game, dart game and guess-your-weight scales; Ovie Stewary, country store; R. S. Vanoy, ball game; Mrs. R. J. Meyers, penny pitch; Albert Glos, penny pitch, Harry Leitch, penny pitch; Miller Adams, mental booth; C. T. Williams, cigaret shooting gallery, pitch-till-u-win; Marie Smith, watch-la; V. Murphy, ball game; Leach Bros., marble tivoli, photo studio, pitch-till-u-win, pop corn and peanuts; Earl Seniff, cigaret shooting gallery, long-range lead gallery and ball game; Harry Miller, brother of Morris Miller, owner and manager cookhouse.

Rides managed by Miller Amusement Enterprise, Inc., are Merry-Go-Round, Kenneth white, foreman; Tilt-a-Whirl, Ed Krell; Chairplane, Bill Smith, foreman; second man, Wilson Reynolds; El Wheel, C. Hammond, foreman; Whip, Ray Welch, foreman; Lindy Loop, Ray Magee, foreman; Loop-o-Plane, Jack Kelley, foreman. Due to a wreck Harry Kinsey did not arrive in time with his big El Wheel.

Nearly all equipment on the show is new from stakes to canvas. Marquee and four tents were purchased from Fulton Bag and Cotton Company. Three tents from Anchor Supply Company. All lumber, paint, hardware, electrical cable and switches were purchased from Newcastle merchants. Ernie McCollum,

chief electrician, is assisted by Jack McKane.

Staff: Morris Miller, owner and manager; H. R. Miller, business manager; Maurice Miller, secretary; Mrs. Morris Miller, treasurer; Bob Hallock, general agent; Ernie L. McLaughlin, special agent; Mrs. E. L. McLaughlin, secretary of promotions; Mrs. C. M. Fowler, programs; A. H. Reese, billposter, and Al R. Rogers, press agent.

Bob Hallock was here for the opening. At time midway was opened a wire of congratulations was received by Morris Miller from Felix Bley, general agent Gooding Amusement Company. L. E. Roth, owner and manager of Blue Ribbon Shows, was a visitor. Miller received a fine compliment from local business men and city officials on the appearance his shows made here. Show is inside corporate limits. First show to be honored thus in Newcastle for several years. Thru efforts of Bob Hallock, general agent; local Elks and business men the city fathers voted to grant the Elks a free permit to exhibit the Miller Bros. Shows. Reported by Al R. Rogers.

## Philadelphia

PHILADELPHIA, May 8.—Endy Bros. Shows, at Edystone this week, have had a fine break in weather, consequently business was very good. Show makes brilliant appearance on the lot, plenty of light being used. Bench Benthum Diving Sensations free attraction draws them thru the gate. Bill Tucker has all the ball games and several wheels all well stocked; Bill Quigley has a well-appointed cookhouse doing nice business; new Octopus getting the business; Charles Tashy has three shows, Follies Revue, Jungle Show and Sex Show.

West World Wonder Shows, at Wilmington, Del., this week, enjoying good business. This year's show is of fine appearance. Surely some money spent on equipment. Fronts unusually attractive, with some new ideas for this section. Outstanding features are new Colonial entrance to grounds with daylight illumination, both on front and in marquee. Side-show front is very original, all poles are built on Colonial column design with indirect lighting on each pole, also direct lighting on banners. Other fronts have recessed panels with lights thrown on panels and small panels on top of front makes startling effect. Fritzie Brown has 15 concessions, cookhouse and side show; Louis Pickles has three shows, Night in Paris, Hawaiian and Miss America. Feature of side show is William Cain Jr. presenting Joan frozen in a cake of ice.

Mr. and Mrs. O. F. Mack, Claude Woods and Mrs. Victor Lee, of the Kraus Shows, were visitors during the week, purchasing some show property.

Jack Wright and wife arrived in the city, coming in from the West, where they had several promotions.

## RUSSELL BROS.

(Continued from page 37)  
Joe Ferguson, Gabby DeKos, Hans Andt, Willard Nix, Shelby Jackson, Normal Carroll and Jack Crippen. Al and Jimmy Conner also appear in clown makeup in entry and for their trampoline act, and Jimmy contributes his usual walk-around.

Show, along with others in the Middle West, has been having its share of rain and muddy lots, with only four days of sunshine for the first two and one-half weeks.

Bob O'Hara, who was left behind in Rolla recovering from a broken leg, joined the show at Mexico, Mo., but is still too crippled to work. Many visitors, mostly from Kansas City, were on the lot at Excelsior Springs, Mo., May 2 despite an all-day drizzle of rain. These included Doc Allman, of Kansas City, and Mr. and Mrs. Cleveland Williams, Mr. and Mrs. Joe Bowen, and Mrs. J. B. Bauman, of Ft. Leavenworth, Kan. the latter being a sister of L. W. Hutchison and associated with the McMahon Shows.

E. W. Ritchey, W. B. Hedges, Evabel and LePorrest Miller and LeRoy Prevallet and family, all of Peoria, visited at Lincoln, Ill., and Fred W. Schlottzauer, CFA of Oquawka, Ill., caught the show next day at Rushville. Al Lindemann, of Sells-Sterling Circus, also was a recent visitor. Longest move of season so far was 140 miles from Rushville, Ill., to Mexico, Mo.

Roland D. Smith, of St. Louis, has joined the office staff and has his brother, Dr. George D. Smith, and wife, of Springfield, Mo., as his guests in Excelsior Springs.

## Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, May 8.—Meetings for summer are over and things around rooms are a bit quiet.

Brother Carl J. Sedlmayr advises that he will soon start work on the Cemetery Fund Drive. Printers are working on the literature.

Standing in the membership drive to date is Fitzie Brown, 13; Morris Lipsky, 8; Frank D. Shean, 7; E. C. Velare, 6; John W. Galligan, 5; H. A. Lehrter, 4; Dodson Shows, 4; Frank R. Conklin, Sam J. Levy, William Carsky and M. J. Doolan, 3 each; Harry Russell and Fred H. Kressmann, 2 each; Al Kaufman, J. C. McCaffery, John A. Sbarbaro, Chickie Allen, Rubin Gruberg, Maxie Herman and Oscar Bloom, 1 each. Brother Harry Russell sent in two during the week and Brother Frank R. Conklin one. Brother E. C. Velare is showing real results, despite the fact that he was a gold card winner in 1936. Others who have pledged themselves to win the gold card this year are Fitzie Brown, Morris Lipsky, Frank D. Shean, John W. Galligan, Whitey Lehrter and Vice-President Frank R. Conklin.

News of the accident to Brother Verne Newcombe was received with regret by club members. Brother Harry Coddington is showing improvement and has returned to the Raleigh Hotel. He expresses appreciation of the kind messages received, one of which came from Brother Larry Benner, who is tramping in the East Indies.

Brother Whitey Lehrter and Secretary Joe Streibich visited with the boys on

## Santa Fe's Plan Is One Good Carnival Each Year

SANTA FE, N. M., May 8.—This ancient city, so fond of carnivals and other amusements, will only get to see one carnival and one circus this year.

A canvass taken by the local Chamber of Commerce among the business men showed that the majority favored only one carnival and one circus to be licensed this year.

The lucky carnival will be the Great Yellowstone Shows, which opened the season in Albuquerque last week and will show here one week this month, paying a license for the privilege.

This carnival has shown here before and has always proved very popular with local people.

DETROIT, May 8.—Circle Eight Rifle Range has been opened on Woodward avenue by Max Richman, a newcomer to show business. Spot is doing a good business, especially since settlement of automobile strikes. George Baldock, manager.

the Cole Bros. Circus at its closing performance here. Brother Ray Marsh Brydon came up from Tennessee to attend the circus closing night. Brother Walter F. Driver accompanied him. Brydon made a donation to the club while here. Jack Greenbaum and Ralph Posner visited from Cleveland.

A letter from Brother Fitzie Brown advises of a fire in his concessions. He says it was handled with loss to but two of his stores and business is going along as usual. Welcome letters were also received from Lou Leonard, Frank R. Conklin, Morry Brod; C. J. Latscha, of *The Billboard*; W. D. Storey, Colonel and Mrs. F. J. Owens.

Brother Julius Wagner left to join the Imperial Shows. Brothers Al Rossmann and Harry Calvert have been making regular trips to and from Cleveland.

## Ladies' Auxiliary

Last spring meeting was held May 6, with President Frances Keller presiding. Vice-President Mrs. Bob Brumley, Secretary Cora Yeldman and Treasurer Edith Streibich were seated with her.

Phoebe Carsky presented the final report on the party held May 1. Affair netted a nice profit which will be added to treasury.

Vice-President Mrs. James Chase sustained painful scalp wound in an automobile accident recently. She is now resting at her home after receiving hospital treatment.

Mrs. Ed Hill underwent an operation recently and latest reports tell us that she is resting easily. All the ladies are sending their sincere sympathy and hopes for her speedy recovery.

Socials will be continued each week thruout the summer.

President Frances Keller is planning a much-needed rest after her recent illness. Members present at the final meeting enjoyed a nice luncheon at the close of the business session. Phoebe Carsky is going on an extended business trip with her husband. Lucile Pope reports that she will be with the Imperial Shows.

**THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD  
BE A MEMBER OF**

**Showmen's League of  
America**

165 W. Madison St., Chicago

Everyone makes mistakes. One of yours may be that you've delayed becoming a member. Now that you are acquainted with the fact that you can become a member on approved application, apply at once.

## AL. G. HODGE SHOWS, Inc.

BLOOMINGTON, ILL., THIS WEEK

We have cleaned house. Now in the money, playing nothing but industrial cities, first in, with shut-out contracts, NOT BETWEEN TOWNS, under real strong auspices, timed for pay roll weeks, by a real fast stepping general agent. Billed like a circus by UNION bill-posters. This show will play Northern Illinois, Indiana, Michigan and Wisconsin, then South until November 11th, with some of the best fairs and celebrations. Want a few more concessions. Can book Penny Arcade with the X. Will book one more show, must be flashy. Will book or buy Eight-Car Whip. Can use useful carnival people if you can attend to your own business. Agitators, booze hounds and chasers not wanted here on this show. Knockers: we are too busy making money and attending to our own business. Address W. M. TUCKER and ANDY CARSON, Managers, Bloomington, Ill., week of May 10.

## BECKMANN & GERETY SHOWS

WANT WANTED

### EXPERIENCED RIDE & TRAIN HELP

Address: St. Louis, Mo., Until May 22.

## COREY GREATER SHOWS

WANTED Loop-o-Plane, Colored Musicians and Performers for Plant Show, Acts, Freaks and Talker for Ten-in-One. State lowest salary wanted. Foreman for Big El Wheel, Sensational Free Acts, Hawaiian, Geek, Fat Girl, Monkey or any Shows of merit, men to put up Big Tents, Candy Floss, Wheels and Legitimate Grind Stores of all kinds. Can also place for No. 2 Show, Rides, Shows and Concessions. Write, wire or phone E. S. COREY, Mgr., Phillipsburg, Pa. P. 5.—Wiggins, Brown, Slim, Dad and all Old Plant Show People come on.

Dodson World's Fair Shows

Durham, N. C. Week ended Saturday, April 24. Location, Hillsboro show-grounds. Auspices, Improved Order of Red Men. Ten-cent pay gate. Weather and business, good four days. Rained out Saturday night.

Due to long haul from train to show-grounds Monday night was lost. A new enterprise in this part of country. Dodson's Shows were put to acid test. Show registered solidly with populace when over 4,000 paid admissions passed thru pay gate on Tuesday night. Wednesday, Thursday and Friday attendance hit around 5,000 mark daily. Saturday matinee for kiddies big winner. Committee was a live lot of workers. They gave shows every possible support and co-operation. Local daily papers under one management had an expedition in progress during week in a tobacco warehouse. Shows stood up under severe opposition and were forced to depend on weekly newspapers and radio for publicity. It was a Herculean task getting 102 wagons off soft lot. General Manager C. G. Dodson was on job all Saturday night. Six tractors carried with shows performed in a sea of mud and mire. Trainmaster Don Montgomery gave order to highball train at 10 o'clock Sunday morning.

At Raleigh Goodman Wonder Show was playing. Many visits were exchanged. Everything around show is moving with clocklike precision. Visitors: Max Goodman, manager Goodman Wonder Show, accompanied by his son, Joseph Goodman, and A. H. Barkley, show's new general agent; Elsie Calvert and girls in her musical comedy spent an afternoon; Steven Grunhart, musician and producer; Paul Clark and his private secretary, Lucille Reed; Great Laffell, magician playing theaters; Elmer Barrwell, racing fan, en route from Miami to Florida; T. W. Kelley visited C. Guy Dorson. James J. Sullivan, up from Florida, stopped. He plans working a concession at Coney Island, N. Y. James Kneeland, Joseph Lane, Theodore Franks, Martin Thomas, Harrison Riley, Pat Malone, Isabella Tompkins, Martha Knowles, Terry Cottonhead, Mildred Shoels, Thomas Leo Russell and Michael Turner, all troupers and Florida vacationists, on their way north visited.

DAVE CARROLL.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.25; 50 cards, \$9; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 80 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 theaters, etc. They are marked or punched in playing and then discarded. 1,250 different cards, for \$1.00, \$1.25, without markers. Set of markers, 50c. \$12.50 Automatic Bingo Shaker, real glass. \$12.50 Bingo Blackboard, clear, size 24x36 (Rolls up) \$2.00 Bingo Record Sheets, 24x36, 20 for \$1.00 Send for free sample cards and single die. We pay postage and tax, but you pay O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

WANT FOR COLLINS & AMERSON SHOWS ROME, GA., MAY 10-22—Playing at Longwood Account disapp. and place Little Beauty Merry-Go-Round, Chairplane and Auto Kiddie Ride. Must have own transportation. Want Ferris Wheel Operators. Can place any legitimate Concessions. \$15.00; Grand Shows, \$10.00. Good opening for Grab. Must be neat. Charlie Ameron wants to hear from Pat Price; also Lady Agents for Ball Game, Penny Pinch and Jingle Board. All mail or wire to SAM COLLINS, Wgr., General Delivery, Rome, Ga.

LARGE CARNIVAL WANTED

FOR MAMMOTH JULY 4TH CELEBRATION BELLEVILLE, ILL. Auction American Legion. Address: C. G. STIEHL, Belleville, Ill.

WANTED

Man that understands High Fole Rixing and not afraid to climb a river. Willing to be general helper, sober and reliable and furnish reference. Address

M. VALENCIA

Max Goodman Show, Detroit, Mich., May 11 to 30.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Johnny J. Jones Exposition

Washington, D. C. Second week ended May 11. Auspices, Tall Cedars of Lebanon. Location, 18th and H streets, N. E. Weather, last four days ideal. Business, big.

Promptly at closing time Saturday night of first week rain again started to fall and lasted all thru Sunday and Monday. Then the big task of putting the midway in shape was done over again but to no avail, resulting in the midway staying dark on Tuesday. From Wednesday on with perfect weather until closing time Saturday and with the lot in good condition the show more than held its own with former years' grosses. Zeke Shumway's Hell Drivers and Carl J. Lauther's Side Show topped the shows. Wednesday morning over the National Broadcasting Station WMAL a program was given by members of Lauther's Side Show, including Skinny and Dot, comedy musicians, and Percella, featured oddity, that really can sing. Evelyn Prechette, of the Crime Show, was interviewed by the local announcer. Paul Sprague acting as emcee for the show. Friday morning the Royal Russian Midget, accompanied by the show's press agent, visited the Speaker of the House, Senator Bankhead, of Alabama, in his office at the Capitol. Two International News photographers flashing cameras gave the troupe and show much publicity, pictures having been sent to all subscribers of this news service. Visitors: Mr. and Mrs. Jerry Doyle, of Washington Times, showmen's friend and press agents' benefactor; Joe Manheimer and sister; Max Linderman, Gaylord White and Gerald Snellens, of World of Mirth Shows; Dick Collins, of Max Gruberg's Shows; Mr. and Mrs. Harry Friedman, of Ritz Hotel; Red Barlow, local showman, and Mr. and Mrs. William Sterling, retired showfolk. A host of Washington friends visited nightly, including Charles Mertin, Mr. and Mrs. Richardson and daughter and Mr. and Mrs. Raymond Dryfus.

Due to days lost and business holding up so big show management decided to remain over another week on same location. STARR DeBELLE.

West's World's Wonder Shows

Norfolk, Va. Nine days ending April 24. Location, 13th and Monticello avenues. Weather, variable. Business, good.

All with it are unanimous in praise of the show. Cash customers really did turn out and spent liberally. Visitors from Strates Shows; Jack and Frances Page, Pete Arnella and missus and Jimmy Strates. Charlie Metro, of Eddie O'Brien's shows, was a visitor. Fizzle Brown started season with a blaze, a short circuit in one of his concessions tops destroyed two concessions.

Shows and rides that opened: Ten-in-One, managed by Bill Cain Jr.; Miss America, Frank Terazazzo; Hawaiian Nights and Parisienne Follies, Louis and Kay Weiss; Chinatown Horrors and Callifornia Sand Show, Syd Smith; Roberts, Homer Sharar; Jazzer, Bill Perkins; Snake Show, Dr. and Mrs. Bernard; Animal Show, Captain Smithey, including two lions received from Snake King Ranch at Brownsville, Tex. Rides: Twin Ell Wheels, Caterpillar, Loop-o-Plane, Chairplane, Merry-Go-Round, two kiddie rides and pony track, all owned by the management. Manager Frank West is proud of his show. Tom Neyland, secretary, had everything in shape when the first cash started to roll in. Neil Berk, general agent, reports show booked. Ted Woodward, billposter, received his union card. Opening week Louis and Kay Weiss' Parisienne Follies turned in top money. Fizzle Brown's side show a second and Syd Smith's Chinatown Horrors third. Top money rides were wheels and Caterpillar.

FRANK LA BARR.

Eric B. Hyde Shows

Sweetwater, Tenn. Week ended May 1. Auspices, American Legion. Location, Legion showgrounds. Business, poor.

Show erected all canvas repaired after blowdown at Dalton, Ga. Rain prevented opening Monday and Tuesday. Wednesday rained out at 8 o'clock. Thursday cold, no people. Friday and Saturday clear and warm. Good business. Personnel and staff bld good-by to Captain Simon, fire diver, contracted to open

with another show. Simon has a drawing act and show gives credit to small spring loss to fact his act pulled them thru the gate. Captain has been replaced by Cushing's fire dive. All acts hold season contracts, featuring the Sky Lady, high pole; Selgrist's flying return; Helen, giant body swing, and Madam Cushing in a 500-foot slide for life. Show now operating with Eric B. Hyde's Ell Wheel, Tilt-a-Whirl and Chairplane; O. F. Struble's Kiddie Autos, Roland Crikushank's Double Loop-o-Plane, Toby Neeland's Athletic Arena, Curley Wilson's Girl Show, O. F. Struble's Mummy Platform Show, Pallison's Mechanical City, Harry Mitzel's "What Is It?" and Jungle Show. Concessions: Decker, cookhouse, cane rack, penny pitch, cigart shooting gallery and cigart wheels; Mrs. E. B. Hyde, fishpond and photo gallery; O. F. Struble, monkey loop-the-loop ball game; Janette Terrill, two penny pitches; H. R. Cutler, pop corn and candy apples; Frank Pope, diggers; Harriman and Daniels, custard machine; L. H. Whipple, two ball games; Clay Mantley, corn game; Curley Lewis, Hoop-La; R. A. Williams, lead gallery; C. A. Ward, devil's bowling alley, and Janette Terrill's big wheel. Staff: Terrill and Hyde, owners and operators; Eric B. Hyde, general manager; Tom Terrill, business manager; Janette Terrill, general agent; Major George Scott and Harry Bondurant, special agents; Mrs. Eric B. Hyde, treasurer; Happy Turney, lot man, electrician, Social Security secretary, The Billboard agent, mail man and general announcer. JAN HYTER.

L. J. Heth Shows

Bowling Green, Ky. Week ended May 1. Location, Hobson showgrounds. Weather, rain four days. Business, good two days.

First show in. Natives show hungry and town in good shape. An excellent location, but the rain came in torrents, the not a night was lost entirely. Thursday and Friday nights were only nights that really could be counted. Show presents all new green canvas, new banners and all rides newly painted. Trucks are being painted and lettered as weather permits. Page's Kiddie Band furnishes concert and bally music and is augmented by colored minstrel band. Otis Howell handled front gate. Writer is handling Hollywood Studio for Mrs. Heth. Charles Miller has a new well-flashed bingo game; his wife, Louise, cigart shooting gallery; Mr. and Mrs. Barle, long-range gallery and Hoop-La; James Sparks and missus, Erie diggers, and Billy Crowson, cookhouse. Show is well illuminated by Jack Drake, electrician. Manager Heth busy daily stocking his trailer store. Many new faces on midway. Some of oldtimers left are George Holloway, Charles Strickler, Charles Miller, Charles Farmer and Otis Howell. Secretary and Assistant Manager Joe J. Fontana is away on business. RALPH BURLINGAME.

Happyland Shows

Detroit, Mich. April 23-May 3. Warren and Ltvornois streets. Weather, rain. Business, good when elements permitted.

This turned out one of worst moves this show has had. Two days' rain in Lincoln Park turned lot into a lake. Many loads of cinders and shavings put in lot fair shape and people turned out. Rain held down crowds first few days, but second Sunday was ideal and midway was crowded and everyone had a great day. Many compliments received by management on appearance of rides and equipment. Managers Dumas and Reid each have new cars. Ray Tahash, cookhouse operator, has complete new outfit with green canvas and neon signs and also new car and trailer. John Rea, side-show owner, has a new truck and semi-trailer, also a complete new front and banners. Mr. and Mrs. Joseph Alexander have new green top for Arcade, also new car. Capt. Ritz built a new front and bally for motordrome and also has a new car and trailer. Frank Allen, corn-game operator, built a new home in Florida. Harry Boyles, concessioner, has several new tops, also a new car. Percy Buzbee, merchant from Gibsonton, Fla., winter home of a number of Happyland showfolks, visited

the show. Mrs. Victor Ferguson, wife of the Loop-o-Plane owner, is in Wyandotte Hospital recovering from an operation for appendicitis. Word received from Lou Krem that he is on the way with Octopus ride loaded on a new truck and semi-trailer.

Rides: Merry-Go-Round, Laurel Dickey, foreman; Charles Rucker, clutchman, and Charles Delaney, tickets. Duplex Ell Wheels, V. Dickey, foreman; Wilfred Mellate and Mitchel Kolninski, clutchmen; Lyman Hooker, tickets. Tilt-a-Whirl, Otto Hughes, foreman; Leo Paul, clutchman, and George Whalen, tickets. Chairplane, James Fogt, foreman; Edward Popert, tickets. Ride-o, Charles Roberts, foreman; Arthur Messer, clutchman; Armand Jerome LaBine and Robert Tompkins, tickets. Kiddie Autos, Buck Allsup, foreman. Kiddie Airplane, James Roberts, foreman. Dual Loop-o-Plane, Victor Ferguson, owner and manager.

Shows: Ten-in-One, John T. Rea, owner and manager; M. Travers, inside lecture and Punch and Judy; Josephine Behrendt, electric chair; LaVerne, magician; Paul Rogers, tattoo artist; Helen Rogers, big snakes; Antonio, double-bodied boy; Ann Wetchner, illusions; William Gurley, Scotch bagpiper; Mme. Rea, mentalist; Jolly Dolores, fat girl; Cruzan, torture man; Half and Half in the annex; Stanislaus Latislaw and Gordon T. Jamison, front; George W. Fulton, cook; Dale Armstrong, mechanic. Snake Show, John T. Rea, owner; Arnold Rayback, manager; Sherry Smith, entertainer. Ritz Motordrome, Hell Drivers of 1937, Capt. R. V. Ritz, owner and manager; Ritz and Bessie Ritz, riders; Wingy Schafer, front; Fay Sincoc, tickets. Penny Arcade, Mr. and Mrs. Joseph Alexander, owners and managers. R. J. Quick, electrician; Frank Schultz, assistant; Sammy Sullen, night watchman. V. L. DICKEY.

McClellan Shows

Mt. Vernon, Ill. Week ended April 24. Weather, wind and rain. Business, fair.

Show opened Monday. Rain Tuesday and Saturday nights. General Agent Maurice Wood returned to show for one night. George Helman, cookhouse manager, purchased new trailer. Blackie Tinklebaugh joined as night chef with cookhouse. Mr. and Mrs. Ralph Robinson, of San Antonio, joined with a ham and bacon wheel. Mt. Vernon proved a good spot for Minstrel Show, Ride-o and corn game. Despite bad weather, management reports a profit. Charles T. Goss was on lot looking after his Chevrolet business. New 16-foot office trailer is painted orange and black. Mr. and Mrs. Orla Lashbrook, of Mt. Vernon, entertained managers and their wives with a fried chicken supper. A 30x24 cookhouse top has been purchased. Slim Johnson, of Midwest Novelty Company, left with a large order. L. OPSALY.

West Coast Shows

Spokane, Wash. April 25 to May 1. Weather, fair. Business, good.

A. G. Budd's Side Show is again managed by Hal Compton, its fourth season in this territory. Side Show led in business. Jack Lee put Annex over to a new record. Attractions: Jeff Griffin, fire eater; Tam Tam, leopard boy; Zabaldo, pincushion; Tiny Marvel, fat boy; Tay Ridenour, Punch and Judy; Loretta Thiermann, mystery of India; Mystery Man, magic; Jack Lee, dope expose; George Hogan, lecturer; Eddie Stewart and Hal Compton, tickets; Johnny Warner and Don Webber, canvas men; William Carness and Lola Griffin, lecturers in Annex. EDDIE STEWART.

Marks Shows

Charlottesville, Va. Week ended May 1. Location, Monticello road. Weather, rain and floods until Wednesday; remainder of week cool but clear. Business, only fair.

Truck train barely beat floods out of Richmond. Original lot was under water from backwaters of Rivanna River. General Manager John H. Marks and assistant, James M. Raftery, moved to higher ground and broke in a new lot a short block from original showgrounds on same road. Frank Lafferty had town and countryside well billed. Show got opened Wednesday night.

Saturday night there was a time when it appeared front gates would have to be closed because of throngs on midway.



superintendent of Gates Percy Johnson and assistant, Jimmy Hester, turned in an excellent job.

San Quentin, among smaller shows, led, with Willis Lewis and Henry (Duke) Hyatt favorably impressing natives—Lewis in front and Hyatt inside. Jimmy Hurd scored with Wall of Death, but Al Paulert's Beauty Revue led field. Harlem Dandies clicked, and Al Palmer held his own with a rejuvenated Funhouse that attracted with new banners.

Vernon Moore, with his concessions, was satisfied. Jack Martin had satisfaction of seeing his new ball game, with smiling Janette Martin in charge, get away to a flying start. With University of Virginia turning out in great style, it was a paradise for ball games.

**CARLETON COLLINS.**

**T. J. Tidwell Shows**

McCamey, Tex. Week ended May 1. Weather, cool nights. Business, fair.

After opening at Sweetwater show played Big Springs, Midland and Odessa. Roster: T. J. Tidwell, owner and manager; H. G. Buchanan, general agent; Harry Craig, assistant manager; Harry Phelps, secretary-treasurer; William Sutherland, special agent, and Jack Arnott, The Billboard representative, special events and press, back with show. Show moves over 31 Chevrolet semi-trailer trucks. Color scheme orange and red. Dare-Devil Daniel is free attraction. Rides: Twin Eli Wheels, Tilt-a-Whirl, Ridee-O, Loop-o-Plane, Merry-Go-Round, Octopus, Baby Autos and Baby Airplanes. Shows: Minstrels, with Sunshine Butler and "Broadway Steppers"; Jack Sherman, talker and manager. Naughty Nifties, Sidney Presson, talker and manager. Freak Animal Show, Bill Teague, manager. Jungleland (reptiles), Red O'Day, manager. Olympia, Jack Arnott, manager. Monkeyland, Haba Katool, manager. Athletic Arena, Paul Herbert, manager. Fan Dancers Revue, Tex Thatcher, manager. Cookhouse is owned and operated by Uncle Joe Grask. **JACK ARNOTT.**

**Crystal Exposition Shows**

Abingdon, Va. Week ended May 1. Auspices, Police Department. Weather, cold. Business, good.

Location in heart of town, campus grounds of old Martha Washington College. Sam Lawrence Shows were in Bristol, Va., and visits were exchanged. Two shows joined, midgerts and a "Gorilla Man." Saturday night lot was jammed. Everybody had a profitable week. **PUNCH ALLEN.**

**Funland Show**

Murfreesboro, Tenn. Week ended May 1. Weather, variable. Business, good.

New lot three blocks from public square. J. J. Marion has something of an innovation in his Girlscue Revue. Slim Davis is the comedian. Floyd Heth spent several days visiting his Uncle Henry. Madam Stella has been acting as nurse to the several showfolk who have been ill recently. **PAT DAVIS.**

**New England Shows**

Poughkeepsie, N. Y. Week ended May 1. Location, Smith street. Auspices, VFW. Weather, cool and unsettled. Business, good.

Regardless of "wait" signs posted all over town people turned out in big numbers. Ten-cent gate. Ten big prizes are given away nightly. G. J. Frick's Loopit, new game sold by Hymie Wagner, enjoyed good business. Capt. Jimmie Jamison has complete charge of all neon equipment on show. C. A. Wright joined with trained dog show. W. De-Vaul joins with Penny Arcade. Smith's dual Loop-o-Plane topped all rides,

Phil Vakalls has newly constructed cookhouse and canvas. Charlie Wulph brought Doc Crosby all the way from Arizona. **SONIA GIROUD.**

**Crowley's United Shows**

Columbia, Mo. Week ended May 1. Location, junction 63 and 40 highways. Auspices, VFW. Weather, rain and cold. Business, fair.

Good spot, show would have played a blank if weather had not cleared Friday and Saturday. Special radio broadcast brought many children to Saturday matinee. Second week here. Doc Howell ordered new banners for Variety show. Quite a few folk went to Mexico, Mo., to Russell Bros.' Circus, and everyone said it was one of most modern in business. Mrs. V. McLemore, altho this is her first year, is doing a nice job of handling corn game. Frank Roche, one of Blackie McLemore's agents, was taken to Boone County Hospital because of a ruptured appendix. Mr. and Mrs. Crowley are daily visitors at the hospital. Ralph Morocco is giving an engineering course for a nickel on diggers. Raymond Gibson joined with a concession, and Joe White returned from Moberly, Mo., with his bride.

Rides: Merry-Go-Round, Floyd Howard, foreman; Bill Wright and James McCormick, assistants. Twin Eli Wheels, C. W. Thomas and Bud Clemens, foremen; Postal Walte and Herbert Adams, assistants. Tilt-a-Whirl, George Johnson, foreman; Ed Barron, assistant. Mix-Up, Clarence Mortimeyer, foreman; Fred Dugan, assistant. Kiddie Autos, Ed Adams, foreman. Kiddie Ferris Wheel, Robert Corey, foreman. Lindy Loop, Frankie Dankart, foreman; Guy Dry, assistant. Caterpillar, Gilbert Wright, foreman; Thomas Oday, assistant.

Concessions: Danny Ferguson, birds; Lewis Kaplan and Fred Wilson, roll-down; Doc James, ham and bacon; Joe McKinley, radios; Bill Scott, blanket wheel; Oscar Schumaker, percentage; Mr. and Mrs. Pete Pophan, pitch-till-you-win; Jack James, knife rack; Bill Wilson and wife, blowers; Carl Bohn, blankets; Leo Kelly, nail store; Robert Belles and Paul Hendrix, corn game; Ray Kinchloe, mouse races; Binger McCord, string game; Mrs. Danny Ferguson and Mrs. Oscar Schumaker, ball game; Mrs. Doc James, fishpond; Mrs. Joe McKinley, jingle board; Mr. and Mrs. Earl Richardson, cookhouse; J. R. Brown, cook; Joe West, griddleman; Gilbert Littleton, waiter; Walter James, dishwasher.

Shows: Howell's Variety Show, Doc Howell, manager; Bud Gross, front; Ben and Elizabeth Rogers, tickets; Don Carlos, sharpshooting; Carl Wendler, impalement act; Radle Runningdeer, Indian escape artist; Charles Colum, one-man band; Wade Meeks, clown; Bennie Stewart, human volcano; Al Benart, magician; Louis Argeabright, tattoo; Madame Venda, mental act; trained animal act. Minstrel Show, Joe Riggers, manager and front; Cecil Tompkins, John Oliver, Mansfield Morris, Frank Thomas, Sylvan Jordon, Sidney Massey, Delbert Porter, Frank Davis, Mrs. J. S. Riggers, Mrs. Frank Thomas, Olda Whitely, Hazel Hyner, Flossie Wilson and Louise Randall. Fan dancers, Bill Myler, manager and front; Al Benhassen, musician; Helen Smythe, Bobby Williams and Victoria Evans, dancers. Big Snake, Howard Brick, grinder and tickets; Charles Burns, inside lecturer. Hula Hula, Jackie Pavey, manager and dancer; Clyde Holtsclaw, front; Jerry Norton and Ruby Ellis, dancers. Athletic Arena, Dutch Meyers, manager and front; May Norton, tickets; Joe White and Dutch Meyers, combination. Front gate tickets, Mrs. Jewell Sloan and Mrs. Herbert Hopkins; Blackie Weaver, night watchman. **STANLEY J. GROSS.**

**Greater Exposition Shows**

Decatur, Ill. Week ended May 1. Location, Becker lot, Grand and Dunham. Auspices, State, county, city authorities. Pay gate. Weather, rain and cold. Business, fair.

Harry Reynolds another plume. Being old home place John Francis and wife doings honoring them. Guests: Mrs. Francis' sister, Mrs. Enoch Martin; her husband, Hon. Enoch Martin, of Illinois State Mine and Mineral department, honored with banquet on showgrounds. Rained out Wednesday night. Sunday Daily Herald-Review with pictures and story. Thursday, Friday and Saturday nights, and especially Children's matinee Saturday afternoon, recorded gratifying receipts. Mrs. Steele, wife of late George Steele, in life great circus legal adjuster,

chaperoned Decatur's orphans and underprivileged children. Newsies of Decatur papers guests Tuesday and Wednesday nights. Remembrance services held for Decatur showfolk buried in Decatur cemetery: George Steele, A. Sigfried, Otto Weaver, Shirley Parrish (known as Alverado), Harry Carins, Uncle Billy Wheeler, oldtimer, connected with Decatur Daily Review. Arthur Davis, The Billboard agent, constructing portable news stand for midway. Curly James and Ed Sweeney staged birthday parties. B. K. Bond registered in from Texas. Advance units of Sells-Sterling Circus, Rubin & Cherry, Hennies Bros., Cole-Beatty and Hagenbeck-Wallace circuses, Percy Ewing and wife and son visited. Director-General John Francis airplane to Eastern territory on return from scouting trip in Northwest. Dick O'Brien, general representative, contracting for Greater Exposition unit and Crawford Francis Carnival. Neal Coffee scoring with minstrels. Veteran friends of his late father, William Coffee, Barnum's human skeleton for 26 years, wine and dined Neal and his clever missus. Thomas Niswander adding giant pythons to snake show. R. W. Rocco Sr. and son, Russell, with their wives gave dinner to downtown showfolk residents, Kenneth Blake added another section to high-dive ladder. New sound wagon arrived. Three now 'on show, two back, one ahead. Visitors: Reverends Harry Knowles, E. S. Baker and Edward Butt; Tom Alexander, Donald Bascomb, Bud Brewer, Guy Cryder, J. J. Daniels, Frank Pigg, Constance Brown, Elois Hilton, Edythe Darr and Grace Gilmore. **DOC WADDELL.**

**Hilderbrand's United Shows**

Napa, Calif. Six days ended May 2. Location, First at Bell Streets. Auspices, LLL. Business and weather, fair.

Despite fact Napa's were unaccustomed to a pay gate, nightly performances of Four Thrillers and Charles Soderberg drew inhabitants. Free acts were a decided novelty and by Saturday night City of Vallejo, 15 miles to south, joined Napa's to witness these performances. Four Thrillers, management of Alfred S. Keenan, and handicapped with Reggie Marrior's broken hand, received many complimentary notices from local press. A reception was tendered Claire Herti and Daniel Barnett upon announcement of their engagement. Clarence H. Alton made a trip to Reno, Nev. Jimmy Dugan from Martin's United Shows joined H. H. Wachtman's concessions. Mr. and Mrs. J. J. Davis Jr. visited from San Francisco. The writer, accompanied by Mr. and Mrs. Bud Cross, visited relatives in San Francisco and Oakland. Lucille King gave a ravioli dinner to Hazel Fisher, Verna Seeborg, Fern Cheney, Mr. and Mrs. Claude Barie, Vivien Taylor, Reggie Marrior, Alfred Keenan, Fred Nelson, George Morgan, Irene Mason and writer. Mrs. Virgie Miller added another concession and operated by Chester A. Martin. Mr. and Mrs. Billy Bozzell, of Foley & Burk Shows, will place their Side Show at Eureka. J. Elmer's "Wall of Death" did good business. Artist Chet Saunders is adding finishing touches to trucks and ticket boxes. Lucille King spent two days visiting Al G. Barnes-Sells-Floto Circus in San Francisco and returned with Mrs. John R. Castle as her guest. Charles Marshall writes from Calient, Nev., that his act was exhibiting in several feet of snow. Lyman Grisham and Lucille Kimball are that way. General Agent E. Pickard is en route. Mrs. Betty Coe was confined to her house car with illness. Mrs. Johnnie Cardwell substituted for Mrs. Coe in the marquee. Mrs. Clarence H. Alton added another concession. The engagement of Jessica Rose Weston and George Vanderhoef was announced. Mr. and Mrs. Claude Barie's Hollywood Revue topped the shows. Mr. and Mrs. Myles Nelson enjoyed a good business with their concessions. **WALTON DE PELLATON.**

**Mighty Sheesley Midway**

Norwood, O. Week ended May 1. Auspices, American Legion. Location, Waterworks Park. Weather, rain first three days. Business, fair when weather permitted.

Charles E. Sheesley and his gang of manicurists certainly got a workout the first three days here. As soon as they had spread sawdust and cinders the rain began to pour. However, when old Sol became brave enough to come out and brighten things up customers of this amusement-hungry community arrived in droves. Doc Carver's high-diving horse and many other midway features continued to draw well. Jimmy

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Stone is now handling the front of the Royal Hawaiian Theater for Ralph Decker. The new Caterpillar tractor was smashed when a local truck driver turned a corner too abruptly. Just the usual showmen's luck after another rainy week. Jack Wright put over another public wedding and popularity contest with good results.

Present show lineup consists of Al Renton's Ripley Oddities, Charles Taylor's Harlem on Parade, Sing Sing Federal Prison, Howard Ingram's Two-Headed Baby, D. Stack Hubbard's Sex Show, Hilton Hodge's Monster Show, Jack Winslow's Monkeyville, Lester and his Arabian Nights Revue, Lion Hippodrome, Lee Wyatt's Midget Mother, Molly Decker's Royal Hawaiian Theater, Ralph Decker's Nite in Paris Revue, D. Stack Hubbard's Nudist Colony and John Holley's one-ring circus.

Rides include Dinty Moore's Scooter, the Jazzer, Hell's Dungeon, Bob Carr's Loop-o-Plane, Clarence Pound's Kiddie ride; Zeidman rides, Twin Ferris Wheels, Merry-Go-Round, Kiddie Auto ride and Octopus; Art D. Smith's Flyer, E. C. Crowe's Heyday, John McMaster's pony ride, Waltzer, Loop-the-Loop and the Lindy Loop. Fred Fredrickson's Penny Arcade and Jack Ballie's corn game continue to top concession row. Scotty Seton, show painter, did a swell job on the front arch. Hope The Billboard staff enjoyed the midway as much as we enjoyed their visiting us. Visitors included Walter Beachler, of United Fireworks Company; James McSorley, Harry Crandell, John A. Follitt, the Worley Family and Mr. and Mrs. G. Adams.

FLOYD NEWELL.

### Buckeye State Shows

McComb, Miss., April 26-May 1. Location, near post office. Weather, rain and fair.

First show in business district in 10 years owing to fire zone restrictions. Credit goes to J. A. Gentsch. Midway crowded at matinees for children. Flying Lesters drew. Fair crowds at night despite rain. Visits were exchanged with Rogers & Powell Shows, Harry Starbuck, who was secretary of this show in 1934.

ELOISE LOWRY.

### Sam Lawrence Shows

Bristol, Va., Week ended May 1. State street showgrounds. Weather, rain and cold. Business, one day.

Ready at noon Monday, but rain put a quietus on opening day's business and so on thru the week until Saturday. Slim Williams joined with Big Gorilla. This show is built on one big truck. Mr. and Mrs. Brett celebrated their third trip to Bristol and had many visitors in their new trailer. Bob Coleman added concessions and has flashy corn game. Edith Selgrist Troupe has proved to be a real drawing act. Mrs. Shirley Lawrence has completed her new Hoop-la. Harry Crandall left to join another show and will be missed. Sammy Burdord joined as special agent and got in action with a baby show and wedding at Wytbeville, Va. Minstrel Show now has an eight-piece band, three comics and eight girls in the chorus. Manager Lawrence gone on a scouting trip. Visitors: Mr. and Mrs. Lovett, Andrews, Rip Winkle, Bayliss and Swanner of Jack Hoxie Circus; J. T. Tinsley, Lynch, R. F. McLendon and Bennie Wolf, of Tinsley Shows; J. J. Page, of Page Shows; Norris Rowland and J. J. Steblar, of World of Fun Shows, and Allen Bergdorf, of Cocoa, Fla.

WILLIAM R. HICKS.

### Hennies Bros.' Shows

Joplin, Mo., Week ended May 1. Auspices, Joplin Fiesta. Location, Landreth Park. Weather, variable. Business, good.

Soft lot here with rain during the day made the task of readying for Monday night's opening a hard one. All during the week a certain amount of moisture fell, but the organization enjoyed good business. During the latter part of the week in Fort Smith Lillian Murray Shepard contracted a heavy cold and had to be removed from her trailer to a local hospital. She made the trip to Joplin, however, on the show train as guest of the Hennies boys in their private car and during the latter part of the week here resumed her place on the front of her Casa Madrid attraction.

Mrs. Daisy Hennies, mother of Harry and Orville, visited on the show for a week after driving over from Kansas City with her brother, Jim Gupit. Slim Johnson, Ned Torti, W. J. (Doc) Allman, Cliff Jewel and Mr. and Mrs. Eddie Phillon also visited, as did Mr. and

Mack Jones, Mr. and Mrs. Jimmy Chevanne, Ruth Martone, Charles Dodge and Mr. and Mrs. Noble C. Fairly, of the Fairly-Martone Shows. Mr. and Mrs. Marty William, of Joplin, but formerly in the show business, were nightly visitors, as were Paul Van Pool and Poyner, of the Fiesta carnival committee.

Cleo Davis joined here and took charge of the double Loop-o-Plane ride, while the missus is handling one of the ticket boxes on the Harlem on Parade attraction. Dick Stewart is now making opening on the front of Darkest Africa. Children's matinee Saturday was a winner. Mr. and Mrs. Jack Kenyon are daily adding new features to their midway cafe. E. S. Teddy Webb brought on another custard machine stand, giving him two such concessions in addition to candy floss and apples. Harry Corry is again with the show and Mrs. Corry is being featured on the Casa Madrid attraction. During the week Harry and Orville Hennies drove over to Nevada, Mo., to visit the Fairly-Martone Shows. They were accompanied by Denny Pugh. The electric light towers, six in number, were finished in Joplin and will make their appearance in East St. Louis, Ill.

JOSEPH S. SCHOLIBO.

### Christ United Shows

Ashland, O., Three days ended May 5. Auspices, Veterans Foreign Wars. Location, downtown. Weather, intermittent showers. Business, good.

Shows left winter quarters April 30 and took possession of Lowrey parking lot. At 7 p.m. May 1 the lights were switched on and the VFW Drum and Bugle Corps marched thru the entrance and the 1937 season was officially opened. All attaches of show were wearing an optimistic smile. The majority of them participated in show's success last season. By 8:30 p.m. their smiles were bearing fruit as midway was packed and jammed and John Public was in a spending mood. All rides, shows and concessions enjoyed good business. Miller & Walker's new cookhouse was given its first test.

On lot were J. W. Edwards, of show bearing that name, accompanied by Harry A. Rose, Faulkner district commander of the VFW, and Fetzer (chief of police). Monday and Tuesday business was satisfactory.

B. W. SNEDIKER.

### GAINESVILLE SHOW—

(Continued from page 36)

walkaround, clowns, including Ben Saylor, Dr. M. S. Yarbrough, Joe Smith, Ray Van Duker, A. W. Wells, Richard Renfro, Bill Wingert, Clarence Gilmore, Leon Gilmore Jr., Bill Ritchie, Carl Stewart, J. B. Piper, Newman Shell, Charles Creighton, T. J. Vaughn, Truman Cathay, Creighton Hatfield; Dan and Jerry Smith, the latter two small sons of A. Morton Smith, program director.

5. Spanish web, Jane Sims; Roman rings, Jerry Murrell; cloud swing, Bessie Mae Milner.

6. Pony bareback acts. In one ring Hatfield Brothers, Barney Mitchell, paced by Jerome McKinney; in ring three, Jerry Spence, Flora Lee Bell and Doris Marie Norman, paced by Vern Brewer.

7. Liberty horses in end rings, Jerome McKinney and Verne Brewer.

8. Clown baseball game.

9. Trampoline, Clarence Gilmore, Newman Shell, Jerry Spence; comedy acrobats, Ora Ellen Bell, Ritchie and Stewart; revolving ladder, Bill Wingert, Richard Renfro.

10. High-wire walking dog, Alex Murrell.

11. Swinging ladders, electrically lighted, Jerry Murrell, Jane Sims, Billie Liedtke, Betty Bell, Flora Lee Bell, Ora Ellen Bell, Belva Olney, Marjorie Mitchell, Bessie Mae Milner, with clowns swinging.

12. Capt. Tom Hickman in sharp-shooting and roping, following by table tumbling on track, Richard Renfro.

13. Tight wires in three rings, Fortis and Jane Sims, Jerry Murrell and Verne Brewer, Jerry Spence, Clarence Gilmore and Betty Bell.

14. Clown pony race, Bill Basinger and A. W. Wells.

15. Chair balancing on trapeze, followed by loop walk, Bill Ritchie; iron jaw, Misses Mitchell, Milner and Liedtke; double trapeze, Jane Sims, Leon Gilmore Jr.

16. Chic Sale clown number.

17. Muscle grind, Bill Ritchie; single trapeze, 7-year-old Doris Marie Norman; loop-the-loop, Flora Lee Bell.

18. High-school horses, Jerry Murrell, Verne Brewer, Jerome McKinney, Mabel Cunningham.

19. Teeter-board act, Ritchie, L. Gilmore Jr., Stewart, Shell and Ora Ellen Bell.

20. Foot slide, Clarence Gilmore; teeth slide, Marjorie Mitchell.

### The Staff

Leon M. Gilmore, manager and equestrian director; Roy P. Wilson, assistant manager and front door; Roy Stamps, legal adjuster and superintendent reserved seats; David O'Brien, secretary-treasurer; G. D. Bell, big-show tickets; A. Morton Smith, program director and announcer; Carl Kaden, assistant equestrian director; Carey Shell, bandmaster, with 16 men; G. R. McKissack, backyard superintendent; Alex Murrell, general superintendent; Mrs. Yancy Culp, wardrobe mistress; Mrs. Garland Shell, assistant wardrobe mistress; O. P. Ryan, steward; Henry Briggs, boss hostler; Benny Saylor, principal clown; Russell Teague, superintendent of transportation; Vern Brewer, lot superintendent.

There are 110 persons in the personnel, with 16 men working properties and handling canvas, 14 ticket takers and ushers, eight women and one man in the wardrobe department, 12 men in clown alley and 40 performers, together with the executive and mechanical staffs.

The Frank Walter Circus sent a beautiful floral horseshoe, which was displayed in the arena opening night.

Billy Rose, Frank Hartless and the Walters were introduced to the crowd by A. Morton Smith, announcer, and responded to the introductions. Rose is considering booking show for the entire season of the Fort Worth Fiesta, presenting it as a free attraction in condensed form, giving two performances nightly.

The show concluded its run here night of April 30 and moved to Greenville for two performances May 4.

### PAGEL EXTENDS—

(Continued from page 36)

Jordan Dutton (manager of the troupe), Archie and Billie Silverlake, Evelyn Stephens, Jonnie Mae Silverlake, Danny Mitchell, William Osborn, Leo Loranger and the writer, W. McK. Bausman.

All made a trip thru Kruger National Park recently and were privileged to see lions, giraffes, hippopotamuses, zebras and many other types of wild life. Played towns near the large 1,000-square-mile park, where big-game hunters make headquarters, waiting for wild game to stroll out of the protected areas of the park. Big-game hunting in Africa looks quite tame when you are close to it.

Since leaving Johannesburg the show has been using a two-pole 90-foot top, with a 40-foot middle, whereas before that the top used was a one-pole 110-foot affair. The present layout makes a much better looking show and, of course, permits more seats. A chair (platform) grand stand is carried now, accommodating about 300, but this is only used in the larger towns. In the smaller places gallery and boxes only are used, for that is all that is expected by the country people, who are educated to pay the long price for anything to sit on. Prices vary according to the section of the country and have been as high as 4 shillings minimum (\$1 several times where it is necessary to trek (gaily) several miles from the railroad. The usual price, however, is 3, 4 and 5 shillings (75 cents, \$1, \$1.25) plus tax. Tax varies also, with each State having a different one and these are all exorbitant and collected by means of stamps purchased at the post offices and affixed to tickets before sold.

Few changes have been made in program since arrival of the American contingency, and the long three-hour program still prevails, as has been the custom for years. A four-girl swinging ladder number has been arranged, with Nellie Dutton, Billie Silverlake, Evelyn Stephens and Jonnie Mae Silverlake working them. It is new here. After the Johannesburg engagement the band was dispensed with and the show returned to amplified (canned) music. One family, three people, finished its contract last week and took one act and one clown out of show. This was George (Spuds) Kirk and his son and wife (Pinder and Partner). They are now playing town halls with two other acts.

### Opposition With Boswell

The show recently met opposition with the Boswell Circus, the only other circus in South Africa. The affair was un-called for in a country as large as this, but it seemed inevitable and is better that it is over now. Needless to say, the Pagel show got the business in spite of some bitter counterbidding in several

spots and there seems little likelihood for a recurrence of such opposition for several years again. Shortly after the billing war the Pagel folks had the chance to visit the Boswell show, playing in Johannesburg, and made acquaintances among the performers, some of whom had been in America. Among these were members of the Chung Leong Wah (Chinese) troupe and Otto Karoli, former topmaster of the Karoli Brothers' act on the Ringling-Barnum Circus. The Boswell Circus offers a clean, entertaining performance, much smaller than the Pagel show but seems to be pleasing and making money when left to a territory alone. There is plenty of room for both shows here.

Danny Mitchell's clowning, come-in and bumps are a novelty and get a fine response from audiences. The local Africkaans clown (a midget), Peter Gruenewald, has been confined to the hospital for last few weeks with influenza and additional work has fallen on the hands of Mitchell and Phil Williams, who also joined the show with the Americans, coming from Australia with them. The Silverlakes (Mr. and Mrs. and Jonnie Mae) have purchased a second-hand auto and have been making trips. The Dutton riding act is making a wonderful impression on this side, since it offers something in the spectacular which circus audiences are not used to. Nellie Dutton's dressing of this act is commented upon everywhere, as are the Dutton horses.

### H-W INITIAL—

(Continued from page 36)

entations, the excellent program there- after running in first-rate style.

Orrin Davenport, equestrian director, and assistant, Poodles Hanneford, have everything well in hand. The band is one of the best and made an excellent impression with its popular peppy numbers. It is well directed by Henry Kyes, "the Paul Whiteman of the White Tops." Doc Murphy does a good job in announcing the various features.

### Number of Features

The show has a nicely arranged and colorful spec, in which dancing girls and an adagio act are featured. Alicia Villa does one of the feature numbers. Capt. Terrell Jacobs, a topmaster in the animal field, presents a group of lions and lionesses in a flawless manner, the act being concluded with a display of fireworks. A feature of his turn is Sheba, a roll-over lion, a novelty. Jacobs' wife, Dolly, preceding the big animal number, handles a riding lion act in a nice manner. Janet May, aerialist, is another outstanding feature. Early in the program, announced as Janet Merkel, she does a "ceiling walk." Later she performs on the web and Roman rings and then goes into her specialty—the one-arm plange, all done in showmanship style. The riding acts are of the highest caliber. Poodles and Gracie Hanneford, the Hodgins, Dorothy Davenport, Freddie and Ethel Freeman and Rose Walleit are outstanding riders.

Another feature is the Jim Wong Troupe in an excellent presentation of contortion, head and hand balancing and other gymnastics. Fast-working turn. A trio of fine perch acts in the Andersens, the Karolis and Olvera Brothers, likewise the trio of acts—head stands and spins on trapeze by Ira and James Millette and Ernie White. The menage number, with horses in the rings and on track, and the elephant number, five bulls working in each of the rings (elephant mount later on track), are exceptionally good. Bulls trained by Cheerful Gardner, who does his familiar "head carry" elephant bit. Show has 20 elephants. Tom and Betty Waters and the Acevedoes do very good work on the wire, as do the Vassars and the LaVards in the flying return display. Last named closed the show. Among other acts are Carl Olvera, in head slide; Bedini and Barto, working dogs (Bedini also presents horse number); Simonds Trio and the Kerns, comedy acrobats; Eva Kelly, aerialist; Eka Hodgins and Rose Walleit, in principal riding. Clown numbers thruout, several registering big.

Excellent trick riding, roping, whiff cracking, etc., under direction of Carl Preston, is presented in the Wild West concert.

Entire program was reviewed in detail when show was in Chicago.

Robert E. (Bob) Hickey, on press staff, handled local date and garnered plenty of readers and art in all the dailies.

Parts of the program were broadcast over Station WSAI.



# Insurance Protection for Trailer Owners

By Walter C. Crowdus

So much vagueness and misunderstanding exists about trailer insurance that *The Billboard* asked W. C. Crowdus, an authority on trailer insurance, to clarify the subject. Mr. Crowdus is also a trailerite and as such has first-hand knowledge of the insurance requirements of the trailer owner.

ACTORS and artists of the stage, radio and screen; carnivals, circuses, midways; in fact, all branches of show and amusement business are trailer-conscious. They are buying trailers in ever-increasing numbers. The convenience, the economy, "the call of the home"—compact and mobile—are principal factors in the rapidly growing popularity of trailers with these people.



Walter C. Crowdus

Surveys showing the number of rolling homes in use place the figure between 275,000 and 300,000. The number of trailers in use by show people is estimated at between 3,500 and 5,000. This would indicate that the people of the amusement profession own approximately 1 1/2 per cent of the total number of trailers. This figure would place these persons at the head of any list which tabulates the owners of trailers in groupings, such as engineers, salesmen, authors, teachers, etc.

In perhaps no other important field are purchases made in so slipshod a manner as in that of insurance. In costumes, stage properties, commodities, real estate or securities the purchaser wants to see what he is buying, or at least know something about the reliability of the maker, seller or broker. Unconsciously, perhaps, he observes the old doctrine "Caveat Emptor" (let the purchaser beware). In the purchase of insurance, however, the average person often fails to exercise this care.

When one purchases a trailer he is at once interested in numerous details—the "hitch" on his car, the trailer license plates, brakes, clearance and marker lights, this, that and the other accessory or fitting for the outside or inside of the new "home on wheels." All of these items are important, but of equal or greater importance is the protection of the investment with adequate insurance. The purchase of the new trailer home also creates and imposes a legal liability whenever it is attached to the automobile. Insurance that will properly protect his investment and liability should therefore be carefully considered.

The much used and abused word "service" means a great deal when a trailerite sustains loss or damage or becomes involved in a personal injury or property damage claim 500 or 1,000 miles from home. He may have crossed several State lines. Are the companies with which he carries insurance in position to render prompt and experienced assistance? Do they have nation-wide representation and claim service? Will the State in which the claim occurs recognize and honor the insurance company's policy? Will the company be in position to handle the numerous details, release of attachment bond, bail bond, etc.? Will the policy meet the requirements of all motor vehicle financial responsibility laws?

The questions above are most important to the traveling show people—the answers are vital. Routings to be followed, bookings to be kept—the time element is always foremost in the life of a showman—"the show must go on."

Many States now have laws permitting their secretary of state to accept "service of process" in suits brought against automobile and trailer owners who are nonresidents of the State in which an accident occurs. Thus a trailer owner involved in an accident causing either personal injury or damage to property may be required to travel a long distance from his home State to the State in which the accident occurred to de-

fend himself. If he does not appear to defend himself he will, of course, suffer judgment by default. Judgments secured in one State can usually be transferred to the defendant's home State. Public liability or bodily injury insurance and property damage insurance provide both for legal defense and payment of the judgment.

It can readily be seen that the trailer owner must be certain that the coverage he buys is issued by an organization of unquestioned financial strength with a reputation for prompt and equitable claim settlements—policies backed by unsurpassed country-wide service.

The trailer owner desiring to obtain insurance is, however, confronted with a serious situation. While it is comparatively simple to procure fire insurance, burglary insurance, automobile insurance, etc., it is rather difficult to secure trailer insurance. The trailer industry has had a mushroomlike growth; statistics on the number of trailers in use, the number that are insured, loss experience—all of this data is in vague form and not easily obtained. Lacking this information, the majority of the larger insurance companies have simply refused to consider the writing of trailer coverage. The end of 1936, the second year in which homes on wheels enjoyed widespread use, saw the "wait-and-see" attitude of most companies still persisting.

We are, however, pleased to advise the trailer owner that there are a few companies—some of the very largest and financially strongest—which are providing all forms of trailer insurance. These aggressive institutions have realized the phenomenal swing to trailer travel and trailer ownership. They know that 1937 will be a year of tremendous trailer production—with assembly lines geared to public demand and the output of the manufacturers running into the hundreds of thousands.

Co-operating with the companies that are pioneering trailer insurance are a few far-sighted and wide-awake brokers and agents. These "pioneers" have made a study of the insurance requirements of the trailer traveler, the trailer dealer and the trailer rental firm. The insurance broker or agent who writes trailer insurance is naturally in close contact with the few companies which issue this coverage. He is therefore thoroughly familiar with the subject and will see that the broadest and most complete coverage is written. He should be consulted as one would consult a physician or lawyer.

Herewith is a brief outline of the protection available for the trailerite:

**INSURANCE FOR THE OWNER OR RENTEE:** Bodily injury and property damage insurance—injury or death to the public and damage to or destruction of property of the public. The insurance company will defend, pay legal and court expense and pay claims or judgments for which the assured becomes obligated by reason of the liability imposed upon him by law because of (1) bodily injury, including death at any time resulting therefrom, sustained by any one person (insurance pays up to \$5,000\*) or two or more persons (insurance pays up to \$10,000\*) or (2) damage to or destruction of property belonging to the public (insurance pays up to \$5,000\*). Assured is covered for accidents that arise out of the ownership, maintenance or use of automobile and/or the trailer. Automobile is also insured while being used without trailer. Trailer is insured while detached or attached to the insured automobile.

**INSURANCE FOR THE TRAILER:** Insurance against loss or damage caused by fire and lightning or resulting from the stranding, sinking, burning, collision or derailment of any conveyance in or upon which the trailer is being transported on land or water, theft, robbery, pilferage, windstorm, cyclone, tornado, earthquake, hail, flood and

(\*These limits are minimum. Higher limits may be obtained and are recommended.)

overflow of ponds, lakes, streams or rivers, covering anywhere in the United States and Canada and while trailer is attached to an automobile or parked or stored. Insurance also covers against loss or damage caused by collision, overturn or upset. Collision coverage is usually written on a deductible basis, wherein the assured pays the first \$50 of each loss and the insurance company pays the balance. For example, damage to trailer amounts to \$197—the assured pays \$50 and the insurance company pays \$147.

**INSURANCE FOR THE CONTENTS OF TRAILER:** Automobile owners know that personal property left on the seat of an automobile or locked up under the rear deck or in the trunk is not covered if the car should be burned, stolen, broken into or damaged in a collision. Therefore trailer owners desiring to protect personal property carried in the trailer—bedding, china, clothing, costumes and properties for their acts, personal effects, etc.—should take out specific insurance thereon.

Here are two important points with which every trailer showman should be familiar:

Practically all automobile public liability and property damage policies are automatically voided when a trailer is attached to the insured automobile unless the insurance company is advised of the fact and an indorsement issued permitting such attachment.

If a trailer owner rents his trailer to friends or others he must have his fire, theft, collision, etc., policy indorsed to permit said rental. Without such an indorsement the policy becomes void.

Thoughtful trailerites recognize that the premium paid for dependable trailer insurance is a far-sighted investment in financial security and peace of mind. Not to have it may prove costly or even ruinous.

In a subsequent issue Mr. Crowdus will have an article on *Insurance Protection for Truck Owners*. Don't fail to watch for this article.

## COLE OPENING

(Continued from page 36)

sisted by his brother "Butch" Burkhardt at the table and L. S. Gillette, Cecil Labelle, Charlie Hodson and Dr. A. F. Roberts at the gates.

"Mac" McGrath is trainmaster and Nick Carter in charge of sleeping cars. Plenty of electric light is in evidence at the train. Henry Brown is boss hostler and has an ample quantity of stock to move show.

Business at Rochester was better by far than at any time in the past. At South Bend arrival was somewhat late, delaying afternoon show about an hour. House was just a little short of capacity. At night people were on the ground all the way around. Weather was threatening here all day, with hard showers in afternoon. Kokomo, the third stand, came thru with two bang-up houses.

Plenty of visitors at Rochester and South Bend, among them Col. William Sneed and Alex Rodgers; Frank (Doo) Stuart, of Oklahoma City; Ray Marsh Brydon; Am Jones, of Crawfordsville, and Hugh A. Barnhart, publisher of *The Rochester News-Sentinel* and new excise commissioner of Indiana. Don S. Holland and Bill Dunkle, Circus Fans of South Bend, were around, as was John Grace, retired manufacturer of Kokomo.

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**PLENTY OF ELECTRICITY AT ALL TIMES**  
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END battery worries in trucks and trailers. Here is the easiest and most economical solution to your problem of providing battery current for trailer lights, fans, radio and other electrical conveniences.

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 SIOUX CITY, IOWA

# Laws and Lawsuits Pertaining to Amusement Biz

## Legal Aspect of Admission Ticket By Leo T. Parker, Attorney at Law

SERIES No. 4

This is the fourth of a series of articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Mr. Parker can be reached in care of The Billboard, Cincinnati, O.

A MAJORITY of the owners, executives and employees of circuses, carnivals amusement parks and other enterprises do not realize the true legal aspect of an admission ticket. Therefore it may be interesting to know that a review of leading higher court litigations, in which admission tickets have been the important subject of discussion and final decision, reveals that when an individual purchases an admission ticket which, on its face, gives its holder the right to enter a place of amusement, the ticket does not place the holder in CONTRACT relation with the proprietor of the place of amusement. In other words, a ticket does not give its holder an absolute right to remain during a performance, or any part thereof, or even to enter the place of amusement. It is generally well established that an owner of any place of amusement or his manager may any time after a ticket is sold eject the holder and refund the purchase price paid.

### Not a Contract

Moreover, the proprietor is under no obligations to explain his acts or reason to the person whom he ejects. The legal reason for this rule of the law is that the courts do not regard a ticket as a contract but merely as evidence of one. Therefore a ticket gives its holder a mere LICENSE to enter and this license may be revoked at the will of the proprietor. This is especially true if the ticket contains printed matter with the explanation that the proprietor reserves the right to refuse persons admittance, or that he retains the right to eject, or expel its holder therefrom.

It is well to explain that the established law with respect to the rights of the holder of a ticket to a circus, carnival or any other show is quite different from the law relative to the possessor of a ticket issued by common carrier, as a railroad company, because a ticket issued by a common carrier is a contract on the part of the carrier that it will transport the holder to the specified destination. However, printed stipulations on a common carrier's ticket are NOT regarded as binding on the purchaser, whereas the purchaser of a show or amusement ticket takes it under the conditions which are printed on it, because it is a mere revocable license. The significance of an amusement ticket is expressed by a recent court which said that it merely represents a license which is revocable at the will of the proprietor of the show or other place of amusement.

Various courts have explained that the attendance to amusement places is not necessary to the existence of life. Any

### READING'S UNITED SHOWS

Wanted Banner Man with car, who can put up paper. Ride Help wanted. Will place Grind Shows, 20%. Want Stock Concessions. No X, except Cookhouse and Corn Game. Portland, Tenn., Strawberry Festival, two weeks, starting May 10th.  
W. J. WILLIAMS, Mgr.

**DIGGER CURRENT BOOSTER**—Concessioners, Diggers, etc., I have just what you want to boost your voltage. Don't worry about low voltage, my booster will boost voltage from six to one hundred and twenty-five. Have three different types, quick change with hole type, lever shift with voltmeter attached, and battery clip. Ask Dinty Moore, my biggest booster. GRAMOR A ZORSKY, P. O. Box 32, East Michigan Street Station, Indianapolis, Ind.

person who does not desire to enjoy a performance may remain away without bodily injury. Moreover, if the admission prices are unreasonable there is no legal method by which the public may compel a theater owner to regulate the prices in accordance with the actual money value of the performance, as can be done with respect to the rates charged by common carriers, public utilities and the like. An individual may not acquire possession of an amusement ticket or license unless he is willing to pay such price as the owner of the place of amusement or its manager may set as the value of the license or ticket.

Therefore it may be stated that the universal law is well settled that in the absence of some statutory regulation or restriction to the contrary theaters, circuses, race tracks, amusement parks and other places of amusement and entertainment stand on the same basis as any other private business which is under the control of a proprietor or manager who may admit or exclude whomsoever he chooses. This rule is not affected by the fact that a patron is the holder of a ticket provided the money paid for the ticket is returned and the patron is ejected without undue force.

For illustration: In a late case (54 S. W. (2d) 820) it was disclosed that a charge of admission was established by a proprietor for those over 12 years of age and a lower charge for those under that age. One day a girl lacked a few days of being 12 years of age but had the appearance of being much older. She and her younger sister went to a show. She purchased two tickets at the lower price and handed them to the man at the door. She was just going to sit down when a show employee approached and informed her that she would have to obtain an adult ticket since he believed that she was over 12 years of age. The girl explained that she was under 12, but the show employee refused to believe this to be true. He refunded the admission price and requested the girl to leave the show which she did.

At a later date suit was filed against the owner of the show to recover damages on the ground that the girl had been ejected from the show unlawfully and that as a result thereof she was made nervous for a considerable period of time.

However, in view of the fact that no undue force had been exerted to eject the girl, that the price paid by her for the ticket had been refunded, and

since no State or city law specifically prohibited show operators from refunding the purchase price to patrons and requesting them to leave, altho the lower court held the show owner liable, the higher court reversed this decision and said:

"The ticket does not confer the right to enter or remain. . . . It is a mere license revocable at the will of the proprietor or his agent who may decline to permit the holder to enter, or remove him after he has taken his seat, and, unless the denial of admittance or the expulsion of the holder is accompanied by insult or the use of more force than is reasonably necessary to accomplish the purpose, the proprietor incurs no liability beyond the price of admission."

In another important litigation, a suit was instituted against a circus proprietor because a certain individual, who had purchased reserved seats for a party of several persons, was unable to obtain the seats. When the holder of the tickets appeared at the circus with his friends, the usher discovered that the seats were occupied by other individuals who held the tickets for the same seats. An executive of the circus explained the mistake and offered to return the money for the tickets to the disappointed man. However, the latter refused to accept the money stating that he had purchased the tickets for himself and party of friends and he intended to either witness the performance or sue the proprietor for damages.

In the litigation which followed the court held that the proprietor was not liable for damages and explained that a proprietor retains the right to reject the acceptance of tickets from the holders. Since the manager had offered to refund the purchase price of the tickets the patron had no legal complaint.

However, there are on record a few cases in which proprietors were held liable for damages where a ticket holder had been refused the opportunity of entering the place of amusement or witnessing a performance. The allowable damages, however, are very small and usually include the ordinary expenses of making the trip to and from the place of amusement and occasionally may include damages to the ticket holder's reputation, as where considerable publicity is given the refusal of admittance.

In a recent controversy, the higher court held that a door check which is sold by its original holder, and on which a different individual enters a show after an intermission, is not good. The reason for this decision is that a mere license of this nature is not legally negotiable or transferable from its holder to another person. In other words, a license holder cannot make an absolute transfer of the license to another person. The fact that a ticket does not establish an ABSOLUTE right, but a mere license, to a particular seat is sufficient ground for a court to decide that a holder of an assigned, transferred or purchased pass check has no greater privilege than has the original ticket holder, and generally not the same privilege.

### When Rule Is Applicable

Some higher courts have held that the proprietor of any place of amusement is privileged, notwithstanding certain statutes effective in many Northern States, to refuse admittance to any and all persons irrespective of the latter's color, race or religion, if the reason is justifiable, such as where the patron is not desired, or is intoxicated, or refuses to abide by the rules and regulations, or is unclean, or is not properly attired, and the like.

In other words, discrimination NOT based upon race, creed or color does not fall within the condemnation of the Northern State statutes. It would seem then that the common-law right STILL remains that the proprietors of amusement places may discriminate between persons according to rules established, IF THE PERSON APPLYING FOR ACCOMMODATION IS OBJECTIONABLE FOR SOME REASON. Otherwise, persons unclean, untidy, intoxicated or affected by disease might claim the same attention in public places as those against whom no objection could be urged.

However, in many States a proprietor cannot without liability refuse to permit any person to purchase an admission ticket and enter a place of amusement if such refusal is based upon race, religion or color. This is true because in many States laws have been enacted which make all persons equal and entitled to exactly the same treatment, respect and solicitation irrespective of their color, race or religion. However, as above mentioned, notwithstanding these laws the owner of any place of amusement, such as a circus, carnival or amusement park, may for any good and valid reason return the admission price and request the patron to leave. If the patron refuses to leave in an orderly manner then the proprietor and his employees may use the necessary force to eject him. By this statement is meant that the patron may be requested to leave in a low tone so that he will not be humiliated. If the patron refuses to leave then the necessary force to eject him may be used, but NO MORE.

### Advertised Performance

On the other hand, various higher courts have held that a proprietor is bound to show the performance specified on the face of a ticket, or which is advertised. If he fails to do so, the ticket holder has a right to demand a refund of the purchase price of the ticket.

For illustration: In a quite recently decided case it was disclosed that a ticket called for the right to enter a certain show, occupy a specified seat and enjoy a performance which was widely advertised. However, one of the performers became ill and the proprietor substituted another who was generally conceded to have the equal ability of the advertised performer. It is interesting to know that the court decided that it was illegal for the proprietor to substitute the advertised performer under these conditions, and the holders of tickets had the privilege of demanding and receiving a refund of the money paid for admission tickets.

However, a dissatisfied patron must notify the ticket seller or manager immediately after discovering the substitution that he desires a refund. If he remains in the show and enjoys the performance he relinquishes all rights to demand a refund of the purchase price of the ticket for the reason that in remaining he ratifies the substitution.

### Right to Protection

If both the ticket holder and the owner of the place of amusement are satisfied with the license represented by the ticket, then the relation of proprietor and patron exists, and the proprietor is bound to use an ordinary degree of care to protect the patron against injury and insult.

If, for instance, an argument is entered into by an employee and a ticket holder, and the ticket holder is injured in a subsequent fight which occurs as a result of and during the argument, the proprietor may be held liable for the damages as a result of the injury which is sustained by the ticket holder. It is, therefore, important for a proprietor to realize the extent of the powers of the doorman with relation to the liability of an employer for the acts of an employee. On the other hand, if a ticket holder becomes angry and attempts to break his way past the doorman, the proprietor is not responsible for damages if a fight ensues as a consequence of the doorman attempting to prevent the ticket holder from entering the place of amusement. And this same rule of the law is applicable to all patrons who fail to abide by the rules and regulations established by the proprietor. If the patron fails to abide by such rules and regulations he is immediately subject to being requested to leave and upon refusal the proprietor or his employees may use the necessary force to eject him.

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**SHOWS**—Exceptional opportunity for Snake Show, Walk-Through, Funhouse, Dog and Pony, Monkey Circus, or any Show not conflicting.  
**RIDES**—Will book Octopus; also book or buy Kiddie Ride, excepting Kiddie Ferris Wheel.  
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# Memphis in Gala Attire

**Cotton Carnival has Royal American Shows—blowoff is big parade on Saturday**

MEMPHIS, May 8.—Annual Memphis Cotton Carnival, billed in nation-wide publicity as "The South's Greatest Party," is expected to attract thousands of visitors for a week starting on Tuesday.

Celebration will officially open with arrival of King Richard Leatherman and Queen Frances Chapman aboard the royal barge Tuesday night, royal entourage proceeding from Mississippi River docks to Ellis Auditorium for a concert by Gladys Swarthout.

Royal American Shows will form nucleus of Carnival City, which will be open thruout the week, and there will be city-wide celebrations daily.

Kay Kyser and his orchestra are scheduled to play for the Carnival Ball.

Carnival will close Saturday night with a grand parade of 46 brilliantly illuminated and musically illustrated electrical floats, 50 marching bands and thousands of masked figures.

Theme of the 1937 carnival is *King Cotton's Songbook*.

## Acts at Champaign Show

CHAMPAIGN, Ill., May 8.—National Home Show here week of April 26, sponsored by Real Estate Board and Chamber of Commerce, drew top crowds nightly, reported President L. R. Benton, of the reators. Fifty merchants operated Colonial booths. A carload of Federal Housing Administration education exhibits were used. Merchants reported many contracts made. Vaude acts were DeKohl Troupe; Cy Stone and his educated mule, Ebner, and Merrill Brothers and Sister. Show was under direction of Edwin N. Williams, and equipment was furnished by Kentucky Exposition Company.

## Rogers, Young for Boise

BOISE, Ida., May 8.—Idaho Marches On Celebration here is expected to draw heavily from the entire Northwest. It will be in collaboration with Northwest Aviation Planning Council. Under the Stars, historical pageant with cast of 2,000, will be directed by John B. Rogers Producing Company; fireworks and an illuminated steam curtain to be featured. Montie Young's attractions have been contracted. William K. Martin, of the Rogers company, is in charge of promotion, reported President Theo H. Wegener, Boise Celebration Association, Inc.

## Badger Town Books Winkley

STURGEON BAY, Wis., May 8.—Frank R. Winkley's Thrill Day program has been booked by American Legion Post here for a one-day celebration on Door County Fairgrounds. "Suicide Club" will appear afternoon and night, followed by fireworks. Hundreds of cherry pickers will be in the territory at that time. Last year Winkley managed a Thrill Day program here during the State Eagles' convention.

IN LOCK HAVEN, Pa., an Old Home Week Celebration is planned to mark the 50th anniversary of the fire company and dedication of a dam. Fireworks and Mardi Gras parade are planned by civic organizations.

## CARNIVAL WANTED

For Egyptian Annual Homecoming, Centralia, Ill., week of July 6th. Must be clean. Crowds from 10,000 to 15,000 daily. Location, City Park. Sponsored by American Legion. Write or wire NORMAN C. BAKER, Centralia, Ill.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Hamid-Morton Circus, Montreal, Will Present Large Show Layout

NEW YORK, May 8.—Unusually large show has been laid out for the Hamid-Morton Circus in the Forum, Montreal. Last year's show turned them away and, according to T. P. Gorman, operator, indications are that this year will be even better.

Program has not been completed, but the following attractions have been signed: Roberta's Circus, Maree's Circus, Ullaine Malloy, Jumbo, Young Ladell and Company, Hoaglan's Hippodrome Combination, Winifred Colleano, Dr. Bernard's Elephants, Four Arleys, Demnati Troupe, clowns headed by Eugene Randow, Spiller's Seals, Blondin-Rellims Troupe, Flying Otaris, Sensational Kimris, Randow Four, Helen Back Trio, Shorty Flemm, Human Rocket and Four Dobaz.

Wrigley Company of Canada has bought

the house for one day and large blocks of Eaton's seats have been purchased by Eason's and Simpson's department stores, Sun Life Insurance Company and others. Mr. Gorman, George Hamid and Bob Morton have been conferring on details of the show for several weeks and all are satisfied that this year's show will top anything seen in the Forum in years.

Thomas Arnold, vice-president of the Forum, was in New York a few days ago to huddle with Mr. Hamid. Mr. Morton left for Montreal early this week to handle general promotion and advance sale. Herman Blumenfeld is laying out the show and attending to traffic and customs details. Henry Moss has been assigned to publicity and exploitation. Mr. Hamid plans to attend the opening and to remain for a day or two.

## Shorts

ARTHUR S. PHOENIX, Syracuse band leader, will act as judge of bands in a parade featuring annual convention of Northern-Central New York Volunteer Firemen's Association, to be held in Weedsport. He will be assisted by Maurice Ross, conductor of the newly organized Weedsport Band, and Ralph Kurkowski.

MAYOR Charles D. Osborne is honorary chairman for the New York State Eagles' convention in Auburn and he will co-operate with Thomas Hennessy, chairman of the Eagles' general committee.

HILDERBRAND'S United Shows have been contracted for the 1937 Portland (Ore.) Rose Festival, 29th annual of this noted floral spectacle, with four days of parades and civic events, sponsored by Portland Rose Festival Association.

BAZAAR and carnival to be held by Dorchester (Mass.) and Mattapan Hebrew School, reports President Clarence Yanofsky, will present rides, shows and concessions for 10 days.

AMERICAN LEGION POST, of Ypsilanti, Mich., has booked Henry H. Lueders' *Rhythm and Moonlight* unit of 52 people for a pre-fair showing for three days.

ERNEST MYER, Benjamin Parker, Louis Baker and Carl Johnson comprise the committee in charge of a carnival to be held in Holden, Mass., under American Legion auspices.

OPENING event of the 200th birthday celebration of Richmond, Va., was held in the Stadium night of April 30, when Anne Harrison Byrd was crowned queen, ceremonies being followed by a military review and fireworks. There was a free gate and more than 25,000 attended. Events are scheduled each month until September, when the celebration will close with a pageant continuing two weeks.

## Billy Finkle Back East

NEW YORK, May 8.—Billy Finkle, Charlie Chaplin clown, returned to this city last week after playing a series of Shrine Circus and theater dates thruout the Middle West and Pacific Coast. He reported that he will remain in the East this summer, probably playing park and fair dates.

HELP This Department by Telling Committees About It.

## Concessions, Decorations To Feature Michigan Meet

DETROIT, May 8.—At the 83d Imperial Council Session, Nobles of the Mystic Shrine, to be held here, about 150,000 are expected to attend, making it one of the biggest conventions ever held in the Midwest. Director-general is Tunis E. Stinson, who has produced Detroit Shrine Circus for nearly a quarter century, and who has charge of concessions. Harry A. Young is entertainment committee chairman.

Three parades with 150 floats will be decorated, as will be blocks of street stands and miles of parade routes. Fifty bands, averaging 50 members apiece, nearly all professional musicians, will participate, with Harry Phillip, Detroit, in charge. Much concession space has been sold. Bob Clifton is handling publicity.

Feature of the meet will be the first Trailer City at a convention, with arrangements for an unlimited number of trailers. Site will probably be on Michigan State Fair grounds.

## Tomato Fete Civic Event

JACKSONVILLE, May 8.—Fourth annual Jacksonville Tomato Festival here will climax National Tomato Week. Counties and States will send entrants for a ceremony in which the 1937 Tomato Queen will be crowned. Other features of the three-day program will be parades; Tomati-Gro, night given to masquerading in costume with street dancing and midway background, pageant depicting development of the tomato industry and folk festival. About 25,000 are expected to visit the city. Show, a civic celebration, is sponsored by Cherokee County and East Texas growers, buyers, civic and business leaders.

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**FIREMEN'S MUSTER AND CELEBRATION**  
Adams, Mass., July 2-3-4-5, 1937. Wants to play for our Big 4-Day Celebration, Ferris Wheel, Loop-O-Plane, Tilt-A-Whirl, Whip, Hobby Horse, Kiddie Auto Rides or any flat Rides. Write or wire **ALERT HOSE CO.**

**WANTED—SHOWS, CONCESSIONS AND FREE ACTS**  
MONTPELIER FAIR GROUNDS, MONTPELIER, O.  
American Legion Celebration, July 3, 4, 5. Estimated 15,000 Attendance. Write **CLEO PREIST**, Post Commander.

**WANTED SHOWS AND CONCESSIONS.**  
**Everett Fire Co., Annual Carnival**  
JULY 17TH-24TH.  
Wire or Write,  
**E. L. NEWHOUSE**, - - - Everett, Pa.

**CARNIVAL WANTED**  
JULY 3-4-5, OR FOR WHOLE WEEK.  
Under Auspices Veterans of Foreign Wars.  
Addr.: **POST 2252**, Box 283, Kallispell, Mont.

**WANTED**  
For a Four-Day Picnic at the Devil's Promenade, three miles S. E. of Quapaw, Okla., July 1, 2, 3, 4. Private Shows wanted, also Private Rides, Merry-Go-Round, Ferris Wheel and other good Rides. Also a good Minstrel Show, good Wild West Show. All stand rights will be sold and all Shows will be booked by **O. S. HAMPTON**.

**WANTED**  
Shows and Concessions for  
**CARTHAGE HOMECOMING**  
Week August 3 to 8.  
**F. L. RUEY**, Secy., Carthage Chamber of Commerce, Carthage, Ill.

**WANTED RAVENWOOD PICNIC**  
August 12, 13, 14.  
RIDES AND CONCESSIONS DESIRED.  
Piano Annual, Sponsored by American Legion Post 268, DR. ROBERT GARTEN, Committee Chairman, Ravenwood, Mo.

**WANTED FOR INDOOR CIRCUS**  
JUNE 4 TO 5, INCLUSIVE.  
Independent Rides and all kinds of Legitimate Concessions. Biggest show to be staged in Oklahoma this year. Sponsored by Arbonne Post No. 4, American Legion, under auspices State Legion Convention. Write or wire **O. E. ZINK**, Mgr., P. O. Box 887, Enid, Okla.

**BARREN HILL VOLUNTEER FIREMEN FAIR**  
EIGHT NIGHTS, JUNE 18TH TO 26TH INCLUSIVE.  
RIDES AND CONCESSIONS WANTED.  
Write **EDWIN LIGHTKEP**, Lafayette Hill P. O., Montg. Co., Pa.

**AMERICAN LEGION CARNIVAL AND FUN FESTIVAL**  
LEGION MEMORIAL PARK, Petersburg, Ind.  
WEEK MAY 31 TO JUNE 5.  
**9-RUMBLE RIDES-9**  
WANTED: CONCESSIONS — SHOWS — WE WILL TREAT YOU RIGHT.  
**PAUL F. STUTZMAN**, Chairman, Box 104, Petersburg, Ind.

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**AGENTS — STICK-ON-WINDOW SIGN LETTERS**; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

**ATTENTION, SUBSCRIPTION SALESPERSONS!** If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago.

**BIG MONEY (300%) — FINISH OUR HOT** Cartoons spare time. Tremendous demand. Full instructions. Samples 50c. Curious tidlers unwanted. **HIGHLIGHTS**, 42 Walnut, Newark, N. J.

**CARTOONS, RARE PHOTOS, BOOKS, ART,** Readers, Novelties, Etc. Hottest stuff! Sample assortment, \$1.00. List, 4c stamps. **TRIPPE COMPANY**, Fayetteville, Tenn.

**EXPERIENCED SUBSCRIPTION MAN WANTED** as State Representative—Attractive club national farm magazines; liberal proposition. **PUBLISHER**, 715 Shukert, Kansas City, Mo.

**GOLD REFLECTING WINDOW SIGN LETTERS,** Penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS**, 7941F Halsted, Chicago, Ill.

**"IT'S A HIT WITH BASEBALL FANS!"—BASEBALL** Pool Boards. Big profit for agents. The best seller on the market. Sold only in quantity lots. Write for particulars. **A. J. VANASSE**, 6001 Corson Ave., Seattle, Wash.

**MEDICINE AND CREW MANAGERS! SELL** Guaranteed Axon Remedies. Flashy packages. Send \$1.00 bill for complete \$2.50 line and full particulars. **AUTHORIZED BRANDS**, Atlanta, Ga.

**MEN—WOMEN AGENTS — FAST SELLING** Article that will make you money. Write for free sample. **GROVE'S SUPPLY SERVICE**, Humboldt, Ia.

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York.

**PITCHMEN—SHEETWRITERS, ATTENTION!!** 1937 Press Cards, just like the reporters carry. Two-color flash with your permit number. Send 25c for generous samples. **BUENKAYE ENTERPRISES**, Plymouth, Pa.

**PITCHMEN, SOLICITORS — REVOLUTIONARY** Rust and Tarnish Remover for Autos. Sells on demonstration. Send 10c for sample. **PREMAR CO.**, Cleveland Heights, O.

**PITCHMEN! SOLICITORS! MAKE EXTRA** money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

**SELL FAN FLADES, LEE, TEXIDE, SILVERTEX,** Latex, Bandages, Sundries, Novelties, etc. **KEARNEY WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif.

**SELF-SELLING ITEMS. QUICK SALES. 150%** profit. Sample, details, Opportunity Guide (48 pages), all 10c. **HUB-X**, Box 138, Omaha, Neb.

## ANIMALS, BIRDS AND PETS

**ACQUIRABLE—MONKEYS, BABOONS, PONIES,** Baseball Donkeys, Pythons, Iguanas, Birds, Animals, Reptiles, Jumbo Frogs, Baby Turtles. **LINDEMAN**, 63 West Eleventh, New York.

**ALLIGATORS, SNAKES, TURTLES, CROCODILES.** Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala.

**ANIMALS, BIRDS, SNAKES, MIXED, FIXED** Dens, Chinese Dragons, Black Iguanas, Gila Monsters, Boas. **SNAKE KING**, Brownsville, Tex.

**BIG DENS ASSORTED SNAKES, \$10.00 AND UP.** Cash with order. **TEXAS SNAKE FARM**, Brownsville, Tex.

**DETROIT PET SHOP, DETROIT, MICH., 624** Michigan, offers Giant Porcupines, Capybaras, Baby Tame Ringtail Monkeys, Siamese Cats, Silk Haired Fowls.

**LIVE ARMADILLOS—ALL SIZES. SPECIAL** now. Mother and four young. All good feeders. **APELT ARMADILLO FARM**, Comfort, Tex.

**15 LARGE ASSORTED SNAKES, \$10.00; FIFTY** Snakes for \$25.00. Literature free. **ELLSON MITCHELL**, collecting naturalist, St. Stephen, S. C.

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with Trick Drawings and Rag Pictures. Illustrated catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis.

## BUSINESS OPPORTUNITIES

**BE INDEPENDENT — SELL BY MAIL.** 376 answers in five days using this plan. Particulars free. **B. UNIVERSAL**, 277, Herrin, Ill.

**CORN POPPERS AND GASOLINE BURNERS,** Stoves, Tanks, Supplies, Etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia.

**FOR SALE—SUMMER RESORT, OFF HIGHWAY,** joins State Park, near Detroit. Barbecue, Groves, Tables. Real buy. **RAVILER**, 5103 Cass, Detroit, Mich.

**SELL BY MAIL! BOOKS, NOVELTIES, BAR-** gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago.

**\$50.00 OR MORE WEEKLY. MAKE YOUR** own fast-selling product at home without expensive equipment. Big profits. Plan and guaranteed formula only \$1.00. Sample 25c. **TWENTIETH CENTURY PRODUCTS**, Courtland, Ala.

## COSTUMES, UNIFORMS, WARDROBE

**REGULATION BAND COATS, BLUES, BLACKS,** \$2.50; Caps, new, all colors, \$1.50; Sateen Curtains, 11x32, \$10.00; White Mess Jackets, \$3.00. **WALLACE**, 2416 No. Halsted, Chicago.

**1,000 BLUE SERGE UNIFORMS — NEW OR** nearly new. Complete with caps. At sacrifice price. **PAUL TAVETIAN**, 61 Rutgers St., New York City.

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A. B. T. LATE MODEL PENNY SKILL TARGETS,** \$22.50 each; Seeburg Rayolite, \$150.00; Double Door Safes, Singles, \$8.50; Doubles, \$12.50. 1/3 deposit. **KY. GUM CO.**, 3406 Garland, Louisville, Ky.

**ARE YOU LOOKING FOR BARGAINS? HERE'S** some: Gold Award, Stamped, Ace, \$5.00; Grand Slam, \$9.50; Multiple, Bonus, Natural, \$19.50; Bally Bumper, \$34.50; Keeney Targette Gun, \$59.50. 1/3 with order. **MARC-COIN MACHINE**, 1211 E. Third, Dayton, O.

**BALL GUM, FACTORY FRESH, 12c BOX; TAB,** Stick, Midgot Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

**BALLY SKIPPERS—JUST LIKE NEW. \$55.00** 1/3 deposit. **GILBERT AMUSEMENT CO.**, 312 West Clerland, Ponca City, Okla.

**BARGAINS—ERIE DIGGERS, IRON CLAWS,** Merchantmen, Cranes, cheap; K. O. Fighters, Cent-A-Smoke Cigarette Venders, \$4.50; Peanut, Gum Venders, \$3.00 up. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**EXHIBIT MERCHANTMAN, ROLL FRONT** Models, \$65.00 each; Buckley Diggers, \$25.00 each. **MIDTOWN N. Y. DISTRIBUTING CO.**, 31 West 60 St., New York City.

**"FILM" RADIO RIFLE OWNERS! SAVE \$10** per thousand feet on new spicy subjects! Send top play available. **AUTOMATIC NOVELTY CO.**, 2047 N. Wanamaker St., Philadelphia, Pa.

**FIVE ROTARY MERCHANTISERS, USED FOUR** months; late Escalator, \$100.00 each. Write 1548 Westerly Terrace, Los Angeles, Calif.

**FOR SALE—6 MERCHANTMEN WITH ROLL** Front Chutes, perfect condition, now on West Coast. Very reasonable price. Inquire **BOX 787**, Billboard, 1564 Broadway, New York City.

**FOR SALE—TEN LATEST MODEL PACE'S** Races, cash payout, 30 to 1 odds, used one to three weeks, \$300.00 each. Four Ray's Tracks, used one to three weeks, latest model, serial Nos. over 3,700, \$200.00 each. All of these Races are just like new. Five Exhibits Jockey Clubs, coin slide type, used thirty days, \$75.00 each. One latest model Exhibit Jockey Club, seven coin head, used three days, \$100.00. One-third deposit required. **WALKER SALES**, 1723 Franklin, Waco, Tex.

**HAVE 100 GROETCHEN DICOMATIC** Counter Games at \$3.00 each. Perfect condition. **BADGER BAY COMPANY**, Green Bay, Wis.

**HAVE TWO TOM MIX RIFLES, PRACTICALLY** brand new, \$249. One-third deposit. **AL CLAIR**, 4319 Carpenter Ave., New York City.

**MAKE US BEST OFFER. WE ARE GOING OUT** of business. 50 Mills Nickel Bluefronts, 7 Dime Bluefronts, 1 Quarter Bluefront, 10 Watling Rolltops, 30 Penny Mills Bluefronts, 20 Penny Watling. Also 20 Bally Preakness, 20 Bally Derby, 12 Jumbos, 10 Prospectors, 10 Gottlieb Daily Races, 15 Sunshine Derbies, 1 Exhibit Big Rock, 2 Giants, 6 Electric Eyes, 12 Rockla Deluxe. **SOUTHERN VENDING MACHINE COMPANY**, Charlotte, N. C.

**MUST SELL—150 USED MACHINES IN A-1** condition. Hi-De-Mo, \$35.00; Prospector, \$12.50; Put and Take, \$7.50; Coconut, \$7.50; Cocktail Hours, \$25.00; Auto Bank, \$7.50; Traffic "A", \$10.00; Five and Ten, \$7.50. **AMERICAN SALES COMPANY**, 3003 Harrison St., Davenport, Ia.

**MUTOSCOPE CRANE, 1935; JENNINGS HUNT-** ers (10 Ball); Pamco Bells, Hollywood, Alamo (Ticket and Cash), One Setter, Greys, 1 Exhibit, 1000 Pin Games, 1000 Pin Games, 1000 Pin Games, 1000 Pin Games in trade. Late Phonograph Records, \$5.00 hundred. **P. K. SALES**, Cambridge, O.

**PENNY ARCADE MACHINES, INCLUDING** Rifles, Hockeys, Athletics, Fortune Tellers. Bargain Sale. \$20.00 up. Cranes, C. T. Diggers, \$20.00 up. Price list on request. **MUNVES**, 145 Park Row, New York.

**PENNY, NICKEL, DIME, QUARTER JACKPOT** Slots, \$12.50 each, lots ten; Single, \$14.50. Chuckalatte, like new, \$137.50. **COLEMAN NOVELTY**, Rockford, Ill.

**PROSPECTOR BALLY ONE BALL CASH PAY-** out, \$12.00; Jumbo, \$15.00; Black Jack Counter Machine, \$10.00. Will trade Mills Small Scales for Slots. **O'BRIEN**, 89 Thames, Newport, R. I.

**PUT IN TAKES, \$5.00; KEENEY'S MAMMOTH,** \$12.50; Keeney's Repeater, \$12.50; Trojans, \$10.00; 5c Mills Skyscraper, \$30.00; Mills Escalator Venders, \$35.00. **BADGER BAY COMPANY**, Green Bay, Wis.

**RAYS TRACK—PERFECT MECHANICAL CON-** dition, appearance like new, \$187.50. Ten day return privilege if not satisfied. Send 1/3 deposit. Reference, First National Bank at Orlando. **SOUTHERN MUSIC COMPANY**, Orlando, Fla.

**REFINISHED, RECONDITIONED, REBUILT AND** Guaranteed: 1 Pamco Palooka Sr., \$33.65; 1 Sky High, Ticket, \$12.60; 2 Traffics, \$3.80 each; 1 Put and Take, \$4.50; 1 De Luxe, \$7.29; 1 Prospector, \$6.00. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

**SEVEN P-12 WURLITZER PHONOGRAPHS,** good condition, \$100.00 each. **MRS. ELIZABETH CURTIS**, Fairbury, Neb.

**SHOOT-A-LITE EXHIBIT RADIO RIFLE, PRA-** ctically new, \$175.00; Ball Gum Machines, Person Weighing Scales, Bargain prices. **PENNY KING VEND. CO.**, 179 Orange St., Buffalo, N. Y.

**SLOT MACHINES: MILLS BLUE FRONT MYST-** ery Bells, \$62.50; Blue Front Gold Awards, \$65.00; Extraordinary, regular payout, \$57.50; Silent Golden Bells, Gold Award, \$57.50; Silent Jackpot Bell, Yellow Front, \$55.00; Cherry Bells, very late, \$75.00; Silent Escalator Front Bells, very late, \$75.00; Silent Skyscraper, Silent Gooseneck, \$47.50; Silent Gooseneck, Lionhead, \$46.00; Gooseneck, with Rockola Super Triple Front, \$37.50; Jennings Chiefs, very late, \$65.00; Gooseneck Victoria, \$35.00; Pace All Star Comets, used one week, \$62.50; Comets, just earlier than All Stars, \$55.00; Bantam Bell, dial escalator, double jackpot, \$37.50; Watling Rolltop, Gold Awards, \$62.50. All above machines ready for shipment. Buy in lots of three or more. Get \$2.50 off each machine. All machines fully guaranteed. Money back at end ten days if not pleased. Order today because machines moving fast. Deposit \$10.00 required on each order. **BELL MACHINE COMPANY**, 2658 South Millard Ave., Chicago, Ill.

**SPECIAL SALE—TURF CHAMPS, A-1, \$49.50;** Turf Champ Tickets, 22 1/2c per 1,000; also several hundred other good used Payouts, close-out prices. **A.A.A. NOVELTY & SALES**, 2166 N. Illinois, Indianapolis, Ind.

**SPRING CLEARANCE SALE — TWENTY-EIGHT** 5c Watling Rolltops D. J., \$45.00 each; three 10c Rolltops D. J., \$45.00 each; two 25c Rolltops D. J., \$42.50 each. All front vendors. Five 25c Caille Cadets, \$42.50; four 10c Caille Cadets, \$45.00 each; four 10c Pace Bantams, Single J. P., \$12.50 each. All machines in good condition. Caille machine factory recommended. One-third deposit with order, balance C. O. D. **CAILLE BROTHERS COMPANY**, 6210 Second Blvd., Detroit, Mich.

**TOM MIX RADIO RIFLE, ROCK-O-BALL** Senior, all floor demonstrators, sacrifice for cash. **STEWART'S RADIO, INC.**, 136 North Pennsylvania, Indianapolis, Ind.

**TURF CHAMPS, \$64.50; TYCOONS, \$19.50;** Cigarette Games, \$7.50; Mills Escalators, \$35.00; Mills Double Jaks, \$25.00; Single Jaks, \$19.50; Slot Machines, \$10.00; Skee Ball Games, \$59.50 up; Bumpers, \$40.00. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa.

**TWO EVANS GALLOPING DOMINO MACHINES,** excellent shape, new type odds roll, mechanically perfect, \$150.00 each. **H. H. SPAULDING**, Osakis, Minn.

**WANTED—USED BUCKLEY DIGGERS. STATE** model, year, price. Address **BOX C-245**, Billboard, Cincinnati, O.

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

**WRITE FOR OUR LIST OF RECONDITIONED** Used Machines of all descriptions. Will buy Lite-A-Lines and Galloping Dominos. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y.

**1936 ELECTRIC HOISTS, \$40.00; BLACK WAL-** nut 1933 Mutoscope Cranes, \$25.00; Erie Diggers, \$15.00; Model E Exhibit Cranes, \$15.00; Excels, \$7.00; Rockets, \$4.00; Champions, \$5.00; Traffic A, \$5.00. 1/2 deposit. **HARRIS**, 288 Paige St., Schenectady, N. Y.

## FORMULAS

**EARN MORE MONEY—VALUABLE RECEIPTS** and formulas for making money with small capital. Samples 25c. Circulars free. **WARREN**, 15 Park Row, New York City.

**EXPERT ANALYSIS. RESEARCH. INDUSTRIAL** Development. Newest guaranteed formulas. Biggest catalog free. Special prices. Loads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

**FORMULAS — LATEST MONEY MAKERS.** Write for free literature describing newest Formulas for fast sellers. **H-BELFORD**, 4042 N. Keeler, Chicago.

**FORMULAS — GUARANTEED LABORATORY** tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS.**, 65 Parkridge, Ill.

**MEAT TENDERIZER. SENSATIONAL SELLER** to restaurants. Steady repeater. Formula, full information, only \$1.00. **WM. J. LYNCH**, Dept. B-20, Springfield, Ill.

## FOR SALE—SECOND-HAND GOODS

**BARGAIN — FROZEN CUSTARD MACHINE.** Mounted on '35 V-8, with or without truck. **MRS. SAM NELSON**, 1224 Columbus Ave., Waco, Tex.



**CORN POPPERS, GASOLINE, ALL ELECTRICS,** Gearing 12 quart kettles; Rotary Poppers, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. j10x

**FINAL CLEARANCE—1/2-HORSE, 110 VOLT** induction, alternating Motors, \$8.50; 1,000-watt Generators \$15.50; other bargains. **ELECTRICAL SURPLUS COMPANY**, 1885 Milwaukee, Chicago.

**FOR NEW AND USED FROZEN CUSTARD, ICE** Cream, Candy Floss Machines. **FROZEN CUSTARD MACHINE CO.**, 869 Thomas St., Memphis, Tenn.

**FOR SALE—ONE BOOTH MODEL PEANUT** and Popcorn Machine. Used only three months. Will sell for half price. **D. L. LATIMER**, Sharon, Pa.

**FOR SALE—TANGLEY HAND-PLAYED CAL-** liophone, complete, \$350.00. Must sell at once. **KARL C. KRAFT**, Frankfort, Ind.

**REBUILT FROZEN CUSTARD AND ICE CREAM** Freezers. All electric and ice and brine types. **WILLIAM H. FIERO, INC.**, 8 Main St., Kingston, N. Y. my22x

**SUITCASE AMPLIFYING SYSTEM—COST** \$150. Works perfectly, looks new. With floor stand microphone, \$35. Free trial. **DON KENNEDY**, Shelbyville, Ind.

**TANGLEY CALLIOPE—COMPLETE WITH EN-** gine, Blower and Generator, \$175 cash. **F. L. FENWICK**, 933 Main St., Stamford, Conn.

**TURNSTILES—LIKE NEW, NON-REGISTERING.** Excellent value. No dealers. **A. S. T. COMPANY**, 2844 West Chicago Ave., Chicago, Ill.

**TWELVE FOOT, LONG RANGE PORTABLE** Shooting Gallery, complete, ready to operate, for sale or let out on percentage to reliable party. **GEORGE A. KERESTES**, Lansdale, Pa.

**2 U. S. FROZEN CUSTARD MACHINES. YEAR** old, absolutely new, \$150.00 each. **HARRY BERKOWITZ**, 1220 Surf Ave., Coney Island, N. Y.

**10 KW, 110 V. D. C. GAS ENGINE GENERATOR** Set. General Electric make. Good condition. **INDEPENDENT ELECTRIC MACHINERY CO.**, 300 S. W. Blvd., Kansas City, Mo. my22

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**AUTOMATIC DONUT MACHINE, KARMELO-** kom Krispette Outfit, Candy Floss Machine, Potato Chip Outfits. Bargains. Concession Canvas, cheap. **ANCHOR**, 1045 Abbott, Detroit, Mich.

**BALLOONS, PARACHUTES, INFLATORS, ROPE** Ladders, Etc. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. my15

**KNIFE RACKS WITH HIGH PANEL BACK.** Finished in beautiful mahogany trimmed with red and gold, 7 feet long when set up. 10 Pegs, 30 Daggers, 800 assorted Knives, 100 Rings, all packed in two trunks for \$120.00, 12-Foot Rack, same as above with 15 Pegs, 50 Daggers, 100 Rings, 1,000 assorted Knives for \$170.00. Rush deposit. Everything is new, never used. **A. W. DOWNS**, Marshall, Mich.

**LORDS PRAYER ON A PENNY—BLUE DOT** Machine. Complete outfit, never used, sacrifice quick sale! \$15 day easy. **CHARLES ST. CLAIR**, 3702 Lancaster Ave., Philadelphia, Pa.

**\$275.00 STRIP PHOTO OUTFIT—COMPLETE** and in perfect condition. For quick sale, \$100.00. **HASSAN**, Box 971, Parkersburg, W. Va. my15

**HELP WANTED**

**CAN ALWAYS USE MUSEUM HELP—FREAKS,** Working Acts, Oriental Dancers. Open year around. **SHOWETERIA**, 452 S. State St., Chicago, Ill. j15

**COMEDIANS, MUSICAL ACTS, HILL BILLIES.** Play your own music. Change three nights, small towns, tent. People with living cars preferred. Gas and eats furnished after opening. Low salaries. **THOS. FINN**, Flossick Falls, N. Y.

**FOR PLATFORM SHOW—MEDICINE PEOPLE.** Single Novelty, Magician. Show opens May 20. State lowest. **FRANKLYN**, 5844 Spruce St., Philadelphia, Pa.

**FOR FRANTZ MED. SHOW—NOVELTY ACTS.** People, all lines, those doubling Orchestra preferred. Opens May 10th. **FRANTZ MED.**, Slatington, Pa.

**LINE GIRLS DOING SPECIALTIES, TAP AND** Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. my22

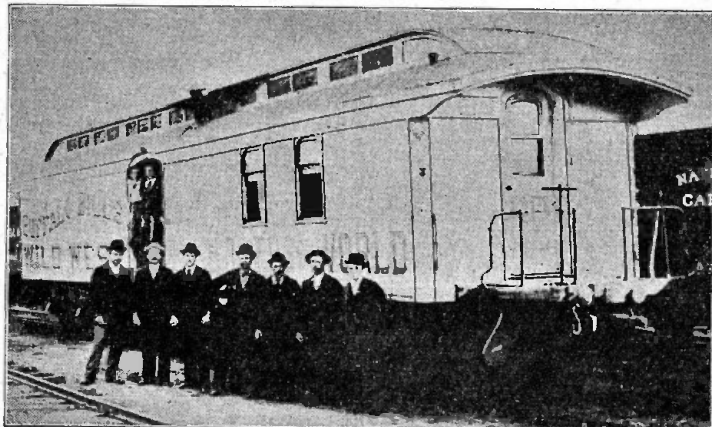
**MEDICINE PERFORMERS, ALL KINDS—NOV-** elty Acts, Comedians, Sketch Team doubling Piano. No tickets. Pay own telegrams. Lowest first letter. **DR. J. F. MCKEAY**, College Ave., Greensburg, Pa.

**MUSICIANS WANTED FOR CIRCUS BAND.** Troupers preferred. Summer engagement at Beach. State salary. **MOREY SCHAYER**, 325 West 43d St., New York City.

**VERSATILE MEDICINE PERFORMERS, SKETCH** Team, Good Black Face Comedian, Hill Billy Trio, Magician, Escape Artist, Mental Act, Dancers. All must have plenty of changes and work in acts. Open May 29. All cities. **BALLY'S SHOW**, Ida Grove, Ia.

**WANTED—EXPERIENCED COLORED MED.** Show Performers. Prefer those who double, people who have worked with Boston and Kivi Webb. Show plays three and four week stands. State all previous experience and who you've worked for. **CHIEF VAN REDFEATHER**, Gen. Del., Dayton, O.

**Show Family Album**



**THIS SCENE** goes back to June of 1895 and shows the opposition car of Buffalo Bill's Wild West Show and Congress of Rough Riders of the World. U. J. (Sport) Herrmann, of Chicago, was lithographer, is shown standing in the door, on the right. At his left is Fred Beckmann, then car manager and now one of the owners of Beckmann & Cerety Shows. Herrmann was later owner and manager of the Cort Theater, Chicago, also secretary-treasurer and part owner, with Harry Frazee, of the Boston Red Sox. Now retired from show business, Herrmann is a director of the Zenith Radio Corporation. On the ground, left to right: "Big" Degan, Jack Ryan, John Murphy, who is now manager of one of the plants of Outdoor Advertising Company, located, it is believed, at Bridgeport, Conn.; "Skinny" Christie, Tommy Morgan, Bill West, and Joe Plant, boss billposter. The photo was taken at the railroad station in Erie, Pa. Incidental to "Sport" Herrmann's varied career, Charles Washburn wrote in his book "Come Into My Parlor": "He rates a full book, from billposter to millionaire." Herrmann has been out of touch with those shown above with the exception of Beckmann and Murphy, hence does not know whether they are living or not.

*The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

**WANTED—FERRIS WHEEL FOREMAN AND** Ride Help. **HARRY D. WEYDT**, Viroqua, Wis.

**WANTED—MED. TEAM UP IN ALL ACTS.** Platform Show. Good proposition. Write immediately. Will buy small Hip Roof or Concession Tent or trade Unafon for same. **CHICK VARNELL**, Ridgeville, Ind.

**WANTED—ONE STRONG CORNET AND TROM-** bone Player. Carnival band with berth bus. Address **LANKFORD'S FAMILY BAND**, care O. J. Bach Shows, per route.

**WANTED PIANIST—READ, TAKE-OFF, CUT** shows. No weed heads. Write **DUKE LE BRUN**, Neal's Barnyard, Gary, Ind.

**WANTED—TRUMPET PLAYER TO PLAY OLD-** time and Modern. Must be first class musician. Salary, contact **DALE HESS**, Norman Hotel, Rochester, Minn.

**MAGICAL APPARATUS**

**A CATALOGUE OF MINDREADING MENTAL** Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 498 South Third, Columbus, O. j15

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. j12x

**MAGIC TRICKS AT LOWER PRICES. SOUTH'S** largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS**, Station A-9, Dallas, Tex. x

**PINXY PUNCH-JUDY—VENTRILOQUIAL AND** Marionette Figures, none better. New and Used Bargains. **PINXY**, 64 W. Erie, Chicago. Lists Free.

**MISCELLANEOUS**

**ALL 4 FOR DIME PHOTO SUPPLIES AT CUT** prices. Our new PhotoStrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. my22

**DO NOT CONSIDER BUYING PORTABLE** Sound Projectors unless you actually try them out first. We allow free trials and ship without deposit. You don't have to pay until you are more than satisfied with it. We also ship Films for screening purposes. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago, Ill. j15

**EXCEPTIONAL BARGAINS IN PORTABLE AND** Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATER SUPPLY CO.**, Memphis, Tenn. j15

**FOR SALE OR RENTAL—35MM SOUND AND** Silent Features and Shorts. Want to buy 16mm Sound or Film only. Write for lists and full information. **COLSON ENTERTAINMENT SERVICE**, 2833 Buhre Ave., Bronx, N. Y.

**MOVIE ROAD SHOW BARGAINS—35MM.** Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. j15

**ONE USED 12x16 BEADED SOUND SCREEN,** perfect shape, \$78.00 value. Bargain price, \$14.00. **OAK STORAGE CO.**, Armitage and Western, Chicago, Ill.

**ROAD SHOW EXHIBITORS—COMPLETE 9** Reel, Late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. **EASTIN PICTURES**, Davenport, Ia. my15

**ROAD-SHOW SOUND SPECIALS—WESTERNS.** Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. my22x

**SEMI-PORTABLE 35MM, TWO PROJECTOR** All-purpose Outfit, 1,000w. lamps, 20w. amplifier. Complete equipment reasonable. **R. STOLL**, Blissfield, Mich.

**STOP! LOOK! SEND FOR OUR BARGAIN** List of Film, Projectors and Sound Equipment. Compare our prices and send us just a trial order. **ZENITH**, 508 W. 44th, New York.

**TALKIE SPECIALS—SOLD, RENTED ANY-** where. Plenty of Shorts, \$7.50 per reel. Silent Features, Comedies. **SIMPSON**, 1275 South Broadway, Dayton, O.

**TWO DE VRY 35 MM. SOUND ON FILM PORT-** able Projectors with Amplifiers, ready to use, like new. Price each, \$225.00, guaranteed. **BASS CAMERA COMPANY**, 179 West Madison St., Chicago, Ill. my29

**TWO USED ZENITH PROJECTORS COMPLETE** with Sound Heads, less Amplifier and Speaker. Valued \$525.00; bargain \$290.00. First deposit gets it. **E. ABRAMSON**, 7204 Sheridan Rd., Chicago.

**UNUSUAL BARGAINS IN USED OPERA** Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, B44 S. Wabash, Chicago. my15 x

**PERSONALS**

**DIVORCES, SO QUICK, SO EASY. SEND \$1.00** for copy of Arkansas Divorce Law. **W. P. DODDS**, Attorney, Beebe, Ark. my15

**SALESMEN WANTED**

**SELL CELLULOID AND CARDBOARD PRICING** Tickets, Steel Shelf Moulding, Changeable Signs, Menu Covers. Every store prospect. **M. PRICING PRESS**, 124 White St., New York. x

**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL** Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. j15

**PAINTED SCENERY, CYCLOGRAMS, DRAPERY** Curtains for Night Clubs, Tent Shows, Etc. Reasonable prices. **KNOXVILLE SCENIC STUDIOS**, Knoxville, Tenn. my22

**THEATRICAL PRINTING**

**BUMPER SIGNS—50 6x24", \$2.65; DODGERS,** 4 thousand 3x8, \$1.00; 4x9, \$1.50; 125 2-Color Letterheads, \$1.49. Cash, delivered. **SOLLIDAY'S**, Knox, Ind.

**WINDOW CARDS, 14x22, 100, \$2.50; 11x14,** 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

**100 LETTERHEADS, 100 ENVELOPES, 100 BUSI-** ness Cards, your name, address, postpaid, \$1.00. Cash with order. **NOICE PRINTING CO.**, Columbus, O. x

**200 (14x22) 6 PLY, 1 COLOR WINDOW** Cards, \$6.00. Your copy. Date changes 25c each. **"DOC" ANCEL**, Ex-trouper, Leavittsburg, O.

**ARMADILLO BASKETS, LAMPS, ETC.—WRITE** for our low interesting quotations. They are different and distinctive. **APELT ARMADILLO FARM**, Comfort, Tex.

**BARBECUES—INTERIOR AND EXTERIOR** models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.**, Columbus, O. j15

**GOLF CLUBS—BANKRUPT STOCK; 4,000** new, clean regulation size and weight; hickory shafts, chromium plated right hand irons, \$40.00 per 100. Sample five-club matched set, \$2.50; no woods. Used on every popular golf course U. S. **LINCOLN SURPLUS**, 516 Chestnut, Freeport, Ill. my22

**NEW "VELVO" FROZEN CUSTARD AND ICE-** cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. my15

**SEVERAL PHOTO STRIP OUTFITS, TAKE-** down Models F, 2-9 lens, complete with enlarger, \$135.00. Write **MODERN WHILE-U-WAIT STUDIOS**, Newcastle, Ind. my22

**SONGWRITING CONTEST—SPONSORED BY** Legitimate Music Publisher. Winners have choice of cash prize or royalty contract. Don't be too late. Write today. But don't send songs or manuscripts yet. **AMERICAN SONGS CO.**, 56 W. Washington, Chicago.

**4-FOR-DIME OPERATORS MAKE BIG SAVINGS.** New 3x4 Camera, \$105; Photo-Strip Jr., 1 1/2 x 2, \$140; Rolls, 1 1/2 x 250, \$4.75. Mounts, mirrors, supplies of all kinds. Write for catalog. **MARKS & FULLER, INC.**, 44 East Ave., Rochester, N. Y. x

**4 FOR 10c—COPYING AND REDUCING** Camera for making duplicates and small ones for photo jewelry, now only \$15.00. We also make Cameras, Enlargers and Complete Machines. Send for price list. **OLSON SALES CO.**, 817 Walnut, Des Moines, Ia. x

**M. P. ACCESSORIES & FILMS**

**BIG ANNUAL CLEARANCE EVENT IS NOW ON.** Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. j15

WANTED TO BUY, LEASE OR RENT

COMPLETE TENT OUTFIT - INCLUDING Transportation and Light Plant; thousand or more Seals. Communicate R. D. WOLFE, Ulysses Hotel, Charleston, W. Va.

NO. 5 OR 12 ELI FERRIS WHEEL-GOOD CONDITION. Lowest cash price. Apt. 4, 155 1/2 Pier Ave., Ocean Park, Calif. my15

WANTED TO BUY OR RENT ALL KINDS OF Arcade Machines, Punchbags, Name Plates, Mutoscopes, Telescopes or Field Glasses, etc. A. BRINCKERHOFF, 540 No. Michigan, Chicago.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

METER AND METER HAND BALANCING, Tumbling Sensation of Western New York. Would consider vaudeville, night spots, circus. RUSSELL METER, 1136 Linwood, Niagara Falls, N. Y.

AT LIBERTY AGENTS AND MANAGERS

AGENT-A-1. ROUTE AND CONTRACT. AT Liberty May 26. House or Tent Repertoire Shows preferred. I know the Western territory. Write particulars. AGENT, Apt. 3, 730 19th St., Oakland, Calif.

BUSINESS MANAGER, PRODUCER, HANDLE Advertising and Publicity. Eight years' experience. Radio, Stage and Ballroom. Interested Nite Club, Summer Spot, Smart Band or Unit Show. PAUL E. FIELD, 125 Drexel Ave., Detroit, Mich.

ADVANCE AGENT-Experienced, fast, sober and reliable. Have car. Wants to book Hillbilly, Cowboy, Radio or Girls Unit. Will guarantee money-making route; all territories. Percentage basis. Rush details. BERT LESTER, care Billboard, Woods Bldg., Chicago.

PARK MANAGER-Have 15 years' experience. Reliable, unblemished character. Do not drink, married. Salary or percentage or both. AMERIOAN GRAYBILL, Box 1, Blackwood, N. J. my15

YOUNG MAN, 28-Sign Artist, Capable Manager. Excellent Talker. No drinking. References exchanged. Will travel anywhere. Write P. O. BOX 566, Mt. Vernon, O. my22

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY JUNE 1-UNIVERSITY Campus Band. 10 fine personalities, featuring modern Clee Club. Excellent Vocals, Arrangers. Send recordings. BOX C-247, Billboard, Cincinnati, my29

AT LIBERTY-LADIES' FIVE-PIECE DANCE Orchestra. Twelve doubles, M. C., singers. Stands, uniforms, large library. Must be steady location, reliable. Hotels, cafes write MISS BILLIE McGILL, 934 Pingree Ave., Detroit, Mich. my15

AT LIBERTY-6-PIECE SWING BAND WITH lovely Girl Singer. All special arrangements, personnel, college educated. Fully equipped, P. A. clothes, etc., for club, hotel or resort in New York, Ohio or Pennsylvania. Will consider any union contract. This organization produces. "LU" HAYES, 336 Frazier St., State College, Pa.

COLORADO ORCHESTRA-SMALL, AVAILABLE Immediately. Night Clubs, Hotels, Ballrooms, Parks, Etc. JAB TAYLOR, 2856 Welton, Denver, Colo.

JOHN HENRY AND HIS ACES OF SWING-A fast ten-piece College Band offering a sophisticated style of syncopation, including sweet or swing rhythms. Every man a finished union musician. Available only for location job after June 1. Write to HENRY FASTHOFF JR., Cottage 3, Canton, Mo.

NAME BAND AVAILABLE. DISTINCTIVE AND original style. Twelve people, including sensational Girl Vocalist. This is definitely a high-class attraction which has been organized and intact over four years. Featured at leading ballrooms and hotels throughout the Middle West and on the networks. BOX C-246, The Billboard, Cincinnati, O.

SEVEN TO TEN-PIECE CLUB ORCHESTRA-Classical concert and dance. Not a jam or swing band. At liberty May 30. LEROY VAN DE CAR, Copake Lake, Crayville, N. Y.

AT LIBERTY-A good M. C. for a good Band. Comedian, Impersonator. Young. Personality plus. An asset to any band. BOX 788, Billboard, 1564 Broadway, New York City.

ATTENTION Agents, Owners and Managers! Goodwin Orchestra will accept engagements within 50 miles radius of Chicago. Write to 3921 Prairie Ave., Chicago, for full information.

COLLEGE CRITERIONS-Nine-piece band and girl vocalist (also doubles M.O.), available after June 1st. All college graduates, complete library with specialties. Full references of previous engagements. Organized 3 years, uniformed, play Casa Loma style. Accept a week's engagement with pay as try-out. Only class A hotels and night clubs answer. State salary in first. D. DYER, 145 West Main, New Holland, Pa. my15

MODERN ELEVEN-PIECE ORCHESTRA and exceptional Girl Singer available May twenty-sixth. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, Novelties, Specialties, Trio. Well uniformed. Three modern arrangers, complete library, amplifiers, racks, excellent transportation. Desires location. Best of references. Go anywhere. Closing fifteen weeks Middle West hotel engagement on shore date. Reliable agents, ballroom, hotel, club and resort managers wire or write BOX C-248, Billboard, Cincinnati, O. my22

NINE-PIECE BAND-Available June 5. Amplifying System, Lighting Effects, Vocalists, Novelty. Union, average style band. Guaranteed attraction. Wire ORCHESTRA, 353 Third, Fond du Lac, Wis. my22

NINE-PIECE COLLEGE ORCHESTRA-Fully equipped. Four fine Vocalists. Salary two hundred week. Write GILL WILSON, Pacific St., Cape Girardeau, Mo.

RAY HUMMEL BAND-8-or 10-pieces, desires engagement with park, club, ballroom or hotel. Two weeks' notice with contract necessary. Wire, write BALLROOM, Silver City, N. M. my20

SNAPPY 5-PIECE SWING BAND-Just concluded season at Club in Boston. Available for club, summer resort work at call. Have public-address system, rainbow lighting outfit. Good reliable fellows, average style band. Guaranteed at several changes, can double instruments, two of us sing. Vaudeville experience. Read, fake, smooth as well as swing. Leader also novelty player account of height (4 feet 8 inches) and can carry and be added if necessary. Write or wire DON J. DIMARIE, 695 East Fourth St., South Boston, Mass.

11-PIECE ORCHESTRA of Young Men wants summer job. Band doubles. Have Vocal Trio, Singers, Special Arrangements, complete library and equipment. Available June 19. CHUCK WEL-LINGTON, 23230 Powers, Farmington, Mich.

12-PIECE COLORED Nation's Capitol Band, Available for Hotel, Club or Resort. Read anything, fine showmanship in its entirety. All double, features Glee Club, Trio and Quartet. "POPS" HENDERSON, 970 Hunter St., Atlanta, Ga.

14-PIECE NEW YORK Favorite Recording Band. Hotel, Club or Resort or one niter. A cream of a band. ARTIST SERVICE BUREAU, 970 Hunter St., Atlanta, Ga.

AT LIBERTY CIRCUS AND CARNIVAL

FEMALE IMPERSONATOR-FOR CIRCUS, Carnival or Reviews. Beautiful wardrobe. Flash dances: Oriental, Toe, Spanish, Hula. Also half and half. Can handle snakes if you have same. RAY TEMPLE, 88 S. Fitzhugh St., Rochester, N. Y.

HALF AND HALF AT LIBERTY AFTER MAY 10. First class, plenty flash, good references. Reliable manager state terms to W. ALTEN, 15 West 89th, New York, N. Y.

A-1 MECHANIC AT LIBERTY-Expert Repair Man. Sober, reliable. Have car and trailer, tools. Salary must be in keeping with responsibility of position. Join on gas and oil money, sent thru P. O. TED DANIELS, Hanover, Wis. my29

AT LIBERTY-GEORGE ORAM and NELLIE KING. Experienced, sober, reliable side show people. Man strong in advertising and announcements. Punch and Vent. Acts. Lady has large, flashy Musical Act. Prefer railroad show, as we have no car. Write do not wire. Address MUSICAL KINGS, 218 South Eleventh Street, Indiana, Pa.

PUNCH AND MAGIC for Side Show. Capable, experienced. Prefer Circuses and Amusement Parks. Black Winkle, 2856 W. 18th St., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

14-PIECE COLORED College Band. Eight members arrangers. Available after June 5. Play four distinctive types of music. Smart, sophisticated. All doubling, dapper dressers. Fine personality, romantic voices, sweet swing music. Complete library. Desire club, resort or boat for summer. Address G. J. HENDERSON, Tuskegee Inst., Ala.

AT LIBERTY DRAMATIC ARTISTS

YOUNG TEAM-Woman as cast. A-1 Singer. Man handle Front, help up and down. Have car. Advance if far. KURTZ, 1414 Maple St., Trenton, Mo.

AT LIBERTY MISCELLANEOUS

SOUND CAR-Dodge, new, best-looking one in U. S. A. fully equipped for street work with carnival, circus, theater, conventions, etc. Carries decorative double-side billboard with interchangeable feature banner lines and a total of 50 wags of amplification. Operated by young couple, equipped with house-trailer, who double at lettering and scenic painting and designing. Pictures on request. Address KRONBERG, Gen. Del., Paragould, Ark.

UNIVERSITY GRADUATE-Honest, diligent worker, desires summer employment. Have taught school, booked Locomotive, secretarial, sold merchants' tickets, banners, telephone soliciting. MISS LAGENE WANGENE, care Minnie Kubert, Farmington, Mich.

AT LIBERTY M. P. OPERATORS

A-1 SOUND OPERATOR. LONG EXPERIENCE. Experienced in Radio and Sound Servicing. Alert and industrious. Can go anywhere. References, state offer. CHAS. E. BETHGE, Liberty, Ind. my15

LICENSED MOVIE OPERATOR. Electrician - Ten years' experience in theatres, high schools and portable equipment. Good knowledge R. C. A. and Western Electric sound systems. Experienced. Simplex, Motograph and Powers machines. Will give full time for reasonable offer and will go anywhere in U. S. A. Write BOX 784, Billboard, 1564 Broadway, New York. my16

AT LIBERTY MUSICIANS

DRUMMER - EXPERIENCED. Location or troupe. References. Must have ticket. Can leave immediately. Have good set. JOE SAM ROBERTSON, McMinnville, Tenn.

AT LIBERTY-TRUMPET. EXPERIENCED. FRANK FRAYNE, Gen. Del., Boston, Mass. my15

AT LIBERTY-TRUMPET. EXPERIENCED THEATER, Stock, Concert, Circus and all lines. Trouper. Address MUSICIAN, 647 Third St., Albany, N. Y. my22

AT LIBERTY-EXPERIENCED BANJO, GUITAR, Bass String Player for June, July, August. BILL LENZ, 107 W. 13th St., Dubuque, Ia.

AVAILABLE AFTER MAY 21-TENOR SAX Man. Doubles Alto, Baritone and Clarinet. Location only. Union, references. MUSICIAN, 117 N. 3d St., Oxford, Pa. my22

BAND DIRECTOR-INSTRUCTOR-JUNE 11 for summer. Ninth year band instructor Birmingham Public Schools. Young, union, good appearance. Play trumpet, college degree. State Teachers' Certificates Alabama and Florida. BAND DIRECTOR, 1410 17th Ave. So., Birmingham, Ala. my5

BARITONE SAX-UNION. PLENTY OF SECTION experience. Age 24, good appearance. Only reliable bands need answer. SKEE ELDER, 411 Washington Ave., Albany, N. Y.

CLARINETIST, DOUBLE ALTO, SAXOPHONE. Plenty experience. RAYMOND ARNOLD, Thomasville, N. C. my15

DRUMMER-12 YEARS EXPERIENCE DANCE and Vaudeville Bands. Age 25, union, modern. Wants to join dance or presentation band of full instrumentation. No small jam outfits or joints. Present job vaudeville house. Available May 31. Will deliver or no notice. Best references. BILL HERT, Varsity Theatre, Columbia, Mo. my15

DRUMMER AVAILABLE JUNE 5TH. LOCATION only. Thirty and tax. Best equipment. Get good tone on Vib. All answered. HAL WASSON, Cull Lake Hotel, Richmond, Mich.

DRUMMER-YOUNG, STEADY. FREE MAY 15. Read or fake. Nonunion but will join. No liquor or dope. Prefer traveling orchestra in Middle West. Reliable orchestras write everything in first letter. MR. CASS W. RIDDLE JR., Mechanicsville, Ia.

FLUTIST-THEATER EXPERIENCED. MUSICIANSHIP-What have you? C. KINAMAN, General Delivery, Boston, Mass.

PRODUCER, BUSINESS MANAGER. HANDLE advertising and publicity. Eight years' experience Radio, Stage and Ballroom. Interested in Nite Club, Summer Spot, Smart Band or Unit Show. PAUL E. FIELD, 125 Drexel Ave., Detroit, Mich.

TROMBONE-DOUBLE ACCORDION. SING, union, single, 22. Neat and sober. Experienced band and orchestra. Location preferred. ELSTON STRANGE, Hillsboro, Ill. my15

TROMBONE, FORMER TROUPER, WANTS CONNECTION Shop or Municipal Band. Location only. Double Sousaphone. Small hotel, club, restaurant orchestra. Write if steady. BOX C-229, Billboard, Cincinnati, O. my29

TRUMPET-EXPERIENCED, RELIABLE. STATE all. F. BELL, 806 Howard Ave., Altoona, Pa. my22

A-1 DANCE TROMBONIST-Wants connection with good band around June 1. Good range, sweet, hot and sing swing tunes. Must be good salary and sure. BOX 51, Care Billboard, St. Louis, Mo. my15

ALTO SAX-Stable style, double legitimate and fast Chicago style take-off Clarinet. Sax-Clarinet together at same time for act. Write DOG KAENE, 6712 Deary, Pittsburgh, Pa.

AT LIBERTY-Guitarist with Singing ability wish to join good Hill Billie Band or as Guitar Request Singer in some good show. TAPT SMITH, Box 82, Cherryville, N. C.

BASSONIST-Several years' experience, wishes correspondence with good concert band or orchestra. Music side line if necessary. WM. O'NEILL, 740 N. Dearborn St., Chicago, Ill. my5

MODERN, SWEET TRUMPET - Young, sober, dependable, union. Lots experience with bands, shows. Read and jam. Leave immediately. Write or wire. BOB HESLEY, Princeton, Ind.

MUSICAL DIRECTOR-Leader, Unit, Vaudeville, Production. Twelve years' experience. Formerly Lowell, Pa. Fine references. Modern. Will locate, travel. MUSICAL DIRECTOR, 488 Crown St., Brooklyn, N. Y.

PROFESSIONAL DRUMMER - 15 years experience. Young, sober, reliable. Cut it with anything. Join immediately. Only steady reliable job considered and ticket if far. Wire or write stating all. BEN FAVISH, 3702 Talman Ave., Bellaire, Ohio. my15

SWING TENOR-Doubling Ride Cornet; arrange, sing. Second cornet in big band. Want pay-off location after June third. Have excellent sound system. Name experience. BOX C-282, The Billboard, Cincinnati, O. my15

TRUMPET-SAX MEN-Both young, single, experienced. Read or jam, new horns, arrange some. Sax man plays tenor, clarinet, baritone, alto. Prefer tenor chair. Trumpet featured vocalist on last job. Just finished six months location and now on vacation, not forced to accept just anything. Write, no wire. Location only. MUSICIANS, 421 East Sullivanberger, Malvern, Ark.

AT LIBERTY PARKS AND FAIRS

AERONAUTS - BALLOON Ascensions by Lady or Genl. Established 1911. Write or wire. JOHNSON 'BALLOON CO., Clayton, N. J. my19

BALLOON ASCENSIONS-Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. my29

BALLOON ASCENSIONS-Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill. my19

WILLIAMS AND BERNICE, Comedians. Featuring Bounding Trampoline Hay-wagon. Address 'Billboard, Cincinnati. my12

ARMSTRONG'S FAMOUS COMEDY FORD ACT-Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my19

AT LAST-A REAL NOVELTY TAP DANCING Dog. Dances with all four feet at the same time. Perfect rhythm, swing time. The only Tap Dancing Dog in the world. Agents, managers, fans, wire, write. DENNY RENO, St. Joseph, Mo. my15

BALLOON ASCENSIONS FURNISHED Reasonably. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. my29

BALLOON ASCENSION - MODERN EQUIPMENT. Prices reasonable. Trapeze on Open Parachute. BALDRIDGE BALLOON CO., 1502 Glenwood, Flint, Mich. my22

BALLOON ASCENSION-WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. my3

BINK, KING OF THE SLACK WIRE-THREE acts; Wire, Trapeze and Comedy juggling, all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. my15

CARMEN'S CIRCUS REVUE - 5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich. my22

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati. my29

LEO DSMERS, EUROPEAN ACROBATIC NOVELTY. One of the best single acts in the business. Act is original and will please on any program. If you are interested in the very best wire or wire today. 1504 State Road, Menominee, Mich. my22

THE ONLY BAT MAN LEFT ALIVE, NOW booking Fairs, Parks. Celebrations. Make your entertainment complete and thrilling with our program. Bring jump from speeding plane 10,000 feet in the air. Equipped with bird-like wings. Available at once. Complete thrill show or one parachute jump or the famous Bat Wing jump. THE HUMAN BAT, Westcott Hotel, Richmond, Ind.

WIRE ACT AND HIGH TRAPEZE ACT FOR Fairs and Celebrations. Price reasonable. BOX C-222, Billboard, Cincinnati. my29

AERIAL CLOWNS-Three separate and distinct fast stepping acts. Double Trapeze, Comedy, Revolving Ladder and Illuminated Swing Ladder. If you want snappy acts that will please your patrons, send for literature and price. Address care Billboard, Cincinnati, O. my29

CHARLES LA CROIX-Original Outstanding Novelty Trapeze Act. A high-class platform free attraction. Available for celebrations, fairs, etc. Flashy Equipment. Special large advertising posters free. A Real Act, elaborately costumed. Price reasonable. Address LA CROIX, 1304 South Anthony Blvd., Fort Wayne, Ind.

O'NEILL BROS.-Two Clowns with their Comedy Trick Mule, Skim Milk. A big feature. July 4th date open. A real act. Write O'NEILL BROS., Westlaco, Tex.

PAMAHASIK'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasika himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahasika Show, 515 W. Erie, Philadelphia. Telephone SAGmore 5338.

THREE NOVELTY ACTS - America's best lady to be act. She comes down stairs and uses an entire globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTIES, Keokuk, my29

AT LIBERTY PIANO PLAYERS

DANCE PIANIST-YOUNG, WELL EXPERIENCED. Double Accordion and arrange. PIANIST, 1030 West 63d St., Des Moines, Ia.





# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## AT THE PREMIUM SHOW

### The Handy Bag

Seal-Sac displayed a household bag that has a thousand uses. It is made of specially treated silk known as Enduro-Tex, which is moisture-proof and odorless. It may be washed or sterilized in boiling water. Vegetables, fruits, etc., may be placed in it in the refrigerator and it will not only prolong their life but will prevent contamination. Bag can also be used to cover dishes, bread, picnic lunches. A sure-fire winner with housewives.

### More Lamps

Lamps of all sizes and shapes were displayed by The Carack Company. Concession men who want literature on the latest types of attractive lamps should not overlook this lead.

### Pullmatches

American Pullmatch Corporation had on display all types of pullmatch stands. All one does is pull the match and he has a light. It's a real item and should lend itself to good flash demonstrations.

### Tom Thumb of Cameras

Hilbert-Hoffhelmer & Company caused a stir with their Coronet midget camera. Instrument is an English product only 2 1/4 inches high. Its special Taylor-Hobson ground lens and high quality Coronet film produces negatives which may be enlarged up to 5x7 inches with excellent results. Item is not a toy and should be an excellent seller at this particular time with the candid camera bug in the air.

### Rubber Products

Barr Rubber Products Company had a booth chock-full of novelty balloons, gas and sponge balls, rubber automobiles and toys for dogs. Rubber goods are always a big seller and the company has a colorful selection from which to choose. Attractive catalogs are available.

### New Juice Extractor

The Scientific Juicer, presented by Chalmers Hamill Corporation, is a double-service juicer which permits housewives to serve juices with or without the oil of the rind. Item makes an attractive appearance and appeals to housewives.

Write to *The Billboard*, Buyers' Service Department, 25 Opera place, Cincinnati, O., for the addresses of firms which have merchandise mentioned in this article.

### Hawley Troppers

Hawley Products Company displayed an attractive line of sun helmets. These troppers are always fast summer sellers and make a flashy display on any midway. Hawley also has facilities for the printing of sales messages on the hats. Good item for concessioners.

### Athletic Goods

S. Blake Willson, Inc., had a complete line of Huteh baseball equipment on display. Balls, bats and gloves always exert a strong pull at parents' purse strings when their athletic-minded sons spy such prizes.

### Aluminum Ware

As usual, West Bend Aluminum was on hand with a colorful display. Home necessities were featured, but the cocktail and home luxury lines were not neglected. West Bend's attractive and complete line of aluminum ware will no doubt be a big seller on all midways. Salesboard operators should likewise do

## 170 Exhibitors Show Latest in Premiums at Chicago Exposition

CHICAGO, May 8.—Judging from the crowds that thronged the Seventh Annual National Premium Buyers' Exposition at the Palmer House last week, the premium industry is in for a banner year. From Monday thru Friday premium manufacturers crowded Exhibit Hall, where 170 exhibitors displayed their wares. According to Howard W. Dunk, association secretary, attendance almost doubled that of last year and a phenomenal number of orders were placed with exhibitors.

Jump from last year's 138 exhibitors to the 170 of this year is indicative of the progress the industry has made the past year. With more industries turning to premiums every month, new markets are constantly springing up. The success with which the Premium Advertising Association has met in combating the many legal difficulties that confront the industry has added immeasurably to the industry's growth. It is estimated that there is hardly a line of business in which premiums are not being used to some extent.

Many of the exhibitors were pleased with the presence of a great number of salesboard manufacturers. Increased use of higher quality premiums by these manufacturers has opened a profitable outlet for the premium manufacturer. Distributors of midget radios and electric razors were pleased to have the opportunity of contacting local salesboard men, while executives of many wholesale houses expressed thanks to the vending machine industry for stimulating the use of a great variety of appealing prizes in diggers and vending machines.

Altho most of the exhibitors were from Chicago or New York, more than 16 States were represented. Quite a few New England and Ohio exhibitors were on hand, with a few from Wisconsin, Pennsylvania, Maryland and Michigan.

Round-table discussions for members of the Premium Advertising Association were held Tuesday and Thursday mornings and the exposition banquet took place Wednesday evening. The Tuesday discussions consisted of a "Symposium of Retail Dealers," in which six retail merchants voiced their opinions of premiums and premium offers; a "Symposium of Children," in which eight children gave their reactions to premium deals, and an address by Charles Wesley Dunn, general counsel for the association, on "Premiums and the Law." The Thursday program presented a "Symposium of Women," in which six Chicago housewives presented their reaction to premium offers; an address by William Grinstead, director of sales promotion for the Chicago office of Columbia Broadcasting System, on "Some Facts and Fancies in Radio Merchandising"; an enlightening talk by C. C. Younggreen, executive vice-president of Reincke-Ellis-Younggreen & Finn Advertising Agency, on "The Advertising Agency's Present Conception of Premiums," and a five-minute visual exposition of current uses of premiums in circulation work by Floyd Hockenull, publisher of *Circulation Management*, who entitled his part of the program "How Premiums Are Used in Circulation Work."

A. B. Coffman managed the exposition in faultless style. Exhibition booths were attractively arranged, with some of the exhibitors taking great pains in displaying their merchandise in a novel manner. A few new items attracted unusual attention. Items of practically all types and material ranging in price from penny articles to \$5 and \$10 merchandise were on display. Many booths displayed glassware, household utensils and radios, while toys and novelties also commanded a good share of space.

Some of the newer items which attracted the attention of buyers are listed herewith:

well with many of the drinking accessories.

### New Pocket Telescope

Lan-Dee Manufacturing Company presented a new pocket telescope called the Lan-dee-scope Jr. It has a three-power magnification with optically ground and polished lenses. Should be a red-hot summer demonstrator at sporting events.

### New Colorful Baskets

A complete line of baskets suitable for concessioners using fruits, vegetables and meats for prizes was displayed by the Burlington Basket Company. Baskets come in all colors, shapes and sizes and are attractively priced.

### Air Circulators

Gibb Manufacturing Company displayed its new fan which was announced in *The Billboard* last week. It should really go places with coin machine operators. All the operator has to do is to put it in his various locations and take 100 per cent of the game receipts until the fan is paid for. It is a slick way of merchandising, from both the location owners' and operators' standpoint.

### Flashlights Galore

U. S. Electric Manufacturing Company has several unique models of flashlights in every price range. Company is featuring a new Red-Head, which throws

a bright red light to all sides in addition to the regular white light ahead. Firm has an attractive circular printed especially for the amusement field. It will be mailed upon request.

### Scores of Gadgets

Every conceivable gadget which can be used by the housewife is being supplied by the Handy Things Manufacturing Company. Fixtures, racks, stretchers, slicers, ricers, juicers and many other items within the price range demanded by pitchmen or concessioners are illustrated in an attractive catalog.

### Novel Aluminum Line

Enterprise Aluminum Company featured a new utility steam cooker along with a swell line of kitchen aluminum ware. Item combines five utensils in one—steam cooker, cereal cooker, double boiler, top stove roaster and a sauce pot. Should be a natural around the fairs.

### Silent Roller Skates

New Zephyr noiseless skates, mentioned in *The Billboard* several weeks ago, made quite a hit. These ingenious devices have features which threaten to revolutionize the manufacture of roller skates. In addition to being noiseless, they are adjustable, have new rubber cushioning principles and reversible wheels.

### Another Radio Line

Air King Products Company displayed a complete line of new and novel radios. Featured among 12 different styles was a table model made of white synthetic material. It is a six-tube super-heterodyne model and reasonably priced.

### New Lamp Line

Globe and Compass are trade names for two of the flashiest and most colorful lamps ever put in the price range of the amusement industry. They sell for as low as 65 cents and are packed six to a carton. Should prove a hit on any prize display. Idealite, Inc., is the manufacturer.

### Radios Galore

J. M. Bregstone displayed a complete line of radios. His popular color-glow model was featured, but he also had plenty to offer in modernistic wood models. Bregstone has been doing a real job with salesboard operators and will supply free literature on demand.

### Musical Specialties

Instruments ranging from \$300 down to \$3 a dozen were displayed by the Fred Gretsch Manufacturing Company. Some of the novelty instruments have real possibilities with concessioners and digger operators. There were too many of them to go into detail here, so you better write for the catalog.

### Two New Necessities

The juice extractor and the ice cube crusher displayed by the National Die Casting Company has plenty of new features and principles, which should make it a real item for stores and fair demonstrators. Every housewife will go for them.

### Wall Lamps

F. L. McCabe is merchandising a new type of portable lamp which should go well. There are many different designs, all made in such a way that they can be transported from one place to another and hung on any picture tack.

### Airplane Lamps

Everyone has noticed the metal airliners put out by the United Air Lines for advertising purposes. Picture this flashy number in the form of an adjustable desk lamp and you have an idea of what the Mozart Specialty Company is pushing. Should be a hit on salesboards.

### Further Gains Made in Trade and Industry

Further gains in trade and industry last week featured the national business scene. Associated Press index of industrial activity rose to 107.5, highest since November, 1929. A week ago it was 105.8; a year ago, 87.2. Retail trade in almost every section of the country gave a better account of itself than for the corresponding period last year, according to the commerce department's report of business conditions in 36 cities. However, the margin of gain in many instances was cut down to little better than a nominal figure.

Explanations advanced for recovery tendencies in the week centered on the present undeniable robustness in many parts of the business world. They embraced such factors as rising employment and increased farm-



# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Flex-o-Lace

Flex-o-Lace Company is offering a new-type shoe lace which should prove a profitable item for pitchmen. Company officials announce that it will be ready for the market in 10 days. A well-known pitchman, in a test demonstration recently, claims he sold a gross of the laces in less than an hour. A feature of the new lace is that the shoes are always smartly laced, with no relacing or tying troubles entailed. It

permits no undue pressure on the feet and actually promotes freer circulation. Because the lace is rubberized the shoe is permitted to be slipped off and on just like a slipper. Item sells for 10 cents, which still allows for a good percentage of profit. It is said to be a good demonstration item.

## Rust Remover

Associated Service Company has just introduced a new rust remover to the market, labeled Rusty's Rust Remover. Its salient points are that it is easy to apply, rubbing it on and then washing it off, making the articles look like new. It can be used on chromium, aluminum, brass, bronze, silver and, in fact, all metal surfaces, and is not injurious to the finish. It is easily adaptable for home, farm and store use.

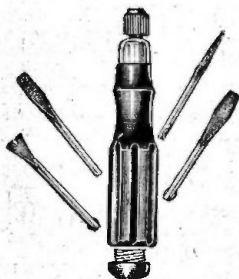
## Speedy Water Heater

Only one minute is needed to boil water with the new Speed King electric water heater, just introduced to the direct-selling trade by Nu-Way Manufacturing Company. Unit is small, neat and attractive and does the work of an automatic gas or electric heater at only a fraction of their costs. A simple plug-in at the electric socket and hot water is ready almost instantly. Small enough to fit in the pocket, it is easy to carry and demonstrate.

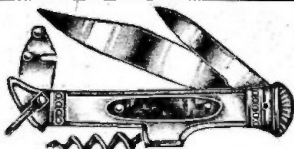
## Ready-Made Sign Letters

Ready-made sign letters and numbers, artistically cut from gold and silver metals, make it possible for every business to have colorful window signs at low cost. Modernistic Sign Company has just introduced such a line to direct-selling trade. Signs, which are non-fading, bright and colorful, come in a variety of styles and are guaranteed for five years.

## GOOD FOR DEMONSTRATORS



**TOOL KIT**—Hollow Wood Handle, cherry colored, highly varnished. Fitted with Knurled Steel Chuck, 4 hardened steel Tools inside handle. Each Set in Box. No. 15C77—Per Dozen **1.25**



**COMBINATION GLASS CUTTER KNIFE**—Two Blades, Chip and Pen, Glass Cutter and Cork-screw. Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay, Equipped with Shockle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C17B.

PER GROSS **12.00** PER DOZEN **1.05**

**N. SHURE CO.**  
Adams and Wells Sts.,  
CHICAGO, ILL.

**69c EACH**  
No. B101—Case Metal, Assorted Colors. Snap or time Pictures. Size: 1 1/2 x 1 1/2 in.

**TEN FOR \$6.50**

B101 1/2—Films for above, 6 exposures to Roll. Per Dozen Rolls **85c**  
Send for Now 1937 Catalog.

**ROHDE-SPENCER CO.**  
Wholesale House  
223-225 W. Madison St., Chicago.

**NEW REDUCED PRICES!**  
**IMPORTED RUGS 55 Cents and up**

(Oriental Designs) All Sizes  
**REAL FLASH! BIG VALUES!** Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$1.00 today for 24" x 40" sample rug and circular giving descriptions, sizes and new reduced prices or write immediately for sample watch of actual rugs and price list.

**M. SEIDEL & SON**  
243 W. 30 St., New York, N. Y.  
Established Since 1910.

**1937 CATALOG! NOW READY!**  
Over 3,000 Items

**FLY SWATTERS**—Extra Long Hand. Dozen. **20c**  
**SQUATTING CIGARETTES**—Original Imported. 3 Cigarettes, Doz. **50c**  
**NOVELTY RUBBER GLOVE** (Hot Number). Dozen **40c**  
**SNEEZING POWDER**—U. S. A. Large Bottle, Dozen **25c**  
**INGERSOL LABEL WATCH**—(Value \$1.50), Each **85c**

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**LAPEL WATCHES**

If it can be sold for less, Hagu does it! This fine Lapel Watch with lustrous black enamel cases and leather cord attachments in flashy display boxes. Reliable Amer. made wkt. and fully guaranteed. Retail price \$1.50. Order No. B17 at our feature price. Each **79c**  
In lots of 48 or more. Each **77c**  
Postage additional. If you don't have our catalog, ask for it and please mention your business.

**JOS. HAGU CO.**  
WHOLESALE AND IMPORTERS  
223 W. MADISON CHICAGO

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

## THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW.

**\$6.60 each** **\$7.25 each**  
F. O. B. N. Y. 25% deposit in lots of six samples

**PLAYLAND SUPPLY CO., Inc.**  
14 WEST 17th ST., NEW YORK CITY  
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

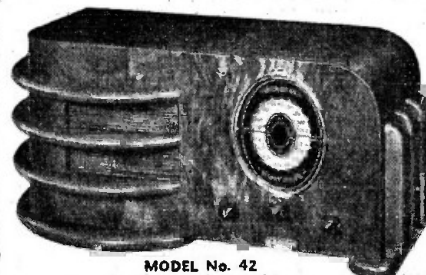
**Carnival Novelties** New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in. box. Gro. **\$3.75**  
BB2 Gillette Style Blue Blades. Per 1000 **3.50**  
BB3 Flying Birds, Outside Whistle. Gro. **1.85**  
BB4 Flying Birds, Inside Whistle. Gro. **2.35**  
BB5 High Hat Fur Monks, 6 1/2 in. Gro. **3.75**  
Parade Games, Ballroom Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Caric Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

BB9 High Hat Fur Monks, 8 in. Gro. **\$7.00**  
BB7 Pique Wiggy, Cowboy, 8 in. Doz. **1.25**  
BBS Cell. Dull, 7 in., with Plume Dress. Gro. **8.50**  
BB9 Swaggar Sticks, 30 in. Gro. **5.50**  
BB10 China Head Swaggar Sticks. Gro. **8.50**  
BB11 Jap. Cig. Cases, Pearl Inlay. Gro. **4.25**  
BB12 Heach Bouncer Balls. Doz. **1.16**  
BB13 Carnival Frank Balloons, No. 8. Gro. **2.35**  
BB14 Serpentine Balloons, 45 in. Gro. **3.75**

25% DEPOSIT REQUIRED ON C. O. D. ORDERS  
**LEVIN BROS. TERRE HAUTE, IND.**

## SUPER-SWIFT SALESBOARD PLAY



MODEL No. 42

WITH THIS NEW ZEPHYR RCA LICENSED AC-DC RADIO

The very newest in 1937 Modernistic Radio Design, so different, so attractive, that people stop and stare. Cabinet of beautifully grained Bur Walnut Veneer, toned and hand-rubbed to a fine, bright luster. Attracts outstanding attention and swift play.

Only **\$12.95** in Lots of 2 or More. Sample, \$13.35. Rush \$2.00 Dep., Eal. C. O. D.

FULLY GUARANTEED 5 RCA licensed tubes; long and short waves; gets police calls, aviation, amateur, etc.; self-contained aerial. Full 5" dynamic speaker. Large 8 1/2" long, 8 1/2" high, 8 1/2" deep.

**J. M. BREGSTONE & CO.**  
538 S. CLARK ST. CHICAGO, ILL.

**SQUIRT DOG ASH TRAY** BB22—Nov. ELTYOIGARRETTE EXTINGUISHER A SH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$12.00, per Gross, \$120.00. Sample, Prepaid, 25c in Stamps.

**CARNIVAL SPECIALS**  
B109—Two-Tone PARADE GAMES. **\$7.50**  
Gross  
B110—Floral CLOTH PARASOLS. **8.50**  
Gross  
B111—BALLOONS. Assorted Carnival and Circus Prints. Inflate to 9 inches. **2.00**  
Gross  
B112—BOUNDER BASE BALLS. **1.10**  
Dozen  
LUCKY ELEPHANT CHARMS, with Cards Attached. Gross **60c**

We have for immediate shipment, complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Pop Corn Games—Hoop-La Blocks and Hoops. Write us for your requirements. Order from this ad. NEW CATALOG SOON. 25% With Order. Balance C. O. D.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**ROSEN & MALTZ** 801 Sansom Street Philadelphia, Pa.  
**REBUILT WATCHES**

12 SIZE | 7 JEWEL..\$3.25 | 16 SIZE | 7 JEWEL..\$3.00  
ELGIN OR | 15 JEWEL..4.25 | ELGIN OR | 15 JEWEL..4.00  
WALTHAM | 17 JEWEL..6.00 | WALTHAM | 17 JEWEL..4.50

LATEST CHROME CASES. MOVEMENTS LIKE NEW.

7 JEWEL.....\$4.00 | Ladies' Swiss | 8 Jewel, \$3.50  
15 JEWEL.....5.00 | Chrome Cases and | 15 Jewel, 4.00  
Gents' Wrist Watches. | | 17 Jewel, 4.80

New Fancy Dials, Cases and Pignin Straps.  
**RAILROAD WATCHES OF ALL MAKES**  
Complete Line of Watch Cases—  
Rebuilt Watches of All Descriptions. **TERMS: 25% WITH ORDER, BALANCE C. O. D.**





**REMINGTON**  
PENS • PENCILS • COMBOS



**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

**RING WORKERS**  
JUST RECEIVED  
NEW Reproductions from DIAMOND PLATINUM RINGS.




Our line is famous everywhere! Highest grade WHITESTON and Cameos. Send \$2.00 for 20 samples. FREE CATALOG.

**OLYMPIC BEAD CO.,**  
307 5th Ave., New York City.

**SUN GLASSES**



Glasses are mounted on attractive Individual Cards. Frames are Extra Strong, and Adult Size. Assorted Pastel Colors and fitted with SUPERIOR QUALITY CONVEX (Curved) LENSES.

Gross \$8.00, Dozen 70c (Plus Postage)  
25% Deposit With Order, Balance C. O. D.

**ARTISTIC PRODUCTS**  
256 Fifth Ave., New York City.

EVERYTHING IN FOUNTAIN PEN LINE.  
Solid Gold & Gold Plated Pen Points.



JAS. KELLEY, The Fountain Pen King,  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.  
784 Mission St., San Francisco, Calif.

**AGENTS**  
BIRTHDAY AND CONVALESCENT GREETING CARDS,  
In Boxed Assortments.  
Very liberal commissions. Write for particulars.

**DOROTHEA ANTEL**  
226 West 72d Street, New York, N. Y.

**UNDERWOOD**



**PLUNGERS**  
SPECIAL \$21.00 Per Gross.  
25% With Order, Balance C. O. D.

**GRODIN PEN CO.,**  
396 Broadway, New York City.

**Save 80%**

Buy your Sundries, Specialties, Souvenirs, Blades, etc. from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

**THE N-R MFG. CO.,**  
Dept. H-61, Box 385, Hamilton, Ontario.

TELL US PRICE YOU WANT TO PAY.  
**WE HAVE IT!**

**NASSAU PEN & PENCIL CORP.**  
118 Nassau St., New York City.

**CHEWING GUM 22¢ BOX**



RETAILS FOR \$1.00.  
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid).

**GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.,**  
4th and Mt. Pleasant Ave., Newark, N. J.

**DEPARTMENT STORE WORKERS!**

AN EASY \$5 A DAY  
Possible Selling the New 20-in-1  
**KITCHEN NECESSITY**  
Does the work of 20 necessary Kitchen Utensils. Year's fastest seller at 25c. Exclusive territory. Costs you 75c a Doz. or \$8.00 a Gross. Write for proposition. Sample and Sales Plan.

**THE NEW METHOD MFG. CO.,** Box MB-10, Bradford, Pa.

Send your correspondence to advertisers by mentioning The Billboard.

**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**MAXEY'S SHOW**  
is again going over big in Kentucky. Doc H. B. Maxey and his troupe drew a big writeup in *The Messenger* at Owensboro, Ky., April 18. Organization opened a two-week engagement there (Maxey's home town) April 19. The piece was accompanied by a two-column out depicting H. B. at work. Show gives nightly performances and at present carries 18 entertainers. George Edmond Reed, who was adopted and reared by Maxey, is secretary and treasurer.

WITH DECORATION DAY falling on Sunday this year the boys working both natural and artificial flowers and laurel will get an extra day to corral the dough, as the holiday will also be observed on Monday. With the many parades and special events on that day it should prove a winner for the fellow who is up and at 'em. The day should be a real SELLERBRATION for the boys with the flags and flowers.

**GEORGE SHIELDS**  
sex, health and astrology literature worker, bangs this one from Terre Haute, Ind., under date of April 29: "Pulled my house trailer on a lot here and will lay off this week. Will start to work again Monday. Plan to take in some of the farm sales that I have heard so much about in this section of the country. Have enjoyed an exceptionally good winter and can afford the layoff, for I am sure going to put the nose to the grindstone this summer and the fair season."

**SI HART**  
again blasts loose with his prosperity kummies. This time he tells it from Springfield, Ill.: "Just concluded making every garage in this town with the key-checks, and woe be it to the one that follows me, for I got every prospect available for the tags. In addition to that I made the corner of Eighth and Washington streets and sold plenty of watches, blades, paddle tricks, paper folding tricks and the Svengalis."

**FLAG HUSTLERS** can order plenty of stock for Decoration Day without fear of being overloaded, because the same items can be sold July 4. Order your stock now, boys. Get out on the highways early and take the loose cash until late.

**BILLY BALDWIN**  
the missus and Harry Ward are working the coal fields of Southern Illinois with paper. Baldwin just left the Pan-American Shows. The trio is working out of West Frankfort and reports business as fair.

**SINCE THE SETTLEMENT**  
of the coal strike it seems as tho the operators stored plenty of the black rocks, anticipating the strike, which has caused a lull and a layoff in the fields. As a result business isn't so hot in those sections.

**MRS. BETH ROWLEY**  
who worked curlers at the Chicago World's Fair, is recovering from a serious operation in an Orlando, Fla., hospital. Her husband infos that she will not be active for several years. She is anxious to read letters from her friends. Address her General Delivery, Orlando, Fla.

**OBSERVE THE MEMORIES** of the dead on Decoration Day but don't play dead. Get out and get that coin.

**TOM MALLOY**  
(Tom the Tleman) letters his first pipe from Portland, Me., which he terms the "City of Cold Shoulder." "Have worked the following: Bangor, market good on Saturday. Waterville, good on private property, okeh to hustle and the chief is

okeh. Gardner is a good spot for square shooters. Chief Paul Demers is a regular fellow. Lewiston and Skowhegan are having labor trouble and aren't so good just now. Both are good on Friday and Saturday, however. Ship yard is booming. Will head for Aroostock when I'm finished here. I asked a feller to give me \$1 for three ties the other day and what do you think happened? He dropped dead. If you enjoy starvation among hostile people come to Portland. Would like to read pipes from Gypsy Jack Dillon, Blades Cook, Jack Knowlton, Nick Hicks and that philosopher-poet, Zip Hbler."

**CHARLES C. SNELLENBERGER**  
has settled down in Memphis and is now connected with the Gibson Products Company there. Writing from that city, he says: "Noticed in last week's issue that I have a brother who is a couple of months old. Which goes to prove that it pays to get *The Billboard* every week. Doc Roberts is here and we're staying at the same hotel. He seems to be hitting it on high. Doc Ross Dyar was here for a few days on his way to Indianapolis, where he will open his show. Have seen quite a few pitchmen, med men and carnivals pass thru here and they all seem to be looking forward to an exceptionally good year."

**THINGS YOU NEVER HEAR:** "We want you to work in our town."

**FRANK SULLIVAN**  
and the missus left St. Louis for Kansas City, Mo., where Sullivan will take charge of a subscription crew for a large publishing house.

**WILLIAM PERRY**  
fogs thru from Harrisburg, Pa., under date of April 30: "Stopped off here for lunch on my way to Philadelphia, where I plan to make the dear old shops, and didn't see any pitchmen. Found everything high here, even business. Would like to read pipes from Ross Allen and Keen Edge Wells."

**IVAN J. CHAMPION**  
veteran showman and concessioner, after spending the winter in Florida and Southern Georgia, has rejoined Roy Dolen, pennant concessioner. After making the Home Show and Derby Festival Week at Louisville and the Memphis Cotton Carnival they will make many of the major fairs.

**JOE MORRIS**  
scribes from Wichita Falls, Tex., under date of April 27: "Made the Fort Worth Stock Show after leaving New Orleans and got a little money after losing the two big days, due to inclement weather. Then I went into West Texas and after two weeks there I had to leave for two reasons: first, because most of the towns are closed and, second, because there wasn't enough room in the hotel for the sandstorms and myself. Played Tulsa, Okla., next. A good worker can get a few dollars there. Wichita Falls is closed in the business districts, so I have been working factories and packing houses. Dutch Varga and the missus left here after a month's work. Buddy Parsons is still here working glass cutters."


**TRIPOD OPININGS:** Some pitchmen sound better still.

**"I'M BACK"**  
in my old stamping grounds, pencils Johnny McLane from Philadelphia. "Buss Maybain, a young oldtimer, is going strong on one of the many lots here. Leo, son of the late Dad McCullough, is working a penny machine here."

**SPECKS HIGGINS**  
Blackie Shiffets and Jack (Bottles) Stover visited the Southern Exposition Shows when they played Harrisonburg, Va., recently, according to Weldon (Barrell) Rodeffer. They called on their old friend Col. Charles Maitland, who is handling the advance for the organization. The Colonel predicts the biggest

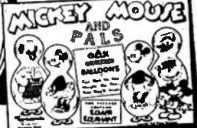
**OAK-HYTEX BALLOONS**

**MICKEY MOUSE & PALS TOSS-UPS**



Another great package item. Mickey and Minnie Mouse, Donald Duck and Elmer Elephant. Each, with feet, in individual package.

At Leading Jobbers.



**The OAK RUBBER CO. RAVENNA, OHIO.**

**PHOTO MEN ATTENTION**  
Photo Jewelry is the 1937 Money-Making Item.



Everybody wants to carry a miniature picture on a piece of jewelry. Our new line is unusually well-made and expensive looking.

Send \$2.00 for 10-piece sample line. No. P10, including ring, pendant, 2 brooches, 3 solid and flexible bracelets, 2 tie holders and 10b pin.

Send \$2.00 for 18-ring sample line of Whitestone Rings—Rhodium and Yellow.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**Toy Balloons**



More than 100 Sizes, Shapes, Designs. For Advertising, Parties, Circus, Peddlers and all occasions. Our Prices the Lowest.

SEND FOR FREE ILLUSTRATED CATALOG, FEATURING UNITED BRAND BALLOONS.

**UNITED BALLOON CO.** 878 Broadway, New York City.

**AGENTS—JUST OUT!**  
NEW, WONDERFUL, SELF WRINGING MOP

**Up To \$10 Profits Daily**



Here's a revolution in Mop making. KLEANAZY does away with all old-style mops. Three twists of knob wrings Mop thoroughly dry. Broad, steel pressure plate above matted cloth scrubs up dirt practically without labor.

**NOTHING LIKE IT.**  
Every objection to other mops overcome. No wires. Mop worked from flat, solid steel plate. Here's your biggest bet for quick selling. You'll find the KLEANAZY the fastest seller, biggest profit-maker out. Act now.

**KLEANAZY MOP CO.,**  
Dept 917, Delphos, O.

**NUPOINT Self-Starters COMBO PLUNGER PENS**




"They're Sweet."  
"They're Fine."  
"Just What I Wanted."

and letters keep coming in telling us HOW SATISFIED CUSTOMERS ARE. Letters on file. Submitted on request.

**ONE PULL-IT'S FULL**

Reliable, Leakproof, We are  
Writes Immediately Black & Blue MANUFACTURERS  
No Shaking, Paper, Ribbon, Ink, No Shaking, Send 25¢ for TRIAL SAMPLE

—LIFE-TIME GUARANTEE—  
BUY DIRECT FROM MANUFACTURER  
Better Quality—No Extra Cost!

**NUPOINT PEN & PENCIL**  
11 East 19th St. New York, N. Y.



**VALUES TO GET EXCITED OVER... IN**

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

Get Our 196-Page Catalog FREE.

**MILLS SALES CO.**

Our Only Mailing Address OF NEW YORK INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

**Get Set for Life!**  
IN COUNTER CARD BUSINESS



**MAKE BIG MONEY**

In new kind of wholesale business. Place famous line 5c-10c goods with address. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is Layton's Aspirin—nationally advertised in Saturday Evening Post. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and Big Catalog sent free.

**Have a BIG-PAY STORE ROUTE**

**WORLD'S PRODUCTS CO.**  
Dept. 588-A, Spencer, Ind.



**Every \$1.00 Gets you \$5.00**  
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects. Funds are made by Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low prices. Best season ahead. Sample 10c.

**GOODRICH,**  
1500 West Madison, Chicago, Dept. B.G.S.

**A NEW Kind of HOSE REEL SOLVES SPRINKLING PROBLEM**

No Soiled Clothes—No Sloppy Messy Hoses to Handle

Don't fuss around with sloppy messy hoses this summer. Why? Because you can use the REAL REEL—the greater labor-saving perfect sprinkling hose. You can use the actual amount of hose needed—and reeled with handy handle. The hose is reeled on the REAL REEL.

No dragging of hose—no soiled hands or clothes. Makes sprinkling a pleasure. Ankle holds 125 ft. or more. FLEX-NEW handles on steel axle, makes common nozzle the hardest to use. REEL—on your back, or on wall. FLEX-NEW handles on steel axle, makes common nozzle the hardest to use. REEL—on your back, or on wall. FLEX-NEW handles on steel axle, makes common nozzle the hardest to use. REEL—on your back, or on wall.

14375 FLEX-NEW—\$2.00, 3c postage.  
MONEY BACK IF NOT DELIGHTED

**ANKER-HOLTH MFG.,** PORT HURON, MICH. Dept. B. B.

**SUBSCRIPTION MEN**

Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer, poultryman, woman are interested. Good side line for rural territory. \$1.00 deal. Good territory now open. Write today.

**POULTRY TRIBUNE,** Mount Morris, Ill.

**Slip-Not-Tears**

New Spring and Summer Colors—Silk Lined.  
\$2.50 Doz., Post Paid.  
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Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution, Every body must have one! Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

**MEDICINE HEADQUARTERS**

A complete Medicine Show, private label, and Office Special Line **SUPERIOR SERVICE.** Wholesale Catalog and Office Price List upon request.

**GENERAL PRODUCTS LABORATORIES**  
Mfg. Pharmacists, Columbus, O.  
127 B. Spring Street,

season for the show since the good old days of 1928, adding that there is plenty of scratch in the valley, says Rodeffer. Others sighted around the lot were Doc Wharton and family; Bunchy McDorman, who is holding down the cook-house, and Bobby Shifflett, Mickey Mouse pitch.

**PATSY BAKER** scribbles from Fort Smith, Ark., that she is opening her fifth season with Doc Happy O'Curran's Dixie Comedy Company. Show's roster, according to Patsy, includes Smoky Pittman, producer and stage manager; Mrs. Montez O'Curran, treasurer and leads; Mary Pittman and Johnnie Fisher. Patsy is furnishing the piano accompaniment. Prior to joining the organization Patsy toured Mississippi, Alabama, Louisiana, Georgia, Texas and Oklahoma with her own band.

A **HOME GUARD** pitchman is not committing a sin by being a homeguard. He falls in his sales because he has become an eyesore to the people. New faces always get the most money.

**TEXAS BILLY OPERA** which hasn't closed in 40 weeks, went into Georgia several weeks ago and, despite damp weather, has been playing to fair business ever since. Organization will remain in the South all season.

**MORRIS KAHTROFF** inks from Bay Pines, Fla., that he is getting along fine and corraling some of the filthy lucre there. He says he would like to see pipes from Leonard Rosen, Harry Malers, Harry Perkins, Benny Gross, Sam Jones and Johnny Hicks.

"**SPRING IS HERE**" advises Doc George Blue from Columbus, O., "because I saw Kind Carrigan on a new parking lot here. His passout reminded me of 1929."

**TOM SIGOURNEY** comes thru with another of his weekly epigrams: "Often the milk of kindness turns pretty sour, even clabbers."

**KING JOY** wigwags from somewhere in Kentucky under date of April 27. "The powers-that-be have boosted the State reader to \$100 in each county. Result is that many of the docs have vacated. Some of the hi-powered boys have been getting the gelt, however. Saw Red DeWitt and Fat Dawson getting the subs in big-time style at a court recently. Also saw Al Rabbitfoot doing the impossible at Glasgow. He was working on Court-house Square there. He infoed that Guy Warner recently visited him at his laboratory at Somerset, Ky."

**LOT OF YOU** fellows can find solutions to your pitching problems by writing in and discussing them in the Pipes column.

**BILLY BEAM** erstwhile ginseng worker, infos from Richmond, Ky., that he is making the cattle sales in Kentucky. He says he will stay out of the coal fields this year because there is too much organizing going on and the speakers are getting the greater part of the tips. "Worked a court day," Billy adds, "with Billy Grey, of Ozark herb fame, and found him to be a swell worker and heavy on the take. Saw King and his family down here. Bechtold and Johnson, of gummy fame, are killing time around Jackson, Tenn., waiting for the berry season."

**CHIEF ROLLING CLOUD'S** Medicine Company is going strong in Illinois territory, according to Mystic DeCleo. Organization includes 10 performers and is being transported by eight trucks and four housecars.

**NEW ROXY THEATER** Remington, Ind., is now available for medicine shows and other pitches with a good flash. It's a good spot on Wednesday, Saturday and Sunday and the management works on a 50-50 basis.

**BEN BLAIR** letters from Chicago under date of April 29. "Ran across a hot item here. It's a new type of shoelace and will be ready for the market in about 10 days. Gave a short noon-hour factory pitch the other day and sold a gross of 'em. Plan to take the item up to Wisconsin, with Milwaukee as a starter."

**ST. LOUIS NOTES** Floyd Hullin made a flying trip to Jefferson City, Moberly and then back here to recover his tripod and keister. It had "accidentally" been mixed up with another fellow's baggage. Red McCoy, Lewis Wells and E. Palmer are working



**YES, SIR!** It's our old friend Haywood B. Macey, who takes great pride in the fact that he has what is said to be the largest traveling medicine show in the world. Haywood is pictured here telling the natives, via public-address system, all about the benefits that can be derived from his product. Macey is a veteran med showman, having started in the business with his father, the late A. G. Macey Sr. He is a native of Owensboro, Ky.

the crawling babies on a busy street here and getting away with it, along with some gelt. Harry and Ina McGinley are doing their share of business with a powerful pen flash. Esther Ebel is working a chain store with a jewelry layout. Tommy Burns is still going strong with a rug-cleaner demonstration in a local chain store. Doss Dunlap is getting some tips and dough with the sharpener tool demonstrating on a lawn mower. Carl Holsdorf is playing to huge tips with his astrology on the parking lot at 12th and Pine streets. Doc Grover C. Finley is still going strong with his med store on Market street. William Knott is working his key checks off a new table arrangement and doing well.

**FAMOUS LAST WORDS:** "If it doesn't do as I say I will gladly refund your money."

**JACK ROTHWELL** is enlarging his highway flash, working to the motorists at the corner of 16th and Meridian streets, Indianapolis.

**HARRY CORRY** who has been collecting plenty of geedus with the Hennies Bros' Shows, has been slowed up considerably of late due to inclement weather.

**GEORGE GROOMS** and the missus, Beth, have returned to Indianapolis after touring the South the past winter. They are readying their med trick for the summer campaign.

**TOM KENNEDY** and Fred Miller are making spots in Pittsburgh, while Frank Vall is reported to be collecting the mazuma at Altoona, Pa.

**MEMORIES:** Remember when Paddy Smitty, ace Chicago worker of two score years ago, sold silver cleaner and while cleaning a knife discovered that the simple twist of the wrist and the turn of the knife would make one penny of sugar, and it did for hundreds—the paddles.

**W. M. TURNER** who has been pitching and handling crews of house-to-house men for more than 15 years, is now in Pittsburgh, enjoying good business working a crew of resurrection plant purveyors. He infos that all the boys seem to be doing okeh in the Smoky City.

**E. B. CLARK** and their daughter, Virginia, are closing most of their demonstrations in a St. Louis department store in favor of taking up their duties for the summer at a resort which Clark recently purchased and is operating in Minnesota.

The State of Illinois has been closed to those manufacturing medicine without the supervision of a registered pharmacist. You fellows who contemplate making the State would do well to look into the matter.

**Pitchdom Five Years Ago**

Business wasn't so hot for the boys who were making Connerville and New-castle, Ind. . . . F. G. Reynolds quit working scopes in Dayton, O., and left for Columbus, O. . . . George Earle was still banging at the city of Bang-Bang with the needle threaders. . . . Eddie Lorenz, a premier pitchman before he took up dancing, and Jimmie Cox were promoting a dance marathon in Buffalo. . . . C. H. Bowman was working around Sidney and Piqua, O., with novelties and novelty jewelry and getting by. . . . Mr. and Mrs. Groom announced that the Central and Eastern States went haywire. They headed for Wyoming and Montana. . . . Edward Summer was making breakfast pitches in Dayton, O., with the needle threaders and getting a little of the filthy lucre. . . . Johnny McLane was lingering around Buffalo, waiting for Old Man Prosperity to come from around the corner. . . . Ben Gelber celebrated his 20th anniversary with Berk Bros' Novelty Company. . . . H. Tenny was finding rich pickings at the Pilsam, Mont., Dam. . . . Charles J. McCarthy returned to the pitch game after several years' absence and was working transference in New York to fair biz. . . . Boys of the leaf were conspicuous by their absence in the territory around Hannibal, Mo. . . . Jack W. Thomas was heading back to Columbus, O., from Bedford, Pa. . . . Prairie Mae, oil worker, had just left New York for an extended tour of the country. . . . Included among the outdoor workers in New York were Phil Reiss, Larry Velour, Dave Newman, Bill Vreeland, Frank Urban, Mary Ragan, Calculator Hubbard and Chief Mack Lone Wolf. . . . Charlie Scully just blew into Pittsburgh after working Central Pennsylvania, kicking the leaf around. . . . Lady Dorothea and Chick, mentalists, returned to New York and were the recipients of a royal reception. . . . Cox and Halstead were passing out the flukum in Chicago with such abandon that it seemed as tho the depression was a thing of the past, according to J. R. Miller. . . . That's all.

**CAL HICKS** scribbles from Kansas City, Mo., under date of May 2. "Arrived here a week ago and opened at the Central Drug Store, working a window with a loudspeaker. Business isn't any too good. Fred Deal, working corn salve, is with me. Joe Morris is working the tieforms here. Plan to open a med show and head east about June 1. I'm still wondering what has become of Chief Streets."

**MONEY SALTED** away is inactive. Make that bank roll work for you by putting it in stock to be used when most needed.

**CLARENCE DILLEY** who lost his car in an accident on the outskirts of Birmingham, Ala., is working paddles, blades and watches at Columbia, Mo., and garnering the folding dough. He reports that he expects to take delivery on some new transportation soon.

**JOHNNY MAHER** of song-sheet fame, is publishing a new song sheet with his own copyright which he claims can be sold without interference.

**RICTON** "Barnum of the Sticks," who is now in his 214th week of continuous operation, inks from Milledale, Ga.: "Location here was next to Jimmie Clay's movie theater. Jimmie is also operating a road talkie show under canvas. We had two turn-aways here."

**PITCHMEN'S SAYINGS:** "It's an old Spanish custom."—Mary Ragan.

"**HAVE BEEN** on the sheet for 20 years," tells Hot-Shot Austin from Vinita, Okla., "and in that time I've seen the boys collect everything from mules to jack rabbits in lieu of cash, but the first time I've ever seen a Billy goat collected on the sheet occurred in this town. While visiting with my old friend Kenneth Dawson one of the boys came in with a live goat. Worked court

**ELGIN & WALTHAM**  
**WATCHES \$1.85**

In New Cases, As Low As.  
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
106 North 7th Street, St. Louis, Mo.



week here to the worst blank of the season. Oklahoma, in general, is in fair shape. You can get money in the hills, but the flat land is like it is during the summer, no good."

**HAROLD BROOKS** . . . of health and astrology fame, shoots that he is doing a fair business working spots in Cleveland, O. He adds that he is waiting for the fair season to begin.

**CLAUDE E. NEAT** . . . who has been recuperating from a severe illness for the last two years at his home, 707 North 12th street, Albuquerque, N. M., infers that he is anxious to read Pipes from his friends in the business.

**GIRARD FITZMAURICE** . . . youngest son of Harry (Calculator) Williams, is working blades, watches, etc., every Saturday and Sunday on the Bidde Market in the Mound City. Oliver Fitzmaurice Jr. is working the med package in Memphis and following in the footsteps of Oliver Sr. He bids fair to become as conspicuous a figure as the old head was in his palmist days.

**MONEY SPOTS:** Some of the boys working around Chicago who are a little timid about getting out of town should take a flyer at making a route to Peoria, taking in Pekin and making the distillery spots and plants along the line. It should prove a profitable trip. Competition will be less keen and it will give the boys a chance to get in the big league of cash corraling.

**CLARENCE (KID) SMITH** . . . run mender and solder worker, cracks from Lancaster, O., that he is making small Southern Ohio towns to fair busi-

ness and good weather. He says he is anxious to read pipes from Phil Ross and Charles C. Smith.

**ERNEST ATHERTON** . . . and the missus are biding their time until the fair season gets under way by working spots in Indiana.

**ACCORDING TO REPORTS** . . . Al Marks, tie-form worker, recently joined the ranks of the benedicts and is confining his operations exclusively to stores.

**HUSTLER'S TIPS:** One of the best hot-spot items for you fellows who are ever on the wing is the needle threader. The late Jetty Myers, one of the most prosperous of pitchmen, worked every hot spot from Coast to Coast with the item. Even in spots where the temperature registered around the danger mark and with all the cops on the watch for him Jetty would go on and work just the same and in some instances made wagers with the cops that he would keep going. Few were the bets that Jetty lost.

**FRANK LIBBY** . . . and the missus are reported to be working sharpeners in a chain store in Duluth, Minn.

**CARL HEBER** . . . is offering his shop for sale in the Mound City and as soon as he disposes of it he contemplates taking to the road with his own formula of the liquid solder.

**BILLY LAUKHART** . . . who is working a jewelry layout along with laces and other novelties in a doorway in Dayton, O., is reported to be getting some consistent mazuma.

**BERT DOTO** . . . is reported to be working spots in St. Louis with his med emporium.

**THE PUNCH NEEDLES** . . . on the designed pillow tops are reported to be getting some long money in chain stores.

**Summer Prize Promotion Aids Amusement Industry**

As has been true for the last several years, summer will again bring probably the widest range of premium merchandise selection of any season. Premiums that appeal to men, women and children, for home use, stores and offices, sports, outings and vacations—all fall within the category of premiums with summer appeal.

Current season presents unequaled premium opportunities, with premium houses placing greater emphasis on selection of summer merchandise for premium use, with an eye to the person who will use it, and where and when it will be used. Articles for children and youth in particular are being featured, with the price range extending from a nominal cost of a novelty-shaped balloon to real money prices in bicycles, cameras, sports equipment, etc.

There is also a splendid array of ar-

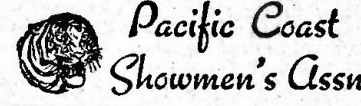
ticles making life more enjoyable for adults. For instance, merchandisers have well met the demand summer makes for silverware. Aluminum beverage sets with pitcher, tumblers and serving tray, cocktail shakers, ash trays in glass, tidbit server, supper or luncheon service of bedleware, dinner sets, picnic baskets and thermos bottles are being given favored.

**Kitchen Ware Moves Fast At Bingo Games in East**

One of the fastest moving merchandise items is the kitchenware utensils which are being used to attract women to bingo centers in the East.

Charity bingos, sponsored by churches and institutions, have made use of kitchenware to a great extent and it seems to be their leading feature. Complete sets of high-grade enamel and aluminum material are being offered.

In addition, some of the bingo spots have gone back to the familiar idea of filling an enamel pail with groceries. This makes an attractive flash item and a number of them are being featured.



730 South Grand Avenue, Los Angeles, Calif.

**LOS ANGELES, May 8.**—Magicians' Night drew 78 members to last Monday night's meeting. Dr. Ralph E. Smith, first vice-president, presided, and other officers present included Ross R. Davis, treasurer, and Harry C. Rawlings, acting secretary. In order to present the entertainment at 9 p.m. as scheduled Dr. Smith handled the meeting in short order.

Usual business routine was followed. Bills were ordered paid and the financial statement was read.

Communications: Ed Smithson infoed that he was leaving the Crafts Shows in favor of another connection. Fred L. Stewart lettered from the O. E. Hilderbrand Shows that they were rapidly moving northward. Dick Wayne Barlow carded his weekly travelog. Also received a card from C. E. Rice. New members: Bob Matthews, credited to Ben Dobbert, and Frank Parks Harris, credited to Louis Manly and Hugh Weir.

Ben Dobbert, who is very active in the membership drive, came thru with some new ideas to be used in the solicitation of new members. Then came the discussion regarding the handling of the Emergency Relief Fund. It was decided to place the fund in the hands of Pat Armstrong and Harry B. Levine. John T. Backman had originally handled the fund. The first series of tickets for the Cemetery Fund Drive, plans for which will be forthcoming at an early date, have been sent to President Will Wright.

Then out of the usual order of the meeting came the report of the entertainment committee, announcing that a

**ELGIN or WALTHAM \$1.95 Ea.**

7-Jewel, 18 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. High Carnival Watch not run. 50¢ each. Send for Price List. Your Money Back If Not Satisfied. CRESCENT CITY SMELTING CO. Old Gold and Silver Buyers and Refiners. 113 N. Broadway St. Louis, Mo.

**JUMBO PENS Closeout \$18.00 Gross**



Complete Line. PENS—PENCILS—COMBOS 25% With Order. Advance C. O. D. Write for New Spring Price List. ADLER PEN and PENCIL CO. 395 Broadway, New York.

nine-act vaudeville show, under the direction of R. S. Meyer, would be presented at next Monday night's meeting. Weekly award went to Harry C. Rawlings. Meeting was then adjourned to enable those present to the Los Angeles Society of Magicians. Members of the Ladies' Auxiliary and other specially invited guests brought the attendance at the performance to 185 persons. Doc Cunningham acted as emcee.

Magi performers included Arthur Valli, Frank Fawcett, F. W. Greaterex, Tremayne, Mrs. M. Greaterex, Sid Marion; Bozi, "the Magical Clown," and Professor Stack. Upon the conclusion of the entertainment members and guests were served a buffet lunch, the donation of Mayor Frank Shaw.

**New England Shows**

**STRATFORD, Conn.**—Roster of show at opening of season. Rides: Merry-Go-Round, Wallace McKague, foreman; S. Rositto and S. Balicheski, assistants. Ell Wheel, Woules Mathis, foreman; Rocco DiPinto and Nickey Paul, assistants. Chairplane, John Lemoine, owner, and Jack Evans, foreman. Octopus, Eddie Walsh, foreman; Rocco DiLuppo, assistant. Dual Loop-o-Plane, Dick Smith, owner; Mrs. Smith, cashier, and Chris Perry, foreman. Kiddie Autos, Frank Madden, foreman. Kiddie Swans, Albert Roy, foreman. Shows: Palace of Wonders, Wendel Kuntz, owner; Mrs. Wendel Kuntz, secretary; Mel Griffith, chief banner man; Joseph Austi, inside lecturer; Charles Johnson, talker; annex feature attraction, Freda-Fred Vant inside attractions; Prince Ramanchandeu, Hindu rubber man; Bluey-Bluey, funny little man from Hollywood; L. E. (Fut) Ridding, better known as Jumbo; Mrs. W. Kuntz, Buddha; Three Dells, jugglers; Gertie, pinhead, and Kuntz's European flea circus. Paris DeNuit, Clarence Giroud, owner; Gordon Taylor, lecturer and tickets; Mary Inez Jones, ballyhoo; Frank Green and Teddy Sexton, helpers. Sex Show, D. Stack Hubbard, owner; Hazel Fetzer, manager; Prof. Thomas, lecturer; Isabella Fetzer, Tary Gay, Mary Barton, bally girls; Robert Connors, tickets; Albert Burns and Jimmie Austin, helpers. Concessions: Sam Cohen, gift store; J. Cavanaugh and Jake Barth, agents. Ham and bacon. Joe (Red) Dubin; Mrs. E. Morse, four-for-a-dime photos; C. Phillips, assistant; H. Morse, scales; Tom Norton, heart shape pitch and clothespin pitch, owned by Ernie Wanmer; G. J. Frick, Loopit; Mrs. Frick and Tom Irwin, agents; Mrs. Billy Giroud, penny pitch; Mrs. John D. Kilonis, pop corn; cookhouse, Phil Vakalis, owner; Whittie Fowler, griddle man; George Francisco, chef; Joseph Ryker and Jimmy Francisco, counter men; candy apple and candy floss, Salvatore Candiano; custard, Edward Reed, owner; Charlie Walton and Jerry Fredericks, assistants; bingo, Frank C. Pope, owner; Thomas A. Dike, Curley Shelpton and William Barton, agents. Ball games, country store, Clarence Giroud, owner; agents, Herbert Giroud, Duke Taylor and Marion DeVaney. Lead gallery, Sonia Giroud, owner, and John DeVaney, agent. Charles Wulp, cigaret wheel, with Doc Crosby, assistant. Edna Wulf, blanket wheel; Jimmie Howard, agent. Niekolas Stanley, mentalist, Harold and Frances Nevins, cigaret shooting gallery, Jimmie Harris, auto bumper and nickel rolldown. Slim Fein, grocery wheel. F. Silverman, balloons, tub pitch and hoopla; Beatrice Neugebauer and Frank Rosenberg, agents. Kane & Thorpe, doll and grocery wheel. Stephen Bennett, devil's bowling alley, owned by Ernie Wanmer.

Additional staff: Capt. James Jamison, high fire dive; Frank J. Smith, superintendent of rides; Charley Hardy, superintendent of transportation; H. T. (Pat) Miles, electrician; Tom Long, night watchman; Cy (Slim) Aurillo, lot superintendent and concession manager.

**Pitchmen I Have Met**  
By SID SIDENBERG

I have seen many medicine shows score heavily during my travels over the country, and I'm not the least bit surprised at the amount of their take, because I believe their sales are unlimited. The performances some of these shows present are capable of attracting crowds large enough for some of the smaller circuses. But when I saw a single-o medicine worker draw circus-sized tips it nearly stunned me. Harry Cody, well-known Indian medicine man, did the trick, however, when he almost cleaned a midway at an American Legion carnival in a small town in Indiana every time he donned his regalia and went in for the health talks.

Harry comes from a line of med opera owners and knows every little trick and angle that makes for a successful med purveyor. He doesn't shout at a tip, managing to keep his voice at a pitch that reaches the listener farthest away. He talks nothing but the heart-to-heart stuff that not only makes buyers but boosters who enhance his repeat and mail-order business.

Harry told me that he has quit bucking the powers-that-be. When fair time is due on the calendar he makes arrangements to work American Legion doings, big and small, all over the country. He works for a flat sum or percentage. Thus he manages to get in every working day at that time of the year under the Legion's sponsorship and protection.

Cody's grandfather was connected with the old Healy & Bigelow Shows, which carried the red-skin performers to attract crowds to their operas. The first Cody med worker did the Miami dance, a lariat and knife-throwing act, and was one of best drawing cards of the med units of those days. He also was considered one of the best Indian performers on the Buffalo Bill Shows, and later did a roping and throwing stunt on the 101 Ranch Shows.

The grandfather educated Harry in the rural schools of Flagstaff, Ariz., and later brought him east and put him under the wing of that erstwhile Indianapolis med hustler, Fred Kelso. Harry is married and lives in Bloomington, Ind., with the missus. His children, Verma Mae and Lloyd E., attend school there. Harry is 40 years old and a veteran of the World War.

**New York Bull's-Eyes**

By WALTER ALWYN-SCHMIDT

IT seems as tho I have scored another bull's-eye with my advice to outdoor operators that they should give \$1 items a chance. Binoculars, selling at \$1, are handled with increasing success by a man covering sporting events. A woman demonstrator sells a hair-curling item at an open-air pitch for the same price. Another handles a box of cosmetics at \$1. Sales are fairly good with these articles and it looks as tho there is a real trend in favor of \$1 promotions. The plan is to have a plentiful supply of the article on the stand. This shows that the speaker has confidence in the willingness and the ability of his crowd to buy. Hand the article out for inspection, and start selling early, making it clear from the start that your article costs \$1. It brings cash customers to the front.

Gift displays in the stores have begun to take on a summer hue. Small cosmetic bags holding a day's outing supply and other articles are attracting much attention. Seaside necessities have also entered the picture. The cheaper pocket and wrist watches have also taken a turn for the better. Sporting goods should demand attention as they will be tops in premium displays this year.

Maybe I am hitting another bull's-eye with the following. Have you heard that the trailer industry hopes to put 400,000 new trailers on the road this summer? Trailer towns are becoming definite outlets for outdoor operators. They are naturals, because many operators themselves travel in trailers. Decide for yourself what you will want this summer, and then buy it for yourself and others. One man is doing good business with the new tin-can travelers selling them electrical equipment. Electrical power is now supplied gratis by many trailer camps, which makes electrical cooking feasible. There are many other articles which trailer folks will wish to buy. Living cheaply, the trailer traveler has money to spend and he goes for any item that will add to his convenience or comfort. In addition to trailer traffic, millions of tourists will be on the road during the summer. This makes tourist camps exceptionally good outlets for almost any type of outdoor promotion.

**PORT ALLEGANY, PA.**  
**Old Home Week**  
 On Main Street  
**MAY 31 TO JUNE 5**  
 First show uptown in years. Northern Pa. Greatest Celebration. Wanted: Shows, Concessions. Can give you sixteen weeks. Opening in Dansville May 24.  
**KARL MIDDLETON, Dansville, N. Y.**

**J. J. COLLEY'S SHOWS WANT**  
 Shows not conflicting with Athletic, Hula, Gek, Sword Box, Platform. Opening for a few more concessions. No graft. No gate, cheap privilege. **WANT TO BUY OR BOOK Tilt-a-Whirl, Dick Morrison wants Hula Show People.** We hold contracts for following Oklahoma Celebrations: Tulsa (Tiptown) K. of P. Celebration, May 24-28; Purcell Golden Jubilee, June 14-19; Stillwater, C. of C. July 8, 4, 5; Yale Home Coming and Reunion, August 2-7; Sulphur Firemen Festival, August 9-14; Seminole County Fair, at Wewoka, September 8-11; Creek County Fair, at Bristow, September 13-18; Le Flore County Fair, at Poteau, September 20-25. This Show has 7 Rides, 3 Free Acts. Oklahoma Secretaries, we have a few open weeks. Address as per route. Okmulgee, Okla., this week.

**TILLEY SHOWS**  
**WANT**  
**SENSATIONAL HIGH FREE ACT,**  
**SHOWS—Any Meritorious Attraction, with or without outfit.**  
 Address, East Peoria, Ill.

**ADDRESSES WANTED**  
 S. H. CUTLER, GEO. H. EMBREE, C. O. BERRY, ROBT. LEGENDER, JOHN T. MENDRY, C. E. MAYNARD, T. L. DEDRIK, GEO. STEPHENS.  
 Thanks for Advice.  
**BAKER-LOCKWOOD**  
 17th & Central, Kansas City, Mo.

**WANTED**  
**CARNIVAL FOR FALMOUTH FAIR.**  
 Falmouth, Ky., August 19-21, and  
**CONCESSIONS FOR JULY 4.**  
**MRS. DEMPSEY R. BARNES, Secretary,**  
 Falmouth, Ky.

**WANTED**  
**RIDES—NO CARNIVAL**  
 Shows and High Acts write. Decorators also write. Fireman's Convention and American Legion Fair. Best spot in Ohio. June 23, 24, 25, 26. Coldwater, O. C. H. HOYNG, Com.

**RIDE HELP WANTED**  
 Experienced Only. Foreman on Carousel, Eli Wheel, Whip, Octopus, Grind. Concessions all open.  
**CHARLES GERARD,**  
 2515 Newtown Ave., Astoria, L. I., N. Y.

**WANTED QUICK for Barney Bros.' Circus**  
 Musicians for Pig Show Band, Ground Acts, Biggers, Seat Men, Mechanics. Wire **BARNEY BROS. CIRCUS, 1640 Central St., Kansas City, Mo.**

**SAINT LOUIS—FORT BENTON BOAT RACE**  
**FORT BENTON, MONTANA**  
**JUNE 10-11-12**  
 Celebration typifying the Old River Days at Fort Benton. Indian Pageant, Carnival, two shows each day. Concession men write **KIWANIS CLUB, Fort Benton, Mont.**

**WEST BROS. AMUSEMENT CO.**  
**WANTS** Concessions that work for stock. **WILL BOOK** money-getting Shows. We play wonderful territory for shows. Ride Help come on. Wheel Foreman, Caterpillar Foreman, Tilt-a-Whirl Foreman, Slim Cunningham wants Concession Agents. Marion Thompson wants Bucket Store Agents. Scento Artist come on. Washington, Ia., this week; Atlantic, Ia., week May 17; Sioux Falls, S. D., week May 24.

**SAM LAWRENCE SHOWS WANT**  
 Shows of merit, with or without outfits. Will furnish complete outfits for reliable showmen. Loop-o-Flame and Kiddy-Tony Rides, or any Ride not conflicting. Concessions all open except Corn Game. Best route of Still Dates and Pairs, also Winter Fairs in Florida. Sam Burdorf wants Banner Man. Jack Mills write at once. Also good Promoter. Talker for Plant. Show.  
**SAM LAWRENCE, Wytheville, Va., this week; East Radford, Va., next week.**

**Hartmann's Broadcast**

**CIRCUSES, carnivals and other shows** contemplating playing Virginia and not acquainted with the license requirements there will probably change their schedules after they know what taxes are assessed under the 1936 Supplement to the Tax Code of Virginia (1934). As a matter of fact, M. G. Dodson, general agent of Dodson's World's Fair Shows, had about booked Richmond, Va., under auspices of the Grotto, when his attention was directed to the new law and, being convinced that his show could not pay the exorbitant fees required, he immediately called off the deal. Other shows are likely to steer clear of Virginia because of this, and if that be the case the law will be defeating its own purpose—that of raising funds thru licensing.

For the benefit of those who do not know, Virginia imposes both a State and county tax on amusements. The State license for carnivals, circuses, menageries and other shows when traveling on railroads is based upon the number of cars carried. For one and two cars the fee is \$25 per day; three to five cars, inclusive, \$40; six to 10 cars, \$75; 11 to 20 cars, \$100; 21 to 30 cars, \$150; 31 to 50 cars, \$200; over 50 cars, \$250. On shows traveling by motor, the tax is based upon the number of loads: one and two loads, \$5 per day; three to five loads, inclusive, \$8; six to 10 loads, \$15; 11 to 20 loads, \$20; 21 to 30 loads, \$30; 31 to 50 loads, \$40; over 50 loads, \$50. On each side show, curiosity show, or similar show, not owned by the circus owner, the tax is \$15 per day. No additional license is required for the privilege of selling soft drinks, confections, food, souvenirs and novelties on the grounds on which shows are exhibited.

The law further provides that any show giving exhibitions for compensation, whether a part of the proceeds are for charitable or benevolent purposes or not, shall pay the license tax. No license is required of agricultural fairs or the shows exhibited within the grounds during the period of such fairs.

The board of supervisors or other governing body of each and every county is authorized and empowered by the State to impose a license fee of \$5 for each performance, \$15 for each week of continuous performance, or \$500 annually, except in towns of less than 15,000 inhabitants, where the tax is \$2 for each performance, \$6 for each week of continuous performances, or \$200 annually. Violation means a fine

not less than \$50 nor more than \$500 for each offense.

+ + +

It is quite common for carnival people to be accused by outsiders of things of which they are not guilty. They are apparently considered easy prey. In this connection Dick Collins relates an incident that should bring a smile to everybody in the carnival business.

When the Gruberg World's Exposition Shows played Alexandria, Va., week of April 19, a nurse employed in the city took the lieutenant of police out to the lot and demanded that he arrest Madame Ada, the phrenologist. She was most anxious to swear out a warrant for the palmist's incarceration, claiming that she had lost a \$95 watch in her camp.

No amount of pleading on the part of the officer and Milt Morris, of the show, had any effect. At last she compromised for \$50 and let it go at that. This sum, to avoid scandal, was paid by Madame Ada.

The second day of the show's engagement at Annapolis, Md., the following week, police authorities of Alexandria went there and, asking for Madame Ada, refunded the \$50. They stated that they had put a State-wide trace on the watch and found it in Richmond, Va., hence the apologies and refund.

And the nurse was so positive that Madame Ada was the thief! In a case like this the carnival trouper has two strikes on him or her anyhow, and all police officials are not as good as the Alexandria bunch.

+ + +

**CIRCUS** men, too, have unpleasant things to contend with in the shake-down line. The case of Tom Mix is different from the usual run. He told the story to us on a recent visit to his show, and thinks it is really something for the book.

During the early part of this season while playing a southern town a deputy sheriff made his appearance at the Mix Circus. The performance was about to start and the better seats were all occupied. Accompanying the d. s. were two women. Request was made for courtesies. They were gladly extended and the d. s. and women seated in the best place possible at the time. A short while later the d. s. went to the front of the show and demanded better seats. When informed this was impossible, he left the showgrounds and, claiming he and the women were embarrassed and humiliated, a plaster followed. As the show could lose no time in moving to the next town, there was nothing for the management to do but adjust the matter, and this required quite a few sawbucks.

**License Status in Iowa**

**DES MOINES, Ia., May 8.**—A bill passed by the recently adjourned Iowa Legislature, House File No. 172, empowers county boards of supervisors to grant or refuse licenses to circuses, carnivals, rodeos and similar exhibitions outside cities and towns.

Purpose of the act is to prevent traveling shows from appearing in a locality just prior to county and district fairs.

**MILLER BROS. SHOWS WANTED**

**SHOWS**—Place good Motordrome, Minstrel Show, or any Show not conflicting, Girls for Girl Review. Will furnish complete new outfit to reliable party. Kid Burns Athletic Show wire at once. **CONCESSIONS**—Good opening for Frozen Custard. **WANTED**—Talker for Side Show, also Trucks for same. **CAN USE** good Half-Half. Lee Cresson, Wm. Pink, J. C. McHenry want to hear from you. Show routed through North West territory. Write or wire **MILLER BROS. SHOWS, Peru, Ind.** this week. **P. S.**—Fair Secretaries, have few open dates in Wisconsin, Minnesota, Iowa or Missouri.

**J. HARRY SIX ATTRACTIONS**

**WANT** Chairlaine and Tilt-a-Whirl. Shows with own outfits 20% of gross. Legitimate Concessions of all kinds. Jake Ford wants reliable Concession Agents. Address Eminence, Ky., this week; Le Orange, Ky., week May 17.

**Notes From the Crossroads**

By NAT GREEN

**SCARCELY** a day passes but that something comes up to remind us of the foolish practice of small shows keeping their routes secret. Early last week we received a long-distance call from Clinton, Ia., asking for the route of the Robbins Circus, billed to play the town May 6. The party phoning wanted to get in touch with the show's manager to inform him that the lot was under water and it would be useless for the show to come in. "If I can get in touch with the show," he said, "I can save them a useless trip in here and give them an opportunity to book some other town." But we do not receive the Robbins route, hence could be of no service.

Every week candy and novelty goods dealers phone us for the address of this or that show, to which they want to ship goods, and quite often it is for a show that never reveals its route. It seems to us this is very poor business policy. Quite often we could be of real service to shows if we knew where to reach them. If they would only send their routes to our Cincinnati, Chicago and New York offices with request that the routes not be published, their wishes would be respected and a lot of time and trouble would be saved them and us.

Like the breath of old times was the visit last week of Bert Cole, for 28 years announcer on the Hagenbeck-Wallace Circus. . . . Bert never was one to want lengthy puffs in the public prints. . . . It was sufficient to say he was "in good voice." . . . A letter from Frank Conklin conveys the information that the Conklin Shows opened at Hamilton to exceptionally good business, which is pleasing news. . . . Bee Starr, aerialist, will play fairs this summer. . . . Cook County fairgrounds, just outside of Chicago, will be the scene of auto racing this season, Carl Stockholm having transferred his activities there from the old Roby (Ind.) speedway. . . . Ray Marsh Brydon made a trip to Chi to take back to his show eight animals which he had wintered with Cole Bros' Circus. . . . Eleanor Getzenander has booked her champion broad-jumping horse act for Wisconsin State Fair, Milwaukee; Saginaw (Mich.) Fair, and Alpena and Traverse City, Mich. . . . Harry Atwell week-ending in Pittsburgh, taking photos of K-W show. . . . Cole Bros' Circus got a baptism of rain on its second day out, but fortunately it came after the matinee crowd was in the big top. . . . Show got into South Bend late and the parade started about 2:30; matinee at four, to a good house.

Reports from the Cole-Beatty show say the new indirect lighting system is great. There are 58 10-foot steel poles around the big top, each surmounted by powerful lights softened by frosted globes. Around each ring are four such poles, with lights above and below, flooding the entire top with a diffused light that is easy on the eyes.

"Fifty years from 1937," says Eugene Whitmore, editor of *American Business*, "when circus devotees congregate and cut up old money there will always be someone present in any such gathering—some good-humored old graywhiskers who has kept his love for the circus thru the years—who will rise to assert: 'Well, the young fellows, you don't know what good clowning is. You never saw such clowning as we had back in 1935, '36 clowning and '37. Why boy, we had real clowns in those days. We had Emmett Kelly and Otto Griebling. They don't make clowns like that nowadays.'"

"And then the old graybeard will go on to tell of some of Griebling's gags—his snake-charming number, his ice-ice gag, his telegram for Mrs. Jones, his ice delivery and his pot of flowers. He will tell of Griebling's famous 15 clowns in one couple, and as his eyes light up with pleasant recollections he will describe Kelly's WPA number, his walk-roping stunt, his clowning the Indian riding sit-ups, his cabbage eating and his sit-down strikes. And while he is about it he probably will mention the burlesque bullfight staged by the genial Jose Gombales and the widely known Homer Hobson, of the Riding Hobsons." Yes, we have seen circus history these past few years and will see more of it!



Out in the Open



Roger Littleford Jr.

Itemizing the New Season and Bits of Inside Dope Here and There—Radio on the Carnival Lot

FLOYD KING, general agent of the Cole Bros.-Clyde Beatty Circus, in New York last week in interest of the show. He's all agog over the business done in Chicago. . . Ringling-Barnum canvas, all new, makes a flash on the Brooklyn lot, DeKalb avenue and Cypress street. . . Carl Hathaway, superintendent, appears hale and hearty and evidently recovered from the illness that laid him low last season. And Jim Whalen is as sturdy as ever. . . Customers at the closing show of the Ringling-Barnum date, unknowingly witnessed a near-tragedy when Helen Wallenda, member of the famed high-wire balancers, suffered a slight fainting spell during the routine. Partners helped her off the wire and lowered the pretty dare-devil to the arena via the block and tackle route. No harm done and patrons thought it part of the act. . . George H. Krause, circ fan, writes from Kokomo about the Cole season thus far. Seems as tho even rain can't stop 'em this year. Krause also spent a day with the Tom Mix show before it headed east.

Oscar Lowande, famed performer of yesteryear, in with some photos of old-time show people as well as for information on circus liability insurance. Pics will appear in Show Family Album shortly. Lowande is currently with the New York WPA circus project. . . Harvey Mayer, who, among other things, publishes programs for circuses and such, is sealing a deal for the ex on Soldiers' Field, Chicago. Will be a big job for the Mayer firm. . . That was Dexter Fellows

at 43d and Madison the other afternoon. Fellows is making Brooklyn for the Big Show. . . George Hamid and Bob Morton are evidently planning big things for their Montreal indoor circus late in the month. . . Arthur Campfield, of Baker-Lockwood, in and out of town on business. So much new canvas around the country spells a big year for E-L and similar firms.

MAURICE PISEN all smiles because of the popularity of his Loopt game. Has sold plenty since introducing it last December. . . Police case against the Coney Island Loopt operators was dismissed, creating a good break for all game men thruout the metropolitan area. Elwood Hughes, managing director of Toronto's Canadian National Exhibition, due home from the Coronation last week of the month. . . W. J. (Bill) O'Brien, Revere Beach, Mass., in town on a hurried buying jaunt before the big New England playground opens. . . Lew Dufour, of Dufour & Rogers Attractions, expected in from Dallas shortly. Attractions for his Coronation Show at the Pan-American the reason. If Lew and Joe do land part of that original Coronation stuff they will have reached new heights in showdom.

THE excellent weather this spring has been a boon to Eastern showmen. With so many new shows on the road this year, a cold and rainy April would have been a "damper" in more ways than one. Other sections of the nation have not been so fortunate. . . Madison Square Garden rodeo situation is still hanging fire. Understood that the Garden has scheduled next fall's cowboy opera to debut October 6, but who will head the outfit still remains a question. Evidently Col. W. T. Johnson, who has operated the show for several years, is still anxious to sell his rodeo stock. George Hamid was offered the bid, but refused, it's reported. Garden will probably end up running the show itself. Kilpatrick and conferees know more than anyone else how profitable a venture the New York rodeo is.

Wise boys around town have it that Tammany Hall moguls are anxious to operate a dog racing plant in or near the 1939 World's Fair. Something like that would be a natural around a big

WANTED For World Famous 1937-BLACK FOREST-1937 Concessioners for Games, Merchandise, Food, Drink, Novelties, Souvenirs, Side Shows, Wheels, etc. GREATER TEXAS AND PAN AMERICAN EXPOSITION. Chicago and Dallas 3,400,000 Visitors. We are also accepting applications for 1938 appearance in Chicago and New York for 1939 Write or Wire— R. J. SIPCHEN AMUSEMENTS CORP. 185 N. Wabash Ave., Chicago or WM. ROWLEY Rm. 45, Administration Bldg. Greater Texas and Pan American Expo. Dallas, Tex. OPEN JUNE 12

Broadway's Newest Drink Sensation HAWAIIAN TROPICAL DRINKS! Pina Colada 500% PROFIT Coconut Champagne Complete Equipment and Formulas, \$75 and \$100 a Unit. See Our Latest Light Unit Installation Next to the Palace Theatre, Broadway, N. Y. Call, Wire or Write NAT LERNER 203 Lexington Ave., NEW YORK. Ashland 4-4646.

DANCERS WANTED AT ONCE DANCERS Oriental, Strip Tease, Balloon, Rhumba and "FAN DANCER" to feature with own fans. Top salaries to all. I pay salaries. No run around given here. Wire at once. AL. PAULERT, MGR., BEAUTY REVUE Care JOHN MARKS SHOWS, South Bethlehem, Pa.

LETTER LIST

(Continued from page 69)

- Hilton, Violet & Daisy Ryan, Marlon E. Sharp, Grace Sherman, Madam Loren Zelmia Shifrer, Katherine & Fay Shirley, Lee Sitaman, Nellie Stelson, Louise Stork, Adele Ughetto, A. (Sylvia) Voorbies, Mrs. Ben Wagon, Frances Wann, Etta Waters, Betty Weeks, Genie Whiteside, Lois Wolsack, Bertha Wolsey, Lydia Wynn, Virginia Williams, Virginia Yacotino, Agnes Ze Voie, Marie

- Pressler, James Punjab (Macic) Quinlan, Ralph Ramell, Tony Raymond, Great! (Magic) Rea, John Redon, E. Remart Reynolds, James E. Robinson, Johnny Rorhsaun, Georges Rose, Teddy Ross, Louis Ross, Phil Ross, Sam Russell, Jimmy Ryan, Jimmy Salls, Harold Sandino Fairchild Savil, Billy Seabert, John Simons, H. J. Sprinkle, C. J. Stanton, Steve Stuy, Jos. J. Sullivan, Joe Sully (Jerome) Sutherland, Clifford Tatzman, Harry E. Thomas, Frank M. Turner, Eddie Valley, Ray Van Buren, Chas. Van (Tattooer) Vernon, Edgar Vosburgh, Ken Waterman, Natie Weaver, James Whitney, Jack Willard, Clarence E. Williams, Bob Wright, Margaret Wolcott, Ben F. Wolfe, Thomas A. Young, Ra. Yeomans, Glorie Reid

MAIL ON HAND AT ST. LOUIS OFFICE 890 Arcade Bldg., Parcel Post Henderson, E. G. 14c

- Ladies' List Belmar, Mrs. Jack Burns, Corinna Calkina, Mrs. Pearl Conyer, Mrs. Mozelle Cook, Mrs. Ann Davidson, Mrs. Geo. E. Duffy, Mrs. Fern Evans, Mrs. J. J. Gould, Mrs. Dottie Grubman, Mrs. Ned, Jim Griffith, Melvira Hill, Dorothy E. Harris, Babbie Haum, Mrs. Bessie Henderson, Mrs. Etta Hoster, Mrs. Mae Jeffries, Mrs. Minerva Kelley, Edith Kinsey, Mrs. Lulu King Diane Lewis, Mrs. Vic Adams, Blscky Allen, Ethan Astera, Merito Biber, Ed Bartlett, R. C. Bowen, C. W. Bray, Harry Brennan, T. J. Bryer, Mrs. Mabel Benham, Richard Beannont, Jack K. Brown, O. Edgar Bryer, Bill Bryer, Charlie Burroughs, John R. Burro, Leo Cain, George Carlisle, Hank Carlson, L. D.

- Gentlemen's List Adams, Howard Adams, Richard Alex. A. A. Armstrong, S. A. Bacon, Walter & White Baker, Buck Barzok, Milton Beie, Harry Belmont, Jere A. Berryman, Pete Bishop, Lou Blair, Joseph Blyth, Frank Bob-Robette Borland, S. T. Bresnahan, T. J. Burns, Richard K. Callahan, Bob Cartell, Bud & Rosa Caruso, John A. Christy, Vic Clifton, Park Clay Costigan, Ed J. Davenport, Dalbert Essex De Countie & Marie Donath, Ned Dulitz, Paul C. Emerying, Alex Selmer, Mrs. Fox, Ned Franklyn, Wilbur Frazer, Harry Green, Russell Grimes, John Hall, L. D. Harman, Frank A. Hauser, Albert Hodges, Jimmie Huron, Edw. Hornbrook, E. C. Hornfield, Bill John, F. Carl Keiffort, Thos. F. Klein, Wm. (Slim) Knight, Herbert Krasser, Danny Krooner, Ralph A. La Forge, Ed La Rue, Noble Lang, John T. Lawson, Larry J. Leo, Harry W. Leonoff, Sasha Le Roy, Charles Leonard, George Lewis, Al Littlejohn, Frank Lopez, Barney P. Luke, Harry Lumb, Wm. C. H. Mearath, Kenneth McCall, Jim McClanahan, Dr. D. H. McGeough, Philip McNamara, David Macklemore, Mack Manning, Otis Martel, Eddie Mahoney, Jim Matheny, M. W. Meyer, Capt. Jack Michelle, Fred Miller, Frank W. Miller, Fred Mohr, H. Ben Montgomery, Jack Nate, Sam Newman, Wm. A. Nichols, John Omossa, Ben O'Neil, Wm. O. Pace, Bill Paul, Charles Perry, Cap Perry, Frank B. Pike, H. L. Pollay, H. R. Powers, A. D.

exposition. The fair is playing dumb, so far, at least. Of course, poodle tests have been "out" in New York State for quite some time and the new bill up for the governor's signature legalizing the "sport" does look a bit suggestive. As a matter of fact, why can't dog racing be made up and above board? Other things have. . . New York's first summery Sunday (2) drew nearly a half million people to Coney Island and vicinity. Showmen and concessioners are pointing to it as a definite sign of a big and prosperous 1937 season.

RADIO played an important part in selling the Cetlin & Wilson Shows to Winston-Salem, N. C., recently, writes L. C. (Ted) Miller, press and promotion agent of that show. Ted, who is beginning his first season with C. & W., thinks that radio has been underestimated by the carnival business and that, properly approached, other men will be surprisingly co-operative in a mutual drive to attract attention. "At this particular station (WAIR) they showed every possible co-operation in giving free time, remote work, etc., and helped in every way possible to put this date over," writes Ted. "We had a remote job out on the lot every day and broadcast actual scenes, intimate little chats with the showfolk, description of inside of shows, the mayor's address on opening night, etc. If more attention were paid to this phase of the outdoor show business I feel certain that the business in general would be reaching a group of people largely missed by billboard advertising and newspaper stories."

Mr. Miller is not the only showman thinking along these lines. Floyd Newell, another young publicity man, who works for John Sheesley, has also made great progress in utilizing radio as a means of selling his show. There is a new generation of press agents working its way into the carnival business, a young generation, too, and in the next few years we can expect many new angles on advertising carnival wares.

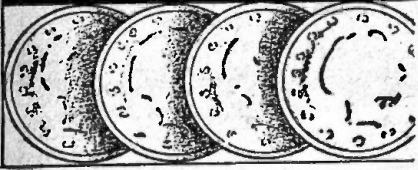
John R. Ward Shows Want For Memphis Cotton Carnival and Poplar Bluff, Mo., Ozark Jubilee, and Balance of Season. Girls for Minstrel Show, Manager and People for Girl Revue, Manager and People for Athletic Show, Manager for Monkey Circus. Ride Help for Dusk Ferris Wheels. WANT legitimate Concessions and Mitt Camp. Will sell exclusive on Diggers and Photos. Have outfits complete for good Shows. Memphis, Tenn., this week Poplar Bluff, Mo., next week.

WANTED TO BUY OR LEASE RAILROAD CAR—Must sleep 25 or more and be in fair condition. Will buy Procurement for 70-ft. R. T. Drops, etc. Also small Lighting Plant. All colored people that were with 7-11 Minstrels in '26 and '32 write and give address. R. L. EVANS & SON Write. ERNIE KLEIN General Delivery, Atlanta, Ga. No Wires.

WANTED For Diving Acts Working Eastern States.—Two Male High Divers, two Male Fancy Divers, three Water Clowns, four Female Fancy Divers and two Female High Divers. Want best talent obtainable. Highest salaries paid. Send small photo, etc., immediately. ARTHUR SHEA, Revere, Mass. FREERPORT, ILLINOIS JOHNNY TOFFEL SHOWS Auspices V. F. W., From May 17 to May 22. FREERPORT, ILL.—Eighteen and Shawnee Sts. Concessions wanted. Also Agent and Ride Help. Rockton, Ill., this week; Freerport next week.

FRISK GREATER NEXT WEEK SIX RIDES, SIX SHOWS, NEW TRUCKS. WANT SHOWS: Fat Girl, Midgets, Mirror, Mechanical, Unborn, Hill Billies, other good Shows. Concessions that work for stock. No racket. Hoop-la, Watch-La, Cotton Candy, Apples, Lord's Prayer, other clean Concessions. Merry-G-Round Foreman. Must be capable and sober. Other useful Show People write. Celebrations and Fairs get in touch. Northfield, Minn., May 16 to 18; Red Wing, 17 to 22.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## PREMIUMS

The seventh National Premium Exposition was held at the Palmer House, Chicago, May 3 to 7. It was sponsored by the Premium Advertising Association of America, an organization that has done much to publicize the wide use of premium merchandise and also to combat those legal and moral objections that are sometimes made to the use of premiums.

The rapid advance made by the premium and novelty trade in recent years has been guided by the primary idea of using such merchandise for its advertising value. Premiums have thoroughly demonstrated their value to attract attention, break down sales resistance and to promote sales when the main article itself somehow fails to possess the closing appeal.

Premiums have proved to be universal in their appeal, reaching old and young, rich and poor. A unique feature of one of the programs during the convention was a dramatic presentation of a group of eight children, ranging from 4 to 12 years of age, to relate their reactions to premium offers. An official of a large premium manufacturer expressed his surprise to learn that the head of a large Chicago corporation and his wife were saving coupons from cigarettes to obtain a card table premium. Thus it seems that neither age nor station in life exempts anyone from the appeal of premium advertising.

A view of the premium goods on display at the convention would quickly convince anyone of the value of the growing premium trade. The immense variety and novelty of merchandise would also suggest at once the power of its advertising appeal. The imagination would almost run riot in trying to enumerate the number of items and the rich variety of merchandise on display. Certainly something could be found to appeal to every type of human being and to meet every taste. More than 200 firms made displays of their merchandise and offered wise suggestions as to its use.

The coin machine industry has a vital interest in the premium trade for several reasons. A growing number of premium firms have exhibited at the annual coin machine conventions for the last four or five years. At the 1937 convention a number of premium firms exhibited the midget radio sets. The increase in the number of premium firms exhibiting at the coin machine expositions indicates that there is a definite relation between the two trades.

There is a history of the use of premium and novelty merchandise in the coin machine trade. The ultimate future of many types of coin-operated amusement machines will probably be to promote the sale of specialty merchandise. The first tide of a wide use of novelty merchandise by the coin machine trade came with the rise of pinball or bagatelle table games to great popularity. The use of novelty merchandise as prizes for skill with these games became a very common practice. One firm covered 16 States using the pinball games as a strictly sales promotional idea. In New York and other cities special amusement rooms were opened with full store displays of premium awards for skill on the games.

The popular success of the tieup was amply demonstrated in all respects.

But there were legal difficulties in the way. The coin machine industry itself muffed its opportunity by pressing the use of cash prizes when an early concentration on the use of merchandise prizes might have won legal recognition in due time. Many members of the premium trade had fears of the alliance with amusement games, altho both trades have been on the defensive on legal and moral grounds.

Happily public opinion has been growing more liberal in recent years, and today the premium trade is coming to be accepted as a favorable form of advertising. The coin machine industry, too, is slowly gaining legal recognition and may eventually prove its immense possibilities to promote the sale and use of specialty merchandise of all kinds.

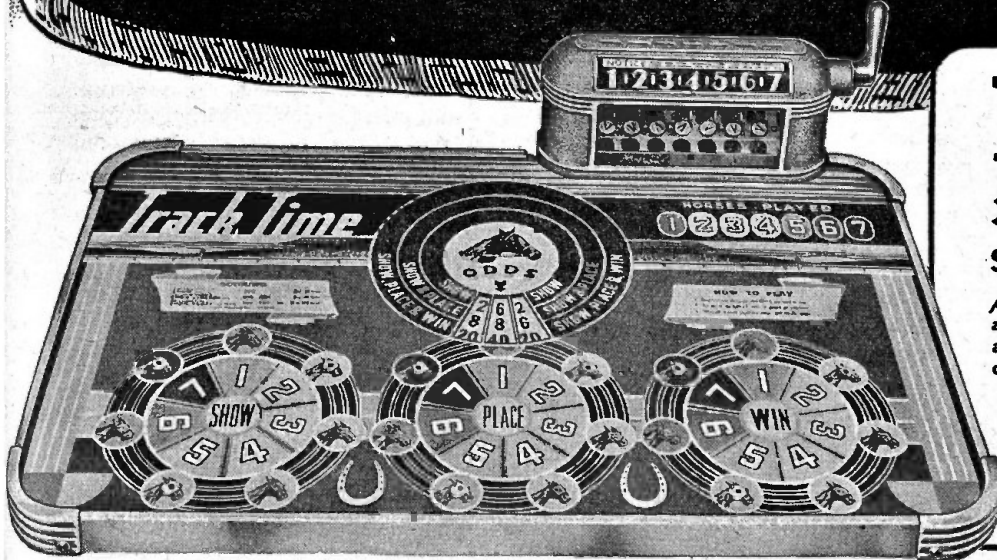
Those people who face the realism of today will quickly see the many advantages in permitting the legal use of merchandise as awards with coin-operated games of all kinds. It would be the most effective move against the use of cash awards, and merchandise prizes can never have the social and moral objections that are attached to cash awards. Then the use of merchandise awards promotes the sale of goods, which increases trade, and best of all increases employment.

An interesting example of how enlightened governments may come to recognize the use of merchandise prizes with amusement games is seen in the recent action of France. The French Government has come to permit the operation of slot machines (the one-armed bandits of our day) and other games of chance when awards are made in merchandise. This move has been due to the fact that such a practice increases the flow of goods and hence increases employment of people who need jobs. That such an enlightened spirit is spreading to England and may reach America is indicated by present trends.

The last year has also seen the rise to prominence of a new type of coin-operated machine which clearly shows that premium merchandise and amusement devices go together. The best example of these machines is the new type of rotary novelty venders, high-grade machines that dispense novelty items of various kinds when the player demonstrates a certain amount of skill. These machines use a wide variety of novelties, within certain limits as to size, and have proved very popular. That they have immense possibilities to promote the sale of merchandise has already been proved. The more familiar diggers and cranes have long been known in this field. Standard premium plans have been used successfully for years with merchandise vending machines.

The local merchant is vitally interested in merchandise awards with amusement games. The use of premiums by large national advertisers helps his sales generally, but the merchant working in conjunction with the operator of amusement games can develop promotional plans that are direct and specific. It is safe to say that the full possibilities of the uses of premium merchandise in the coin machine field have not even been touched as yet.





## TRACK TIME

### 7-Play Coin Head 3 Spinning Reels \$7 AWARD

Showing of played number on first dial possible for 5¢ played pays off with higher award if number also appears on second dial, and a still higher award if the same number comes up on the third dial. Interchangeable boards or tops in converting to Number or Bell-Fruit symbols. No possibility of charting. Every game undergoes 10,000 test plays before being shipped.

**\$279.50**

Ticket or Check Separator Models \$15 Extra. Now Shipping. Write for Literature.

## MAGIC LAMP

KEENEY'S  
ELECTRONIC BEAM  
1-BALL PAYOUT GAME

Odds change with every play. No holes. No bumpers. Hits or scores recorded by ball passing through any of 5 Electronic Beams on the playing field. Movie Screen Totalizer. A.B.T. "400" Coin Chute.

Order yours today.  
Immediate delivery.

**\$149.50**

Ticket Model  
\$10 Extra



## KEEN-O

A NEW 5-BALL  
BUMPER SPRING  
NOVELTY GAME SENSATION  
NOW IN PRODUCTION!

Player actually plays games (lotto-bingo). Springs have corresponding numbers on back rack. Some springs have two numbers. A bumper spring game packed with more action than you've ever before seen in bumper spring games. Order today for immediate delivery.

**\$69.50**

ALL GAMES  
IN  
PRODUCTION  
!

ORDER DIRECT OR THRU  
KEENEY DISTRIBUTORS

**J·H·KEENEY  
& COMPANY**

"THE HOUSE THAT JACK BUILT"  
2001 CALUMET·CHICAGO, ILL.



Double award  
and high count  
bumpers.

A.B.T. "400"  
Coin Chute.

Power Pack  
Equipped.

## FIRE BALL

The sweetest novelty  
game ever built. 5 balls.  
No holes. No bumpers.

**\$69.50**

Subject to Price  
Raise May 20th

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
938 WRIGHTWOOD AVE.,  
**OPERATORS!**

BE PREPARED for the biggest Summer Season in years! See that your equipment is ample and up to the minute. We'll be glad to give you the benefit of our long experience and—better still—our Extended Credit Plan, available to you without carrying charge. WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—Just celebrated the 70th birthday of O. Cullickson (Churchill Cabinet Co.). He got fat by telling the truth! So do we—ask us about GOOD games.

**Distributors Report On World Series**

CHICAGO, May 8.—Not only has the entire country become exceptionally baseball conscious this year, but even reports from Japan express unusual interest in baseball over there. Quite a few Japanese operators have had World Series baseball machines shipped to them. It is a well-known fact that Japan is more interested in our national pastime than any country outside of ourselves. The Japanese send teams to this country to play the various college teams, and this year three Japanese teams will play more than 30 leading colleges from Coast to Coast.

Reports thruout the country prove conclusively that baseball attendance this year will be larger than ever before, which is an excellent barometer indicating that the country is in better shape than for years to spend money for amusements. With such unusual interest manifested it is only natural that Rock-Ola World Series baseball game should be basing in prosperous returns, for naturally people are discussing baseball second only to the usual first-place position of the weather.

Jack Nelson, vice-president in charge of sales of Rock-Ola Manufacturing Corporation, has just returned from a successful trip to Omaha, St. Paul, Minneapolis, Duluth and other cities. Nelson made some interesting reports on the checkup he was able to make with a large number of operators on their World Series baseball games and found that locations were averaging from \$30 to \$80 per week for operators, less commissions. Awaiting his return, Nelson found other reports from various sections of the country. For example, B. J. Marshall, well-known coin-machine distributor, reports that one customer, with 30 World Series on location, has found that the baseball machine is good for a take of from \$25 to \$50 per week, with the better spots running an average of \$45 to \$60 a week. B. D. Lazar, of the B. D. Lazar Company, Pittsburgh, has a similar report, his checkup showing net earnings to operators to well over \$40 per week. M. M. Marcus, of the Markepp Company, Cleveland, states Cleveland has gone "baseball mad," and to this he attributes the big returns from World Series machines in that city. Carl Trippe, of Ideal Novelty Company, St. Louis, writes that the baseball game is producing results far in excess of expectations and it is quite likely the unusual record of "Dizzy" Dean had something to do with it. Incidentally, Dean is the pitcher on the World Series machine.

W. R. Happel Jr., of the Badger Novelty Company, Milwaukee, also expresses the opinion that operators are extremely satisfied with their returns on the World Series game. Willie Blatt, of Supreme Vending Company, Brooklyn, who has recently sold more than 100 machines to operators, writes Nelson that the Badgers

team of the National League has played to more people so far this year than in any previous season. He also is elated at the fine reports from his operators. From just across the bridge further word was heard from Sam Kresberg, of the Capitol Automatic Music Company, who attributes the unexpected results of the World Series from a money-making angle to the great interest in baseball. Similar reports also reached Nelson from the Hurvich Brothers, of the Birmingham Novelty Company, Birmingham, who, incidentally, enlarged their headquarters to carry a stock of World Series games; Fisher-Brown, of Dallas; Bradshaw & Griffin, of Denver; and even from a source where a major league team does not exist, Joe Hansen, of Great Falls, Mont.

**Ray Demonstrates Radio Ray Secret**

CHICAGO, May 8.—His enthusiasm for electrified jokes came in handy recently when Ray Moloney, president of Bally Manufacturing Company, sought to explain the secret of radio-ray action to a group of distributors visiting the Bally factory.

Taking a piece of chalk from his pocket, Ray drew a white line on the floor. "It's like this," he explained to the puzzled distributors. "There's a line on the floor—watch it closely. Now I'll roll a ball along the floor and notice what happens when the ball rolls across the line."

More puzzled than ever, the visitors watched Ray roll an ordinary pin game marble along the floor. Slowly it rolled toward the white chalk line. Then suddenly, just as the ball crossed the line, a terrific explosion was heard and clouds of smoke billowed from one corner of the room. Shocked speechless for a moment, then bursting into a loud chorus of laughter, the visitors finally recovered their composure sufficiently to demand an explanation.

"That's how radio-ray action works," Ray explained. "Simply roll a ball across a line and see what happens! Only in Crossline you register your score instead of causing an explosion. It's all very simple, gentlemen."

Later Ray confessed that he had rigged up a contrivance using the same radio-ray used in the Crossline game but wired to set off an auto-scare bomb when the ball crossed the line.

Radio-ray is said to be scoring a success in Bally's Crossline game, in which the mystery appeal is enhanced by the use of a new type of bumper called balloon-tire bumpers—rings of pure gum rubber mounted on metal posts.

Jim Buckley, Bally's general sales manager, reports that sales on the Crossline game have already reached boom proportions and he predicts that the machine will be a steady seller thruout the spring and summer season.

**WE ARE DIRECT FACTORY DISTRIBUTORS TO JOBBERS AND OPERATORS OF ALL THE LATEST AND BEST MACHINES!!**

**USED SPECIALS**

Bolo	7.50	Totalizer	\$15.00
Reak 'Em Up	25.00	Balance	4.00
Bumper	40.00	Banker	4.00
Turf Champs	57.50	Screamo	4.00
A. B. T. Big Game		Ball Fan	4.00
Hunters		Kings	4.00
Blue Cabinet	10.00	New Yorker	7.00
Brown Cabinet	5.00	Round 'n' Round	12.50
Neck 'n' Neck	5.50	Buckley's Double Nugget	7.00
Short Sox	9.50	All Exhibit Ticket Games, Each	7.00
Hold 'Em	9.50		
Lights Out	15.00		
Mad Cap	9.50		
Excel	7.50		
Tricks	9.00		
Bank Nite	7.00		
Draw Ball	12.50		
Happy Days	17.50		
Brand New A. B. T.			
Target Skill with 5			
Moving Targets	\$39.50		
Keeney's Stop and Go (1-Ball)	59.50		
1/3 Cash with Order, Balance O. O. D., F. O. E., Mt. Vernon.			

**NEW TYPE D. O. INVERTER (Best Made) ONLY \$13.50 BRAND NEW.**

**WRITE TODAY FOR COMPLETE LISTS AND PRICES!!**

**WE CARRY ALL THE NEW GAMES OF THE FOLLOWING MFRS.:**

- BALLY MFG. CO.
- D. GOTTLIEB & CO.
- DAVAL MFG. CO.
- STONER MFG. CORP.
- GENCO, INC.
- WILLS NOVELTY CO.
- G. D. JENNINGS & CO.
- A. B. T. MFG. CO.
- L. B. ELLIOTT CO.
- CHICAGO COIN CORP.
- EXHIBIT SUPPLY CO.

**OAKWOOD AMUSE. MACHINE CO., Inc.**  
129 MT. VERNON AVE., MOUNT VERNON, N. Y.

**A \$5.00 DEPOSIT GETS YOU "SEE-DICE"**

**THE REAL "Mc Coy" DICE ACTION COUNTER GAME**

The Electrical "Magic Ray" dice game that allows the player to choose his own play! Lights up the Shake, the Roll, the Point! DOUBLES TRIPLES PROFITS because of its fascinating "Real McCoy" Dice ACTION!

IN PRODUCTION JULY 1ST "SEE-DICE" IS FULLY GUARANTEED! You take no chances reserving as many as you will need NOW! BE FIRST in your territory—RUSH YOUR ORDER!

**SEE-CON, INC., 3400 Joy Road, Detroit, Mich.**

**SLOTS**

MILLS WAR EAGLE ESCALATOR DOUBLE JACKPOT, 5c	\$40.00
MILLS FRONT VENDER ESCALATOR DOUBLE JACKPOT, 5c	32.50
MILLS SKYSCRAPER DOUBLE JACKPOT, 5c	30.00
MILLS CENTURY FRONT VENDERS, 5c	55.00
MILLS WOLF HEAD GOOSENECK DOUBLE JACKPOT, 5c	25.00
PACE COMET, 5c	25.00
WATLING ROTATORS, 5c	50.00
WATLING TREASURY TWIN JACKPOT, 5c	47.50
WATLING DOUBLE JACKPOT, 1c and 5c	22.50
JENNINGS DICHES DOUBLE JACKPOT, 5c	20.00
MILLS GOLD AWARD ESCALATOR, 1c	35.00
CAILLE CADET DOUBLE JACKPOT, 5c	27.50
CAILLE SINGLE JACK, 5-10-25c	10.00

**BADGER BAY COMPANY, Green Bay, Wisconsin**

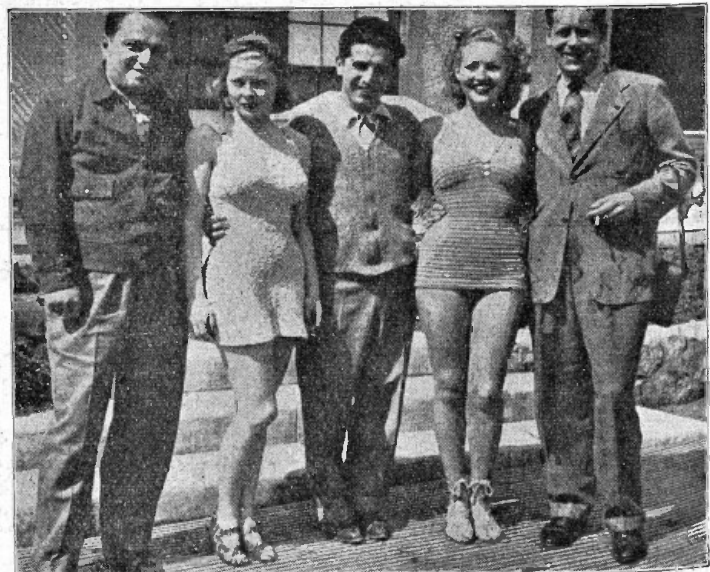
**COIN MACHINE EQUIPMENT**

We handle all makes and types of New and Used Coin-Operated Machines—Slot Machines, Pin Ball Games, Automatic Pay Tables, Northwestern Merchandise Machines, Wurlitzer Phonographs, Counter Games, Rifles, Targets, Bowling Games, etc. Mints, Ball Gum and Brass Checks.

**HI-JACK PROOF SAFE STAND FOR SLOTS \$9.50**

**HUBER COIN MACHINE SALES CO.**

600-610 W. VAN BUREN ST. CHICAGO, ILL.



LEFT TO RIGHT: Paul Gerber, of Gerber & Glass, Chicago; Mary Carlisle, movie star; Shorty De Long, Chicago Cubs; Betty Grable, movie star, and John C. Hoffman, sports writer on Chicago Daily Times. Photo taken on Catalina Island.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



## Bally Makes New Bumper One-Shot

CHICAGO, May 8.—"The playing appeal of Carom and the payout appeal of Preakness and greater than both games combined," is how Jim Buckley, sales manager, describes the new Golden Wheel table game announced by Bally Manufacturing Company.

"Golden Wheel," Jim explains, "has genuine Bally bumper action and, at the bottom of the board, an electric kicker to add suspense to the play. It has changing odds, with odds ranging from 2-to-1 up to a 40-to-1 top. It gives the player from 4 to 40 winners every game. And it displays the payout possibilities in the most spectacular and dramatic manner ever seen in a pin game.

"In fact, eye-catching, play-exciting flash is the big feature of Golden Wheel. The backboard looms up 20 inches high above the play field. On this towering backboard the selections and odds are displayed in a novel wheel-of-fortune design in 10 brilliant colors on a background of gleaming mirrors and flashing lights. You've got to see Golden Wheel to appreciate its tremendous eye appeal. But you can imagine the thrill of watching the lights flash and skip around the wheel, giving the player a glimpse of the many, many payout possibilities. Then the thrill of watching your score climb up, up, up toward one of the winning selections—the suspense as the score slips by one winner and then climbs on, bump by bump, toward the next winning selection lit up on the wheel. Believe me, Golden Wheel has what it takes and the volume of orders coming in on it indicates that operators realize that here at last is a worthy successor to Preakness and Carom. Those two games, by the way, are generally recognized as the greatest one-shot hits in history. Therefore when I say Golden Wheel is greater than both of them—and I mean it, too—you can see that operators are in for a busy, prosperous summer season."

## Play-Test Idea Really Protects

CHICAGO, May 8.—When it comes to picking out reasons for the phenomenal success of the de luxe payout, Track Time. Ray Becker, sales manager of J. H. Keeney & Company, maintains that the cross and palms must be awarded to the 10,000 play-test machine that is applied to each game before it is shipped out.

According to Becker, the apparatus takes the place of long and exhaustive test plays. It is attached to a Track Time as soon as it comes off the production line, and under the skilled supervision of a trained technician every payout combination is tested and re-tested. "By combining the unflinching performance of the automatic tester with the intelligence of a skilled engineer, we are able to eliminate all flaws from the mechanism and guarantee the perfection of our machines," he states.

Keeney officials reveal that Track Time operators have been enthusiastic over the performance of the game and that production will be increased as soon as another battery of automatic 10,000 play-test devices are ready for use.

"It's no trick to turn out a quantity of Track Times," states Keeney. "It would be a trick, and not a very smart one, to turn out these games without first putting them thru our tests. An operator who invests in games such as Track Time needs a guarantee of performance, and our testing device gives him exactly the assurance he requires."

## Paddock Appeal Holds Promise

CHICAGO, May 8.—Paddock, latest Chicago Coin automatic pay table, has fully lived up to the predictions made for it a short time ago by officials of the Chicago Coin Corporation.

Stating a week ago that Paddock was "destined to become the outstanding payout table of the season," Sam Wolberg reports that the machine has already gone into overtime production and that it soon will be necessary to run the plant on two shifts in order to handle production and shipments on schedule. "Sample machines sent out a short time ago brought a perfect deluge of orders," says Wolberg. "Operators have

## Popular Girl

NEWARK, N. J., May 8.—Irving Orenstein, of Hercules Machine Exchange, Inc., reports that his firm is sponsoring a special party for Sylvia Gottfried, Hercules secretary, in honor of her second anniversary with the firm. Miss Gottfried is one of the most popular girls in the industry and the party was suggested by some of the operators who regard her as a capable judge of machines.

realized that Paddock ties in perfectly with the second major public sport interest, horse racing, and distributors tell us that Paddock is satisfying that interest as thoroughly as Home Run is pleasing the baseball fans of the nation.

"As reported by operators from all sections of the country, collections from a week's operation of Paddock have been unbelievably high. The features of Paddock are capable of turning in performances that will overshadow anything being done today by similar types of games. There's a lasting appeal embodied in the new backboard, which shows a race in lights around an oval track, and in the constant action of the ball and bumper springs there are undeniable profits, as hundreds of operators have already discovered. The usual fine construction that has made Chicago Coin games always reliable is also present in Paddock."

## Daval To Push 4 Counter Devices

CHICAGO, May 8.—According to Al S. Douglas, president of Daval Manufacturing Company, the firm is going to concentrate its summer promotion on four counter games. "We pondered over the merchandise we would specialize in our summer campaign," states Douglas, "and after much thought and discussion we decided on counter games. These games require the smallest investment on the part of the operator and we have found them to be the greatest money makers at this time of the year.

"Last summer," Douglas continued, "we enjoyed our greatest counter-game year. This we attribute to the fact that the public enjoys the fast action of counter games and that they can be better displayed during the summer."

The firm will continue its policy of backing up the mechanical perfection of Tri-o-Pack, Double Deck, Reel 21 and Reel Dice with a seven-day free trial. The guarantee has made a big hit with operators, it is reported, and has resulted in many additional sales of the machines.

## Gradual Rise in Sales on Winner

CHICAGO, May 8.—The Winner, Western Equipment and Supply Company's automatic payout game, is gradually nearing a production record, according to Hugh Burras, sales manager for the organization.

"Contrary to the accepted procedure in manufacturing games, The Winner has been in steady production for many weeks," says Burras. "The average game



# WURLITZER'S SKEE BALL LOCATIONS

*Pay Big Profits*

**FEATURES**  
that make  
**WURLITZER'S SKEE BALL**  
a *Big Money Maker*

- Substantial Construction
- Outstanding Eye Appeal
- Increased Play Appeal
- Number of Balls Played Meter
- Play Stimulating
- High Score Recorder
- 50 Pocket Bell
- ...AND...
- A Host of Other Features That Insure Continuous Play.

● Everywhere Wurlitzer Skee Ball operators report bigger and bigger profits from this appeal packed, crowd pulling, legal skill game. Best of all, because SKEE BALL is an athletic type game, continued success and permanent profits are assured. Start getting your share of the profits on this game that's here to stay ... that's packing them in wherever installed today. Write or wire for particulars at once: The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

# WURLITZER'S SKEE BALL

*America's Biggest Money Making Bowling Game*

REG. U.S. PAT. OFF.

has a production life of only a few weeks or a month; at best the usual type of machine cannot hold the operator's interest for anywhere near as long as has The Winner.

"We attribute the continued acceptance of the game to several factors. There is no outstanding reason, because we have combined in The Winner the all-important factors that make for success, and we have made each feature dependent on the others. Boiling it down to essentials, The Winner has lasting appeal which depends on the exclusive Western moviegraph action. In turn, moviegraph action depends on unflinching performance which is guaranteed by the perfect construction of the game.

"The Winner has already set records in earnings on locations throughout the country, and as operators continue to hear of the amazing performance of the game they repeat their orders. As a matter of fact, orders for The Winner are just beginning to reach their peak volume and we expect to continue heavy production for many more weeks to come."

**SPECIAL**

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.75** Each

A. M. WALZER CO.  
426 Stinson Blvd.  
Minneapolis, Minn.

**B 4 "B" SPECIALS B**

COUNTER GAMES

BLAOK JACK 21	\$8.50
DAVAL RACES	5.00
FLYING COLORS, JR.	4.00
HOLD AND DRAW	4.00
BUCKLEY HORSES	5.00
EXHIBIT MERCHANDISER	6.00
REEL DICE	7.50
REEL RACES	4.00
REEL "21"	7.50
SWEESTAKES	4.00
THREE JACKS (10)	4.50
TIT TAT TOE	5.00
"RITHMATIC	5.00
SPORTLAND (ABT)	4.00

Write for our Special Prices on Daval's Bumper Type Baseball Game with Register.

**B BETTER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

**For Quick Sale**  
**EXHIBIT \$63.50**  
**SHOOT-A-LITES**

PERFECT CONDITION

TERMS: 1/3 Cash With Order, Bal. C. O. D.  
**OHIO SPECIALTY COMPANY**  
128 West Central Parkway, Cincinnati, O.

**BARGAIN**

2 BRUNSWICK-BALKE AUT-O-BOWL PORTABLE BOWLING ALLEYS. Complete with Accessories, in first-class shape. No reasonable offer turned down.

**SPORTLAND ARCADE**  
638 South State Street, Chicago, Ill.



BILLY O'TOOLE (center), proprietor of O'Toole Bar, Chicago night spot, becomes honorary member of the Bally fraternity. Mrs. O'Toole and son, Billy Jr., also pose.

## Brunswick Opens Detroit Quarters

DETROIT, May 8.—Brunswick Record Distributing Company, newly formed subsidiary of the City Music Company, has opened a new downtown salesroom here for the convenience of operators. All sales of music machines by the parent company will continue to be handled from the old address on Mack avenue, Fred Gersabeck, manager of the company, said.

The downtown shop is in charge of Dorothy Gersabeck, adding still another woman to the gallery of feminine figures in the jobbing field in Detroit.

New location has three rooms, used for salesroom, warehouse and office, respectively. Attractive office fittings include a fireplace. A modernistic table phonograph has been provided on the counter for the convenience of operators.

A stock of nearly 11,000 records has been placed in the new salesroom, allowing a wide selection of all popular numbers. Lists of recent record releases are attractively displayed on the walls.

Ray Blett, member of a well-known show family, has been in Detroit for several weeks as special representative of the Brunswick Company, Chicago, to assist in opening the new store. The store is operated independently by the Detroit organization and is not factory owned.

## Music Helps To Build Own Home

MARIETTA, O., May 8.—Ted Snearly, one of the live wires of the R. & S.



Sales Company, is a staunch booster of the Wurlitzer phonograph. The profits Snearly realized from his route have enabled him and his wife to realize their lifelong ambition of owning their own home.

It is reported that Snearly and his wife determined some time ago to acquire a home of their own, so he went to work with his automatic phonographs and lined up some of the choicest locations around Marietta and McConnelville, O. He cracked locations no operator had ever been able to open up before. The money rolled in and his dream house soon became a reality. Today the Snearlys proudly term their home "the house that Simplex built."

Commenting on Ted Snearly's success, E. H. Petering, assistant general sales manager of Wurlitzer's, said: "It's typical of any number of cases that come to our attention where the earning power of our instruments has enabled operators to accomplish worth-while aims in life. Many of our operators who started with little or nothing are now substantial citizens in their communities, with incomes that enable them to enjoy many of the better things of life."

## Grenner Clicking With Gabel Line

NEW YORK, May 8.—Bob Grenner, representing the John Gabel Company, of Chicago, reports that the 18-record Charmé phonograph is making a hit with operators in his territory. Grenner says that the many new features in the latest model makes selling easy. "The machine has two more records than the ordinary music box," he explains, "and the tone has been developed to the highest point of simplification. In addition, the streamline cabinet is one of the richest looking jobs produced in our field."

Grenner leaves next week for a swing around his territory to acquaint the trade with all the information on his new machine. "Up until recently," claims Grenner, "the factory was hard pressed to keep up production with the large amount of sales pouring in. However, now with the production facilities increased and improved orders are being filled as they come in and delivery is being made immediately."

## SPECIAL CLEARANCE 15 ROCKOLA PHONOGRAPHS

Walnut Cabinets — PERFECT Mechanical Condition Guaranteed.

# \$99.00

F. O. B. Atlanta. One-third deposit with order.

**FRIEDMAN AMUSEMENT CO.**  
186 Georgia Ave., S. E.,  
Atlanta, Ga.

## Phono Op Claims A Record Service

ADRIAN, Mich., May 8.—According to Pete Otis, member of the sales staff of J. F. Seeburg Corporation, Carleton Henry, local phonograph operator, is seeing to it that his firm lives up to its name. Henry's firm is known as the Coin Machine Service Company, and Otis reports that the title is no misnomer.

"One of his customers," revealed Otis, "recently demanded a hurry-up installation of a Melody King. Because all of his machines of this model were already on location Henry put his chief service man, Julian (Jiggs) Biggs, on a special service truck and told him to go to Chicago and get it."

"Biggs made a record round trip and paused only to pick up the instrument and to refuel. He arrived here in time to meet the location owner's demand for delivery."

Henry in a long-distance call to Seeburg officials stated: "Your co-operation in helping Biggs rush the instrument back to us is only one of the many fine services that has made me a Seeburg booster for life."

## Sheet - Music Leaders

(Week Ending May 8)

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

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

1. Little Old Lady (Chappell) (1)
2. Will You Remember? (Schirmer) (3)
3. Boo Hoo (Shapiro) (2)
4. Love Bug Will Bite You (Santly) (5)
5. September in the Rain (Remick) (6)
6. Blue Hawaii (Famous) (9)
7. Sweet Leilani (Select) (8)
8. Carelessly (Berlin) (12)
9. Moonlight and Shadows (Popular) (4)
10. Too Marvelous for Words (Harms) (7)
11. Never in a Million Years (Robbins) (11)
12. Where Are You? (Felt) (13)
13. What Will I Tell My Heart? (Crawford) (10)
14. There's a Lull in My Life (Robbins)
15. It's Swell of You (Robbins)

## Music Op Cheers Credit Manager

DETROIT, May 8.—William P. Bolles, credit manager for Wurlitzer's, was agreeably surprised last week when Harry DeSchryver, head of the Marquette Music Company, personally presented him with a check for \$31,732.14 in full payment for instruments recently shipped for operation in the Detroit area.

According to Bolles, the Marquette Music Company is one of the oldest music operating outfits in the country and has several thousand music instruments on location. "From the size of that check DeSchryver gave me," he said, "you can easily judge that most of his machines are Wurlitzer instruments. When an experienced operator like DeSchryver puts out over \$30,000 to pay up his account you can bet he isn't playing any long shots. Along with successful music operators everywhere he knows what machines get and hold the big-paying locations."

THE SEEBURG FRANCHISE IS MORE VALUABLE!

FOR OVER 30 YEARS

*Seeburg Phonographs*

HAVE BEEN THE MOST DEPENDABLE—MOST PROFITABLE AUTOMATIC MUSICAL INSTRUMENTS!

★

**J. P. SEEBURG CORP.**

1510 DAYTON STREET  
CHICAGO, ILLINOIS



# \$45.00

BUYS 24 RECORD

## GABEL ENTERTAINERS

(Lots of 5)

Single Machine, \$49.50

Fully Selective—Streamline Cabinets—Latest Amplification. Perfectly Reconditioned and Guaranteed.

TERMS. 1/3 Cash With Order, Balance C. O. D., F. O. B. New York.

Take Advantage of This Sensational Offer

WIRE—WRITE—PHONE

**ROBERT GRENNER CO.**

250 WEST 54th ST., (CIRCLE 7-1381) NEW YORK CITY



TED SNEARLY AND WIFE and their new home which has been paid for by operating Wurlitzer phonographs.



# "MUSIC HATH CHARMS"

By LEO J. KELLY

Leo J. Kelly, of Exhibit Supply Company, thought that operators of music machines might be interested in learning what some of the world's best people had to say about music and sends us the following collection of quotations. Verily the music business is a high-grade permanent business:

Music is a prophecy of what life is to be; the rainbow of promise translated out of seeing into hearing.—Mrs. L. M. Child.

When gripping grief the heart doth wound and doleful dumps the mind oppress, then music, with her silver sound, with speedy help doth lend redress.—Shakespeare.

Yea, music is the prophet's art; among the gifts that God hath sent one of the most magnificent.—Longfellow.

Music can noble hints impart, engender fury, kindle love, with unsuspected eloquence can move and manage all the man with secret art.—Addison.

Music resembles poetry; in each are numerous graces which no methods teach and which a master hand alone can reach.—Pope.

The direct relation of music is not to ideas, but to emotions—in the works of its greatest masters, it is more marvelous, more mysterious than poetry.—H. Giles.

Music is a discipline and a mistress of order and good manners; she makes the people milder and gentler, more moral and more reasonable.—Luther.

We love music for the buried hopes, the garnered memories, the tender feelings that can summon at a touch.—L. E. Landon.

The man that hath not music in himself and is not moved with concord of sounds is fit for treasons, stratagems and spoils; let no man trust him.—Shakespeare.

Lord, what music hast Thou provided for Thy saints in heaven when Thou affordest bad men such music on earth!—Isaac Walton.

Among the instrumentalities of love and peace, surely there can be no sweeter, softer, more effective voice than that of gentle peace-breathing music.—Elihu Burritt.

Music is one of the fairest and most glorious gifts of God, to which Satan is a bitter enemy, for it removes from the heart the weight of sorrow and the fascination of evil thoughts.—Luther.

Music is the harmonious voice of creation; an echo of the invisible world; one note of the divine concord which the entire universe is destined one day to sound.—Mazzini.

Music moves us and we know not why; we feel the tears but cannot trace their source. Is it the language of some other state born of its memory? For what can wake the soul's strong instinct of another world like music?—L. E. Landon.

The meaning of the song goes deep, who is there that in logical words can express the effect music has on us? A kind of inarticulate, unfathomable speech which leads us to the edge of the infinite and lets us for moments gaze into that!—Carlyle.

Music once admitted to the soul becomes a sort of spirit and never dies. It wanders perturbedly thru the halls and galleries of the memory and is often heard again, distinct and living, as when it first displaced the wavelets of the air.—Bulwer.

Music is the mediator between the spiritual and the sensual life. Altho the spirit be not master of that which it creates thru music, yet it is blessed in this creation, which, like every creation of art, is mightier than the artist.—Beethoven.

Music, of all the liberal arts, has the greatest influence over the passions and is that to which the legislator ought to

give the greatest encouragement.—Napoleon.

Music is the art of the prophets, the only art that can calm the agitations of the soul; it is one of the most magnificent and delightful presents God has given us.—Luther.

Music is the fourth great material want of our nature—first food, then raiment, then shelter, then music.—Bovee.

Music is the only sensual gratification in which mankind may indulge to excess without injury to their moral or religious feelings.—Addison.

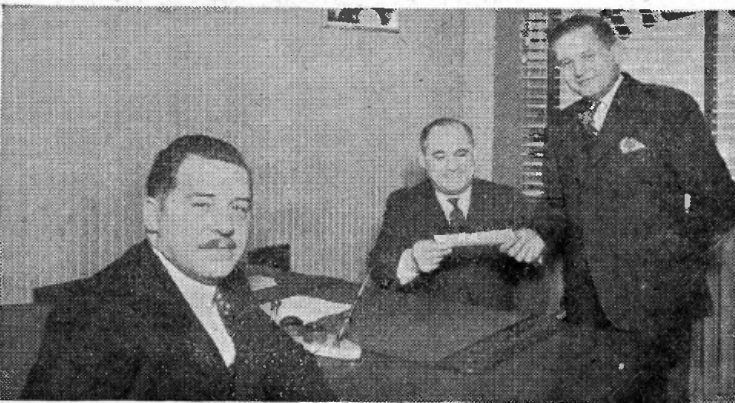
Where painting is weakest, namely, in the expressing of the highest moral and spiritual ideas, there music is sublimely strong.—Mrs. Stowe.

When the music sounds the sweetest in my ears truth commonly flows the clearest into my mind.—B. Beveridge.

Music washes away from the soul the dust of everyday life!—Auerbach.

Music hath charms to soothe the savage breast, to soften rocks and bend the knotted oak.—Congreve.

Of all the arts beneath the heaven that man has found or God has given none draws the soul so sweet away as music's melting, mystic lay; slight emblem of the bliss above, it soothes the spirit all to love.—Hogg.



LEFT TO RIGHT: Harry Graham looks on as Harry De Schryver, Marquette Music Company, Detroit, hands Wurlitzer credit manager, William P. Bolles, big check for phonographs.

## Five Best Record Sellers for Week Ended May 10

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6931—"You're Here, You're There" and "When Two Love Each Other." Shep Fields Orchestra.	7867—"How Could You?" and "Carelessly." Teddy Wilson Orchestra.	1210—"Never in a Million Years" and "In a Little Hula Heaven." Bing Crosby.	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	526—"It's Swell of You" and "There's a Lull in My Life." George Hall Orchestra.	25572—"It Looks Like Rain in Cherry Blossom Lane" and "Toodle-oo." Guy Lombardo Orchestra.	3520—"They Can't Take That Away From Me" and "Let's Call the Whole Thing Off." Billie Holiday Orchestra.
2	B6933—"There's a Lull in My Life" and "I'm Bubbling Over." Shep Fields Orchestra.	7865—"Where or When?" and "Johnny One-Note." Hal Kemp Orchestra.	1175—"Sweet Leilani" and "Blue Hawaii." Bing Crosby.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	535—"Don't Know If I'm Comin' or Goin'" and "Wake Up and Live." Cab Calloway Orchestra.	25571—"Sweet Heartache" and "I've Got a New Lease on Love." Fats Waller Orchestra.	3508—"Never in a Million Years" and "There's a Lull in My Life." Mildred—Bailey Orchestra.
3	B6882—"You Can't Cool a Good Man Down" and "You Gotta Quit Draggin' Around." Bob Skyles Orchestra.	7870—"Moonlight and Roses" and "The Blue Room." Jan Garber Orchestra.	1162—"Boo Hoo" and "I Adore You." Mal Hallett Orchestra.	105—"Blue Hawaii" and "No More Tears." Jack Denny Orchestra.	534—"Okolehao" and "Hello, Hawaii, How Are You?" O'Leary Dawn's Dawn Patrol.	25569—"Let's Call the Whole Thing Off" and "Without Your Love." Eddy Duchin Orchestra.	3511—"Rose Room" and "Back in Your Own Back Yard." Fletcher Henderson Orchestra.
4	B6923—"I Hear Your Music" and "Drug Store Cowboy." Bob Skyles Orchestra.	7850—"September in the Rain" and "You Are All I've Wanted." Jan Garber Orchestra.	1209—"Little Old Lady" and "Too Marvelous for Words." Oick Robertson Orchestra.	101—"I've Got To Be a Rug Cutter" and "New East St. Louis Toodle-O." Duke Ellington Orchestra.	540—"Today I Am a Man" and "To a Sweet, Pretty Thing." Mitchell Ayres' Fashions in Music.	25570—"Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3509—"Love Bug Will Bite You" and "52d Street." Louis Prima New Orleans Band.
5	B6943—"Twilight in Turkey" and "A Study in Brown." Teddy Hill Orchestra.	7851—"I'd Be a Fool Again" and "There's No Two Ways About It." Music in Russ Morgan Manner.	1187—"The Love Bug Will Bite You" and "Listen to the Mocking Bird." Jimmy Dorsey Orchestra.	115—"Where Are You?" and "That Foolish Feeling." Rudolph Friml Jr. Orchestra.	506—"How Could You?" and "I'll Never Tell You I Love You." Jan Savitt Top Hatters.	25565—"You Showed Me the Way" and "San Anton." Fats Waller Orchestra.	3525—"If I Knock the 'L' Out of Kelly" and "My Gal Sal." Frank Novak Rootin' Tootin' Boys.

**PERMO POINT**

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed By All Leading Manufacturer and Record Distributing Companies. Standard for All Phonos. Double Ribbed for 1937 Models.

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SEEBURG AUDIPHONE	\$ 20.00
MILLS DANCEMASTER	82.50
MILLS MODERNE	75.00
MILLS DANCEMASTER in Modern Cabinet	40.00
ROCK-OLA 1935	100.00
ROCK-OLA No. 1	125.00
ROCK-OLA No. 2	150.00
WURLITZER P-10	80.00
WURLITZER P-12	124.50

50% Deposit, Balance C. O. D.

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**THE COUNTRY GOES**

*Tommy Dorsey*

When **TOMMY DORSEY** makes a new **VICTOR RECORD**

**"NOLA"**

**"SATAN TAKES A HOLIDAY"**

Victor Record No. 25570

Two hot tunes with plenty of the good old Dorsey wallop. They'll spend a lively and a long life in your machines. Action! Profits! DORSEY!

**IT PAYS TO USE**

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RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

# Coin Machines on Wheels

By GRANT SHAY



EXHIBIT'S  
**RACES**

**SILVER BELLS**

**Positively....**  
the world's finest coin machines. Nothing can equal the money getting power of these great machines. 3 spinning reels—7 separate jack pot combinations—7 coins per game means 7 times the profit. For mechanical perfection—for money making ability—for genuine quality—we guarantee you'll agree that Silver Bells and Exhibit Races are positively the World's greatest and finest coin machines. Silver Bells has Bell machine fruit symbols on its 3 spinning reels—Exhibit Races has race track symbols and pays on Win, Place, Show, and Purse. Demand these greatest of all Profit Producers from your jobber or write today for complete details.

**EXHIBIT SUPPLY COMPANY 4222 W. LAKE ST. CHICAGO**

**IMMEDIATE DELIVERY**  
**BATTER UP RUNNING WILD**  
\$64.50 \$64.50  
**DAVAL BASEBALL**  
\$64.50  
With Register \$69.50  
SPECIAL PRICES ON RECONDITIONED PAYOUT AND NOVELTY MACHINES.  
TABLES.  
**WRITE** — **WIRE**  
**REX AMUSEMENT CO.,** 710 S. SALINA ST. SYRACUSE, N. Y.

Traveling thru the State of Texas at the present time is a modern Mills coin-machine distributor named Frank Oakes. This fellow Oakes realizes that there is still a great need to bring coin machines into those towns which are not within ready reach of coin-machine distributors, salesmen or factories. These people need profit-making coin machines and Oakes plans to help them meet this need. He has equipped a Palace trailer in style, having a bar, running water, radio, sleeping quarters and some of Mills' latest coin machines, such as the Cigaret Vender, the new sensational Studio phonograph and the modern scale.

Oakes has assisted the trailer company in installing many ingenious ideas regarding the display of coin-operated machines. When Oakes needs electricity to demonstrate he simply plugs in from a near-by gas station or any spot where he can lead in a cord. Where no plug is available Oakes has a small generator to put in use. The inside bar idea is a novel stunt which Oakes has conceived by using the sink for a bar by simply adding a brass rail, so the boys can lift one foot and feel at home.

There is no need of lifting or hauling any coin-operated machine in and out of a store for demonstration. It is a simple matter for Oakes to drive up to his prospect, walk in and invite him out front, where he is immediately transported into a fine-looking coin-machine showroom on wheels.

The success of the venture is being felt immediately at Mills Novelty Company, for Oakes is responding with order after order for Mills machines. Thruout the State of Texas the boys are looking forward to Oakes' visit and his coming is being heralded along the route. With lightning speed Oakes is pushing his way over the highways of Texas, bringing to coin-starved operators of Texas the finest and latest in Mills coin machines.

Oakes has chosen a Lincoln-Zephyr coupe as his locomotive and has special electric air brakes which work in conjunction with brakes on his Zephyr, allowing him to handle his trailer with great ease. Oakes' past record in the Detroit area as a phonograph salesman has won him national fame, and Texas is a lot more territory than Detroit.

Oakes has sold many carloads of Do Re Mi's and is sold hot and heavy on the new Studio phonograph—says he has no worries because a location upon seeing such a magnificent instrument will want it and it will only take a short time

before the up-to-date operators will realize that they must "Studio-ize" in order to become successful.

Oakes is also carrying with him the popular change-giving cigaret machine made by Mills. This is a beautiful six-column 300-pack capacity cigaret vender which allows the operator to sell cigarets from any amount from 11 cents to 20 cents. The same foolproof coin chute that is used on Studio is also a part of the cigaret vender.

Oakes has chosen the scale as his third machine to show at the present time because, as he says, for the last five years the operator has sort of forgotten the scale, but lately has shown a keen interest again in the weighing machine, for he has found that, altho many years have passed, his weighing scales are still taking in as much money today as the day he bought them.

Oakes' plan is to take all new Mills machines as they are put on the market and immediately rush them into his territory by trailer and in this way he plans to "jump the gun" and be one of the first to bring the Texas operators the latest in coin machines.

## Rock-Ola Phono Chassis

CHICAGO, May 8.—Rock-Ola Manufacturing Corporation characterizes the chassis used in its phonographs as "the million-dollar chassis with the unusual mechanism." The chassis is accessible from the front of the cabinet and contains comparatively few parts, with mechanically driven trays, a one-cam movement. The entire charger mechanism is controlled by a single cam assembly which is worm-driven by a V belt from the power motor. Both cam and worm gear are of tough metal. The chassis contains dual motors and is on rubber mountings and insulated thruout. All Rock-Ola phonographs have the approval of the National Board of Fire Underwriters.

The chassis has a record-tripping switch which prevents the continual playing of one record by moving the tone arm over again after it has played part of the record. It plays just one full record and no more. All of the phonographs are equipped with a lightweight crystal pickup, scratchless, full-range reproduction, de luxe amplifier, full floating baffle, a 15-inch Jensen speaker and perfect tone. A new fascinating light-up effect portrays an orchestra in the pit of a theater in gorgeous soft romantic lighting effects, with colors changing as the music plays.



PHONO MEN EXPLAIN MUSIC BIZ TO FIDO. Left to right: Harry Drolinger, Wurlitzer rep in Texas; Mack McIlhenny, manager Wurlitzer Chicago office, and Joe Huber, Chicago distributor.

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LEGAL EVERYWHERE



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ARNOLDS PARK IOWA

The Money-Maker FOR 1937

Uses Real Rifles—Real Bullets—Absolutely Safe—Bullet Proof. Not an experiment—location tested 5 months—gets the play and keeps it. Price complete with Winchester Rifle, Shells, Target Cards

**\$155.00**

Operators, rush your order with deposit for immediate deliveries.

RACK 'EM UP, Slightly Used.....\$20.00	CROSSLINE (Bally's Newest Game) :\$69.50
RUGBY, Slightly Used..... 20.00	GOTTLIEB'S ELECTRIC SCORE BOARD..... 69.50
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All Used Machines absolutely in perfect condition. Write, wire or call. 1/3 Deposit With Order.

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123 W. SIXTH STREET

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## Turner Warns of Vending Schemes

DETROIT, May 8.—A warning on the plans being used to bring new investors into the vending-machine field by means of a proposition to sell stock in machines to individuals was issued this week by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan.

"The activity of certain firms that recently entered the industry to sell investors machines at from three to five times their true value, with a plan guaranteed to return the investor 20 per cent or some such figure on the gross—not net—receipts for a period of years is a trend that must be watched," Turner said.

"This is not only fleecing the innocent investor, but it is likely to give the industry a black eye as a whole.

"This plan with a reasonable margin of profit that the business will stand is perhaps all right, but when the proposed profit looks like a bonanza figure it is time to be wary.

"The proposition, it is understood, is being offered by various firms coming into the territory and is supposed to apply especially to various types of vending machines. The plan is essentially similar to the various plans offered to the investing public in recent years to raise foxes, for instance, for fur bearing, each investor securing rights to one or more foxes. In the present case the investment is to be in the machines."

Turner left Tuesday for a trip to Northern Michigan in the interest of the Nik-Lok Company, which he personally heads. He will visit Sault Ste. Marie in

the Upper Peninsula, as well as Mackinac City and other points en route. He was awarded the contract for the new Union Bus Terminal here this week. The station opened Monday with a sort of civic celebration, is provided with the last word in modernistic architecture and equipment, and especially designed wash-room coin-controlled organization was installed by Turner's organization.

Greater Detroit Vending Machine Operators' Association held its regular monthly meeting Tuesday night at the Detroit-Leland Hotel. Reports on tax proposals and pending legislation at Lansing occupied the principal part of the evening, in addition to the usual social activities.

## Detroit

DETROIT, May 8.—"Venezuela is the latest port of call in response to our advertisement," Russell Anger, manager of American Dispensing Company, said this week. "An important jobbing house in that territory has written and will probably establish a pleasant connection with us. I have been consistently surprised at the results we get from foreign countries. Results from Canada, for instance, have been very good."

Frank Damico, who has been operating both pistachio nut venders and pin games for several months, formed the Lakeside Coin Machine Company last week. He reports conditions slow at present, saying: "Competition in this field is keen. There are many operators in both departments in this city." Damico, however, is pleased with first results of his operations in the business and has added slowly to his original investment.

revival of play that the industry has ever enjoyed.

"In my travels between my headquarters here and my offices in Newark and Philadelphia," Ponsler relates, "I find that the reaction of the public to new games has been favorable. As a result the industry is looking forward to better and finer games than it has had before. The manufacturers have been developing games calculated to win the players' approval and to bring big profits to the operator. There is no doubt that with the majority of manufacturers concentrating their attention on the novelty field better games will soon be introduced."

## Amalg Mass Meet Welcomes Fishman

NEW YORK, May 8.—A big mass meeting welcomed back Joe Fishman to his former position as executive director of the Amalgamated Vending Machine Operators' Association here last night. Meeting was the largest in two years. Lee S. Rubinow acted as chairman.

John A. Fitzgibbons, Bally's Eastern factory representative, was present, as were Charley Lichtman, Leon Taksen and Hymie Rosenberg.

Louis Goldberg, former executive manager of the Amalgamated organization, tho not fully recovered from his illness, took the platform and made a strong speech for organization. He asked for the necessary co-operation among the officers of the association to help overcome any evils and to create a strong front.

Joe Fishman made one of his fiery speeches, wherein he urged the members to follow the rules and regulations and ethics of good business practice. He also spoke on the value of organization and co-operation.

Many independents were present at the meeting and many have entered the organization with the return of Joe Fishman.

## Ponsler Predicts New Games Era

NEW YORK, May 8.—If the predictions of George Ponsler come true the industry will shortly witness an era of new games. He believes that many new ideas never before incorporated into coin machine equipment will find their way into the industry soon and the resultant games will greatly increase the operators' profits.

Ponsler points to the development of the bowling alley as a good example of the manufacturers' ingenuity, and he believes that the bumper pin games have been responsible for the biggest

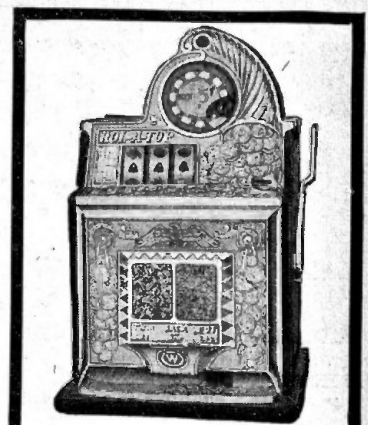
## Report Survey On Target Game

CHICAGO, May 8.—Gerber & Glass, national distributor for the Jungle Dodger ray rifle range, discloses the results of survey which it conducted among distributors and jobbers in order to determine a future sales policy.

"The survey revealed many interesting sidelights concerning the operation of Jungle Dodgers," reports Paul Gerber. "From metropolitan centers, as well as small towns, our distributors reported that practically everyone who saw the rifle on location either played it or displayed deep interest in its operation and construction. This interest proves the universal appeal of the game.

"The survey also proved that many institutions have Jungle Dodgers on location that were never before considered by operators," continued Gerber. "A Western community center has two machines in its recreation hall; another operator in the East has a group of 15 ranges that are in constant use at charity bazaars and carnivals. A well-known department store requested the installation of a machine in the men's clothing department and another in the sporting goods department. A number of YMCA's and churches have requested operators to place the game in their recreation centers.

"These interesting facts reveal," states Max Glass, "that the opportunities to locate Jungle Dodger are unlimited. Orders for the machines are daily increasing and are keeping the Universal Manufacturing Company's plant at South Bend humming at top-speed production. We are proud that we can attribute much of the success of the distribution of Jungle Dodgers to our seven-day free trial offer. However, we are equally proud to credit the astonishing numbers of reorders to the mechanical perfection of the range."



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

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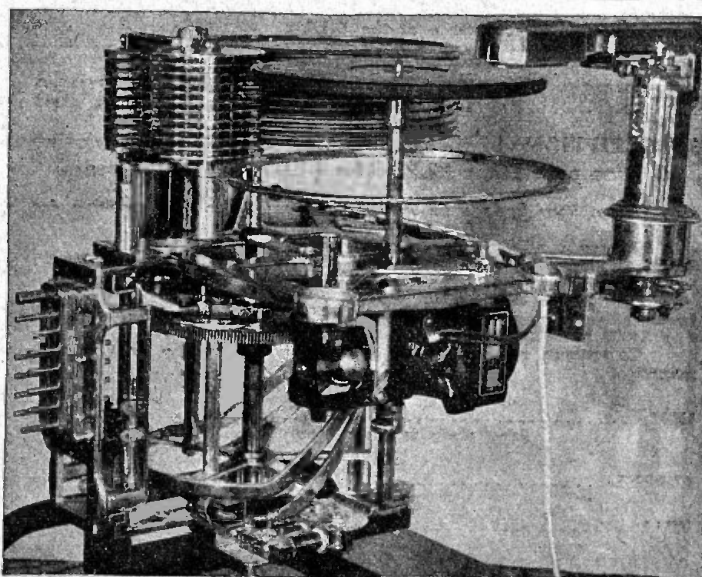
Est. 1888—Tel.: OOLumbus 2770.  
Cable address "WATLINGITE," Chicago.

## Wis. Skill Board Favors Licensing

MADISON, Wis., May 8.—Isadore Jay, Milwaukee, chairman of the Skill Games Board of Trade of Wisconsin, and Assemblyman Joseph Theisen, Sheboygan, appeared before the assembly commerce and manufacturers' committee April 27 in favor of the latter's Bill No. 838-A, to license and regulate amusement machines and operators.

Assemblyman Theisen defended the machines as being merely marble games and recommended passage of his measure, which would levy a license of from \$250 to \$800 on pinball operators and a registration fee of \$25 to \$50 for each machine, the proceeds to go to the State for old-age pensions and to counties for old-age pensions and aid to localities.

Indefinite postponement was recommended for the measure by the committee, and on April 30 it was laid over to May 7.



CHASSIS OF THE ROCK-OLA MULTI-SELECTOR phonograph, showing many unique and exclusive features.

## Vending Machine

# CANDIES

Also

PAN'S CHARM MIX  
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WRITE FOR SUMMER  
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NATIONAL CANDY CO., INC.  
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## CASH INCOME

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Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1937 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector. Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where machine operators are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

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10 TEN GRAND . . . . . 40.00  
These Ten Grands are Leg Braced and have several of my own attachments on them making them cheap profit.  
1/3 Cash With Order, Balance C. O. D.  
W. B. YERGER, Boyertown, Pa.

**THE GREATEST, NEW  
AUTOMATIC PAYOUT  
MACHINES IN THE BUSINESS**



**WESTERN EQUIPMENT  
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**RECONDITIONED  
NOVELTY GAMES**

In A Lite  
Oris Cross  
Rock A Lite  
Spot Lite

\$3.00 each

Screamo  
Live Power  
All Am. Football  
Travel

\$4.00 each

Tricks  
Play Ball (Tkt.)  
Gusher  
Par Golf

\$5.00 each

Play Ball (Ticket) ..... \$10.00  
Hi Da Ho ..... 25.00  
Roll A Score, Skoo, 9 Ft. .... 40.00  
Genco Crack Shot Pistol ..... 40.00  
Hunt Club Rifle Duck Set ..... 80.00  
1/3 Deposit, Balance C. O. D.

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12640 Woodrow Wilson Ave. Detroit, Mich.

*truly amazing*  
**VANAK**

**SLUG REJECTOR**

Over 5,000 new, satisfied Customers since January 1, 1937.

See Your Jobber or Write

**A. DALKIN CO.**

4311-13 Ravenswood Ave., Chicago.

**SLOT MACHINES.**

200 Late Mills Slot Machines. Write for prices.  
10 Mills Double Machine Vaults \$47.50 each.  
3 Mills Single Slot Machine Vaults, \$42.50 each.

**COUNTER GAMES.**

Wagon Wheels, Smoke-Ups, Sportlands, \$5.00 each;  
Daval Tri-Pack-Toss with registers, \$5.00 each; Daval  
Real 21 and Real Dice, Penny Packs, \$7.00 each;  
Semi-Ums, \$4.00 each; Daval Tri-Packs, \$12.50  
each; Bally Babies, \$6.00 each; Resistance Dico, 5c  
Model, \$30.00 each; Mills Dial, \$20.00 each.

**MARBLE GAMES.**

100 Late Novelty and Automatic Pay Marble Games.  
Write for list and price.

One-third deposit with all orders, Balance C. O. D.

**L. H. HOOKER NOVELTY COMPANY**

Arnolds Park, Ia.

**WANTED**

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Must be in good condition. Any quantity.  
QUOTE PRICE. CASH WAITING.

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**PORTERS, CONCESSIONERS,  
TAVERN KEEPERS**

Install Vending Machines in Night Clubs, Gas  
Stations, Recreation Parlors, Taverns, etc. Buy  
Merchandise and Machines from us. These New  
Machines are \$3.00 Each. Big Profits.

**KAPLAN**

1815 South Kostner, Chicago, Ill.

**TREMENDOUS PROFIT  
small investment!!**

50 Brand new Combination **POCKET POOL**-  
**BLACK ACES** Counter Games at 50% off. Ori-  
ginal price \$15.00. Send for sample or circular.

**NEW ORLEANS NOVELTY EXCHANGE,**

1019 Robert St., New Orleans, La.

**SALUTATIONS**

**Le Exposition des Appareils Automatiques  
Hotel Continental, Paris, Les 27, 28, 29 Mai 1937**

L'industrie automatique d'Amerique joint en envoyant ses salutations aux membres de l'industrie francais assemblees pour leur troisieme exposition annuelle. Plusieurs representants de l'industrie Americain y seront personnellement presenter leurs salutations et j'aurai de la camaraderie qu'offre une telle occasion. Ils observeront toutes les choses interessantes de votre industrie qui s'accroitre; ils amasseront beaucoup d'idees utiles a l'amelioration de notre propre commerce. Ils s'interessent aussi aux divertissements et a la gaiete qu'offre votre grande ville de Paris aux visiteurs.

Tandis qu'en France les visiteurs Americains a votre exposition jouissent du grand evenement, en Amerique les milles de membres de l'industrie automatique vous souhaitent du bien. Nous esperons que votre troisieme exposition reussira en plus grand mesure que vous n'avez anticipe et que les membres de votre industrie seront considerablement encouragees. Nous avons entendu plusieurs rapports du progres que fait votre industrie et nous rejoyissons avec vous.

Nous comprenons que votre exposition jouira du presence des visiteurs de l'Angleterre, de l'Allemagne et de beaucoup d'autres pays en plus de l'Amerique. La representation a votre exposition de tant de nations pourvoit une plus grande opportunitie pour l'union de l'industrie et pour l'echange d'idees et d'appareils. Cela servira a avancer des plus grands et plus profitables echanges d'appareils, d'accessoires et d'autres produits d'industrie.

Nous etions heureux d'entendre les rapports de la liberalite de votre gouvernement, et specialement que des recompenses de primes et de marchandises de nouveautes peuvent etre donnees au public. Cela fait avancer le commerce et l'industrie, donne plus d'emploi aux personnes dans toutes les branches d'industrie, et nous esperons en Amerique qu'un gouvernement plus liberal connaitra la valeur de l'industrie automatique en avançant la vente des marchandises de nouveautes.

Plusieurs membres de l'industrie francais ont visite des fabricants et des exploitants Americains. Nous avons trouves leurs visites tres agreeables. Les visiteurs Americains en France ont beaucoup aime votre pays et votre industrie. Nous vous felicitons comme industrie, vos exposants, et aussi Mr. Rene Godin, votre directeur qui a tant fait pour reunir en co-operation plus intime le commerce francais avec le commerce Americain.

**Mills Novelty Sera a  
L'Exposition De Paris**

Pour la premiere fois dans l'histoire des Expositions et Foires Universelles, un edifice sera consacrer uniquement a l'exposition de machines fonctionnant au moyen de pieces de monnaie. La Mills Novelty Company a la distinction d'etre la premiere et la seule fabrique dans l'industrie de distributeurs automatiques a etre ainsi honoree avec un edifice pour l'exposition exclusive de ses produits. C'est vraiment un grand tribut a "la plus importante fabrique du monde des machines fonctionnant au moyen de pieces de monnaie."

M. James T. Mangan, gerant du service de publicite de Mills, dit que le president, M. Fred Mills, vient de retourner de Paris, ou il a complete personnellement les derniers preparatifs pour le role unique que sa maison jouera dans la plus grande de toutes les expositions ou toutes les nations du monde participent.

Dessine par des architectes parisiens de premier rang, le Pavillon Mills sera unique et, comme architecture, le plus avance de tous les derniers dessins modernes strangers. Conformement a l'esprit de la Grande Exposition, des couleurs vives predomineront dans le decor interieur. Des fenetres le long des deux cotés donnent une vue complete des activites qui se passent a l'interieur. La facade est peu commune, ayant les deux coins du batiment ouverts au public, et ils seront convertis en places de rafraichissements equipees des Glacieres Mills Type Comptoir ou on distribuera des glaces delicieuses et d'autres specialites glacees.

Une enorme enseigne all neon de couleur eclatante annonce MILLS et se fonde gracieusement dans les lignes seyant du batiment, devenant une partie du dessin de l'edifice meme.

On fait surtout attention dans l'exposition aux machines Bonus, Extraordinary, et Q. T., dans les Modeles Bell et Vender. Une specialite sera la nouvelle machine refrigerante, tres populaire maintenant aux Etats-Unis, employee a vendre le Coca-Cola en bouteilles. On s'attend a ce que le grand coup de l'Exposition sera l'Atelier Mills dont on dit que "ce n'est pas un simple phonographs," mais plutot tout un atelier en lui-meme. C'est l'exemple le plus ingenieux de distributeur automatique qui ait jamais ete offert aux visiteurs d'une exposition. Un cote de l'interieur du batiment sera destine exclusivement a un groupe de jeux de bagatelle. Des primes de marchandises choisies seront exposees dans un stand au centre.

La maison Mills sera representee a l'Exposition par la Compagnie de Repartition de Credits, 34 Boulevard Bonne Nouvelle, Paris, et M. August Guarnera sera charge de l'exposition. D'autres membres du personnel de la maison Mills se preparent a rester au Pavillon Mills pour de courts sejours.

**Des Maisons De Detroit  
Vendent Aux Acheteurs Français**

DETROIT, le 8 Mai.—Les jeux de bagatelle americains avec dispositif de deboursement et les distributeurs automatiques sont tres populaires en France, selon le rapport de M. Andre Ricoux, visiteur a Detroit la semaine passee. C'est un distributeur francais bien connu, qui a visite Detroit et d'autres centres de l'industrie pendant son sejour aux Etats-Unis.

Quand il a visite la General Amusement Devices Company, il a "vide la maison" de toutes les machines d'occasion, remportant en Europe 130 machines, et il en a fait des commandes d'une grande quantite pour livraison future, ainsi que des commandes d'une quantite de machines neuves. Elles seront exposees a la clientele francaise dans son magasin a Paris.

M. Ricoux a aussi visite la A. C. Novelty Company, ou il a faite une commande importante de nouvelles machines Multi-Bell fabriques par la dite compagnie.

Un detail interessant de la commande francaise a ete la specification de convertir tous les dispositifs pour recevoir pieces de 5c en dispositifs s'accommodant a pieces de 25c. Le dispositif pour pieces de 25c s'adapte admirablement au franc francais, qui vaut actuellement environ 3c, la piece dont la valeur est la plus proche de celle de notre piece de 5c.

**French Coin Machine Exhibit**

**SPECIAL SUBSCRIPTION OFFER AT AMERICAN PRICES  
10 ISSUES ONLY FRANC 22.15 (\$1 American Currency)**

No Extra Charge for Foreign Postage on Subscriptions During French Coin Machine Exhibit.

The Billboard  
25 Opera Place  
Cincinnati, Ohio, U. S. A.

Please enter my subscription for The Billboard, "The Only Weekly Coin Machine Paper," in the United States, for the next TEN ISSUES for only Franc 22.25 (\$1 American Currency).

I understand there will be no extra charge for foreign postage on this order.

Name .....

Please print legibly

Address .....

City ..... State .....

Please remit by International Post Office Money Order or place subscription with Mr. Theodore Wolfram, Hotel Stevens, 6, Rue Alfred-Stevens, who is in attendance at the Exhibit.

**Le Exposition Des Appareils Automatiques**

**SOUSCRIPTION SPECIAL L' Ofert au Prix Americaine  
10 issue pour Franc 22.25 (Au \$1.00 Americaine cours)**

Rien Charge Pour Postage au Souscription Durant des Le Exposition des Appareils Automatiques.

The Billboard  
25 Opera Place  
Cincinnati, Ohio, U. S. A.

Entre notre souscription pour il Billboard, "Il unique magazine hebdomadaire dans L'Etat Unis," pour dix issue, le prix Franc 22.25 (Au \$1.00 Americaine cours).

Ce entendu ne sont pas de charge pour postage on envoyer cette magazine.

NOM .....

Faire plaisir imprimer nom clarte

ADRESSE .....

VILLE ..... ETAT .....

Quand vous remise notre souscription, evoyer monnaie pour poste international au Mons. Theodore Wolfram, Hotel Stevens, 6, Rue Alfred-Stevens, qui est attendant durant Exhiber des machines.



# 75 New York State Operators Take In Fitzgibbons Banquet

NEW YORK, May 8.—One of the biggest banquets in upper New York State coin machine history was held at the Hotel Martin, Utica, N. Y., this week by Fitzgibbons Distributors, Inc., New York, with traveling sales manager Lew Wolf in charge. Over 75 operators from upper New York State attended the banquet, making it one of the most impressive coin machine gatherings in the East in some time.

A fine show, imported from New York by John A. Fitzgibbons, arrived just in time to do their stuff immediately after the seven-course dinner. The strip-tease was rejuvenated for all those present. Lew Wolf acted as toastmaster.

The party marked the showing of the new Bally games, Cross Line, Equalite, Carom and Golden Wheel. A special Bally Bar was arranged for the visitors in the lounge lobby, where festivities started early and were carried into the dining room on the announcement of dinner.

Angelo Angelora, of Syracuse, N. Y., won a Bally game in a drawing and Joe Koskie, of Hornell, N. Y., was awarded a game for coming the greatest distance.

As the evening progressed O'Toole Indian garb was brought into the banquet hall. Many photos were taken of new members in full regalia. Party lasted far into the early morning.

Because of the success of the banquet and entertainment, John A. Fitzgibbons has given Lew Wolf full permission to repeat it each year in one of the up-State cities. Syracuse operators have made a strong bid to have the affair held in their city next year.

Among those present at the banquet were the following (Names of those who arrived late or did not sign at the door are not included): Robert Nathan, Tony Koskie, J. E. Koskie, M. A. Hanover, John Bilotta, Bernard J. Golor, William Wakelee, Ben Armatage, Harry E. Vall, Max Golos, Paul Kruger, William Levy, H. O. Sivetlick, Harry Samuels, Harvey Spencer, F. J. Ahern, I. H. Lohe, Thomas Marreall, P. J. Gandy, Abe Kleiman, Arthur G. Lux, H. K. Jack, Bernie Kutz, Angelo Angelora, Earle Goodson, Mike Graziadei, Harry Krohn, E. L. Smith, Charles Markels, Frank F. Parlague, John N. Monroe, J. H. Broat, A. N. Delaport, Angelo Mallozi, George E. Cahill, Bill Donlon, Ed Bedford, T. Malone, L. Kleiman, D. Cahill, Joseph A. Hanna, Charles Gorman, Pete Jardini, Gus School, Charles G. Bennett, Joseph Ruh, George E. Naumann, Rex Ross and L. G. Martin.

Protect Your Route Without Delay

## 1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

# DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive"

PRICES  
Sample \$1.80  
Lots of 5 1.40  
Lots of 12 1.20  
1/2 doz. with order, bal. C.O.D.

STAR SALES CO.  
3921 Wayne Ave.,  
Kansas City, Mo.

No Personal Checks, Please

## Wolcher Inaugurates O'Toole Fishing Derby

PORTLAND, Ore., May 8.—When Harry Wolcher began perpetuating the O'Toole Indian Tribe by presenting Bally with a totem pole, he really didn't know what an avalanche would follow in its wake. It seems that there are O'Toole chapters all over the country, and even foreign branches are writing in to Bally and Western Distributors asking for O'Toole franchises.

Coincident with the great run of salmon which is now beginning in the Northwest, Harry has begun a new wrinkle in the O'Toole idea. Almost every operator in the Northwest territory is an ardent Izaak Walton fan, especially on these balmy spring days, and thinks as much of going out to hook a bigger salmon than the next fellow as he does of his route of machines, his wife and family. So Wolcher has inaugurated a fishing derby, appropriately named the O'Toole Fishing Derby.

The operator in the Northwest who catches the largest fish and who brings it in to Western Distributors, either at Seattle or here, to be properly weighed and checked, will receive a loving cup with his name on it as the winner of the O'Toole Fishing Derby, besides getting any brand new Bally game free of charge.

Despite the fact that Harry claims the reputation for catching the biggest fish in the Northwest, he insists that he is not going to enter the contest, as it would be a walkaway for him.

## 6 Large Assorted Pearl Colored FISHING & KNIVES HUNTING

GIANT KNIVES

\$2.75 in Lots of 12  
On 250-Hole 5c Board  
Takes In \$12.50  
Pays Out 14 P.K.S. 15c  
Cigs. \$2.10.

No. 8-11 Sample \$3.00. 12 Lots, Each \$2.75  
25% With Order, Balance C. O. D.

OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games. Our New Catalog Full of New 1-2-3c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO.,  
180-182 W. ADAMS ST., CHICAGO, ILL.

## SALESBOARD OPERATORS!

Merchandise that is different. Beautiful chromium chests filled with candy, stationery, cigarettes, etc., with 40, 50 and 60-hole pushboards. Novel 10c chest with glasses. Chicago operators now making big profits. \$50.00 to \$100.00 weekly. We are manufacturers.

STONE BROS., INC.,  
800 S. Sibley St.,  
CHICAGO, ILL.

## FOR SALE

Mills Slot Machines, 1031 Model, Serials 238844 to 261835, in A-1 condition. All are equipped with Single Jackpot. Sacrifice at \$15.00 Each.

Box 216, FLETCHER G. FULLER, Ocala, Fla.

## SPECIAL

Wurlitzer P-10, \$97.50; Wurlitzer P-12, \$124.50  
LARGEST STOCK IN MIDWEST.

Used Slots dirt cheap. Faces Races, Automatic and Novelty Tables; Counter and Peanut Machines.

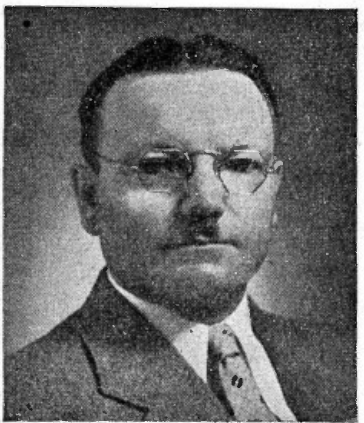
Write for bargain list issued every week.

MARION COMPANY, Wichita, Kan.

## FOR SUMMER SPOTS

Ten Parno Marksmen \$59.50  
Rush \$20.00 Deposit, Balance C. O. D.  
Also get our prices on all new games FIRST.

MARKEPP CO., Cleveland, O.



A. J. LA BEAU, head of La Beau Novelty Sales Company, who has inaugurated many novel ideas for the convenience of operators.

# CLOSE-OUT PRICES ON SLOTS

### BRAND NEW WATLING ROL-A-TOP MACHINES

We Have:	Stock No.:	Name:	Play:	Reg. Price:
4	136	WONDER VENDER	5c.	\$88.82
6	137	GOLD AWARD WONDER BELL	5c.	96.82
7	132	GOLD AWARD WONDER VENDER	5c.	93.82
6	145	WONDER BELL	10c.	91.82
3	146	WONDER VENDER	10c.	88.82
8	147	GOLD AWARD WONDER BELL	10c.	96.82
2	142	GOLD AWARD WONDER VENDER	10c.	93.82
1	155	WONDER BELL	25c.	91.82
2	156	WONDER VENDER	25c.	88.82
2	157	GOLD AWARD WONDER BELL	25c.	96.82
3	152	GOLD AWARD WONDER VENDER	25c.	93.82

2 JENNINGS CHIEF, Side Vender, 121,602, 122,274, new. Were \$107.35. Now.. \$89.50

\$69.50

### SUPER RECONDITIONED SLOTS—Our factory trained experts make 'em like new!

MILLS BLUE FRONT, light sides; Nos. above 361,000, 5c.	\$69.50
MILLS BLUE FRONT, dark sides; Nos. above 324,000, 5c.	59.50
MILLS BLUE FRONT, dark sides; Nos. 324940 to 348,968, 10c.	59.50
MILLS BLUE FRONT, light sides; Nos. above 348,624, 25c.	69.50
MILLS GOLDEN MYSTERY BELL OR SIDE VENDER, above 302,000, 1c.	35.00
MILLS GOLDEN MYSTERY BELL OR SIDE VENDER, above 330,000, 5c.	54.50
MILLS GOLDEN MYSTERY BELL OR SIDE VENDER, above 300,486, 25c.	54.50
MILLS ESCALATOR F. V., 278,647 to 316,305, 5c.	34.50
MILLS EXTRAORDINARY MYSTERY BELL, 349,257 to 371,482, 5c.	64.50
MILLS EXTRAORDINARY MYSTERY BELL, 351,368, 25c.	64.50
MILLS WAR EAGLE, Mystery S. V., 353,915 to 356,658, 5c.	49.50
JENNINGS CHIEF, 117,796-118,389, 10c.	59.50
JENNINGS CENTURY, 112,732 to 115,107, 5c.	34.50
JENNINGS VICTORIA ESCALATOR, 111,046 and up, 5c.	32.50
WATLING ROL-A-TOP, Gold Award Wonder Vender, 65,177 to 74,052, 5c.	57.50
WATLING ROL-A-TOP, No. 136, 68,826 to 72,758, 5c.	57.50
WATLING ROL-A-TOP, No. 142, 68,416 to 73,429, 10c.	57.50
WATLING ROL-A-TOP, No. 155, 73,389, 74,732, 25c.	57.50
WATLING TWIN BELL, 50,219 to 58,865, 5c.	24.50

TERMS: F. O. B. Dallas, 1/3 cash with order, bal. C. O. D. No personal checks, please.

CLOSE OUT 5 GOLD RUSH GUN CLUB, De Luxe Sound  
Proof Model \$129.50 Each  
Thoroughly reconditioned, used less than 90 days. Available only because recently closed territory prevents prize awards. Guaranteed A-1. \$75 deposit required on each Gold Rush, bank exchange or money order. F. O. B. Dallas.

ELECTRO-BALL CO., Inc., Mfrs. and Distributors  
1200 CAMP DALLAS, TEXAS

## Salesboard Operators - Agents - Distributors

It's Here at Last, THE DEAL You Have Been Waiting For.

A SENSATIONAL CAMERA AND PROJECTOR DEAL ON A FAST MOVING SALESCARD

# IRWIN MAGAZINE CINE

16 m.m. Movie CAMERA  
F. 4/5 Lens and Professional-Amateur Type 16m.m.  
MOTOR DRIVEN PROJECTOR (400-Foot Reel)

Never before has a deal like this been offered. The Irwin Camera is the biggest buy on the market today and compares favorably with the most expensive cameras made. With everyone taking pictures now the demand for this camera will be tremendous. Be the First in Your Territory to Work This Deal.

SEND FOR FREE SAMPLE SALESCARD AND FULL DETAIL

## GRAND SALES 1472 Broadway, N. Y. C.

## LADY LUCK

1200 Hole Form 4190  
Takes In . . . . \$40.00  
Pays Out . . . . 19.00  
Price With Easel . . . 1.82  
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



## CLOSE OUTS

PAYOUT & TICKET GAMES	NOVELTY GAMES.	COUNTER GAMES.
ALAMO . . . . \$15.00	BOMBER . . . . \$ 4.75	FLYING COLORS JR.'S 4.00
BAGATELLO . . . . 15.00	BANK-NITE . . . . 10.00	HI-STAKE . . . . 7.00
JUMBO . . . . 30.00	CROSS COUNTRY . . . . 8.50	HALL-F-WILE . . . . 14.00
RODEO . . . . 15.00	FORWARD-PASS . . . . 4.00	MAJOR LEAGUE . . . . 7.00
FOOT BALL . . . . 15.00	GINGER . . . . 7.50	RITHMATIC . . . . 11.00
FREE PLAY . . . . 15.00	GUSHER . . . . 14.50	SPELL-IT . . . . 5.00
BIG 5 JR. . . . \$21.50	HI-HAND . . . . 8.00	SELECT 'UM . . . . 4.00
FLASHLITE . . . . 15.00	HI-LOW . . . . 5.00	TIT-TAT-TOE . . . . 4.00
HEADLITE . . . . 15.00		TWINS (Dice) . . . . 5.00

WRITE FOR PRICES ON OTHER MACHINES.  
H & D SALES COMPANY, INC.  
410 N. Gay St., KNOXVILLE, TENN.

IT'S NOT A SALE - UNLESS YOU'RE SATISFIED!

**READY TO OPERATE!**

BALLY SKIPPER... \$59.50  
 TURF CHAMP... 54.50  
 FLICKER... 39.50  
 RELIANCE 5c... 32.50  
 RELIANCE 25c... 37.50  
 TYCOON... 18.50  
 JUMBO... 16.50  
 MILLS FUTURITY... 54.50  
 Like New—390,000 Serial  
**WURLITZER**  
 P-12... 124.50

MILLS SILENT F.O.K. 37.50  
 290,000 Serial  
 PACES 1c BANTAM 22.50  
 Bell or Vender  
 PACES RACES... 195.00  
 Reconditioned  
**RAY'S TRACKS... 200.00**  
**STEWART-McGUIRE**  
 ..... 69.50

7-Column De Luxe  
 Cig. Vender

1/3 Deposit With Order, Balance C. O. D.

**GERBER & GLASS**

914 DIVERSEY BLVD.

CHICAGO, ILLINOIS

**Many Novel Ideas Introduced  
 By the La Beau Novelty Co.**

CHICAGO, May 8.—A. J. La Beau, owner of the large distributor organization known as the La Beau Novelty Sales Company, St. Paul, has recently introduced some original and clever ideas for the benefit of operators. La Beau has instituted what he terms "Mail Box Headquarters," a special service for operators who desire to have their mail forwarded when they are not definite as to where their headquarters may be for any period of time. Mail sent to any operator is held pending his arrival, or mail is forwarded to whatever address has been sent.

The company also has started what is known as an operators' selling and buying exchange. Frequently operators have games they wish to sell. Not being a selling organization, naturally they do not know where they might be able to dispose of them. The La Beau company has arranged to try to find buyers for them; also when an operator is in the market for used games the company will act as agent and try to buy games for him. The exchange has proved mutually advantageous.

Another of La Beau's ideas is the exchange of locations department. When an operator hears of a location which is suitable for some type of equipment other than the kind he is operating, he sends La Beau the name and address, and La Beau, in turn, gets in touch with an operator who handles the specific type of machines required and advises the operator who sent the lead. Thus a reciprocal policy is established that benefits all concerned.

The La Beau company recently installed a record department for the benefit of operators. Not only is a complete catalog of new records carried, but a service is maintained for securing new and special records. A splendid recreation room is maintained by the company, and operators visiting St. Paul find it comfortable and convenient. Free

contracts for operators' use in signing up locations is a feature shortly to be installed. Free legal advice also is a special La Beau service.

Altogether the La Beau Novelty Sales Company is rendering a real service de luxe to operators. The foregoing facts were imparted to the advertising manager of Rock-Ola Manufacturing Corporation recently by two well-known operators from the Twin Cities and were substantiated by La Beau when he visited Chicago. Incidentally, La Beau reports a decided increase in business during the last 30 days and anticipates the biggest summer business for operators in many years. He told the advertising manager: "Things were rather quiet the early part of the year, but within the last four or five weeks operators who have been coming to our headquarters are much encouraged with the increase in returns from their locations. They also say they are obtaining many additional locations thru the opening up of new establishments. Resort business is going to be big and everyone looks for a great summer."

**Blatt Promises  
 Two New Games**

BROOKLYN, May 8.—William Blatt, president of Supreme Vending Company, Inc., reports that his firm will present two new games to operators in his territory during the coming week.

One of the games has been especially built for the roll-down field and will have an entirely new action principle. Blatt states that he already has contacted the leading concessioners and sportland owners and has completed preparations for having the game set up at one of the leading spots in Coney Island as soon as it arrives so that operators will be able to see the machine in actual operation.

Blatt stated, too, that the new Daval pin game will arrive this week. He predicts that it will be accepted thruout the territory as one of the greatest in the bumper-type field.

"I believe the two new games," he states, "will not only capture the interest of operators but will lead to better sales and bigger profits."

**Rosenberg Adds  
 To Service Plan**

NEW YORK, May 8.—Hymie Rosenberg, of H. Rosenberg & Company, announces that his firm has added a traveling service man to be of aid to operators. A call from the customer brings the service man to his door instead of his having to bring the machine to the office for repairs.

Rosenberg reports that in the brief time since the announcement of the new service many operators have complimented the firm on it. "Of course," he states, "in addition to this special service we will maintain our regular repair department in the same manner as always."

**Gross Traveling  
 With Radio Rifle**

NEW YORK, May 8.—Leon Gross, of Automatic Novelty Company, has arrived here from Philadelphia with his Film Radio Rifle. This was Gross' first stop on a cross-country trip to all important trade centers, where he intends to show his machine to operators, jobbers and distributors.

Gross displayed the gun at the amusement park and coin machine shows and stated that he received quite a few orders for the rifle. Originally the gun was manufactured by the Colnomatic Corporation, of Buffalo, but Gross has now taken over the machine and is marketing it to the trade. He reports that he first learned the power of the penny when he changed the 5-cent slot to a penny slot. Operators report that this increased both the play and the profits. Now the player gets five shots for a penny on the Film Radio Rifle and a permanent record of his marksmanship as recorded on the portion of the film he shoots.

Gross explained that the Automatic Novelty Company is the only firm making films for the rifle.



**THE SLUGGER**

GARDNER'S NEW BASEBALL BOARD  
 A BEAUTIFUL THICK BOARD

ORDER 600 SLU-SLUGGER  
 Take in: 600 Holes  
 200 Free  
 400 @ 5c ..... \$20.00  
 Total Average Payout ..... 5.15  
 Profit ..... \$14.85  
 Price \$3.20, Plus 10% U. S. Tax  
 Write for Catalog---State Your Business

**GARDNER & Co.**  
 2309 Archer Ave. Chicago, Ill.

**The "PERFECT" D. C. INVERTER for OPERATORS**

Guaranteed 100% Perfect  
 OR YOUR MONEY REFUNDED



Operator's Price  
**\$13.50**  
 EACH

1/3 Cash Deposit  
 with Order, Balance  
 Shipped  
 C.O.D., F.O.B.,  
 New York.

The best, easiest and most simple D. C. location inverter ever built. The "PERFECT" D. C. INVERTER does not require any intricate wiring. No trouble! Built especially for operators by one of America's best-known corporations. Will convert any D. C. location to your machine perfectly. **RUSH YOUR ORDER NOW! BUY THE BEST AND SAVE MONEY! IMMEDIATE DELIVERY!**

**JOBBER - DISTRIBUTORS - WIRE IMMEDIATELY FOR TERRITORY**  
**MIDTOWN N. Y. MFG. CO.,** 33 West 60th St., New York, N. Y.



**ANOTHER NEW ONE  
 LUCKY CIRCLES**

15 NUMBERS ON A TICKET  
 THICK BOARD

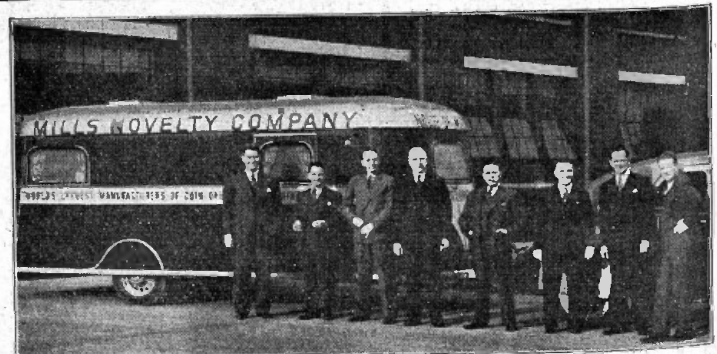
600 HOLES  
 10c A PLAY  
 TAKES IN --- --- --- \$60.00  
 PAYS OUT --- --- --- \$6.50  
 \$5.00 AND \$10.00 PRIZES PROTECTED.

**PRICE \$3.14**  
 Plus 10% Tax.  
**GLOBE PRINTING CO.**  
 1023-27 RACE ST., PHILADELPHIA, PA.  
 Send For Catalog.



**Slug Visible Slotted Coin Counter**  
 The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample. \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

**50 PENNIES**  
 THE ACCURATE COIN COUNTER COMPANY  
 PATTON, PA.  
 Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.  
 Write for Big Lot Prices.  
**PATTON, PENNSYLVANIA**



SEND-OFF FOR MILLS TRAILER. Left to right: James Mangan, advertising manager; Herb Mills, treasurer; Doc Rosebro, cigaret sales; John Tyndal, Freezer sales; Jack Royce, phonograph sales; Vince Shay, coin machine sales; Frank Oakes, pilot of the trailer, and Bert Mills, experimental engineer.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



## New Detroit Firm Offers See-Dice

DETROIT, May 8.—Don Coney, president of See-Con, Inc., reports that his firm will soon present its first game to the industry. It will be known as See-Dice and will live up to its name, according to Coney. He states that the game will actually show the shake, roll and completion of the point in the same manner as in a real game of galloping dominoes. The game will be one of the first counter games to take full advantage of the magic-ray principle, Coney said. The game will be popularly priced and will go on a speed-production schedule July 1.

Coney has been in the electrical and radio engineering field for over 15 years and has been responsible for the development of some of the finest appliances in the coin machine field. He has been preparing to market his new game for quite some time. The success with which it has met on location tests indicates that the game is ready for its debut.

"In building the first game," says Coney, "we decided to incorporate the most popular and most profitable features in the industry. After some investigation among leading operators we learned that a dice game incorporating the electric-ray principle would be about the most favorable action we could get. In See-Dice the industry will see for the first time the many ways that electrical contrivances can be adapted to a counter machine. The game will also be unique in the fact that it will allow the player to choose his own point and then enjoy the thrills of trying to make it. There is no doubt in our minds that See-Dice is going to create a real record for sales in this industry."

## Ordinance Up for Test on Merits

MILWAUKEE, May 8.—Trial on its merits of the pinball operators' petition for a judicial veto of the city's new anti-pinball ordinance, which was to have become effective May 1, got under way May 3 in Circuit Judge Otto H. Breidenbach's court.

In addition to determining whether the ordinance is constitutional, the trial will endeavor to determine whether the games are gambling devices.

Isadore Jay, chairman of the Skill Games Board of Trade, testified in connection with the trial that his association does not operate any convertible machines. Joseph A. Padway, counsel for the operators, announced to the court that the convertible feature was such that his clients had no objection to such machines being outlawed by ordinance or court order.

Pending outcome of the trial, the police are restrained from enforcing the new ordinance, scheduled to have been effective May 1.

## Wertheimer Winds Up Trip Thru N. Y. State

NEW YORK, May 8.—Henry Wertheimer, Eastern distributor for National Venders, Inc., has returned to his New York office after a two-week tour of New York State. Wertheimer informs that

## Jack Keeney Ill

CHICAGO, May 8.—J. H. (Jack) Keeney's many friends will regret to learn of his confinement to the Henroth Hospital here.

Keeney has been putting in long hours of late, getting his latest successes, Fire Ball, Magic Lamp and Track Time, thru the production line and into the hands of operators. This unremitting labor is undoubtedly responsible to some extent for his present illness.

The fighting Keeney spirit, however, will soon have him back on his feet and in the thick of the activities at his plant.

## Levin Opens as New Distributor

WHEELING, W. Va., May 8.—After being associated with three of the big names in the coin-machine industry, Jack Levin announces that he is starting in business for himself. The new firm will be known as the Mercury Automatic Sales Company, with headquarters in Wheeling.

Levin is well known to local coinmen, for practically all his activities in the industry have been in this territory. For two years he served as sales manager for the Coinomatic Sales Company, Pittsburgh, before taking over the Ohio, Indiana and West Virginia territory for George Ponsler Company, of New York. Since the first of the year he has been associated with J. H. Keeney & Company, Chicago.

According to Levin, his new firm will be one of the most up-to-date distributing companies in this territory. "Local operators are behind our firm 100 per cent," he says, "because we intend to have on hand at all times a complete display of the latest novelty and payout games, together with a large selection of slots and salesboards. In addition we will maintain a thoroly efficient service department."

Levin is also introducing an exchange bureau which will enable operators to trade in used machines for new equipment or other used games. The policy of the department will be the handling of any coin-operated device for exchange or cash.

In charge of Mercury Automatic's sales department will be Jimmy Angello. During Angello's 10 years in the business he has worked in every position from mechanic to operator. Consequently, he is well equipped to solve the problems of the operator. Angello gave up his own operating business to take over the sales end of the new company. At present, according to Levin, Angello is making a tour of the territory to acquaint operators with the plans and policies of the new firm.

He did an exceptionally good selling job of National's new 9-30. He also says that many operators have purchased the new National to augment their routes. Also many cigaret operators have added the 9-30 because of its fine appearance and mechanical construction.

Joseph Newman, who recently joined up with the Wertheimer National organization as a salesman, will soon take to the road to contact operators throughout New York State.

# Chief



## GREATEST CHECK MACHINE MADE

Jennings Chiefs are built to give service. They have fewer out-of-order calls than any other machine. They lead in player appeal—always get a big play.

If you don't know of your own knowledge that the Chief is the best buy on the market today, we'll convince you with a 10 day trial.

## O. D. JENNINGS & COMPANY

In Business for Over 30 Years  
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

### IT'S A GOLD MINE!

### A BIG \$25.00 HIT

for Fast Play

### A Low Average Payout

for Big Profits

No. 680 **HIT AND WIN** 600 HOLES

A ONE-SHOT CASH BOARD.

Average Take-in ..... \$15.00  
Average Payout ..... 2.20

Average Gross Profit ..... \$12.80

Don't Miss This One! Get the Details! Write, Stating Your Line or Business, to

### HARLICH MFG. CO.

1401-1417 W. Jackson Blvd., Chicago, Ill.



A BANK OF KEENEY DE LUXE TRACK TIME GAMES being put thru the "10,000 play test" by a skilled technician prior to shipment.

## Superior

"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

THE FASTEST MOVING SALESBOARD ON THE COUNTERS TODAY!

### GREASED LIGHTNING

"A Salesboard as Fast as Its Name." 600 Hole—50 Section—50 Board. Here's a board that will start the nickels coming in over the counters of your locations in a hurry. Greased Lightning—the fast-moving salesboard. Last Sale in Each Ten-Hole Section a Winner. 80 Winners in a 600-Hole Board. Possible \$10 Capital Award.  
Board Takes In (600 Holes @ 5c) ..... \$30.00  
Pays Out (Average) ..... 14.59

Profit Average ..... \$15.41  
Thick Board with Essels and Celluloid Protector Over Jackpots.



SUPERIOR PRODUCTS Inc. Dept. B 14 North Peoria Street Chicago, Illinois

# Genuine ELECTROPAKS

COST NO MORE THAN THE CHEAPEST IMITATIONS!

So be sure to Buy or Specify . . .

## GENUINE ELECTROPAKS!

USED BY 98% of the Manufacturers

### ELECTRICAL PRODUCTS CO.

6535 RUSSELL AVE. \* DETROIT, MICH.  
NEW YORK OFFICE CHICAGO OFFICE  
3 WEST 29th ST. 626 WEST JACKSON

# Lee Jones Is Back at Desk

*Says Europe shows surprising signs of prosperity —adds many new stories*

CHICAGO, May 8.—Mr. and Mrs. Lee S. Jones returned last week from an extended trip abroad and have been busy greeting friends and telling tales of all that is to be seen overseas. Lee was back at his desk as head of the American Sales Corporation this week and many friends in the trade called during the week.

One of the keenest observers in the industry, Lee has many interesting stories to tell of the places he visited. His trip included the leading countries of Europe. He got as far as Egypt before heading back for America. He avoided Spain, he said, but being an officer during the World War he was interested in talking with military observers, all with a watchful eye on the fight in Spain. Opinion is that the government forces will win, he said. No one really expects a war in Europe very soon, Jones says, unless some of the rulers suddenly go crazy.

"One of the surprising things is that so many signs of prosperity are to be seen in Europe, when we expected to find everything depressed," Lee reported. "The so-called dictators are really getting things done."

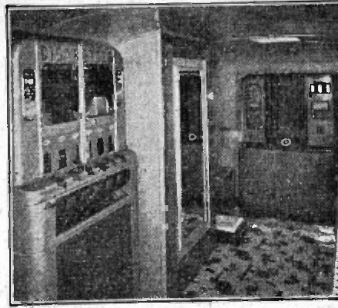
Lee reports as one of his most interesting experiences that of trying to get his favorite cigars and cigarettes past the French customs to spend several days in Paris.

Lee was back just in time to celebrate the fifth anniversary of the entrance of the American Sales Corporation into the distributing field. A real get-together of many of his lifelong friends produced many a tall story of the years gone by. During the last five years Lee has piloted his firm thru the ups and downs of the trade with certain well-defined policies in view. These policies have won a reputation that has been rewarded by a steady increase in the sale of quality merchandise from year to year. Lee still puts his faith in quality merchandise and sticks to it.

## St. Louis Ops Act To Put Over Bill

ST. LOUIS, May 8.—Missouri Amusement Machine Association held a special meeting Monday night of last week at Musicians' Hall here at which 60 members were present. Meeting was called to get immediate action on the bill now pending in Jefferson City and which is due to come up before the Missouri Senate next week, legalizing the operation of pin games in the State.

Members responded nobly to the cause, everyone making sizable donations for the "putting over" of the new bill. Louis Morris, president; Abe Jefferson, vice-president; and John H. Beckman, secretary-treasurer, were at the head table when the meeting was called to order. Among those present were Carl F. Tripp, of Ideal Novelty Company; Harry W. Davies, Davies Novelty Company; Herb Besser, Besser Novelty Company; Joe and Sidney Morris, J. & S. Novelty Company; Abe Landsmann and Abe Jefferson, G. J. L. Sales Company; A. McCall and Ray James, McCall Novelty Company; William Betz and John Linstner, W. B. Specialty Company; Carl Luyties, Carlot Products Company; Nathan Wolf, Wolf Vending Company; Al Miller, Miller Sales Company; Basil Neel, Vending Machine Sales Company; Louis D. and Ike Morris, Morris Novelty Company; Fred Pollnow and John H. Beckman, Central Vending Company; William Salyer, Arcade Novelty Company; George Ogilvey, National Amusement Company; Louis Kornblom, Kay-Mak Novelty Company; Walter Hannum, D. & W. Amusement Company; William Woodward and Randy Whyte, Consolidated Enterprises, Inc.; Harry Siegel, Acme Novelty Company; Leo Kretz and A. Simonson, Globe Distributing Company; George Selzer, M. & S. Novelty Company; John Nissenbaum, J. & E. Novelty Company; H. A. Turpin, W. H. Novelty Company; Art Helmke, St. Louis Novelty Company; Walter Bowman,



INTERIOR VIEW of Mills trailer, showing display of cigaret vender, scale and Studio phonograph by Mills Novelty Company. Frank Oakes will travel with the Mills trailer display.

Peerless Vending Machine Company; Henry Cadenbach, Earl Rosenberger, Al Haneklau, H. J. and F. C. Scruggs, John Winkelmann, George R. Proctor, Dick Westbrook, Lee Turner, Walter Koch, Otis K. Greif, J. B. Carmody, H. A. Westermann, W. L. Webb, Lester Montgomery, and Frank B. Joerling, of The Billboard.

## Roll-Down Games Popular at Coney

CONEY ISLAND, N. Y., May 8.—Action already taken by leading concessioners at this famous resort indicates that this will be one of the biggest years in a long time for roll-down games. Many fine spots have already opened, featuring these games together with merchandise awards of a high quality.

The concessioners expect roll-down spots to enjoy one of their biggest seasons.

## Give Approval to Three New Games

DETROIT, May 8.—Harold Chereton, manager of General Amusement Devices Company here, states that the local police department has recently approved for operation in Detroit three new games distributed by his firm. New games introduced to operators here are approved by the police department before licenses will be issued by the city.

According to Chereton, Gottlieb's Electric Scoreboard was approved with some minor changes in the scoreboard. A first order for 75 games was immediately placed for this machine. Skooby and Stoner's Ball Fan were also approved last week and a shipment of these is now in.

"We now claim to be the fastest growing distributors in Michigan," Chereton stated. "We have appointed three salesmen to cover the territory and they will be constantly on the road. We handle more lines than any other distributors and we are going more heavily into the vending machine field."

David Weiss was so impressed with his first view of the new Gottlieb Scoreboard game at the GADCO display rooms that he ordered 15 of them.

Dorr Feldman, of Lansing, Mich., made another trip to Detroit this week and took back a quantity of the Heavyweight games. They are doing well in Central Michigan, he said. Paul Andre, upper Michigan op, ordered a variety of machines from GADCO this week for May 15 delivery. He uses payout models chiefly and will have them shipped direct to various resort fields.

About half a million people were spotted at Coney on a recent Sunday when the weather was cool. Consequently concessioners believe that with the arrival of warmer weather crowds will increase considerably.

## LEADING BUMPER TYPE PAY TABLES

Put these Money-Makers to work for you! Constant "come-on" back panel with sensational action! A proven record of bigger earnings wherever used!

### POP-'EM 1 to 5 BALL

The Champion Play-Getter with irresistible "come-on." Never more than 5 points from a winner! 24 awards, odds up to 20-1! Can be changed from 1 to 5-Ball play by moving 1 screw. \$169.50

### DEAUVILLE 1 or 2 BALL

Spinning Reels of Fortune. Thrills of 8-BALL play plus light, color and streamlined action! Sustains player excitement to the end! 2-Ball, \$2.50 Extra. \$149.50

### NEW DEAL 1 or 2 BALL

Outstanding Card Payout with intense player interest. Simple mechanism, absolutely bug-proof. A real profit producer wherever there's a card fan. 2-Ball, \$2.50 Extra. \$149.50

See Your Distributor or Write for Complete Details.

L. B. ELLIOTT PRODUCTS CO. 3017 Carroll Ave., CHICAGO, ILL.

## TRADE US YOUR SLOTS ON NEW OR USED PIN GAMES

ONE JUNGLE DODGER, USED LESS THAN TWO WEEKS, \$70.00.

Write us your requirements. M. A. AMUSEMENT CO. JACKSON, TENN.

## 30 BALLY BUMPERS \$32.50 Each

Write for price list on other bargains.

### SOUTHERN AMUSEMENT CO.

819 Union Ave., Memphis, Tenn. Phone G-4770.

## COMING!

A PHENOMENAL

# ONE BALL PAYOUT

BY

## GOTTLIEB

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# BASEBALL

## THE NATIONAL GAME

OUR NEW BASE BALL BOARD HAS ALL THE THRILLS OF BETTING ON YOUR FAVORITE TEAM AT THE GAME. Printed in attractive colors, makes a big flash, all 16 major teams to bet on, pays players generous awards.

PLAYER CANNOT BET FROM A NICKEL UP AND WIN AS HIGH AS \$10.00

Send us your order today, you will come back for more. Sample \$3.95 C. O. D. express prepaid anywhere in U. S. A. PEACHY NOVELTY CO., Dept. BB, Poplar Bluff, Mo.



## OPERATORS

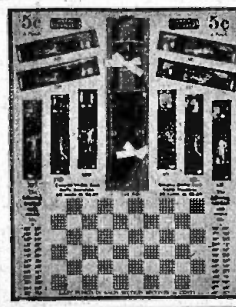
### PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00, Lots of 10 or more, \$4.50.

### H. G. PAYNE COMPANY

312-314 Broadway, Nashville, Tenn.



## THE GOLD STAR



## OPERATORS—JOBBER—DISTRIBUTORS

### THE JAR FULL-O-WINNERS OVER 216 WINNERS FROM \$10 TO 10c

The sensational new JAR DEAL of the year, in brilliant colors, with an entirely new idea, that is earning big profits for operators. With the cheat-proof Registered Jackpot Clock. Bank is increased by tickets ending with number 3. When BANK is increased to \$4.95, player drawing next ticket ending with 3 receives \$5.00. And tickets with Jackpot wording receive \$5.00, plus the amount registered in Bank. Imagine? A great appeal, the GOLD STAR has to make your jars go empty sooner than other jar deals. Jackpot pays from 6 to 8 winners from \$5.00 to \$10.00, not including 216 jar winners from \$5.00 to 10c. Tickets are sealed to avoid reuse, and big winners have fool-proof markings. Special prices to quantity buyers. Write for details. Order Sample Today. Be first in your territory. If not satisfied, YOUR MONEY BACK. SAMPLE DEAL, \$6.50. AVERAGE PROFIT, \$22.50. Half deposit required. PREMO NOVELTY CO., Mfr., Mocaqua, Pa.



# Reaction to Trade News Varies, Due Often to Local Conditions

To the Editor: "Inclosed you will find a news item that appeared in the May 1 issue of *The Billboard*. This item has done a great deal of damage in this county due to its publication in a State where the type of games mentioned are illegal. The article was written without any authorization from the owners of the tavern mentioned or myself, operating a portion of the games in this particular tavern. I feel that your correspondent, or whoever submitted this article, was very far out of line in doing so. I also feel that you are doing the operators an injustice by allowing such articles to be published.

"The operators are putting forth concentrated effort in this State to keep what spots they have on automatic games running. This article was brought to the attention of the county sheriff here and has caused the location mentioned, as well as others, to discontinue their operation of automatic games. I am also writing the manufacturers of the machines mentioned, pointing out to them that the article in the May 1 issue of *The Billboard* has caused many to discontinue using their equipment and has also cost them many sales in the State, because these games were going very good and we were ordering more machines of this type to take care of the locations.

"The proprietors of the tavern mentioned called me on the phone when this article was shown to them and asked me to remove all the equipment from their location. After a lot of explaining I managed to convince them that I was not responsible for the article and was able to leave a few of my non-automatic payout games in their location. It will be highly appreciated if in the future you will not permit any articles of this type that may harm the operators or cause them to lose locations to be published in the coin machine section of *The Billboard*. I have always understood that the policy of *The Billboard* is to aid the operator in keeping his territory open and to keep down any unnecessary heat. But articles such as the one mentioned do anything but conform to that policy."—M. V. Co.

Editor's Note: This well-written letter brings up one of those unfortunate reactions that occur here and there to published news, of the coin machine trade.

The policy of *The Billboard* is not to mention any specific location in connection with slot machines or payout games. Due to the widespread use of and manufacturer's publicity on payout games we unfortunately overlook mention of specific locations at times.

I used to shudder at some of the publicity on payout games furnished to the publications by manufacturers and distributors, but apparently the result has been to help popularize the games far and wide. The unfavorable reactions, in view of the voluminous publicity and advertising in trade papers and circulars, has been very small considering that newspapers are looking for the sensational. An Eastern and a Southern daily quoted at length from advertising circulars in an expose of the trade; another used the coin machine section of *The Billboard*. A Pacific Coast newspaper recently quoted one of the monthly publications as an authority for its statements. The newspaper article was not what you or I would have written and yet it may not have the unfavorable reactions that the trade sometimes fears.

It would never be possible to publish trade literature that did not occasionally cause unfavorable reactions due to local conditions such as politics, competition, etc. This applies to advertising literature as well as trade publications. We can safely say that for every case in which news published by us has had an unfavorable reaction there are hundreds of cases in which it has been used to secure benefits.

There has never been any unified agreement in the trade as to what constitutes a sound publicity policy. There are too many factions and this division of the trade forms its real weakness. Everybody in the trade has his own opinion of what should be published, ranging from the "secrecy policy" of the slot machine section to a full and frank publicity program advocated by some of the more progressive business men in the trade.

There is only one way to pull the punch from most of the unfavorable newspaper publicity on coin machines and that is to come out in the open and face the facts as they are. The recent work of operators in Florida in publishing both favorable and unfavorable newspaper stories for the information of the public is an aggressive step in the right direction. The odds are against the Florida operators, but they have at least shown the type of leadership that would eventually save the industry from much of the present opposition.

The coin machine industry would begin to get somewhere if a constructive story could be told of the developments in certain States and territories. One of the most aggressive programs ever developed in the trade has been carried out by the New York industry over a period of several years. While the full story of this great program has never been told, yet *The Billboard* has published considerable news about it, and operators in every city and town in the country have been interested in the news and have profited by it. The New York trade has been most free of any section of the country from a secretive policy and has shared much of the news of its organized program with the rest of the country.

While it is stated that New York has shared the news with the rest of the country, it is understood that the organizations have a carefully planned program of contact with governmental and political agencies just as any other progressive business organization would do. The actual workings of this program naturally are kept secret just as any business organization keeps its lobbying activities secret. The important thing is that a definite and aggressive program of publicity has been carried on all the time.

The Florida, Texas, Oklahoma and Maryland associations could offer a very constructive story for the benefit of the entire trade. Such cities as Detroit and Los Angeles have done much experimental work that would pave the way for progress in other cities if a full and frank story could be published for the benefit of the trade.

## BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS

Cash in on the Multi-million dollar Baseball craze! Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealer's counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it. You can work it 3 ways. . . . No. 1, sell to dealer No. 2, operate on percentage; No. 3, sell to dealer as an advertising stunt, or sales stimulator with his ad imprinted. Tickets good for valuable awards may be sold or given away. It's A FAST deal. QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 9" x 12" Display Payout Scoreboard. Four Payout assortments.

Dealers Price  
1 Deal \$5.00

Operators' Price  
3 Deals, \$10.50  
6 Deals, \$18.90  
12 Deals, \$35.70

No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—280 Winners  
No. 2 Pays out 50%—234 Winners | No. 4 Pays out 75%—283 Winners

When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.

### WORTHMORE SALES PROMOTION SERVICE, INC.

221 E. 20th Street, Dept. B515, CHICAGO, ILL.



## Why the Noise?

When and if the true reasons for the opposition to the slot machine license law in Florida ever come to light it should make interesting reading. There would be some interesting facts as to the why of a State-wide anti-slot machine organization, composed of church people, and to who is financing this organization. There would be some exceedingly interesting facts as to why such newspapers as *The Miami Herald* oppose slot machines licenses while profiting so evidently from racing news. All of this opposition from churches and newspapers in a State that licenses pari-mutuels and is notorious for many other things. There must be several reasons.

One of these reasons is hinted at by Kenneth Ballinger, staff writer for *The Miami Herald* (May 4, 1937), who writes a daily column called "Law and Disorder." He had the following to say:

"One of the complications to the slot-machine tangle is the suspicion voiced by citizens up here (Tallahassee) that some of the outcry generated against slot machines owes its origin to the Tampa bolita kings.

"Bolita has taken quite a licking since slot machines came in to absorb the money of the suckers. If the slots can be driven out of Florida by threat of penal servitude bolita as it thrives in counties where peace officers are lenient

## Let me Send You this Tailored SUIT!

and PAY YOU UP TO \$10 A DAY!

Amazing new plan! I want an ambitious, alert man in your town to wear this splendid suit. I'll pay for it if you follow my easy plan. Just show it to friends—tell them about it. You can make up to \$10.00 in a day representing nationally famous Union tailors. Sensational new plan brings big money—easy.

NO EXPERIENCE NEEDED—NO HOUSE-TO-HOUSE CANVASSING. Experience not necessary. Amazing low price means big profits without canvassing and amazing chance to get your own suits FREE!

SEND FOR FREE ACTUAL SAMPLES! I supply complete, elaborate demonstrating samples to you FREE of cost, and tested, sure-fire, money-getting plans. Start at once. Send no money—now or ever. Write today for complete equipment and surprising FREE SUIT details. Send post card or letter to H. J. Graves, Pres. Stone-Field Corp., Dept. S-717, 1300 W. Harrison, Chicago.



can once more assume its vacuum cleaning of the pockets of the poor classes."

## Citizens Back Location Owner

LUNENBURG, Mass., May 8.—Over 100 residents of this town have signed a petition of protest against the action State police have taken against Harold Harley, manager of a local roadside stand, for possessing a pinball game. The petition seeks a change in personnel of the Lunenburg State Police Barracks, located across the road from the Harley stand. It has been accepted by the city selectmen and referred to the town council.

A letter which accompanied the petition called the attention of the city fathers to the fact that the State police had taken unnecessary and unjustified action against several of the citizens and that they had overridden the authority of the chief of police.

The letter also called attention to the fact that the police had visited Harley's stand many times over a two-year period, and that the pin game, or one like it, had been on the premises all the time. The signers of the letter maintained that if the officers had any complaint against the machine, or if it were doing any harm, they should have requested that it be removed.

The case is in the District Court at Fitchburg, Mass., and is said to be attracting State-wide attention among coinmen.

## Seek Patent on Mechanized Beano

BOSTON, May 8.—New Ballo Company has filed a patent for a mechanized form of Beano. Prof. John M. Lessells, head of the mechanical engineering department of Massachusetts Institute of Technology, has been retained for technical advice.

According to Bernard Rubenstein, Hub attorney, who has an interest in the company, the completed game is simple, foolproof, honest, purely a game of skill and profitable.

Ballo Company has a complete monopoly and Rubenstein says that it is now ready to parcel out such monopoly by territories.

# Legalize Games

By THEODORE DREISER

To the Editor of *The New York Times*:

Altho I know it has been advocated before, I feel that repetition on this particular subject can do no harm.

The country talks of balancing the budget. One way to help that result without harm to anyone is to legalize all forms of lottery. I know that here many voices will rise in protest. Just the same, America is not in its swaddling clothes. We have grown up. The signs are everywhere. Why not face this problem squarely, fearlessly and honestly?

Taking a sporting chance on a thing in which there lurks a possibility of reward is a human instinct as deep and fundamental, perhaps, as any instinct. Our churches and charities, to say nothing of various other governments than ours, acknowledge this, since all so constantly use it for purposes of their own. Consider keno, screeno, automobile and radio and newspaper contests, the roulette wheel of fairs, circuses, church social raffles and bazaars everywhere. Is the roulette wheel gambling or isn't it? Is there pleasure in it—a more or less harmless kick? Also in the gambling machine—as many as 50 nickels for one. Ah!

Since this natural instinct has not been and cannot be killed, why not use it legitimately and for purposes of government support? Certainly it is no worse than our desire for a moderate quantity of liquor, and that that could not be killed was proved beyond a doubt in the days of prohibition.

But what still goes on? Illegal gambling by the wholesale in every city in the United States. Apart from keno, screeno, etc., there is the gambling machine in thousands of saloons, restaurants and cigar stores. And, in addition, racing and the foreign and local lotteries. But without a cent of revenue in any of them for the government.

In many parts of America, especially in the West, almost every city block offers three or four gambling places in the backs of stores. Even openly on many of the news stands in the West will be seen salesboards. Salesboards for money. Professional games are run by "clubs" in which no man has a chance to win.

But what return do they make to the government—the people as a whole—for the money they take in? Does the government get anything out of all this? I dare say nothing or very little.

I think it is one of the most corrupting forces in the country today. Yet I also feel that if our citizens who object to legalized gambling would look around they might begin to think that legalizing and then taxing and regulating this pleasure or business or whatever you wish to call it might be the best way after all.

Do I sound like the arch-anarchist I am supposed to be? Well, here I am on the side of law and order. There is hardly a person in America that wouldn't take at least one or two tickets a year in a sweepstake if he thought it legitimate and on the level. And with the indorsement of the government it would be. Why not try it out? Make a temporary test of it and see where we get.—Reprinted from *The New York Times*, May 4, 1937.

**George Ponser  
RECOMMENDS  
THE BEST GAMES  
MONEY CAN BUY  
TODAY...**

—EVANS—  
GALLOPING DOMINOS •  
ROULETTE, JR. • BANG TAILS

—GENCO'S—  
BATTER UP • RUNNING WILD

—COTTLIEB'S—  
ELECTRIC SCORE BOARD  
ELECTRIC "21"

—MUTOSCOPE'S—  
POKERINO • NUMBERING  
PHOTOMATIC • ROTOMATIC  
HOCKEY

—PACIFIC'S—  
SKOOKY • ROSEMONT  
PLAY BALL • DE LUXE BELL

—WESTERN'S—  
BIG ROLL • FAST TRACK  
WINNER

...WRITE-WIRE  
OR PHONE FOR COMPLETE  
DETAILS AND PRICES!!!

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1140 Broadway, NEW YORK  
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900 NORTH FRANKLIN  
Philadelphia (MARKet 2656)

**Claim Midwest  
Export Record**

CHICAGO, May 8.—Gerber & Glass, nationally known distributors, announce the receipt of a group of foreign orders claimed to be the largest export orders ever received by any Middle West coin machine organization.

The orders originated in Holland, France and England, according to the Gerber & Glass export department, and, in spite of the unusually brisk activity at Gerber & Glass occasioned by the popularity of the new rifle range, Jungle Dodger, the three export orders were promptly filled and shipped.

"Our organization is well equipped to handle orders of this type," said Max Glass, "because not only do we have the equipment needed by our foreign customers but also our experience in exporting games dates from the first European acceptance of coin-operated machines as we know them today. Previous shipments made to foreign buyers have proved so satisfactory that repeat orders have been sent to us regularly. However, the explanation for this quantity buying is seen in the fact that the games we have shipped have proved most successful on locations, and buyers on the Continent have complete confidence in our service and our equipment."

**ROUTES**

(Continued from page 35)

Marine-Firestone Co.: Cushing, Okla., 10-15; Clinton 17-22.  
Malloy, J. R.: Circus Revue: Natrona Heights, Pa., 10-15.  
O'Day Cannibal Show: Pecos, Tex.; Wink 17-22.  
Ritson's Show: Conyers, Ga., 11; Lithonia 12-13; Tucker 14-15; Tucker 17-18; Doraville 19-20; Roswell 21-22.

**REPERTOIRE**

Bilroy's Comedians, Billy Wehle's: Hagerstown, Md., 12; Chambersburg, Pa., 13; Gettysburg 14; Hanover 15; York 17; Lancaster 18.  
Blythe Players: Cheriton, Va., 10-15.  
Ginnivan, Norma, Show: Hudson, Mich., 10-15.  
Hayworth, Seabee, Co.: Morganton, N. C., 13; Lenoir 14; Hickory 15; Statesville 17; Mooresville 18; Kannapolis 19.  
Obrecht, Christy, Show: Chatfield, Minn., 13-15.

**CIRCUS AND WILD WEST**

Barnes-Sells-Floto: Marysville, Calif., 11; Sacramento 12; Reno, Nev., 23; Alturas, Calif., 14; Klamath Falls, Ore., 15; Modesto, Calif., 18; Ashland, Ore., 17; Medford 18; Eugene 19; Marshfield 20; Corvallis 21; Salem 22; Portland 23.  
Chase & Son: Stuart, Ia., 13; Adel 14; Madrid 15.  
Cole Bros.: Terre Haute, Ind., 11; Anderson 12; Richmond 13; Dayton, O., 14; Middletown 15; Cincinnati 16-17; Springfield 18; Columbus 19; Steubenville 20; Pittsburgh, Pa., 21-22.  
Eddy Bros.: Great Neck, N. Y., 13; Hicks-ville 14; Huntington 15; Greenport 17.  
Hagenbeck-Wallace: Pittsburgh (E. Liberty), Pa., 10-11; Greensburg 12; Washington 13; Wheeling, W. Va., 14; Zanesville, O., 15; Charleston, W. Va., 17; Parkersburg 18; Clarksburg 19; Conelikeville, Pa., 20; Cumberland, Md., 21; Hagerstown 22.  
Hall's Animal: Irvington, Ill., 11; Nashville 12; Okaville 13; New Baden 14; Trenton 15.  
Hinkle, Milt, Rodeo: La Fayette, Ind., 10-16; Anderson 17-22.  
Howe Bros.: Fillmore, Utah, 14; Delta 15.  
Mix, Tom: Rome, N. Y., 11; Utica 12; Gloversville 13; Schenectady 14; Albany 15; Springfield, Mass., 17.  
Patterson Bros.: Pontiac, Mich., 17-19.  
Polack Bros.: (City Auditorium) Topeka, Kan., 10-15; St. Joseph, Mo., 17-22.  
Ringling Bros. and Barnum & Bailey: Brooklyn, N. Y., 10-15; Washington, D. C., 17-19; Baltimore, Md., 20-21; Lancaster, Pa., 22.  
Roberts: Millville, N. J., 12; Cape May C. H., 13; Woodbine 14; Mays Landing 15; Tuckertown 16-17; Toms River 18; Manasquan 19; Eatontown 20; Jamesburg 21; Matawan 22.  
Seal Bros.: St. Francis, Kan., 12; Atwood 13; Oberlin 14; Norton 15; Osborne 17; Clyde 18; WPA: Sunnyside, L. I., N. Y., 18-22.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Norfolk, Neb.; Yankton, S. D., 17-22.  
American Expo.: Lima, O.  
American United: Lewiston, Ida.  
Anderson-Strader: Lyons, Kan.  
Arena: Natrona Heights, Pa.  
Atlas: Carlinville, Ill.  
Bach, O. J.: Corinth, N. Y.; Cohoes 17-22.  
Bader: Millville, N. J.  
Bantley's All-American: Williamsport, Pa.; Lock Haven 17-22.  
Barfield's Cosmopolitan: Villa Rica, Ga.; Maryville, Tenn., 17-22.  
Barker: Fontana, Ill.  
Barkoot Bros.: Sylvania, O.  
(See ROUTES on page 94)

**ZIP-A-DANG!**  
**START THE SEASON RIGHT**  
**PRICE SERVICE**  
**FLASH**  
**CATALOG NOW READY**  
**WRITE FOR CATALOG TODAY!**

**WISCONSIN DELUXE CORPORATION**  
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**STATE FAIR SHOWS**  
**WANT WANT**  
Sensational High Free Act, Shows, Hillbilly and Girl Revue; will furnish beautiful wagon front, tent and equipment. Also want Fun House, Mirror Maze, Mechanical City and Unborn. Concessions—American Palmist, Frozen Custard, Scales and Hoopla. Competent Ride Help in all departments that stay sober. Strong Side Show Feature for Johnston's Circus Side Show, also any good Working Act. Show people desiring to connect themselves with America's Most Progressive Carnival with a real money-getting route address or wire  
**MEL H. VAUGHT, Week May 10, Provo, Utah.**

**PAN AMERICAN SHOWS WANT**  
General Agent with car who can contract auspices. Want experienced Office Man—Show Secretary. Personal interview necessary for above positions  
**SHOWS**—Will furnish outfits for worth-while Shows. Want Talker—Manager for Minstrel. Want good Girlsque Revue, also Hawaiian Musicians and Performers.  
**CONCESSIONS**—Want legitimate Concessions. Can place Custard, Diggers, Scales, American Palmistry, Long-Range Gallery, Photos, Novelties, etc. Can place Wheel and Coupon Agents. Also Cook House, Grab Help. Address Marion, Ill., this week; Mt. Vernon, week 17; Taylorville, Ill., week May 24.  
**J. R. STRAYER, Mgr.**

**BILL HAMES SHOWS**  
Want to hear from Free Acts; state all first letter. Can place Shows that do not conflict. Long season. For Sale, Cheap—Single Loop-o-Plane, 8-Car Whip, Caterpillar, Lindy Loop; all first-class condition, repainted, reconditioned and was operated at the Fat Stock Show this March. Want to buy Dual Loop-o-Plane. All address **BILL HAMES SHOWS, P. O. Box 1377, Ft. Worth, Texas.** Show en route now; will give route to those interested.

**TINSLEY'S SHOWS WANTS**  
Concessions all kinds, Diggers and Custard exclusive; Sensational Free Act; Musicians for Concert Band. Want Organized Minstrel, office pay. Bennie Wolfe wants Travers Mix-Up Foreman; salary \$20.00 cash. White Woods wants Platform Attractions. Address or come on. Maryville, Tenn., this week.

**Siebrand Bros. Shows**  
**WANT**

Side Show, have complete outfit including banners. Also want Hula Show. Want Colored Trumpet Player and others for band. Want Ground and Aerial Circus Acts. Wire or write P. W. SIEBRAND, Ely, Nev., until May 16.

**GREATER EXPOSITION SHOWS, Inc.**

Can place for season two more real Free Acts. Hawaiian, Hula or Small Girl Show; have complete outfit with gold leaf front for same. Can place Grind Store Concession Agents. Want Ride Help who can drive trucks. This is a 65-truck show. Kankakee, Ill., this week; Aurora, Ill., next week.

**GREATER FAIRWAY SHOWS**  
**WANT**

Shows, Geck, Ten-in-One, Illusion, Photo Gallery, Ferris Wheel Foreman and other Ride Help. May 16 to 22, Bismarck, N. D.

**Harris Carnival Co.**  
**WANTS**

SHOWS—Nudist Colony, Snake Show, Geck Show, Ten-in-One. Will make room for any good Show.  
CONCESSIONS—Fish Pond, Dart Game, Eric Diggers.  
RIDES—Will book Loop-o-Plane or Octopus. Huntington, Ind., May 10-15.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



## A Human Desire

By BOB DYE

In Lake Worth Telegram

Well, since Madame Queen has gotten compromised and embarrassed by a one-armed bandit that makes it a live subject and I had as well tackle and dispose of it now. Since 50 of Florida's 67 counties have outlawed the robot robbers and out of 44 members of the House who voted for the law only seven were returned, it might seem the subject, as a legislative matter, had already been sufficiently disposed of, but the barons who control the \$51,000,000 industry and the merchants who participate in the kitty are not going to take it lying down.

Thousands of telegrams are pouring in and a strong lobby equipped with plenty of gold awards is working quietly and the case may not be entirely hopeless, and the State sorely needs the revenue.

Gambling is a fundamental and universal human urge and slot machines are a great institution for painless and voluntary taxation. It is the only system yet devised where the taxpayer enjoys paying taxes and insists on increasing the amount. A Cincinnati Times-Star writer recently said that upon asking first-time visitors what most impressed them about Florida their reply generally was: "Their darned slot machines."

It is a fact that they corral more Yankee small change than all other forms of amusement combined. I have seen tightwads come down with a five-dollar bill and a shirt and not expect to change either all winter and I've seen them wander from the free shuffle-board courts over to Chet's and watch the other suckers try to make the three plums line up until the contagion got them and they would change the five-dollar bill and lose their shirt.

Some of them you can't separate from their dough any other way.

Give the devil his due. The slot-machine barons, the merchants who operate them and the fellows who play them are willing to pay. There are different yardsticks for measuring morality and patriotism.

## MARRIAGES

(Continued from page 31)

nonpro, and Juliet Houser, actress, at Indianapolis May 1.

ORT-McCUNE—William Ort, operator of the Griswold Theater, Port Huron, Mich., and Hester McCune, nonprofessional, in Detroit recently.

POLLACK-DIETRICH—Ben Pollack, film actor, and Carol Dietrich, actress, May 4 in Los Angeles.

POSNER - SCHLINKER — Margaret Schlinker, member of the F. & M. Fan-phonettes, and Al Posner, nonpro, in Los Angeles May 1.

STOWELL-GOSLINE—Jerome Stowell, musician with the Chicago Symphony Orchestra, to Romell Gosline, nonprofessional, May 1 in Green Bay, Wis.

WHITTAKER-CARLSON—Norman E. Whittaker, New England NBC salesman for Station WBZ and WBZA, of Boston and Springfield, Mass., respectively, to Alfreda E. Carlson, secretary to C. S. Young, WBZ and WBZA office manager, at Natick, Mass., April 28.

WHITVER-BROWN—Clifford Whitver, nonprofessional, and Henrietta Brown, program department, Station WBBM, Chicago, May 6 in Lincoln, Ill.

## Births

A 6-pound daughter to Mr. and Mrs. Roy E. Adams recently at Dallas. Father is former carnival musician and talker.

A 6-pound 10 1/2-ounce daughter to Mr. and Mrs. Herbert Schulman at Mt. Sinai

## RINK BROS. CIRCUS

Playing 3-day stands in cities, under strong auspices. WANT IMMEDIATELY—Promoters. (Men or Women), reliable and capable of putting on advance ticket sales in a big way. WANTED—To Join May 22. Concessions of all kinds, Grab, Juice, Novelties, Candy Floss, Candy Apples, Peanuts and Popcorn, Ball Games, Grand Stores, etc. Prize Candy Pitch open. WANT small Band, one operating some Concessions of their own preferred. WILL BOOK Side Show with own outfit. Address B. H. NYE General Manager, Valley Center, Kan.

## Italian Celebration

MAY 10 to 24, INWOOD, L. I. Want Grand Stores, Custard Shows, Palmistry, Book Ferris Wheel or buy for cash. L. TAMARGO, 128 Franklin St., Elmont, L. I.

Hospital, Philadelphia, April 24. Father is manager of the Mayfair Theater in that city.

To Mr. and Mrs. Bertrand L. Lesser a six-pound daughter, Billie Bert, at St. John's Hospital, Anderson, Ind., April 27. Parents own the Lesser Comedians.

A seven-pound 12-ounce son to Mr. and Mrs. Roy St. John April 28. Father is member of the St. John Bros.' hand-balancing act, and mother formerly was Ruth Saulson, dancer.

To Mr. and Mrs. Syd Dixon an eight-pound four-ounce son in Los Angeles May 5. Father is Hollywood NBC sales manager.

A daughter to Mr. and Mrs. Warren Newcombe April 30 at Santa Monica, Calif. Father is in MGM's process department.

A daughter to Mr. and Mrs. Sam Ross at Polyclinic Hospital, New York, April 29. Mother is the daughter of Herbert Granville Such, English theatrical producer, and father directs the Silvertown Cord Orchestra.

## Blackie Freeman Stabbed

CORAOPOLIS, Pa., May 10.—Blackie Freeman, boss canvasman of the Walter L. Main Circus, was stabbed in the stomach here while trying to help a local policeman subdue a disturber. Knife penetrated the intestines. Freeman was rushed to hospital for an operation and doctors report his condition serious.

## Spotty Business For H-W in Ohio

CANTON, O., May 8.—The Hagenbeck-Wallace Circus played to spotty business on its swing thru Ohio this week. Columbus, show executives said, gave a fair day's business Monday, while Mansfield, following day, was below expectations despite being the first show in. Altho threatening here, weather Wednesday gave promise of continuing favorable until shortly after the matinee, when rain started falling and continued steadily until a half hour before the night show starting time when a near cloudburst halted the ticket lines and converted the fairgrounds lot into a sea of mud and water. Despite the heavy downpour the last wagon was off the lot shortly before 1:30 a.m. with no damage to equipment.

## Gillen Favors Giving Passes to Home Children

AKRON, O., May 8.—Perturbed over pass-grabbing city officials and jobholders, R. H. Gillen, license clerk in the public service department, vehemently declared he favors giving circus passes in the future to a source where they would do the most good—to youngsters in the children's home.

The Tom Mix Circus, which exhibited here April 26, paid the city the license fee and passed out the customary passes, 100 to be exact, but councilmen, jobholders and department heads and others demanded 300 additional.

Gillen said he will ask for Mayor L. D. Schroy's approval of his plan henceforth to give circus passes to the children's home for boys and girls.

## M. D. Levitt Leases Grand Central Palace for Series of Expositions

NEW YORK, May 10.—Morse D. Levitt, son of the late well-known showman Victor D. Levitt, announced here today that he has leased Grand Central Palace in midtown Manhattan and will conduct a series of industrial and commercial expositions there this summer. Levitt, one-time showman himself, revealed that it is planned to use leading organized carnivals and elaborate displays of free acts, including possibly a small circus. Concessions, rides, shows and all the carnival trimmings will be featured in an attempt to "give New Yorkers their first touch of carnival entertainment."

Summer Shows, Inc., is the title of the company organized by Levitt to operate the expositions, which open June 26 and run thru August 28. Levitt will be general manager. Grand Central Palace is an immense exhibit



# CORONATION NEWS

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10 Reels with a new shuffling-cutting dealing action, giving a perfect motion picture effect.

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Deal and additional "Draw" or two complete "Deals" for same coin.

Smartly streamlined wood cabinet for permanent beauty and complete alliance.

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## SUNSET AMUSEMENT CO.

WANT! Geek Show and Drive-Yourself Cars. Can use Pitch-Fill-Win, Cigarette Gallery and Fishpond. Address May 10 to 22, Des Moines, Ia., 19th and University.

## Shenandoah Valley Shows

WANTS TO BOOK OR BUY Merry-Go-Round, CAN PLACE Mug Joint, Popcorn, Grab Joint, Cigarette Gallery, Ball Games, Balloon Pitch or any 100 Stock Concession. Also Shows with own outfit. Address Fairfield, Va., week May 10.

## Mountain State Shows

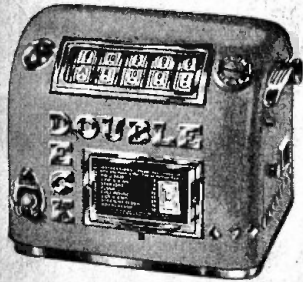
Will buy or book Ferris Wheel. Advance transportation or come after you. Can place few more Concessions. Will stock Bingo if you have good outfit. Answer quick before I start to build. We are not going to the coal fields, we are already there. Address Seth, W. Va.; wire Charleston, W. Va.

## Golden Gate Shows

ALTMONT, ILL. Stock and Grand Concessions, \$10.00; Cookhouse, \$40.00. Want Minstrel Performers that double brass, Talker for Minstrel Show. Have outfit for Geek Shows. EARL CHAPMAN, Mgr.

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Daval's Newest Hit! Doubles Profits on All Locations! Deals Double Poker Hand, giving Player Choice of either hand! **DOUBLE DECK** is the "Chicago Club House of 1937." Rush 1/3 Deposit with Order, Balance C. O. D. **\$22.50** TAX PAID



The 1c Cigarette Play Counter Game H T H! The ONLY Counter Game with **CHANGING ODDS** and **MYSTERY AWARDS!** Enclose 1/3 Deposit — Balance C. O. D. **\$24.75** TAX PAID



REEL "21" Remains the BIGGEST MONEY-WAKING Counter Game in the Industry! Plays the real game of "21" strictly according to Hoyle! 1/3 With Order — Balance C. O. D. **\$23.75** TAX PAID



REEL DICE profits GROW BIGGER and BIGGER the LONGER it remains ON LOCATION! The ONLY REEL DICE ACTION counter game EVER BUILT! Enclose 1/3 With Order — Balance C. O. D. **\$18.75** TAX PAID

**DAVAL MANUFACTURING CO.**  
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**CHICAGO**

**Moseley Foresees Big Trade Future**

CHICAGO, May 8. — When Harry Moseley, Moseley Vending Machine Exchange, of Richmond, Va., talks for publication it is a scoop. With the vogue of a Southern gentleman in his air and voice, Moseley spent most of the week in Chicago talking to manufacturers. After four days of conferences with manufacturers he consented to sit for an interview. For three hours he weighed the mighty forces that are now visibly at work to determine the future of the coin-machine industry.

Conclusively he said: "Operators do not work together as they should in meeting legal problems. If they won't help some of us have to carry the load as best we can." As to machines, Moseley predicted that phonographs will be popular until 1940; beyond that he would not venture any predictions. Pin-ball games are on the decline, he said.

**ROUTES**

- (Continued from page 92)
- Bazinet, Wm., & Sons: Anoka, Minn.; Staples 17-22.
  - Barnhart's Golden West: Granite Falls, Minn., 15-22.
  - Beckmann & Gerety: (Grand & LaCleda) St. Louis, Mo., 10-22.
  - Boo, F. H.: Elizabethtown, Ky.
  - Blue Ridge: Pennington Gap, Va.; St. Charles 17-22.
  - Broadway Shows of America: Chillicothe, O.
  - Brown Novelty: McRae, Ga.
  - Buck, C. O.: Foughtkepsie, N. Y.
  - Buckeye State: Memphis, Miss.
  - Bullock Am. Co.: Lebanon, Va.
  - Burdick's All-Texas: Cameron, Tex.
  - Byers & Beach: Kirksville, Mo.
  - Byers Greater: Washington, Mo.
  - Carlson: St. Louis, Mo., 10-17.
  - Central-State: Russell, Kan.
  - Cetlin & Wilson: Lebanon, Pa.
  - Christ United: Mt. Vernon, O.
  - Coleman Bros.: Torrington, Conn.
  - Colley, J. J.: Okmulgee, Okla.
  - Collins & Anderson: Rome, Ga., 10-22.
  - Conklin: Guelph, Ont., Can.; Windsor 17-22.
  - Corey Greater: Phillipsburg, Pa.; Curwensville 17-22.
  - Corey Greater, No. 2: St. Michael, Pa., 17-22.
  - Cox's Wolverine: Romo, Mich., 10-16.
  - Crowley United: Centerville, Ia.
  - Crystal Expo.: Marion, Va.
  - Cunningham Expo.: Barnesville, O.
  - Curl Greater: London, O., 15-22.
  - De Luxe: Baltimore, Md.; Elizabeth, N. J., 17-22.
  - Dixie Belle: Owensboro, Ky.
  - Dixie Expo.: Winfield, Ala.
  - Dixie Model: Gary, W. Va.
  - Dodson's World's Fair: Charleston, W. Va.; Logan 17-22.
  - Douglas Greater: Olympia, Wash.
  - Dyer Greater: St. Marys, Mo.
  - E. J. C.: St. Boniface, Man., Can.
  - Endy Bros.: Mt. Carmel, Pa.
  - Evangelina: Harborside, Okla.
  - F. & M.: Danville, Pa.
  - Fairly-Martone: Granite City, Ill.
  - Frisk Greater: Northfield, Minn.; Red Wing 17-22.
  - Gibbs, W. A.: Hutchinson, Kan.; Pratt 17-22.
  - Georgia Attrs.: Fountain Inn, S. C.
  - Gold Medal: Vincennes, Ind.; Bloomington 17-22.
  - Golden State: King City, Calif., 11-16.
  - Gooding Greater: New Boston, O.
  - Goodman Wonder: (Grand River & Oakman) Detroit, Mich., 10-18; (Jefferson & Adams Sts) Detroit 17-23.
  - Great Eastern: Downtingtown, Pa.
  - Great Olympic: Booneville, Ind.
  - Great Superior: Harvey, Ill.
  - Greater Expo.: Kankakee, Ill.
  - Greater United: Guthrie, Okla.
  - Groves: Jasonville, Ind.
  - Happlyand: Wyandotte, Mich., 10-16; River Rouge 17-27.
  - Harris: Huntington, Ind.
  - Henke Attrs.: (15th & W. Natl. ave.) Milwaukee, Wis., 10-13.
  - Hames, Bill: Shawnee, Okla.
  - Hansen, Al C.: Havana, Ill.

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11 HI DE MO, Cash and Ticket Model, used 10 days	..... 67.50
5 AIR RACES, F. S.	..... \$110.00

2 POST TIME F. S.	..... \$115.00	2 PALOOKA JR.	..... \$22.00
3 JUMBOS	..... 15.00	4 DOUBLE HEADER	..... 17.50
4 BOLOS	..... 10.00	1 DAILY RACE	..... 22.50
3 BREAKERS S. U., cash or ticket	..... 78.00	2 TOTALIZER, Davals	..... 10.00
1 BELMONT	..... 30.00	1 KEENEY'S REPEATER	..... 7.50
1 STARTER	..... 20.00	2 GOLDEN HARVEST	..... 16.00
2 TOM MIX	..... 150.00	4 WESTERN EQUIPMENT'S BABY JACKS, brand new, never used	..... 5.50
1 RED 'N' BLUE, like new	..... 20.00	4 WESTERN EQUIPMENT'S PRINCE CIGARETTE MACHINES, brand new, never used	..... 5.50
1 PAMCO SPEEDWAY	..... 17.50		
1 BALLY BONUS	..... 15.00		
7 TURF CHAMPS	..... 55.00		
1 FLICKER	..... 35.00		

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. Get our prices on the latest creations on the Pin Game Market before buying elsewhere, as we stock all those that are available from the respective manufacturers.

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## HAAG BROS. CIRCUS

Wants capable Steward. Harry Corey and Dan Stewart write; also experienced Cir-cus Carpenter. Big show band wants Clarinets; musicians write S. W. FLOYD, Band-master. Can also use Colored Musicians for Side Show. Route: Wednesday, Wil-liamstown; Thursday, Georgetown; Friday, Owenton; Saturday, Shelbyville; Monday, Harrodsburg; all Kentucky.

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804 Chestnut Street, St. Louis, Mo.

**BLUE RIDGE SHOWS WANT** Cookhouse, privi-lege in tickets; Bingo, Frozen Custard. Conces-sions all kinds except Popcorn. Shows with own equipment, 25 per cent. Merry-Go-Round, Ferris Wheel, Kiddie Rides. Liberal percentage. Nubby Red Aybuckle, Hurry Rubin, Shorty Wilson, Bingo Banding come on. Mines working. Positively play untown locations. Want Help for Chairlaine. Whip. Address **JOE KARR** or **GEO. W. SMITH**, Tomington Gap, Va., week May 10; St. Charles, Va., follows.

## Corey Greater Shows No. 2

Opens May 17. WANTED Rides, Shows and Concessions; also Acts, Preaks and Talker for Side Show, and Colored Musicians and Performers for Entertainment Show. State salary wanted. Address S. E. COREY, Phillipsburg, Pa.

# RUBIN & CHERRY CAN PLACE

For Girl Show No. 1, Stage Manager who can Produce; lady or gentleman. High-Class Lady Blues Singer, Singing and Dancing Team or Singles, ex-perienced Chorus Girls, young and attractive, and experienced Master of Ceremonies; lady or gentleman. Also want two Canvas Men to handle tops and experienced Show Carpenter. This is an office show with a long season. Stan Stanley, wire. **RUBIN GRUBERG, President, RUBIN & CHERRY EX-POSITION, INC.,** Davenport, Iowa, this week; Decatur, Ill., next week, P. S.—Can place Frozen Custard for entire season, but must be nice outfit.

# STANLEY BROS. SHOWS

Want for New England and Southern Fairs, two more High Aerial Acts. Can place Flat Rides and Shows. Concessions, come on. Charlie Sutton, can place you; Jack Thompson, wire. New London, Conn., Week May 10.

## CETLIN & WILSON SHOWS, INC.

Chester, Pa., Week May 17—In Heart of City.

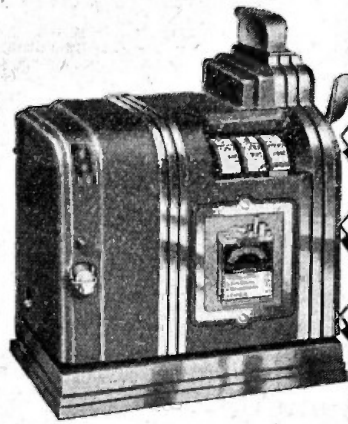
Will book or buy No. 5 Eli Wheel. Will book Double Loop-o-Plane. Can place Grind Shows with own outfits. Want Big Snake Show; Harry Harris, wire. Want experienced Lot Man, Foreman for new Tilt-a-Whirl. Experienced Workingmen in all departments. A few legitimate Concessions open. All address, this week, Lebanon, Pa.

## BROADWAY SHOWS OF AMERICA WANT

Motordrome, Side Show Attractions, Mental Act, Midgets, Half and Half or any Outstanding Freaks. Inside Lecturers. Can also place Talkers and Grinders. Will book Show of Morit with or without outfit. Want Concessions of all kinds. Want Ride Help for Tilt-a-Whirl and Caterpillar. FOR SALE—Loop-the-Loop, 4-unit without motor, \$700.00 cash. Chillicothe, Ohio, week May 10; Williamson, W. Va., Week May 17. Address all mail and wires to H. C. SMITH, Manager, or J. F. DEHNERT, Agent.

- Happy Attrs.: Crookville, O.  
Heller's: Acme: Haledon, N. J.; Little Ferry 16-23.  
Hennies Bros.: Alton, Ill.; Bloomington 17-22.  
Heth, L. J.: Henderson, Ky.  
Hilderbrand: Unilted: Sureka, Calif., 10-18; Medford, Ore. 16-23.  
Hodge, A. G.: Bloomington, Ill.  
Honest Bert's: Rock Island, Ill.  
Hyde, Eric B.: Lebanon, Tenn.; Glasgow, Ky., 17-22.  
Husky Bros.: Carro Gordo, Ill.; Maroa 17-22.  
Imperial: Elwood, Ind.  
Jackson Midway: Bathurst, N. B. Can., 10-16.  
Jones, Johnny J.: Expo.: Unlontown, Pa.  
Joyland: Lansing, Mich.  
K. G. Am. Co.: Bowling Green, Mo.  
Kaus Unilted: South River, N. J.  
Kennedy Greater: Las Vegas, Nev., 10-16.  
Keystone: Glassmere, Pa.  
Lagasse Am. Co.: Worcester, Mass., 12-22.  
Landes, J. L.: Newton, Kan.; McPherson 17-22.  
Lang, Dee: Macomb, Ill.; Canton 17-22.  
Lawrence, Sam.: Wytheville, Va.; East Rad-ford 17-22.  
Lewis, Art.: Norwlich, Conn.; New London 17-22.  
Liberty: National: Dawson Springs, Ky.; Nortonville 17-22.  
McClellan: Taylorville, Ill.  
McKee Am. Co.: Dewey, Okla.  
McMahon: Marysville, Kan.  
Majestic Expo.: Union City, O.  
Marks: Bethlehem, Pa.  
Midwest: Roy, N. M.  
Miller Bros.: Peru, Ind.  
Miller Amusements: Albany, La.; (Pair) Sells, Tenn., 17-22.  
Miner Model: Pottstown, Pa.  
Model: Lynch, Ky.; Harlan 17-22.  
Modernistic: Middlesboro, Ky.; Pineville 17-22.  
Mountain State: Setif, W. Va.  
Murray, Jack: Danville, Ky.  
Nall, C. W.: Camden, Ark.  
Oliver Am. Co.: St. Louis, Mo.  
Page, J. J.: Logan, W. Va.; Bluefield 17-22.  
Pan-American: Marion, Ill.  
Patrick: Omak, Wash., 10-16.  
Parrson: Bend, Ill.  
Peoples: Parkersburg, W. Va.  
Pottle: Kalamazoo, Mich.; Battle Creek 17-22.  
Prudent's: Lindenhurst, L. I., N. Y., 15-22.  
Reading's United: Portland, Tenn.  
Regal Unilted: Amusements: Oilton, Okla.; Sunbright 17-22.  
Reynolds & Wells Unilted: Excelsior Springs, Mo.  
Rogers & Powell: Kosciusko, Miss.  
Royal American: Memphis, Tenn.  
Royal Palm: Scottsboro, Ala.; Murfreesboro, Tenn., 17-22.  
Rubin & Cherry Expo.: Davenport, Ia.  
Santa Fe: Shoshone, Ida.  
Sheesley Midway: Dayton, O.  
(See ROUTES on page 96)

# REPEAT ORDERS ROLL IN



- FIVE CENT PLAY
- AUTOMATIC TOKEN PAYOUT
- CIGARETTE REELS

# GRANDSTAND

A new machine is a success when the repeat orders begin to roll in. It's the repeat business that tells the real story of whether any new coin-operated device is a successful money-maker.

Grandstand, the new 5c play counter machine, is a swell success, and the repeat business rolls in heavier and heavier. The 5c idea—that is, getting 5c where you formerly got 1c—is a success. The automatic token payout (tokens can't be played back) is a success. The fact that Grandstand can be used anywhere penny cigarette machines are used is the biggest success angle of all.

Get the complete facts about Grandstand. Find out why other operators order and then reorder. If you want, we'll prove the pudding by arranging a special 10-day trial.

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# STRATES SHOWS CORP. WANTS

For Long Season Choice Still Dates, Celebrations and Fairs. Single Pit Shows, Fat Girl, Midgets, any Novelty Show with or without own outfit. Real proposition for Octopus Ride. Wanted, Ride Foreman and Ride Help for all rides. Polers and Chalkers for Train. Legitimate Concessions. Doc Zander wants Mental Act for Illusion Show, also other Working Acts. Can place Lecturers and Grinder for Big Snake Show. This is 20-car railroad show. Fairs start last week in July. All address **JAMES E. STRATES**, Harrisburg, Pa., week May 10; Williamsport, Pa., week May 17.

# FERRIS WHEEL OPERATOR WANTED

To join on wire, who can handle Eli Trailer. Must be sober and reliable. Top salary, long season, no brass. **ALSO SECOND MAN ON MERRY-GO-ROUND** who can Handle Eli Trailer. Married men preferred. This show has never missed a pay day. **BULLOCK AMUSEMENT CO., INC.** Lebanon, Va., This Week.

# GREAT SUPERIOR SHOWS WANT

FOR HARVEY, ILL., THIS WEEK; GARY, HAMMOND AND EVANSTON TO FOLLOW. Diggers, Frozen Custard, Bowling Allers. All Concessions open except Cook House, Corn Game and Pop Corn. WANT Musicians to strengthen Colored Band. WANT Feature Acts for Side Show. Liberal proposition to Mechanical Show, Illusion Show, Big Snake or any Grind Show. WANT Ride Help for Whip. WANT Business Manager for Concessions, Help for Cook House and Grab Joints. Write or wire **GREAT SUPERIOR SHOWS, Harvey, Ill.**

**Biggest MERCHANDISING NEWS**

**10 YEARS**

**PACIFIC'S GUM MERCHANT**



Makes the kind of profits that attract all operators. Even bell machine operators—men who demand fast, heavy money. But so clever is the plan behind Pacific's Gum Merchant that it not only brings in BIG profits, but it also out-earns old-fashioned machines in STEADY profits as well. Operate it the year 'round . . . anywhere!


Pacific's Gum Merchant vends delicious "Gold Bond" Nu-Mint gum. And each package contains a premium. Gifts aplenty! Redeemable right on the spot! You profit on the gum. You profit on the merchandise. You profit on . . . but wait! Why not write and get complete details?

This clever plan is a discovery! And when you get all the facts, when you see the profit set-up, you will lose no time in getting started!

Send a postcard. Write a letter. Wire. But be sure to let us know immediately that you are interested. The best territories are sure to go fast!


**PACIFIC MFG. CORPORATION, 4223 LAKE ST., CHICAGO**  
LOS ANGELES OFFICE: 1320 S. HOPE ST

**LOW PRICED JOE LOUIS MONEY MAKER**



Millions of Joe's loyal fans want to buy his "good luck" pocket piece. Solid Bronze, 1 1/4" in diameter. Sells on sight. Hot right now. Send for postpaid samples. Pocket-Piece, 15c; Key Ring, 25c; Wall Plaque, 65c. All three for \$1.00.

**ZIMMERMAN-POST, INC.**  
519 Donovan Bldg., Detroit, Mich.



**ELANE'S SOUTHERN EXPOSITION SHOWS COMBINED**

Can Place Rides not conflicting with Merry-Co-Round, Ferris Wheel and Chairplane. Shows and a few choice concessions still open. Want help in all departments, Boxers, Wrestlers, Griddle Man, Ride Help. This is our last week in Virginia, heading to coal and steel fields. Address this week, New Market, Va.

**WORLD OF FUN SHOWS WANT**

Organized Minstrel Show, have outfit for same. Girls for Girl Revue, book any show worth while. Opening for Corn Game and Legitimate Concessions. Prices reasonable. Place Flat Ride and Kiddie Ride. Ride help wanted. Grundy, Va., next week; then choice West Virginia spots. Address this week, Monaker, Va.

**MODERNISTIC SHOWS, Inc.**  
BIGGER AND BETTER EVERY DAY.

WANT Shows not conflicting with Minstrel, Girl Revue, Ten-in-One, Midget, Animal. WANT Mind Act, Magic and Workers for Ten-in-One. WANT one more Ride not conflicting with Merry-Co-Round, Tilt-a-Whirl, Octopus, Caterpillar, Wheel, Chairplane, Kiddie Ride. CAN PLACE Loop-o-Planes, Drive 'Em Yourself Cars. CAN PLACE real Show People at all times. Talkers and Grinders wanted. CAN PLACE Press Agent, Second Man, Concessions that will work for Stock. FAIR SECRETARIES AND COMMITTEES: We have one or two open dates. Look us over. Middletown, Ky., this week. R. C. McDARTER, General Manager.

**MAJESTIC SHOWS WANT**

Will Book or Buy Merry-Co-Round and Chairplane. Have outfit for Geek Show or any other worth-while attraction. All new panel fronts. Lon Morton wants acts for Ten-in-One, Slim Davis wants Girls for Midnight Frolic and Girl Show. Want Performers for Minstrel Show, Tuba, Trombone and Drummer. Salary out of office. Foreman for Loop-o-Plane, three high-class Free Acts. See Kyle answer. MAJESTIC SHOWS, Union City, Ind., this week.

**ROUTES**  
(Continued from page 95)

Silver State: Pueblo, Colo.  
Sims Greater: Chatham, Ont., Can.; Brantford 17-22.  
Six, J. Harry, Attrs: Eminence, Ky.  
Smith Greater Atlantic: Durham, N. C. 10-22.  
Sol's Liberty: Silvis, Ill.  
Sparks, J. F.: Marysville, O.  
Spencer & Clark Expo.: Dravosburg, Pa.  
Spencer, C. L.: Marion, Ky.  
Speroni, P. J.: Savanna, Ill.  
Stanley Bros.: New London, Conn.  
State Fair: Provo, Utah, 11-15; Park City 17-22.  
Stoneman's Playland: Crossville, Tenn.  
Sunset Am. Co.: (19th & Univ. ave.) Des Moines, Ia., 10-22.  
Sutton: Monmouth, Ill.  
Texas Longhorn: Overton, Tex.; Kilgore 17-22.  
Tidwell, T. J.: Pecos, Tex.; Wink 17-22.  
Tilley: E. Peoria, Ill.  
Tinsley: Maryville, Tenn.  
Toffel, Johnny: Rockton, Ill.  
Wade, W. G.: Monroe, Mich.  
Wallace Bros.: Robinson, Ill.; Hoopeston 17-22.  
Ward, John R.: Memphis, Tenn.; Poplar Bluff, Mo., 17-22.  
Washer Bros.: Stephens, Ark.  
Weer, M.: Miles, Mich.  
West Bros. Am. Co.: Washington, Ia.; Atlantic 17-22.  
West Coast: Pendleton, Ore.; Baker 17-22.  
West Coast Am. Co.: Pittsburg, Calif., 11-17; Isleton 20-24.  
West, W. E.: Motorized: Yates Center, Kan.  
Western State: Wichita Falls, Tex., 10-15.  
West's World's Wonder: New Brunswick, N. J.  
Winters Expo.: Canonsburg, Pa.  
Work, R. H.: York, S. C.  
World of Fun: Honaker, Va., 11-13; Grundy 14-22.  
World of Mirth: New Brunswick, N. J.  
Wrightman Am. Co.: Walnut Creek, Calif., 12-15.  
Yellowstone: Santa Fe, N. M.  
Zeiger, C. F., United: Salt Lake City, Utah; Pocatello, Ida., 17-22.  
Zimdars Greater: Danville, Ill.; Aurora 17-22.

**Additional Routes**  
(Received too late for classification)

Baxter-Leonard Players: Mouth of Wilson, Va., 10-15.  
Daniel, Magician: Grand Junction, Mich., 10-15.  
Gilbert Comedians: Yatesville, Ga., 10-15.  
Lockboy's Med Co.: Tillman, S. C. 10-15.  
McNally Variety Show: Stanfordville, N. Y., 10-15.  
Miller, Al H.: Show: Talbotton, Ga., 10-15.  
Shaw's Show: Bronson, Mich., 10-15.  
Sikes Show: Lydia, S. C., 10-15.  
Silas Green Show: Elizabeth City, N. C., 19; Plymouth 20; Williamston 21.  
Silvers Fun Show: New Hampton, Ia., 10-15.  
Walker Family Show: Sale City, Ga., 10-15.

**CARNIVAL NOVELTIES**  
Our Prices Are Always Lowest

High Hat Fur Monkey, 8 in. Gro. \$4.50  
Cell. Feather Dress Doll, 7 in. Gro. 6.50  
China Head Swager Stuck, Gro. 6.50  
Swagger Stuck, 38 in. Gro. 5.50  
Water Guns, New Style, Gro. 3.50  
Oak Ballons, Special. Inflatables 10 inches. Gro. 2.75  
Rayon Parasols, 8 Rib, Doz. 1.50

**SPECIALTIES**  
Always Under the Market. Get Our Price List.

Blue Blades, D. E. 1.00 \$3.25  
Aspirin, Tins, Gro. 1.75  
Sun Glasses, Shell, Convex Lens. Doz. .90  
Send 25¢ Deposit on C. O. D. Orders.

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All Orders Shipped Same Day Received  
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**ATTENTION, CONCESSIONAIRES, PARKMEN, STREET MEN AND FREMIUMS.** Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon. Send your permanent address for your copy. All correspondence to:

**G. C. J. MATTEI**  
927 East Madison Street, Louisville, Ky.

**CARNIVAL SUPPLIES**



**SPERONI SHOWS WANT**

Athletic Manager, Organized Minstrel. Savanna, Illinois, this week.

**WANTED AT ONCE**

For all season, first-class Painter that can do high class pictorial work and decorating. Address **DODSON'S WORLD'S FAIR SHOWS**, Charleston, W. Va., week May 10; Logan, W. Va., week May 17.

**WANTED**  
FOR SMALL MOTORIZED CIRCUS. Experienced Airway Man with own car. Boss Caravanman. Acts doing two or more, small organized Band. State all in first letter. Cook House can't be beat.

**D. W. DAYKIN**, Saginaw, Mich.  
1208 Clinton Street.

**WANTED - SIDESHOW ACTS**

Join on wire. Overton, Texas, this week; Kilgore, next week. Week May 24, Arp, Texas; week May 31, Tomato Festival, Jacksonville, Texas.

**TEXAS LONGHORN SHOWS**

**10 FREE STREET FAIRS** | **FIREMEN'S JUBILEE** | **10 FREE STREET FAIRS**

TELL CITY, IND., MAY 17-22.  
Furniture Factories Working Full Time.  
SHOWMEN DON'T OVERLOOK OUR ROUTE.  
(Booked by PAUL W. DRAKE.)

RIDES—Can Place Flat Ride (Other Than Whip), Kiddie Rides, Pony Track. SHOWS—Fun House, Mechanical, Athletic. Will furnish new outfit to capable Showmen.

WANTED—Freak of Human Nature that can be featured. State Salary or Percentage to Wild Bill Gardner.

ATTENTION! We invite Showmen who are tired of honoring passes to cover up joints inspect us. CONCESSIONS—Glass Flasher (Dutch write), Crocker Jack, Snow Ball, Long or Short Range Lead Gallery, Skeg-Ball Allies, Country Store, Positively Joints.

HELP—Real opportunity for Show Builder and Designer (No Hammer and Saw Man Wanted). DIXIE BELL SHOWS. Mail and Wires to LOUIS T. RILEY, Owensboro, Ky., This Week.

**RIDERS and MANAGER WANTED FOR NEW MOTOR DROME**

Join on wire. State all in first wire. Must be able to work day and night fairs. Also want Ferris Wheel Foreman. If you drink liquor don't answer. Can place Stock Concessions. Address F. H. BEE SHOWS, INC., Elizabethtown, Ky., this week.

**WANTED EXPERIENCED REPTILE LECTURERS**

Capable of handling Big Snakes. Also all day grinders who can hit the ball. Also interested in any strange or odd animals or big snakes or inanimate oddities for my shows at the Great Lakes Expo or World's Largest Midway. Year-round work for real workers.

**THE ROYAL AMERICAN SHOWS**  
Write CLIF WILSON, Hotel Olmsted, Cleveland, O.

**J. J. PAGE SHOWS WANT**

Acts for Ten-in-One, pay out of office. Also want sober and reliable Electrician, Talker for Monkey Circus. Can place legitimate Concessions only. Come on. Good territory. Address Logan, W. Va., this week; next week, Bluefield, W. Va.



### Salesboard Dope

By C. E. DAVENPORT  
Manager Peachy Novelty Company,  
Poplar Bluff, Mo.

Why do we have chiselers in the salesboard business? Why will an operator give away all his profits to the location owner just to place his boards? The only logical answers to my mind are that either the operator is inexperienced or that he doesn't want to make money.

No location owner is entitled to more than 33 1/3 per cent of the cut. The operator who gives away a greater percentage is only cutting both his and other operators' profits. Such practices serve to break down the morale of the industry because it gives the upper hand to the location owners. Stand up for your rights; make your own terms with locations and you will be in the money-making class of business men. As soon as some operators cease chiseling on their fellow operators we'll all make money.

Just remember that the operator invests his money in salesboards and takes a chance on making a profit. The location owner invests nothing except a small bit of space and a little of his time.

What we really need is a national association of salesboard operators. All you fellows know that all classes of labor and business are being organized. I suggest an organization to be known as the National Association of Salesboard Operators. All members should pay monthly dues of 25 cents per member and carry a membership card. Every member should pledge himself to do all in his power to increase member-

ship in the organization among operators and to cease chiseling. The organization should have a national secretary. I feel sure that *The Billboard* would give such an organization space for its news and co-operate with it in every way possible. One of the greatest benefits from such an organization would be that it would enable operators to keep in touch with each other and in that manner to establish the salesboard operation business on a firm basis.

What do you men think about such an organization? Drop me a line in care of *The Billboard* and let's get going. I feel sure that manufacturers will fully co-operate with us once we manifest our interest.

### Avon Novelty May Outgrow Quarters

CLEVELAND, May 8.—There has been so much activity around the Avon Novelty Company of late, it is reported, that it won't be long before Art Nagel will have to look for larger quarters. While his offices and display rooms are large enough to take care of business at the present time, Nagel reports that the anticipated increase will necessitate additional space.

"When we opened this office," Nagel states, "we were determined to handle only the best games and to specialize on prompt service to our customers. We have made reliability and service the watchwords of our organization. Our progress proves that our idea was sound."

Nagel added that increased volume of business, especially on Pacific's new game Skooko, means that the firm will soon have to solve the problem of larger quarters all over again.

### The Periscope

By HOWARD HARTLEY

In *The Miami Tribune* April 15, 1937

In these days of revenue hunting to replace the money that will be lost thru probable repeal of the slot-machine licensing law and taking all ad valorem taxes off real estate; a number of legislators are giving more and more thought to the subject of boosting the State tax on insurance companies.

This writer discussed the revenue problem with a member of the Senate the other day and was given an insight into what a surprisingly large bloc in the House and Senate believe is a possible source of an additional \$3,000,000 a year State income.

"I don't believe the State tax on insurance companies is high enough in proportion to the money these companies take out of Florida annually," the senator said, "Whereas the companies get from Florida policy holders upwards of \$50,000,000 a year they send back less than \$20,000,000. I believe we can double the tax on insurance without hurting anybody."

If this senator and his colleagues go thru with the plan to boost the insurance tax Tallahassee might as well make room for a new and powerful lobby, because we recall the same sort of attempt that was made two years ago and the hue and cry that was raised against it. Committees of both the House and Senate were told that insurance was bearing

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Mills Nickel Blue  
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Guaranteed Like New  
Perfectly Reconditioned. Write for Your Order while they last. Enclose \$10.00 Deposit with wire.  
\$69<sup>50</sup> EA.  
Dark Cab. \$74.50  
Light Cab.



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GUARANTEED PERFECT  
Instant shipment.  
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- Western Cocoanuts \$3.50
- Western Put 'N Take \$3.50
- Bally Red Arrow \$3.50
- Pacific Eclipse \$3.50
- Bally Jumbo (Cash) \$18.00
- Bally Jumbo (Ticket) \$18.00
- Bally Prospector \$18.00
- Keeney Mammoth \$18.00
- Mills Typing Machine \$18.00
- Exhibit Top Row \$18.00
- Mills Double Header \$18.00
- Rock-Ola Alamo \$18.00

#### MULTIPLE AUTOMATICS

- Traffos, 5 Balls \$3.50
- Match Play, 2 Balls \$3.50
- Big Ben, 5 Balls \$3.50
- Liberty Bell, 10 Balls \$3.50
- Bally Sky High, 5 Balls \$15.50
- Keeney Big Five, 5 Balls \$15.50
- Mills Position, 5 Balls \$15.50
- Rambler (Cash), 5 Balls \$15.50
- Rambler (Ticket), 5 Balls \$15.50
- Golden Harvest, 10 Balls \$15.50
- Golden Harvest (Ticket), 10 Balls \$15.50
- Jennings Flicker, 4 Balls \$15.50
- Mills Tan Grand, 2 Balls \$28.50
- Mills McCoy, 2 Balls \$28.50

- Mills Neighbors ... 8.00
- Rock-'Em-Up ... 16.75
- Rock-Ola Totalkes, with payout reg. ... 8.75
- Rock-Ola Big Game ... 5.50
- Rock-Ola Bomber ... 4.75
- Shyvers Round 'n Out register ... 12.00
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- Scrimmage ... 6.00
- Hi-Lite (new style) ... 11.00
- Zip ... 3.50

#### SLOT BARGAINS

- Mills Nickel War \$45.00
- Engle Balls \$45.00
- Mills Lionhead Nick-ol Goose-neck Balls 37.50
- Mills Nickel Regular Golden Venders ... 65.00
- Mills Penny Come-scraper Venders ... 29.50
- Mills Penny Blue Front Mystery Golden Venders ... 59.50
- Jennings Penny Little Duke Venders ... 15.00
- Pace Penny Come-scraper Venders ... 37.50
- Waiting Nickel Single Jackpot Side Venders ... 32.50
- Waiting Nickel Single Jackpot Balls ... 27.50
- Waiting Penny Come-scraper Front Venders ... 29.50
- Waiting Dime Twin Jackpot Balls ... 39.50
- Waiting Twin Jackpot Front Vendors ... 42.50

#### NOVELTY PIN GAMES

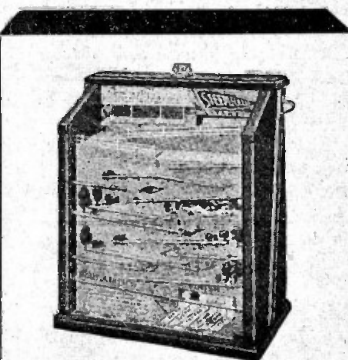
- A.B.T. Archers ... \$22.00
- All American Football ... 7.50
- A.B.T. Autodarts ... 7.50
- Bally Lights Out ... 12.75
- Percent Ball ... 17.00
- Double Nugget with payout register ... 11.50
- Budget ... 6.00
- Country Club ... 10.50
- Dave's Totalizer ... 19.00
- Dave's Excel ... 18.80
- Draw Ball ... 10.50
- Exhibit Ticket Game ... 10.00
- Genco Champs ... 7.50
- Harvest Moon ... 6.75

**TERMS** One-Third Certified Deposit MUST Accompany all orders. We ship Balance C. O. D., F. O. B. Fayetteville. WRITE FOR NEW COMPLETE MONEY-SAVING LIST OF ALL LATEST AND BEST GAMES!

## THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

all it could stand and that even an additional half of 1 per cent would be ruinous. The companies further told the committees that the tax would be passed on the policy holders in the form of higher premiums, and sermons were preached on the text of the value of insurance, protection to the survivors of

the deceased and the futility of hamstringing the companies in the form of excessive taxation. All of which merely proves that the only popular tax is the one the other fellow has to pay.



**STEEPLECHASE**  
**CIGARETTE SCORE CARD**  
Only \$12.50 Penny or Nickel Play  
**BRAND NEW**

**FACTORY CLOSEOUTS**  
**IN ORIGINAL CRATES**  
Belmonts ..... \$ 89.50  
Challengers ..... 69.50  
Hialeahs ..... 69.50  
Ray's Track ..... 325.00  
Peerless ..... 57.50  
Skippers ..... 79.50

1/4 Deposit. Balance C. O. D.  
Write for Bargain Price List on All Machines.

**AUTOMATIC AMUSEMENT CO.,**  
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IN THE WHOLESALE  
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for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



WHEN A LOCATION DEMANDS A Seeburg Melody King phono, Carleton Henry, Coin Machine Service Company, Adrian, Mich., wastes no time. Shown is Julian Biggs, service man, ready to dash 350 miles from Chicago to deliver a hurry call for phono.

### An Institution

Editorial in *The Pasadena (Calif.) Herald* April 16, 1937

Particularly disgusting was one bit of legislation that had to do with the proposed slot-machine law as recommended by Attorney-General Webb. The bill as it came out of committee to the Assembly was just what the attorney-general wanted, and according to the sponsors of the bill would definitely distinguish between games of skill and games of chance. Yet a member of the Assembly, overcome with zeal, or something, insisted that it go back to committee for further amendment. Supporters of the bill urged a vote immediately; opponents wanted to defer action. The outcome will likely be that the bill dies in committee. Some harsh words were spoken; in fact, some of the members talked real loud, and one could not help wondering why these people were so interested in seeing the bill killed.

# READ WHAT THE BIGGEST USERS OF PIN GAMES SAY ABOUT BALLY'S SENSATIONAL GAME OF GAMES CROSS LINE



OPERATORS PRICE

**\$69<sup>50</sup>**

F. O. B. CHI. TAX PAID



## READ WHAT "FITZ" SAYS

"RATHER THAN TRY TO TELL YOU HOW GREAT A GAME CROSS LINE REALLY IS—WE DECIDED TO INSTEAD LET AMERICA'S BIGGEST PIN GAME USERS TELL YOU.

"AFTER YOU READ THEIR STATEMENTS WIRE OR PHONE YOUR ORDER TO US IMMEDIATELY! QUANTITY DELIVERIES NOW BEING MADE—FIRST COME—FIRST SERVED!"

SIGNED—*John A. Fitzgibbons*

Wm. Blatt  
SUPREME VENDING CO., INC.

Says: "Cross Line is without any doubt the greatest ray machine ever produced."



Soi Wohlman  
ACME VENDING CO.

Says: "The ray action of Cross Line is revolutionizing the entire industry because it is so sensationally different."



Charley Lichtman  
N. Y. DIST. & SALES CO.

Says: "Cross Line will get big play everywhere because it is a real thrill action money maker."



Mike Munves  
MIKE MUNVES CORP.

Says: "Cross Line is a marvelous game."



Leon Taksen  
LEON TAKSEN CO., INC.

Says: "Cross Line is a great money maker and a forward march for the entire industry."



Al P. Loudon  
LOUDON & CO.

Says: "Cross Line sure is a honey in every way."



Dave Stern  
DOYAL DISTRI. INC.

Says: "Cross Line is a real winner because it is so sensationally better."



Charley Aronson  
BKLYN. AMUSE MACH. CO.

Says: "Cross Line is attractive and different and will get big play."



Herman S. Budin  
BUDIN SPECIALTIES, INC.

Says: "Cross Line is sensationally better. It's going to bring real big profits."



Helen Fitzgibbons  
FITZGIBBONS OF NEWARK, INC.

Says: "Cross Line is not only a great money maker but mechanically perfect as only Bally can build a perfect game."

Babe Kaufman  
BABE KAUFMAN, INC.

Says: "Here's what I think of Cross Line: I asked Jack Fitzgibbons to ship me as many as he can and as fast as he can."



A. Irving Orenstein  
HERCULES MACH. EXCH., INC.

Says: "Every one of the operators who helped us make severe tests on Cross Line were so thrilled with the action they did not even notice their scores. It's a winner."



Frank Hart  
EASTERN MACHINE EXCH.

Says: "Cross Line is a swell money maker. I think it will earn even more than Bumper. The only fault with Cross Line is that the cash box should be at least three times bigger."



**FITZGIBBONS DISTRIBUTORS, INC.**  
453 WEST 47<sup>TH</sup> STREET, NEW YORK OR 362 MULBERRY ST., NEWARK, N. J.

**REBUILT GUN TARGETS**

JUNGLE DOGGER ..... \$ 75.00  
 TARGETTE (Keeney) ..... 125.00  
 HOLLYWOOD, JR. .... 125.00  
 HOLLYWOOD, SR. .... 150.00  
 EAGLE EYE (Bally) ..... 185.00  
 SCHOOL DAYS (Rock-Ola) .. 89.80  
 ELECTRIC EYE (Exhibit) .. 17.50

ROTARY MERCHANDISER (Without Escalator) ..... \$87.50  
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COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without attendant. \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Ave., New York City.

## N. Y. Times on Pinball Data

(Editor's Note: During a week when unfavorable headlines were appearing in the New York dailies *The New York Times* published a brief editorial paragraph on the subject of pinball in its issue of Sunday, May 2. While the editorial is excessive in the amount of earnings ascribed to pinball games, it is apparently written with the intent of being unbiased and fair. It should be remembered that the conservative *New York Times* was probably the first large metropolitan daily to publish an unbiased editorial on pinball games—back in July, 1935.)

"PINBALL—The public which loves pin games is watching with interest for developments which may follow Mayor La Guardia's charges that store proprietors are still awarding prizes to winners contrary to law. The department of licenses reports that there are about 12,000 pin games now in use throughout the city. A little more than a year ago, before the Supreme Court decided that prize-giving constituted illegal gambling, it was estimated that nearly 50,000 machines were in operation. At that time estimates of intake ranged as high as 1,000,000,000 nickels a year.

"Before the court's decision the typical setup was about as follows: One man or a small group bought about 150 bag-

telle boards, paying around \$100 apiece for them. The boards were then distributed among stores. Once a week the operator's collector made the rounds, taking from \$20 to \$100 from each machine. It worked out roughly that the average machine paid one-third back to the players, one-third to the store proprietor and one-third to the operator."

## Illinois Lock To Start Big Drive

CHICAGO, May 8.—Illinois Lock Company, maker of Duo and Illinois locks, will inaugurate a mammoth sales drive in the near future. The campaign will be directed at all manufacturers of coin machines in an effort to get Illinois locks used on all new coin machines to be introduced.

Officials of the company report that they are well pleased to note the healthy condition of the industry. They feel sure that their campaign will be productive of many orders in view of the fact that many manufacturers are planning to introduce new and improved machines to the field.

"The new machines will undoubtedly be the last word in modern coin machines and we're going to do all in our power to see that they are equipped with the best locks made, Illinois officials state.

## Coin Man Praises Movie Editorial

To the Editor: "I have read your editorial on the movie expose of the industry and feel that it is a timely one. I would appreciate your giving me the name of the publisher of the book *Crime, Inc.*, referred to in your editorial. I should like to know something about it."—C. O. C., Tennessee.

Editor's Note: The picture *King of Gamblers*, based on the "slot machine racket," opened in Chicago May 7. Reports of the theater showing the picture are that it is "just another racket picture and is not drawing the crowds. We expect to change to another picture as soon as we can." The theater has a display of gambling equipment at the front to attract attention. While the picture may not attract attention in Chicago, it may cause more trouble for the trade in smaller cities. We will be glad to have reports.

## Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$18.50 Profit. Price, Express Prepaid \$2.75. Low Prices in Quantities. Write for Details 39 Other Games.

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*Unequaled*  
**FOR PERFORMANCE AND PROFITS**

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For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



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Fascinating Dice Payout . . . . . **\$325**

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Superb Horse Race Payout . . . . . **\$335**

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Automatic Roulette Payout . . . . . **\$345**

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**PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE**

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

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**7 TIMES EARNING POWER**

7-coin visible drop chute accepts one to seven coins at each play!

**SPINNING FLASHER LIGHT**

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

**MIRROR-BAK-FIELD**

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

**MODERNE CABINET**

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

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**Distrib Praises Two Genco Games**

CHICAGO, May 8.—A distributor of national repute, whose advice on games is religiously followed by thousands of operators, recently wrote to Meyer Gensberg, of Genco, Inc., stating his opinion of the late Genco releases, *Batter Up* and *Running Wild*.

"Genco had the right idea in releasing the two games simultaneously," he wrote. "One hundred per cent coverage definitely expresses the service these two machines provide for the wide-awake operator, and I have found it my duty to my clients to recommend *Batter Up* and *Running Wild* as a solution for one

of their biggest operating problems. That problem is keeping the player's interest confined exclusively to the machines on the location. In order to do so the games must give players a choice according to their varied interests. *Batter Up* and *Running Wild*, in combination, provide that choice, the each, singly, takes a back seat for no other novelty game when it comes to performance, appeal and earnings.

"I want to congratulate you for having provided the operating industry with these two fine games and to compliment you on the originality you, Dave and Lou have displayed in departing from the standardized methods of producing and releasing equipment."

Said Dave Gensberg: "When we presented our 100 per cent coverage games we did so without the slightest hesitation and without any misgiving as to the reactions of operators. Previous research and study of the condition of territorial operation led us to believe that a new idea in the operating setup would be greeted and accepted with enthusiasm and our judgment was fully vindicated by the hearty response.

"More and more operators are realizing that they can make every one of their locations much more profitable when they place games according to a definite plan and not haphazardly. We are offering operators, in the 100 per cent coverage games, an already established locating system, so to speak, that eliminates chance taking as regards the effective placing of games on location.

"*Batter Up*, a baseball bumper spring five-ball game, features such Genco developments as the extra batting average award in addition to the regular high-run award, skill home-run shot and changing odds with changing required runs on every play.

"*Running Wild*, designed to satisfy the interest of high-score players, is characterized by an exclusive award recorder which can be set to begin check of awards at any of several high scores. It also features side kickers which return the ball over the playing field, an extra

**SMALLEST PORTABLE RADIO**  
(Guaranteed)  
Reception equal to that of a 7-tube set. Weighs less than 5 lbs. Works on AC-DC current. Has built-in Aerial. Dynamic Speaker. T. R. F. Circuit. Selective Tuning. Full Wave Band. In colors for the Living Room, Kitchen or Boudoir.  
(Sample Radio, \$6.95.)  
Can furnish 75-Hole Push Cards. Takes in \$24.20.

**FREDMORR, Inc., 110 W. 42nd St., N. Y. City**

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

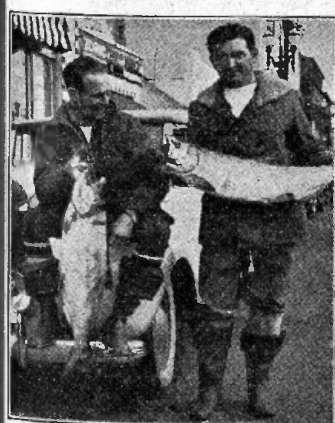
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**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

500 points skill-lane shot and a brilliant totalizing backboard.  
"In spite of the daily increasing volume of orders for *Batter Up* and *Running Wild* we promise prompt shipment on all games as a result of revised production schedules."

**Radio Rifles Boom**  
CHICAGO, May 8.—No pun intended in the heading "Radio Rifles Boom." It's not the noise that is referred to, but the heavy play which these popular amusement devices are enjoying. Early

reports received from resorts and amusement parks indicate that radio rifles will continue in popularity thruout the summer, and as fall comes on the hunting season will rekindle interest.  
With the opening of amusement parks and numerous summer resorts already thru the South and Northern resorts preparing to open, operators report a revived interest in the Tom Mix radio rifle and the School Days rifle. The great success of these rifles at the recent Detroit sportsman show has been reflected in numerous other localities over the country.



LOU DUNIS, Portland, Ore., operator, and Harry Wolcher (right), Western Distributors, Inc., after a day of salmon fishing on the Columbia River.

# The Caille Console

A DELUXE COMPANION TO THE *Commander*

Caille's Sensational Achievement ● Your Way to Hot Locations

● Outstandingly Beautiful ●

The deluxe coin machine for Clubs, Cocktail Bars, Private Game Rooms and other

**HOT SPOTS**

A complete unit, machine and stand in one. Beautiful modern walnut cabinet. Truly the aristocrat of coin machines. Order a sample! Make your comparison and be convinced!

Attention! Southern Operators!

See These Machines at

**SOUTHERN NOVELTY CO.**

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Date .....

**CAILLE BROTHERS COMPANY**

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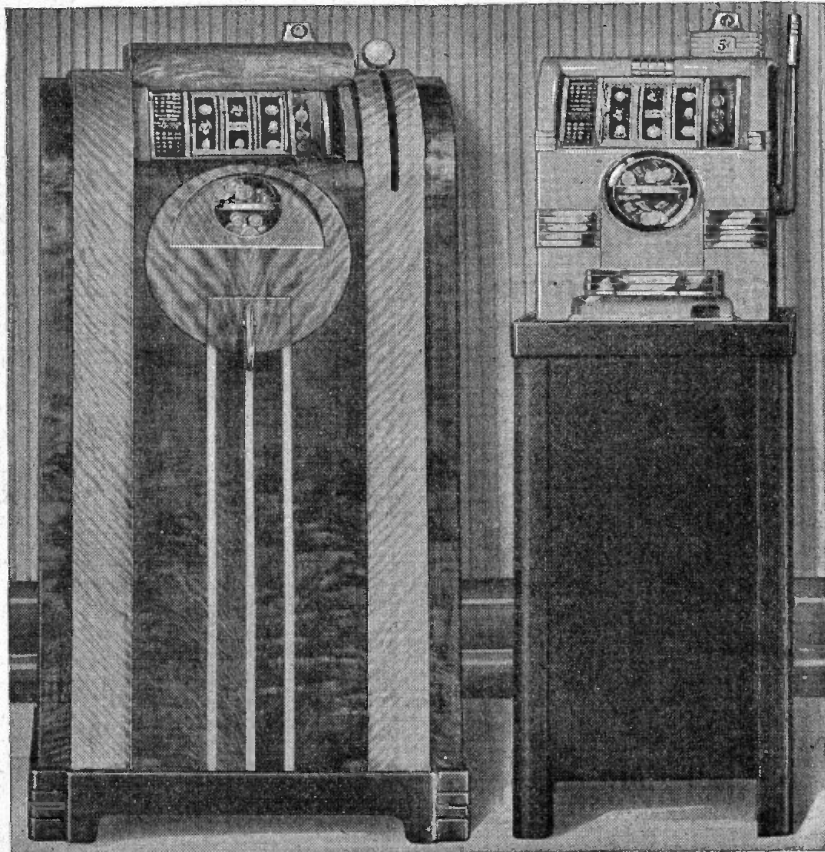
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I am interested in hearing about your special proposition on the new Caille Console and Commander. Please send literature.

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**CAILLE BROTHERS COMPANY**

6200-6250 SECOND BLVD., • DETROIT, MICHIGAN

Originators and Manufacturers of Coin Operated Machines Since 1888

**Pacific Array Wide in Appeal**

CHICAGO, May 8.—With the recent announcement of De Luxe Bell, new console game; Skooky, the new third-dimensional novelty table; Mazuma, a new pay table, and the Gum Merchant vender, Pacific Manufacturing Corporation claims to have a splendid array of location equipment which appeals to every type of operator in the business. In addition there's the new Pacific Ball Game and others.

Word has been received from Paul Bennett, general sales manager, to the effect that large numbers of bell-machine operators are crossing Pacific's threshold daily to obtain first-hand facts on the new De Luxe Bell machine. It operates on a double system of payouts which are tied in with two coin chutes. One takes nickels and pays awards ranging from a dime to \$1.50. The other chute takes quarters with payouts of 50 cents up to \$7.50, with a top payout of \$9 when both chutes are engaged.

"Skooky introduced third-dimensional

lighting into games," says Bennett, "an idea exclusive with Pacific and so unique in the manner in which it carries the eye deep into the colorful scoreboard that the game is called the outstanding Pacific Novelty game of all times by the company's regular clientele. In addition to a flash of action which sets the point and odds to shoot for at the beginning, the score is totaled in flashograph on the screen at the center of the backboard. Bumper action from top to bottom completes Skooky's ensemble of play.

"Then Pacific boasts of Mazuma, the new payout table that pumps up payouts on the right side of the backboard, while another buildup goes on at the left. It has a consolation feature that is entirely new and different in pay table games. The player's losing games are totaled at the left on a graduated scale. In the event a certain number of consecutive plays are made without obtaining a winner, Mazuma dumps every coin played back into the cup. Of course, it is unusual for this to occur, but it does actually happen when a large number of consecutive players go unrewarded."

Together with Pacific's Ball Game and

the new Gum Merchant machine, the company boasts of as complete a line of all types of equipment as would be possible to produce under one roof. Thus, according to Paul Bennett, operators who visit Pacific, no matter what their specialty might be, will find just what they want, and in the very form they have a right to expect.

Bennett points further to Pacific's vastly improved engineering and assembling departments, which have practically doubled within a year's time.

**Gottlieb Offers New Racing Game**

CHICAGO, May 8.—Just in time to meet the annual horse-racing fever which grips turf fans at this time of the year, D. Gottlieb & Company announce their new racing game, Hot Springs.

"This game," reports Dave Gottlieb, "is a bumper-type five-ball novelty game which features win, place and show odds. It has a back panel which is normally a mirror but lights up into third-dimensional realism at the com-

mencement of the play. A champion horse seems to step right out of the background to run for the player. The length of the race, from three-fourths mile to two miles, the handicap and the odds also appear. The player shoots five balls and every time one bumps a bumper spring it signifies a horse nosed out by the player. After all competing horses have been eliminated the next bump puts the horse in show, the next in place and the next declares him the winner. The progress of the race is recorded by the flashograph totalizer, which automatically cuts off play when the winner breezes home."

The company reports that location tests have proved that the action of the game, as well as the new and interesting turf features, will result in heavy play and exceptional earnings.

"It's the operators' kind of game," commented Gottlieb. "They suggested the various features that we put into it, and our location tests have proved that the operators certainly know what the playing public wants. While we have had difficulty at the factory in keeping up with delivery on our other games, we have made arrangements to assure customers of immediate delivery on Hot Springs."



# Comply With Public Opinion

By JOHN A. FITZGIBBONS

President of Fitzgibbons Distributors, Inc., New York

We must meet public opinion on its own level. We must clean up our industry if the public feels that certain parts of it should be cleaned up and we must bring our industry nearer to that part of the public which has any suspicions regarding its merits as an industry.

The burlesque situation in New York is a pertinent example of lack of discretion. This sort of thing will never happen to the coin machine industry if its members will follow out the rules of fair play and clean practice which have been preached by those who truly have the interest of this industry at heart.

Public opinion is the most potent of all forces. It either makes or breaks

of coin machines and who admit this fact will not back us up when we need their help. We must therefore take advantage of conditions when they are enthusiastic about the work which we have done in their behalf.

The premium industry admits that we were largely responsible for its awakening from a sinking position, but today, because of certain rulings, they will not come to our aid or even to state that we are generally helpful. But if we had openly published data in this regard at the time when it was most apparent this data would be today living proof of the tremendous accomplishments of the coin machine industry.

## New Orleans

NEW ORLEANS, May 8.—Everybody in coin machine row here attended the wedding ceremonies of the popular young New Orleans branch manager for Stella & Horton, Melvin Mallory, when he was married to Cecelia Philipps, daughter of a well-known local business leader. Couple have left for parts unknown, with Mallory expected to "come back to earth" in about two weeks, when Rock-Ola will again become an important cog in his daily curriculum.

When Pontchartrain Beach opened May 2, with over 50,000 people jamming every square inch of the immense boardwalk, the new sportland proved one of the biggest attractions of the resort. Long lines stood around each of the two dozen or so machines which Manager Harry Batt has installed in the beautiful new playland. It was the biggest night ever experienced by the spot. Batt has promised to make the coin machine section constantly attractive throughout the new season by addition of new ideas at regular intervals.

The newly renovated and enlarged headquarters of the New Orleans Novelty Company was opened this week. It gives the firm almost double its former space and much more attractive surroundings. Dozens of operators from the city and out of town visited the new setup and wished Louis Boasberg and Roy Bosworth, co-owners, the best of luck.

Hermetically sealed cans of nut brittle are going like a house afire in conjunction with operation of salesboards. Every large candy manufacturer in town is realizing the opportunities in the field and is playing the game hard. Jacobs Candy Company and Elmer Candy Company, two of the largest in the South, are putting on a keen competitive campaign, with both organizations resorting to the boards in a big way.

Coffeyville, Miss., is seriously considering suggestion of Mississippi coin machine operators that the community go into the operating business to help get itself out of debt. The mayor and board of aldermen are meeting late this week to consider the matter. Money is badly needed to pay back wages of public employees.



JOHN A. FITZGIBBONS

any division of the amusement industry. At the present time the coin machine industry has thrived on the indulgence and respect of the public for the economical and entertaining amusement it has been able to offer.

But changes are again becoming apparent in public life. With the gradual return of prosperity people's viewpoints and considerations change. We must meet that change. We must get out and encourage everyone connected with the industry to boost it in a conservative and clean fashion.

One of the methods which this industry adopted and then let fall by the wayside was the use of the press as a medium to convey its appreciation to the public. This method should not only be reinstated but should be tremendously enlarged in every possible fashion.

Another method of gaining public cooperation was when the industry paid more attention to charitable endeavor and to the donating of used games to various organizations. Again this method has been allowed to fall by the wayside. It is one more method which should be revived by the entire industry at this time.

We must bring our industry closer to the public. We only maintain their consideration at this time, but we should have their respect. Storekeepers who have remained in business because

# Speaking for Myself

I am STONER'S BALL FAN Series of 1937—born of Wood, Metal, Glass and Trappings—I am a child of ingenuity and originality created to excite the hearts of men with mirth, entertainment and adventure. I furnish thrilling suspense and hilarity with a flourish, I have banished trouble from careworn faces that light up with sparkling joy and happiness at the display of my charms.

I possess a stout heart that enables me to withstand meddling and abuses—my appetite for shiny nickels is insatiable—the great number of 5c pieces I digest

brings much rejoicing, and round after round of praise. I have arisen to affluence only because of my ability to work long hours with never an idle minute. I am STONER'S BALL FAN Series of 1937—an Aristocrat, through and through.



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SIZE 21 x 41

Profitfully yours

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The Aristocrat Line

# STONER CORPORATION

Aurora, Illinois

IMMEDIATE DELIVERY! **BALL FAN** Stoner's 1937 Series

IT HAS EVERYTHING! OPERATORS PRICE \$62.50

PERFECTLY RE-CONDITIONED PIN GAMES

Bumper . . . \$32.50 | Neck 'n' Neck \$7.50 | Total \$50.00

Roll Over . . . 18.50 | Short Box . . . 7.50 | R'd Man, Tkt. 12.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items. 6 Col. Cig. Vendors.

**STONER** makes it

**BALL FAN**

You Remember Its Predecessor—**ATLAS** sells it

GET THIS ONE!  
Immediate Delivery

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

# A COMPLETE LINE OF PROFIT-MAKERS For EVERY OPERATOR-EVERY LOCATION!

## SPRING TIME

1-SHOT BUMPER SPRING PAY TABLE with the FREE-PLAY HOLE!

Revitalize your locations with *SPRINGTIME* light-up and bumper-spring action!

Immediate Delivery

**\$129<sup>50</sup>**

TAX PAID  
F. O. B. CHICAGO.  
Add \$10 for Ticket Model.



# Paddock

CHICAGO COIN'S  
HORSE RACE  
1-SHOT

BUMPER SPRING  
PAYOUT TABLE!

Setting new profit records with these amazing features! The race from start to finish on the "oval track" backboard!

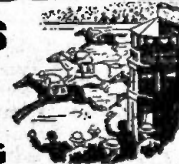
Odds change each game from 2 to 40! Pays on Win, Place, Show!

Free play hole! Mechanical award adjustment!

NOW SHIPPING!  
ORDER TODAY!

**\$149<sup>50</sup>**

TAX PAID  
F. O. B. CHICAGO  
Add \$10 for Ticket Model.



STILL THE TOPS IN NOVELTIES!

## RE-PLAY

The 5-ball bumper spring hit! One game of every six played is FREE... the greatest player attraction ever developed!

**\$64<sup>50</sup>** TAX PAID  
F. O. B. CHICAGO.

**CHICAGO COIN Corp.**  
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FOR CASH

**100  
ROTARY  
MERCHANTISERS**

SERIALS OVER 2500

**ATLAS NOVELTY CO.**  
2200 N. WESTERN AVE.  
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## Detroit

DETROIT, May 8.—Ted Stoner, head of the Stoner Corporation, was in town last week to place an order for another new airplane. He spent most of the day visiting the General Amusement Devices Company, Inc., and predicted a bright future for his new baseball game. The unique Ted said: "I'm not bragging, but, in my opinion, we haven't produced as good a game as baseball in a long time."

Bally Booster has been given final approval by the Detroit police department for operation under the local ordinance. However, the kicker must not be used with the machine locally.

Mrs. O. D. Griffin is taking over active management of the jobbing business operated by her husband during his illness. Mrs. Griffin is the second Detroit woman to step into the jobbing field in recent months under similar conditions, with Mrs. Horace E. Grasseck doing a good job for several months now.

Lemke Coin Machine Company purchased two new cars last week, Henry C. Lemke said. A sedan was purchased for office use and a service truck for general delivery and service operations.

Bob Crabtree, of the Flint (Mich.) operating firm of Crabtree & Stewart, was a Detroit visitor recently for the opening ball game, visiting town with Mrs. Stewart. He took back four of the new File Ball models from GADCO. Crabtree made a flying trip later in week to pick up two more of the same machines.

Popularity of the new Multi-Bell, manufactured by the A. C. Novelty Company, is spreading abroad. It was apparent last week when two visitors from

France arrived at the plant here to inspect the new machine and complete arrangements for shipments to their country. Fred G. Merrill is export manager for the company.

"Operating conditions are getting better after the automobile strikes," Noel Cotner, of the firm of Ray & Noal, said this week. The firm recently sold its route of pin game machines to Arthur Caplan, new operator here, and Ray & Noal are now engaged in building up a new route in new locations, preferring the more romantic side of developing new territory.

Dorr Freedman, operator from Lansing, Mich., was a visitor to GADCO offices recently, spending some time there and returning home with a heavy order of Pacific Heavyweights and De Luxe Bells.

Directors elected to the board of the Automatic Merchandisers' Association of Michigan at its recent annual meeting here were announced this week by Frederick E. Turner, who was re-elected president of the association. The directors are L. V. Rohr, Detroit; S. B. Paul, Detroit; L. Sigler, Grand Rapids; G. L. Hawa, Pontiac; Harold Post, Flint, and Syd Isaac, Kalamazoo.

F. O. Westman is developing a specialized business here in the skill game field thru the American Legion. Westman is finding new location owners thru his Legion contacts, including advertising in the weekly newspaper put out by the county council. As a result he is able to meet store operators and others who are ready to place games of this caliber in their stores. "I prefer permanent locations for machines," Westman said. "Some operators can develop a nice business on special locations, such as parties and celebrations lasting from one day to one week, but

the expense and trouble of moving machines in and out makes this more difficult to operate profitably, I find."

Business is picking up slowly in the field of automatic scale operation, according to Bernard M. True. "Business in this department follows general business very closely," True said. "If conditions are good in business in most lines the scales also increase their receipts." True is one of the leading specialists in the scale field in the Detroit area.

Arthur Caplan, who recently entered the coin machine business, is operating a pin game route only at the present time and is observing operating conditions and methods of other operators before making any decision for further expansion.

Joseph A. Lovern is the latest Detroit to join the ranks of operators in the music field. Lovern has headquarters in the Redford section of the city. His choice has been for Mills phonographs, of which an order was placed last week.

Ben J. Marshall, of B. J. Marshall, Inc., went to Chicago this week in connection with music and amusement machine sales. Marshall is a Rock-Ola distributor here, as well as operator of one of the largest premium businesses in the territory.

Henry W. Schmidt, Detroit music machine operator, is operating under the name of M. & S. Amusement Company in a partnership as well as under his own name.

## ANOTHER SPORS SCOOP.



**RECAMIER**  
Successor to the Business Conducted by Harriet Hubbard Ayer During the Year 1886-1887. Not Connected With Business Conducted Since 1907 by HARRIET HUBBARD AYER.

Offers D248 Deal. Consists of: 1 Jar of Cold Cream, 1 Box of Face Powder, 1 Bottle of Perfume and 1 Lipstick. Quality Merchandise—repeat sales. Full Size Packages—expensive looking. Dealers welcome you. Sales Coupons for Above Deal, 85c a 1000.

**SAMPLE DEAL 33c, DOZ. 28c Each**  
SPORS CO., 537 Superior St., Le Center, Minn.



THE GENCO "100% COVERAGE" GAMES ARE GOING TO TOWN!

# BATTER UP!

BASEBALL BUMPER SPRING

# RUNNING WILD!

HIGH SCORE BUMPER SPRING



Have you seen it?  
Have you played it?  
Operators Tell Us It's The Best Baseball Bumper Spring Game They've Found!

- Extra Batting Average Award
- Regular High Run Awards
- Skill Home Run Shot
- Required Runs to Make and Odds Change With Every Play and With Every Home Run Made.

More Than Just A High Score Bumper Game—It Has Those Extra Features That Make A Game Profitable For Many Months!

- 2 Side Kickers Send Balls Back Over the Playing Field
- 500 Points Skill Lane Shot
- Big Totalizing Backboard
- AND GENCO'S NEW ADJUSTABLE AWARD RECORDER THAT KEEPS COUNT OF ALL WINNING SCORES.

**NOW MAKING 300 A DAY!**  
Increased Production Enables Us To Promise Immediate Delivery on All Orders Received!

Both GAMES \$ **64.50** Deluxe  
5 BALLS F.O.B. CHICAGO 22"x46" CABINETS  
EACH TAX PAID  
**Genco Inc.**  
2621 N. Ashland Ave., Chicago



AWARD RECORDER CAN BE SET TO BEGIN CHECK AT ANY OF SEVERAL HIGH SCORES

## Bowling Profits

By J. B. WAYNE

I decided to go into the operation of bowling games because I wanted to operate something that could be regarded as strictly legal and which would have sufficient athletic or skill appeal to invite continuous play. The Skee Ball game seemed to fill these requirements perfectly. I knew that the game must be legal because New York State does not permit the use of gambling devices. Knowing that the Rudolph Wurlitzer Company pays the government a big tax in taxes on the games it manufactures, I felt confident that I could operate them without the constant constestation with which I might be confronted if I operated certain other coin-operated devices.

I am now operating 65 Skee Balls in taverns and other locations and find that the play is much better on bowling machines than on other coin-operated devices which might meet my require-

ments of legality and real athletic or skill appeal.

I considered the only other kind of game that met my requirements but felt that only a relatively few people were really skilled in playing this particular kind of game and that the others, particularly women, would become discouraged because they couldn't make a good score. Inasmuch as skill could not be easily acquired in this other game, I felt that bowling games would get more play and be more profitable.

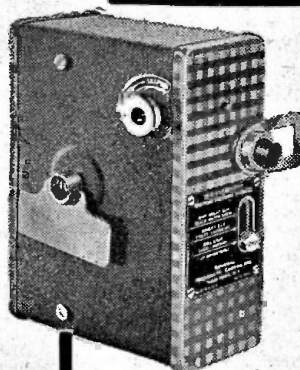
My experience has justified this decision. Other operators who went into this other game have pulled their machines out of locations where I have my games. My games took in two or three times as much money.

I attribute bowling popularity to the fact that, while it is an athletic type of game, skill is easily acquired. It is possible for anyone to quickly acquire the "hang of it" and make a relatively good score with little or no practice. That is why women like to play it.

My machines have showed a steady income—averaging over \$20 a week to myself in the best months and \$10 a week in the worst months. Some of my locations have run well over \$100-a-week gross. One of my friends is sales manager of a large brewery and by comparing his sales curves on beer with our collections on Skee Ball I find that the two have been running parallel. This leads me to believe that when the weather gets warmer and people spend more time in taverns that my collections will increase accordingly.

I have given no prizes for bowling a given high score, but certain of my locations have given nominal prizes for the high score of the week. I have had no objection to this, because I believe it just as legal to give such a prize on my games as for a bowling alley to give a prize for the high score of the week. Those of my locations that give such a prize find that it materially stimulates play on the machine.

From my study of the history of these games I am confident that the play will hold up indefinitely. I have found that bowling games have been successfully



Everyone's Taking Pictures Now  
**THE NEW MOVIE MATIC CAMERA**  
1937

### IMPORTANT

Do not confuse this camera with the old model.

## MOVIE MATIC CAMERA

Is A Natural Including MOTOR DRIVEN PROJECTOR

The New 1937 Moviematic Camera takes SNAP-SHOTS, MOVIE-BOOK and MOTION PICTURES, and is GUARANTEED FOR LIFE. The only 24-in-1 Camera on the market, and thousands will be sold.

Every family is a prospect for at least one camera, and thousands will be sold.

## SALESBOARD OPERATORS

Cash In With Our Timely Deal

LIST PRICE \$17.50 The Deal is set to move very fast and includes 2 MOVIE MATIC 1937 CAMERAS, 2 ELECTRIC MOTOR-DRIVEN PROJECTORS and 4 WAHL EVERSHARP PENCILS. You'll MAKE BIG MONEY WITH THIS DEAL.

SEND FOR FREE SAMPLE SALESCARD AND FULL PARTICULARS TODAY!

**ADVANCE DISTRIBUTORS, INC.**  
395 BROADWAY, NEW YORK CITY

?  
Are You Working Our RADIO DEAL SILEX DEAL They're Hot!



EXTERIOR VIEW of the building housing the new George Ponsler Company branch in Philadelphia.

## WURLITZER P-12 Perfect Condition \$129.50

SINGLE—\$139.50.

Lots of 10

BUMPERS ..... \$37.50  
BOLOS ..... 7.50

★ KEENEY BOWLETTES (Very Low Price)

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

**BABE KAUFMAN, Inc.** (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

operated in amusement parks for over a quarter century—that it is more popular than ever in this field. If it has held up in amusement parks I see no reason why it will not hold up in taverns.

Bowling has been popular for as long as any of us can remember—is more popular today than ever before. And after all Skee Ball is just another form of bowling.

# Everything for Everywhere!

# PACIFIC

**AND THE BEST OF EVERYTHING!**

Small wonder that operators all over the country are making Pacific their headquarters for 1937. Here they find a game for their every need—a game for every location—every territory. A well rounded out line. Everything from pay tables to gum venders. And all built to meet one aim—one purpose. To be the best. The very best. The type of equipment which comes only from a feeling of pride on the part of each Pacific workman—of pride in work well done. So it is only natural that this aim to build the best has resulted in such a complete line as . . .

**PAY TABLES**—Mazuma. A new one-ball pay table with "win or money-back" feature. Built to make money on any location.

**NOVELTY TABLES**—Skooky. The history-making 5-ball novelty table. Sweeping the country like wildfire. Cleaning up big. Its "Magic Mirror", plus 3rd dimensional lighting effects, and changing odds make it the stand-out novelty game of the year—and a sensation of all time.

**CONSOLES**—De Luxe Bell. The money-making masterpiece. All the appeal of the bell machine plus the magic of spinning light, and come-on of two chutes—5c and 25c. Nickels to start and keep going. Quarters to outguess and get ahead.

**AMUSEMENT GAMES**—Pacific's BALL GAME. The pitcher lets fly with fast ones—slow ones—looping curves. The player swings. Hits homers, singles, doubles and triples, according to his ability. And Pacific's Ball Game is packed full of quality, yet low in price—"way under the market".

**\$219.50**

**MERCHANDISING MACHINES**—Pacific's Gum Merchant. A gum vending machine with a clever merchandising idea. Each package contains a premium. And—see Pacific's ad on page 96.

**WRITE FOR PRICES NOW . . . or see your distributor at once! And order your samples today!**

**PACIFIC MFG. CORPORATION**  
 4923 WEST LAKE STREET, CHICAGO  
 LOS ANGELES OFFICE: 1320 S. HOPE ST.

# MEN & MACHINES

Rumors of new vending machines increase and indicate the rising tide in this field. Some of the big names connected with the rumors should make interesting news when the machines appear.

Most opportune news at this season seem to be the gradual increase in the popularity of machines issuing novelty premiums. The rotary-type of novelty venders are most conspicuous in this field and news from abroad last week indicates that England and France are giving them a boom. The amusement games industry muffed its opportunity once to tie into the novelty and premium goods field with a will to win. The far-off possibilities in this field may be seen in the fact that France now permits the operation of slot machines provided they are used to promote the sale of novelty merchandise.

Some French visitors were in Chicago last week looking for slot machines wherever they can get them. Used machines are preferred, in order to equalize the tariff duties, naturally. It is evidently a good break for the American trade and we hope the Frenchmen can return with a plentiful supply of good machines. French visitors at the 1937 convention in Chicago were worried lest the present operation of slots be overdone. Experienced operators know the rules, they said, but it is the new fellows that may cause trouble. It now appears that if the slot operators will stick to novelty merchandise awards instead of cash they may depend on the liberality of the government to continue.

*King of Gamblers*, movie thriller based on the "slot machine racket," is the current feature picture at the Apollo Theater, Chicago. Chicago columnists have a chance to see themselves as the background of an exciting drama. Somebody will say that they have a chance to see themselves as they really are.

While the States of Florida, New York, Oklahoma and Maryland look around feverishly for sources of revenue to meet increasing needs, the opposition to legalizing slots and amusement games arouses curiosity.

A new phonograph idea made in London uses a long ribbon wound on a reel instead of the usual disk record. It is an adaptation of the movie sound track idea. A New York concern is being organized to market the machines in America. The ribbon records play from 6 to 60 minutes.

One sidelight on the opening of the Ponsler branch office in Philadelphia is the popularity of Joe Ash, manager, with the trade. Ash traveled for Ponsler thru-out the State before the Philly branch was opened. He has a large acquaintance among operators in the State.

I. H. (Izz) Rothstein, farmer and president of the Banner Specialty Company, Philadelphia, returned from a visit to the Daval Manufacturing Company, Chicago, singing a new theme song, *Boo Hoo*. It is a popular song hit and the name of a new Daval game. Rothstein explained.

Harry Hoppe, ambassador of good will for Exhibit Supply Company, has been reporting good business from Texas and Louisiana. The Novelty Candy Vendor, Silver Bells and Exhibit's Races are the sellers.

Charlie Cleveland, secretary-treasurer, and Leo J. Kelly, sales manager at Exhibit Supply Company, Chicago, have been sympathizing with each other over recent teeth extractions. "Misery loves company," they say.

Paul Gerber and Max Glass are reported to be going into a duet. They have a phono playing the *Boo Hoo* song to see if they can learn it. Gerber is trying to stretch to a high tenor, while Glass is reducing to a low bass. They have corrupted a popular song to swing something like this: "Boo Hoo your blues away with Boo Hoo, It's not only a hit song—It's a hit game for yoo-hoo."

Percy Smith, of Exhibit Supply Company, has received the good news that Mrs. Smith had arrived safely in Liverpool. Perc says that Mrs. Smith decided the Coronation would not be complete without her. Perc refused to go. Said he couldn't take a chance on wearing those short silk pants.

The French coin machine show convenes in Paris the last week in May. In addition to our regular news reports, *The Billboard* will also carry a story of the French show as seen thru the eyes of a woman. Mrs. Karl Klein, boss of Karl Klein, of Groetchen Tool Company, Chicago, is seeing London and Paris and will attend the French coin machine show. She has promised us a good story of her observations. Our news reporters in London and Paris will report on the French show, and Rene Godin, publisher of the French coin machine trade paper, will also share his report with American readers.

H. L. Baker and J. O. Bates, of Pace Manufacturing Company, Chicago, sailed for France on the Normandie April 28. They will attend the French coin machine show as representatives of their firm. Before returning they plan to make a general tour of England and the Continent.

Joe Frank, aggressive coinman from Nashville, was in Chicago recently. Business is good in Tennessee, he reports, and he expects further improvement. He reported having sold 500 slots

**BARGAIN SPOT PREAKNESS \$79.00**

**BARGAINS IN RECONDITIONED MACHINES**

PAYOUTS		Galloping		Baffle Ball	
Rotary Merchant	\$98.50	Plugs	\$25.00	Stampede	9.00
Hi De Ho	59.00	Round Up	25.00	Gold Rush	7.00
Derby Day		Mileah	22.00	Carica	7.00
with Clock	59.00	Peerless	20.00	Rocket	5.00
Derby Day		Bonus	20.00	Champion	5.00
no Clock	55.00	Stop and Go	20.00	PIN GAMES:	
College Football	55.00	Pamco Parlay, Sr.	19.50	Bumper	\$35.00
Turf Champs	53.00	Tyson	19.50	Floor Sample	35.00
Daily Races		Credit	19.00	Roll Over	18.00
Mystery	35.00	Sunshine Derby	19.00	Short Box	12.00
Pamco Parlooka, Sr.	35.00	Ten Grand	18.00	COUNTER GAMES:	
Belmont	30.00	Alamo	18.00	NEW Reel	
Pamco Ballot	28.50	Jumbo	17.50	Hi De Ho	7.00
Pamco Bells	29.00	Hollywood	17.50	Reel Races	7.00
Top 'Em	29.00	Daily Races	17.50	Wagon Wheels	7.00
Pamco Parlooka, Jr.	27.50	Multiple	17.50	Punchette	5.00
Bambino	10	Grand Slam	17.00	SLOT BARGAINS:	
Ball	27.50	Multiple	17.00	Pace's All-Star	
Challenger	27.00	Sky High	17.00	Go Late	
Sunshine	27.00	Daily Double	15.00	Serial	\$49.50
Baseball	25.00	Golden Harvest	14.00	Mills 5c Wdr	42.50
All Stars	25.00	Prestor	12.50	Eagle	5c
		Big Five, Sr.	12.00	Waiting	5c
		Big Five, Jr.	9.00	Double Jack	28.50
				Front Vndr.	28.50

**NATIONAL COIN MACHINE EXCHANGE**  
 First With the Latest New Games—Get Your Name on Our Waiting List.  
 1407 Diversy Blvd. Chicago, Ill.



THEY'RE OFF!

# RIDE THE WINNER FOR THE BIG PROFIT PURSE!

Here's the horse race fan's Dream come true! A game that steps right out in front and holds the lead—a real CHAMP! The only Novelty Horse Race Game that features WIN—PLACE—SHOW! HOT SPRINGS sets a profit pace hard to beat!

## HOT SPRINGS

5-BALL BUMPER-SPRING NON-PAYOUT

With sensational new THIRD-DIMENSION MYSTIC GLASS Back Panel. Distances and odds step out in life-like realism. Length of Race Varies from 3/4 mile to 2 miles. Odds up to 40-1! 5 balls to shoot. Every bump noses out another horse. FLASHOGRAPH Totalizer flashes the race position and final results!

Game automatically cuts off when a WINNER comes in—even if all balls have not been shot!

**\$6950**  
TICKET MODEL

5-BALL \$99.50  
HERE'S A HOT TIP—ride HOT SPRINGS!  
IMMEDIATE DELIVERY



22"x44"  
A. C. Current Only

COMING!  
PHENOMENAL  
ONE BALL  
PAYOUT!

**D. GOTTlieb & CO.**

2736-42 N. PAULINA ST., CHICAGO, ILLINOIS

### FEATURES

- 3d DIMENSION MYSTIC GLASS BACK PANEL!
- FLASHOGRAPH Movie-type, nose-by-nose Totalizer!
- MYSTERY SLOT—(Out-standing feature of Gottlieb Payouts!)
- ADJUSTABLE MECHANICAL AWARDS—in- visible mechanical control of odds!
- MECHANISM mounted on sliding chassis in back of Back Panel, instantly removable!
- TILT-FOILER cuts off game when tilted!
- ILLUMINATED A B T 400 COIN SLOT, last coin visible!

**ROYAL COIN MACHINE CO.**  
2212 N. WESTERN AVE. CHICAGO, ILL.

**OFFERS BETTER GAMES AT LOWER PRICES**

**PAY TABLES.**

All Star . . . \$24.50	Redwood . . . \$25.00
Challenger . . . 28.50	Redwood . . . 23.50
Cocktail Hour . . . 18.50	Rocket . . . 7.50
Golden Harp . . . 18.50	Sky High . . . 17.00
King Fish . . . 10.00	Sportsman, Wis. . . 7.50
Panico Parlay . . . 19.50	Treasure Ship . . . 5.00
Peerless . . . 21.00	Trojan . . . 19.50
Prekness . . . 78.00	Turf Champ . . . 54.50
Put 'n' Take . . . 8.00	Tycoon . . . 21.50
Rambler . . . 22.50	Wall St. . . . 10.00

**NOVELTY GAMES.**

- Beamito,
- Tit for Tat,
- Contact,
- Action,
- Par Golf,
- 3-In-Line,

**\$450** FEA.

1/3 Deposit With Order, Balance C. O. O.  
Immediate Delivery on Jennings, Mills, Race New and Used Slots.

Write for Price List on All New and Used Games.

during the year 1936 in addition to his general distributing business.

I. F. Webb, heading Rock-Ola phonograph department, left recently for an extended business trip to the Pacific Coast. He will call on distributing firms all along the Coast.

Mrs. Art Nagel, wife of Art Nagel, Avon Novelty Company, Cleveland, paid another unexpected visit to Chicago manufacturers to plead for faster delivery of games. Mrs. Nagel explains that their increasing business makes it necessary for them to get faster and larger shipments. She hopped off by plane to attend the Silent Sales party in Minneapolis.

## Vermont Bill Is Explained

To the Editor: "The recent Vermont Legislature passed a law governing the licensing of skill-game operators. The law goes into effect July 1, 1937, and it would be of great assistance to Vermont operators and manufacturers of games if the following information could be given publicity in your magazine as soon as possible.

"The law establishes a license fee of \$200 per operator, a tax of \$25 per game, with an additional \$5 per game to be paid for each place of business where games are in operation. Each game must display a license tag issued when game is licensed.

"All games operated in State of Vermont must possess an element of skill and be approved by tax commissioner. Manufacturers and dealers can be of great assistance to Vermont operators by being sure their games are legal in Vermont, as it will be necessary to be assured that games are legal before further purchases are made.

"Copies of the law are available at the Vermont Tax Department, Amusement Machine Division, State House, Montpelier, Vt. All Vermont operators are being advised to secure copies of this law at once."  
**DANIEL H. ROACH,**  
Secretary, Vermont Coin Operated Amusement Machine Ass'n, Montpelier, Vt.

## GUARANTEED RECONDITIONED PAYTABLES

- ALAMO . . . . . \$24.50
- PEARL HARBOR . . . . . 22.50
- KING FISH . . . . . 14.15
- BIG RICHARD . . . . . 32.50
- GOLD RUSH . . . . . 12.50
- DAILY RACES . . . . . 22.50
- GOTTLIEB BAFFLE BALL . . . . . 12.50
- NATURAL . . . . . 37.50
- PROSPECTOR . . . . . 12.50
- BALLY DERBY . . . . . 32.50
- GALLOPING PLUGS . . . . . 25.00
- PALOOKA, JR. . . . . 32.50
- GRAND SLAM . . . . . 25.00
- JUMBO . . . . . 19.50

Many More Re-Conditioned Games in Payouts as Well as Amusement Games. Write for Price List!

## ALL TYPES OF MILLS BELLS AND VENDERS

AT FACTORY PRICES

Write For Complete Catalog

MILLS BLUE FRONT MYSTERY—Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 8c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces).  
Case Lots (100 Boxes), \$12.00.  
1/3 Deposit With Order.

## SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

12 LATEST MODEL BALLY

### RAY'S TRACKS, \$149

Guaranteed Satisfactory or Money Back.

**UNITED AMUSEMENT CO.**  
908 McCullough, San Antonio, Tex.

**REVISED WHOLESALE CATALOG SHOWS**

- 4000 Fast Sellers.
- 260 Pages of World-Wide Bargains.
- 15 New Selling Plans.
- 30 Money Making Ideas.
- New creations phenomenal sellers, outstanding values—all from one source of supply. Illustrated in our Catalog. Send for it today.

**SPORS COMPANY**  
LE CENTER, MINNESOTA

SPORS CO., 537 Erie St., Le Center, Minn.

## Royal Coin To Push for Sales

CHICAGO, May 8.—With the inception of an increased advertising schedule and the adoption of a new low-price policy, the Royal Coin Machine Company, Chicago, announces the beginning of a season which is expected to be the most successful in the short but dynamic history of the organization.

The growth of Royal has been nothing short of phenomenal. In less than a year the company has become an important factor in jobbing and distributing both new and used games, and the firm's success is attributed to a sales policy devised solely for the benefit of operators, officials claim.

"Royal maintains a complete stock of games, new and reconditioned, and a careful reconditioning process, combined with prompt deliveries on all orders, has

Midwest's Most Reliable Distributors

### McCALL'S SPECIALS

- LIVE WIRE (Bumper) . . . \$22.50
- SOLO SCORE . . . . . 59.50
- SWING TIME . . . . . 17.50
- RUGBY (Bumper) . . . . . 12.50
- MILLS DANCEMASTER . . . . . 59.50
- MASTER DE LUXE . . . . . 120.00
- DANCE . . . . . 7.00
- MADCAP . . . . . 11.00

**McCALL NOVELTY CO.**  
1170 PINE ST. ST. LOUIS, MO.

been a vital factor in pleasing the hundreds of customers who now look to Royal for their requirements," states I. J. Pollard, Royal head.

*Greater than Carom  
and Preakness combined.*

# Bally's GOLDEN WHEEL

4 TO 40 WINNERS  
EVERY GAME

CHANGING ODDS  
2-TO-1 to 40-TO-1

BUMPER ACTION

ELECTRIC KICKER

ONE-SHOT PLAY

BLAZINGLY BRILLIANT BACKBOARD  
20 INCHES HIGH! 10 RICH COLORS!  
GLEAMING MIRRORS! FLASHING LIGHTS!

TAKE a look at the illustration . . . at the towering 20-inch back-board. Then imagine colored lights flashing and skipping around the wheel . . . giving the player a glimpse of all 40 WINNERS . . . focusing his attention on the rich array of odds! Imagine the thrill of watching your score climb up, up, up toward one of the winning selections . . . the sheer suspense as the score slips by a winning selection and then climbs—bump, bump, bump—toward the next winner on the wheel!

Add the payout-appeal of Preakness to the play-appeal of Carom . . . plus the most spectacular flash you ever saw . . . and you get GOLDEN WHEEL . . . and the biggest profits in payout history! BE FIRST! RUSH YOUR ORDER TODAY!

- CHECK SEPARATOR STANDARD EQUIPMENT
- BALLY BUMPERS
- A. B. T. 400 CHUTE
- 12-COIN ESCALATOR

WRITE FOR  
**PRICES**  
ON PAYOUT and TICKET MODELS

## BALLY QUALITY

- LONGER LIFE ON LOCATION WITHOUT SERVICE GRIEF
- HIGHER RE-SALE VALUE

54 IN. BY 26 IN.

## CROSSLINE

- "RADIO RAY" ACTION
- "BALLOON-TIRE" BUMPERS

THE SCIENTIFIC SENSATION of the age! Shoot a ball across any one of the white criss-cross lines and—presto!—the totalizer adds 10 to the score! Uncanny! Mystifying! "Magic Mirrors" throw invisible "Radio Rays" along the white line—and totalizer operates every time a ball rolls thru the Ray. "Radio Ray" Action ELIMINATES ALL DEAD SPACE FROM PLAY FIELD! "Radio Ray" Action is today's best bet for a bigger crop of novelty nickels. And in CROSSLINE you get "Radio Ray" Action GUARANTEED TROUBLE-PROOF BY BALLY! Be first! Order CROSSLINE today!

\$69<sup>50</sup>

F.O.B. CHICAGO

44 IN. BY 22 IN.

## NUGGET

COIN - OPERATED SALES - BOARD

A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1,000-hole, 5-cent Sales-Board (penny play for few cents extra). Has 3 SPINNING REELS, flashy 5-color front with gold coin seals! Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order 10 to 25 NUGGETS . . . place them all in a single day . . . and collect \$10.00 to \$25.00 daily from each! WIRE YOUR JOBBER FOR FIRST DELIVERY.

Only  
**\$19<sup>75</sup>**  
F.O.B. CHICAGO



STILL GOING STRONG: CAROM  
RAY'S TRACK • RELIANCE • BALLY BABY



**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE  
CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.



# GOOD MONEY LOST

*Don't Cut Your  
Possible Profits!*

INVESTIGATE *then* INVEST!

★  
STABILIZE YOUR BUSINESS

INTO A

PROFITABLE PERMANENT BUSINESS!



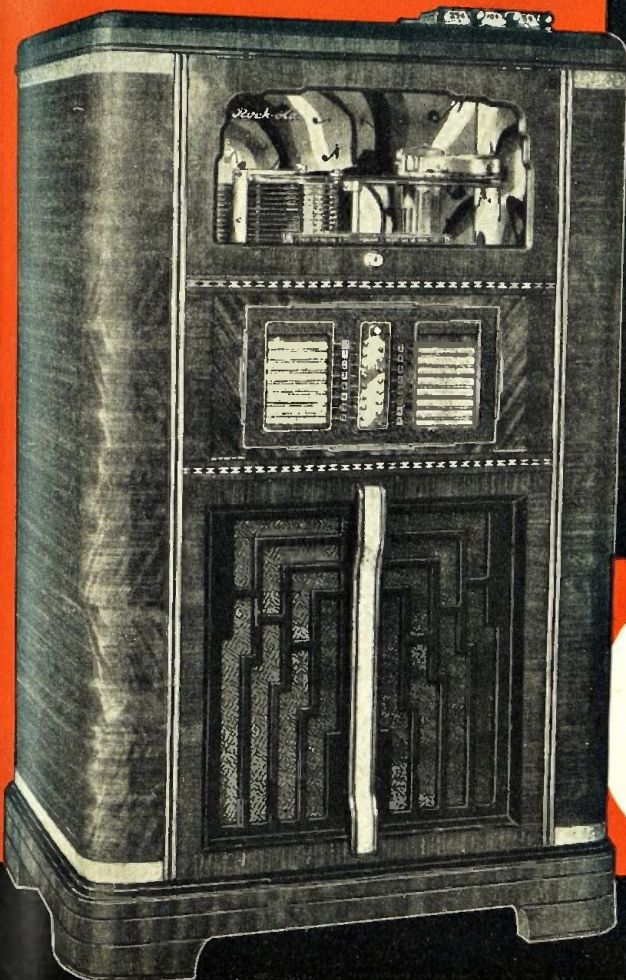
## ★★★ Rock-Ola's WORLD

AMERICA IS BASE-BALL CONSCIOUS!

Wise OPERATORS are also CONSCIOUS of the many advantages of the REAL Base-Ball Game, ROCK-OLA'S WORLD SERIES.

Spring Base-Ball receipts are breaking all records—BIG CASH returns on World Series are also breaking records for consistent earnings . . . and . . . Best of all, YOUR EARNINGS will go on and on for YEARS TO COME.

## SERIES



## RHYTHM MASTER

THE "SPOT-HOLDER" of Perfect Phonograph Performance.

Recognized by veteran operators as the phonograph with the perfect mechanism—the most beautiful cabinet and the finest TONE QUALITY in true reproduction ever conceived.

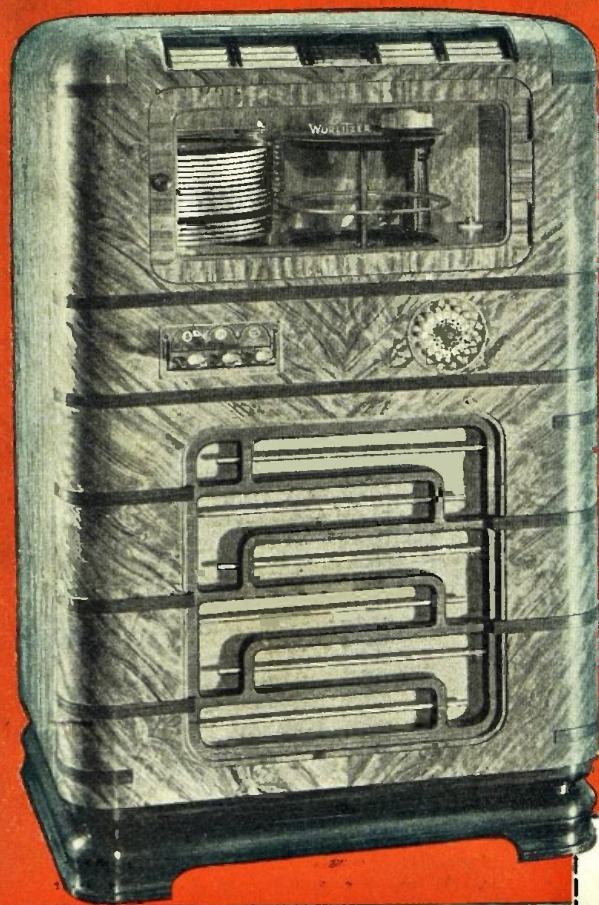
Now in 16 or 12 Record Models. The BEST in Music deserves your approval. Why accept less than the FINEST.

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS



*He's*  
**"GOING TO TOWN"**  
*in a* **BIG WAY**  
*with*  
**WURLITZER-  
SIMPLEX**  
**AUTOMATIC PHONOGRAPHS**



**YOU TOO, CAN GET AND HOLD THE  
BIG LOCATIONS WITH THESE  
*Beautiful Instruments***

The success story of America's outstanding music operators is a tremendous tribute to the earning power of Wurlitzer-Simplex Automatic Phonographs.

Everywhere, every day these men are getting and holding the best locations—the big money locations on the superiority in appearance, in performance, in sheer entertain-

ment value of these beautiful instruments.

Find out if there is still room in your locality for a Wurlitzer-Simplex operator. The coupon will bring your answer at once. The Rudolph Wurlitzer Company, North Tonawanda, N. Y., Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*The Choice of America's  
Most Successful Operators*

**THE RUDOLPH WURLITZER CO.,**  
North Tonawanda, N. Y.

Please let me know if there is room for another  
Wurlitzer-Simplex operator in my locality.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Present Occupation \_\_\_\_\_

*Sold only to  
Operators*